

# ***MRA MEMBER MARKETING RESOURCE***

Powered by MisfitBound Marketing



**MISFITBOUND**  
MARKETING



## ***A NEW BENEFIT FOR METAL ROOFING ALLIANCE MEMBERS***

The Metal Roofing Alliance (MRA) is committed to helping its members grow stronger businesses while advancing the reputation of quality metal roofing across North America.

As part of this mission, the MRA is partnering with MisfitBound Marketing, an industry-focused marketing and design firm, to provide members with easier access to professional marketing support tailored specifically to the metal roofing industry.

This new member resource connects contractors, manufacturers, and industry professionals with marketing expertise that understands the unique challenges and opportunities within the metal roofing marketplace.

Through this partnership, members gain access to exclusive marketing resources, discounted services, and strategic insights designed to help businesses attract more customers, strengthen their brand, and align their messaging with the educational standards promoted by the MRA.

Participation is entirely optional, and members can engage at the level that best fits their needs.

### ***WHY THIS PARTNERSHIP MATTERS***

Marketing today is more complex than ever. From websites and search engines to social media and digital advertising, businesses must navigate a rapidly evolving digital landscape while maintaining professional, trustworthy messaging.

For many contractors and manufacturers, building and maintaining an effective marketing presence can be time-consuming and difficult without specialized expertise.

This partnership was created to help solve that challenge.

By working with a marketing partner that understands the metal roofing industry, MRA members can:

- **Improve the professionalism and effectiveness of their marketing**
- **Align messaging with MRA education and homeowner resources**
- **Increase visibility within their local markets**
- **Strengthen brand trust and credibility**
- **Generate more qualified customer inquiries**

Most importantly, it provides members with a trusted marketing resource that understands metal roofing — not just marketing in general.

## ***A MEMBER BENEFIT BUILT AROUND THREE CORE COMPONENTS***

This program is designed to provide meaningful value while remaining flexible and accessible for businesses of all sizes.

Members can participate in any part of the program without obligation.

The partnership includes four key components.....

### ***1 COMPLIMENTARY MARKETING AUDIT***

Available to All MRA Members

Every Metal Roofing Alliance member is eligible for a complimentary professional marketing audit conducted by MisfitBound Marketing.

This audit serves as the starting point for understanding how a company's current marketing performs and identifying opportunities for improvement. The goal is to provide clear, actionable insights that help members strengthen their marketing strategy and better connect with potential customers.

The Audit Includes:

#### **Website Review**

- Evaluation of how effectively a website communicates services and provide insight on how to improve conversions.

#### **Brand Clarity & Consistency**

- Assessment of logo usage, messaging, and brand presentation.
- Local Search Visibility Snapshot
- Overview of how easily homeowners can find the business online in their local market.

### **Social Media Presence Review**

- Analysis of current platforms, engagement, and opportunities to improve reach.

### **Messaging Alignment with MRA Education**

- Evaluation of how messaging aligns with the MRA's homeowner education initiatives and industry best practices.

### **Prioritized Recommendations**

A clear list of suggested improvements categorized into:

- Quick wins
- Mid-level improvements
- Long-term growth opportunities
- Audit Deliverables

Members receive:

- A digital summary report outlining findings and recommendations

Members are free to implement the recommendations on their own or explore additional marketing support if desired.

There is no obligation to purchase services.

## **2 OPTIONAL MARKETING & DESIGN SERVICES**

Following the marketing audit, members may choose to work directly with MisfitBound Marketing for hands-on marketing support.

These services are designed specifically for companies operating within the metal roofing and construction industry, ensuring that strategies, messaging, and creative assets reflect the realities of the market.

Services may include:

### **Brand Development & Positioning**

- Logo design and refinement
- Brand color palettes and typography systems
- Messaging frameworks and value propositions
- Taglines and positioning statements
- Brand guidelines for consistency across all platforms

### **Website Design, Development & Optimization (\*platform dependent)**

- Full website builds and redesigns
- Landing pages for campaigns or specific services
- Conversion optimization (calls-to-action, forms, layout)
- Mobile optimization for on-the-go users
- Speed, usability, and performance improvements
- Integration with CRM or lead tracking systems

## **Search Engine Optimization (SEO)**

- Local SEO optimization (Google Business Profile, maps visibility)
- Keyword research specific to roofing services
- On-page SEO improvements (titles, content, structure)
- Content strategies to improve rankings
- Technical SEO audits and fixes

