



**Florida Roofing Magazine – December 2017 Issue**

**Creating a Brand Identity for your Roofing Company**  
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**Branding Checklist**

1. Answer the following about your Target Market:

Who is our target customer?	
Where are they located?	
Where do they get their information?	
What do people currently think of our industry? Do they have a good perception? Bad perception?	
What is your customer's biggest problem? What is our customer's biggest challenge?	
How do we solve it?	
What are our customers goals?	
How do they like to communicate?	
Do they speak a certain lingo?	
What is their budget?	
What makes our customers happy?	

2. Answer the following Questions about Building \_\_\_\_\_:  
*(the feeling you are trying to create. For our company it was Trust).*

What emotion (feeling) from the above set of questions do we need to tackle with our customers?	
What builds _____ with a customer?	
What do we need to do to make our customers feel that they can _____ us?	
What materials could we provide potential customer to build a _____ reputation?	
In what timeframe do we need to communicate with customers to build a _____ reputation?	
What systems do we have in place to build consistency?	
What systems do we have in place to show transparency?	

Does our brand currently articulate this emotion? Logo? Website? Printed Materials? Email?	
Are our colors and font align with _____?	

3. What is our current / future brand emotion?

Determine 3-5 words you want your brand associated with.	
Determine 3-5 words that currently describe our brand?	
What do we need to do with our brand to achieve all desired emotions?	
What is our brand personality? What is our story? <b>Research Help:</b> <a href="https://www.psychologytoday.com/blog/inside-the-consumer-mind/201302/how-emotions-influence-what-we-buy">https://www.psychologytoday.com/blog/inside-the-consumer-mind/201302/how-emotions-influence-what-we-buy</a>	
What should our brand represent in the future?	

4. Competitor Analysis

Which competitors in the marketplace are positioning themselves like us?	
Which competitors have the most recognized brands? Why?	
What is competitors message?	

