



Essential Social Media Content Management

for SERVPRO® Franchises

A full-service social media marketing program for **SERVPRO® owners.**

Social media is one of the best ways to get your local **SERVPRO® business** in front of current and future customers — without the time or guesswork.

Here's what's included:



Artist-designed social content

Content tailored to your SERVPRO® franchise — water, fire, mold & commercial.



5 personalized posts per week

Hard CTAs, soft CTAs, stock images, GIFs/ video & local content — all done for you.



Monthly analytic reporting

Detailed monthly reports & customer service satisfaction training included.

SAMPLE SOCIAL POST SCHEDULE — 5 POSTS / WEEK

Hard CTA

Soft CTA

Stock Image

GIF / Video

Local Content

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

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

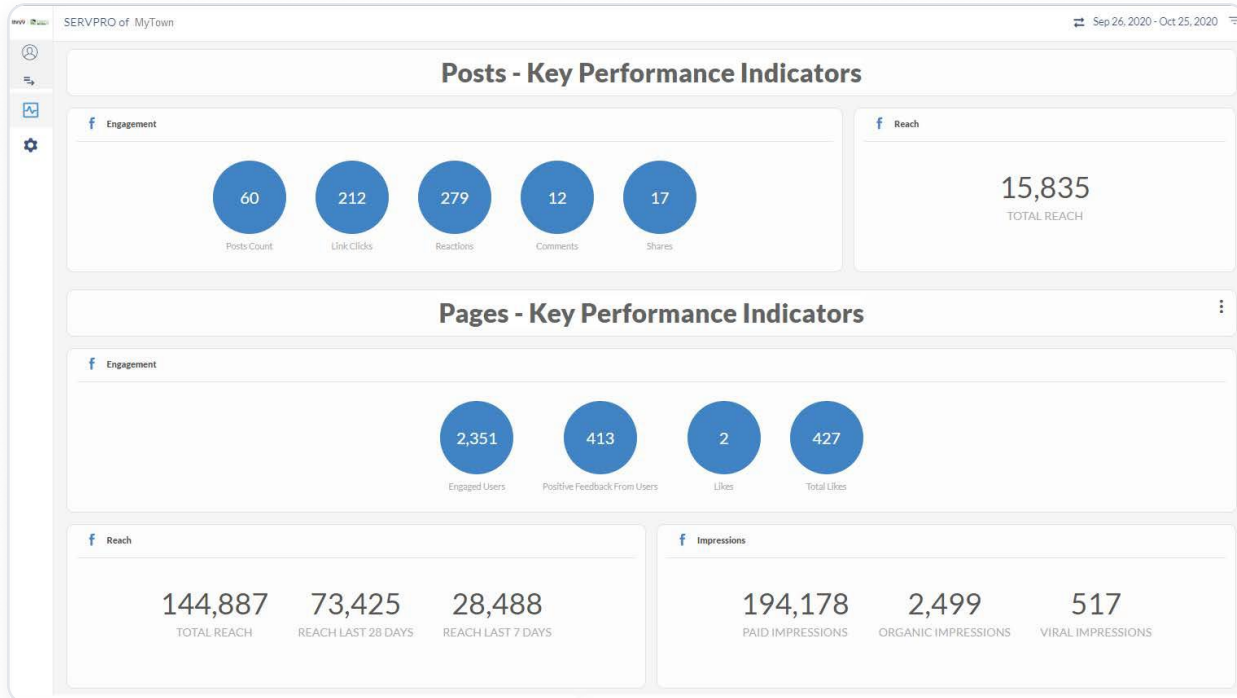


Call **877-503-3996** for more information.

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.

CUSTOM CONTENT ESSENTIAL PACKAGE

for SERVPRO® franchises

\$215/mo

- ✓ Team of Content Professionals
- ✓ Artist-Designed Social Home Pages
- ✓ Customer Service Satisfaction Training
- ✓ Monthly Analytic Reports
- 5 Weekly Posts to 1 Network

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

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