

Target audience: Building owners & managers



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Big header picture

Sidebar

Call to Action

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Special feature – more colorful, animated, bolder, something to make it stand out

The Pull Test



Link to Buy Products landing page

Proof

- Playtex Roof Flyer
- Link to energystar.gov case studies
- Document library

Additional Resources

Link to DSIRE site

Link to roof savings calculator

Link to Energy Star target finder

Statement of problem: product(s) as solution

H1 – Save time, money, and the environment

1. Recoating saves money
2. Recoating avoids tearoff and thus avoids putting roofing materials in landfill
3. Recoating does not expose building to weather
4. Recoating does not require closing business until new roof is done

H2 – issues and concerns of target audience

1. What is required to recoat roof?
2. How do I find a reliable contractor?

H2 – supplementary content

1. Energy Star program page

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