



2014 ROOFLITE SOCIAL MEDIA PLAYBOOK

Campaign: **rooflite facebook**

Type: Page Likes

Headline: Rooflite

Text: The #1 specified green roof media with over 8,000,000 square feet of vegetated roofs.

CTA: Page Like

Audience: Washington D.C., Chicago, Philadelphia, New York, Washington, Age 20+, Male and Female, English Speaking

Interests: Green Infrastructure, Green Roof, Landscape Design, Roof Garden, Sustainable landscaping, Vertical Farming

Potential Reach: 40,000

Budget: \$5.00 per day

Image:






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Campaign: **rooflite facebook**

Ads:

Right Column

Rooflite



The #1 specified green roof media with over 8,000,000 square feet of vegetated roofs.

28 people like Rooflite.

Mobile News Feed

Rooflite
Sponsored

The #1 specified green roof media with over 8,000,000 square feet of vegetated roofs.




Rooflite
Building Materials
28 likes



SUMMARY

Audience Definition



Your audience has been defined.

Audience Details:

- Location:
 - United States: Washington (+25 mi) District of Columbia; Chicago (+25 mi) Illinois; New York (+25 mi) New York; Philadelphia (+25 mi) Pennsylvania; Washington
- Age: 20 and older
- Interests: Green roof, Rain garden, Roof garden, Container garden or Green infrastructure
- Language: English (US)
- Not connected to: Rooflite

Potential Reach: 40,000 people

Desktop News Feed

Rooflite
Sponsored

The #1 specified green roof media with over 8,000,000 square feet of vegetated roofs.



Rooflite
Building Materials
28 likes

✓ Liked ▾



2014 ROOFLITE SOCIAL MEDIA PLAYBOOK

Campaign: **Pacific Northwest Urban Agriculture**

Type: Clicks to Website

Headline: Rooftop Farming

Text: Learn about Urban Agriculture using modern green roof systems with rooflite intensive ag.

CTA: Learn More

News Feed Link Description: This agricultural formulation of rooflite intensive has been optimized for farming and the production of highest quality produce.

Audience: California, Oregon, Washington, Age 20+, Male and Female, English Speaking

Interests: Green Infrastructure, Green Roof, Landscape Design, Roof Garden, Sustainable landscaping, Vertical Farming

Potential Reach: 174,000 (w/o CA = 44,000)

Budget: \$5.00 per day

Image:





2014 ROOFLITE SOCIAL MEDIA PLAYBOOK

Campaign: Pacific Northwest Urban Agriculture cont'd

Ads:

Right Column

Rooftop Farming
rooflitesoil.com



Learn about Urban Agriculture using modern green roof systems with rooflite intensive ag.

Mobile News Feed

Rooflite
14 minutes ago


Learn about Urban Agriculture using modern green roof systems with rooflite intensive ag.



Rooftop Farming
This agricultural formulat... [Learn More](#)
www.rooflitesoil.com

SUMMARY

Audience Definition



Your audience has been defined.

Audience Details:

- Location:
 - United States: Oregon; Washington
- Age: 20 and older
- Interests: Green roof, Roof garden, Landscape design, Vertical farming, Green infrastructure or Sustainable landscaping
- Language: English (US)

Potential Reach: 44,000 people

Desktop News Feed

Rooflite
Sponsored

Learn about Urban Agriculture using modern green roof systems with rooflite intensive ag.



Rooftop Farming
This agricultural formulation of rooflite intensive has been optimized for farming and the production of highest quality produce.
WWW.ROOFLITESOIL.COM [Learn More](#)



2014 ROOFLITE SOCIAL MEDIA PLAYBOOK

Rooflite intensive ag now available in the Pacific Northwest!

Learn about Urban Agriculture using modern #greenroof systems with rooflite intensive ag. This agricultural formulation of rooflite intensive has been optimized for farming and the production of highest quality produce. #urbanagriculture #rooftopfarms

View the full press release at <http://www.rooflitesoil.com/news-press>