## **Paid Advertising (Google Ads & Digital Campaigns)**

- Google Search Ads targeting high-intent keywords
- Local service-based campaigns
- Display advertising for brand awareness
- Campaign strategy, setup, and optimization
- Budget management and performance tracking

## **Social Media Strategy & Content Creation**

- Monthly content planning and strategy
- Custom graphics and branded visuals
- Caption writing and messaging development
- Campaign-based content (seasonal, educational, promotional)
- Platform-specific optimization (Facebook, Instagram, LinkedIn, etc)

## **Content Marketing & Education-Based Messaging**

- Blog articles and website content
- Homeowner education pieces
- FAQ development
- Video scripts and educational content planning
- Email newsletters and campaigns

## **Graphic Design & Visual Marketing Assets**

- Digital ad creative (banner ads, social ads)
- Print materials (brochures, flyers, mailers)
- Sales sheets and product literature
- Infographics and educational visuals
- Branded templates for ongoing use

## **Sales & Business Development Materials**

- Proposal templates and presentations
- Sales collateral and leave-behind materials
- Case studies and project showcases
- Before-and-after project visuals
- Pitch decks for larger opportunities

## **Trade Show & Event Marketing**

- Booth design and graphics
- Event signage and displays
- Handouts and promotional materials
- Pre-event and post-event marketing campaigns

## **Marketing Strategy & Ongoing Support**

### **A Partner in Long-Term Growth**

For members looking for ongoing support, MisfitBound offers strategic marketing guidance and execution on a monthly basis.

#### **Services include:**

- Monthly marketing planning and execution
- Campaign development and optimization
- Performance tracking and reporting
- Continuous improvement based on data

#### **Why it matters:**

Consistent, strategic marketing delivers better long-term results than one-time efforts.

## **Flexible Engagement Options**

Members can engage with MisfitBound Marketing in a way that fits their business:

- One-time projects
- Ongoing monthly marketing support
- Campaign-based initiatives
- Phased growth strategies

There are no required commitments, allowing members to scale services as their business grows.

## **3 EXCLUSIVE PRICING FOR MRA MEMBERS**

As part of this partnership, MRA members receive exclusive discounted pricing on MisfitBound Marketing services.

### **Member Discount**

**15–20% off standard MisfitBound Marketing rates**

This pricing advantage is available to all active MRA members and applies to:

- One-time marketing projects
- Branding and design work
- Website development
- Ongoing marketing support

This discount creates a clear financial benefit tied directly to MRA membership while providing access to industry-specific marketing expertise.

## **HOW THIS PROGRAM WORKS**

The program is designed to be simple and flexible for members.

### **Step 1**

Learn about the marketing resource through MRA communications.

### **Step 2**

Request a complimentary marketing audit.

### **Step 3**

Receive a professional evaluation and recommendations.

### **Step 4**

Decide whether to implement recommendations independently or engage MisfitBound Marketing for support.

There is no obligation to move forward with services, and members remain fully in control of how they participate.

## ***SUPPORTING THE GROWTH OF THE METAL ROOFING INDUSTRY***

The Metal Roofing Alliance continues to invest in initiatives that help members succeed while advancing the reputation of quality metal roofing.

By connecting members with marketing resources that understand the industry, this partnership helps strengthen:

- Local contractor visibility
- Industry professionalism
- Consistent homeowner education
- Trust in metal roofing solutions

Ultimately, stronger marketing across the industry helps more homeowners understand the long-term value of metal roofing.

## ***ABOUT MISFITBOUND MARKETING***

MisfitBound Marketing is a marketing and creative firm focused on helping construction and building-product companies grow through modern digital strategies and professional brand development.

The company works closely with organizations in the metal construction industry to develop marketing strategies that balance technical credibility, homeowner education, and high-impact visual storytelling.

By combining marketing expertise with industry knowledge, MisfitBound helps businesses communicate the real value of quality metal roofing to homeowners, builders, and property owners.

## ***GETTING STARTED***

MRA members interested in taking advantage of this new marketing resource can begin by requesting their complimentary marketing audit.

More information and audit requests will be available by contacting the MRA at [support@metalroofing.com](mailto:support@metalroofing.com).



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