



Enhanced Social Media Content Management

for SERVPRO® Franchises

Social media is one of the best ways to get your local SERVPRO® business in front of current and future customers. But knowing what, how, and when to post can be difficult and time-consuming. That's where Thryv | Berry Network comes in.

A full-service (we do it for you) social media marketing program for SERVPRO owners

- Industry-related SERVPRO blogs that increase SEO value when added to your website
- Personalized social posts to each Facebook and Google Business Profiles
- Monthly ad campaigns
- Weekly shareable Facebook photo
- Ensures content is custom and 100% unique to your location

SAMPLE SOCIAL POST SCHEDULE

Educational topics containing safety tips, prevention advice, etc.

Each of these 1/week:

- Hard CTA, e.g., link to website or Call Us Today
- Soft CTA, e.g., custom graphic w/testimonial
- Stock Image with Copy, e.g., Did You Know?
- GIF/Video, e.g., value as local, timely, relevant
- Local Content, e.g., impending storm, etc.

Content incorporated into posts based on individual service line focus and geography:

- Water Damage / Storm Damage / Preparedness
- Fire Damage / Safety
- Mold Removal / Cleaning
- Commercial Services / Workplace Safety

ADDITIONAL FEATURES

- Personalized Blog Posting Calendar
- Artist Designed Social Homepages
- Customer Service Satisfaction Training
- Monthly Analytic Reporting

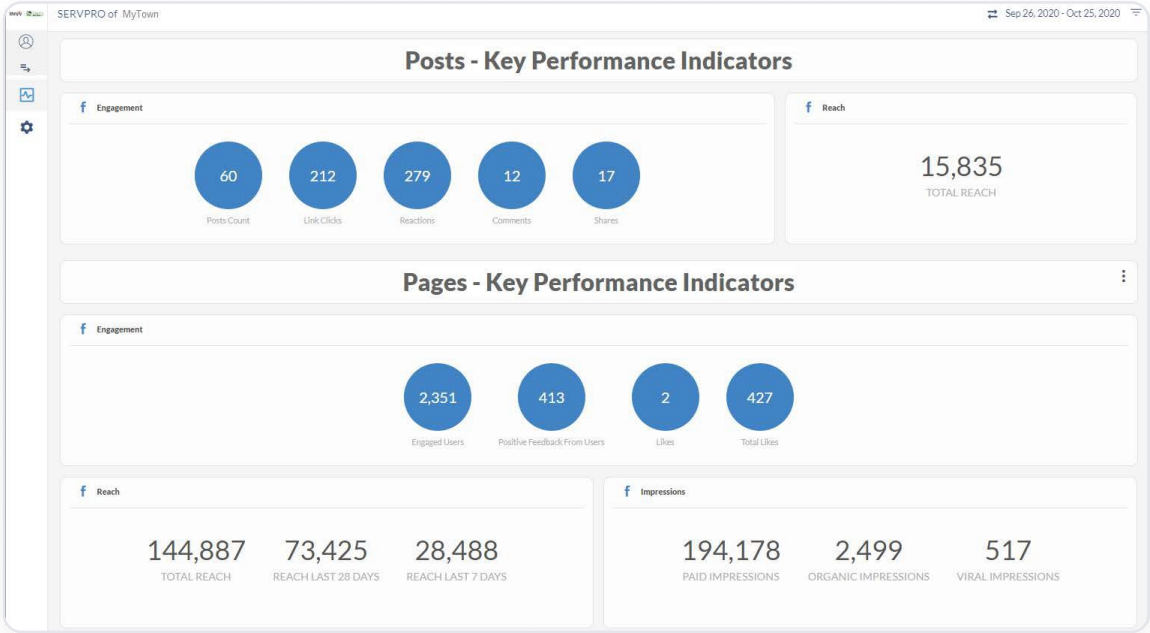


Call **877-503-3996** for more information.

Advanced Reporting

Thryv's transparent reporting portal gives your franchise a full picture of social performance — posts, reach, engagement, and impressions — available 24/7.

TRANSPARENT REPORTING



Sample: SERVPRO of MyTown — posts KPIs, page engagement, reach & impressions.

PRICING AND DETAILS FOR SERVPRO® FRANCHISES

CUSTOM CONTENT – ENHANCED PACKAGE		\$645
Team of Content Professionals		✓
Artist-Designed Social Home Pages		✓
Customer Service Satisfaction Training		✓
Monthly Analytic Reports		✓
Weekly Google Business Profile Posts		5
Weekly Facebook Posts		5
Custom FB Shareables (Photo) Per Week		1
Monthly Ad Campaign		1
Blog Posts Per Month		2
Add-On: Additional Blog (Maximum 2 additional per month.)		\$40/Blog
Add-On: Engagement Service (Available for Facebook only)		\$350

Contact your **Business Advisor** and start getting found today.

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