



We do it for you with Thryv Social Ads

for SERVPRO Franchises

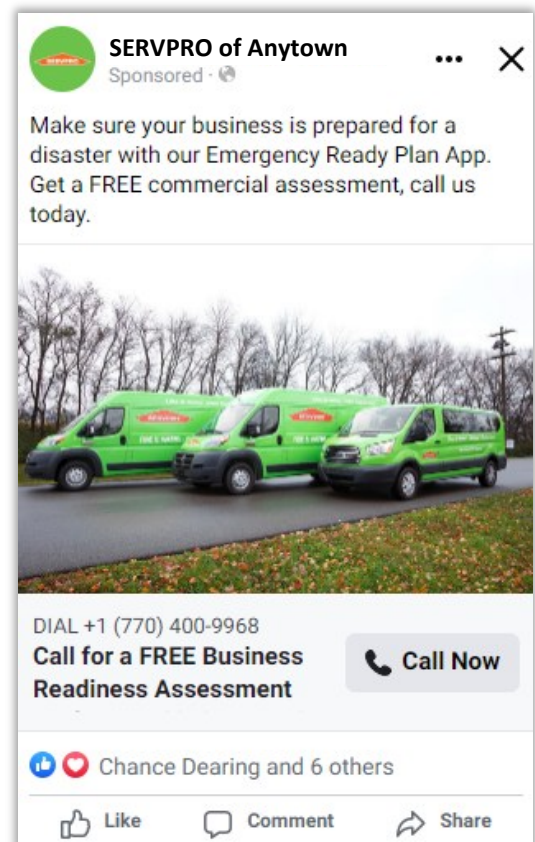
You run the business. We'll run your **social ads**.

The certified social media experts at Thryv | Berry Network will get the trust and credibility of your local SERVPRO® brand in the minds of consumers before disaster strikes ... so they call you first!

What You Get



- Professional, brand-compliant advertising on **Facebook** and **Instagram** to reach the broadest audience of homeowners and convert them to leads.
- Leads from advertising your commercial services on **LinkedIn**, the largest B2B network.
- A team of Meta and LinkedIn **certified professionals** that know the platforms and targeting options inside and out in order to help you meet your business objectives.
- Content and creative experts trained on **SERVPRO brand requirements** and messaging.



Facebook

Want to learn more? Visit DominatingYourLocalSearch.com

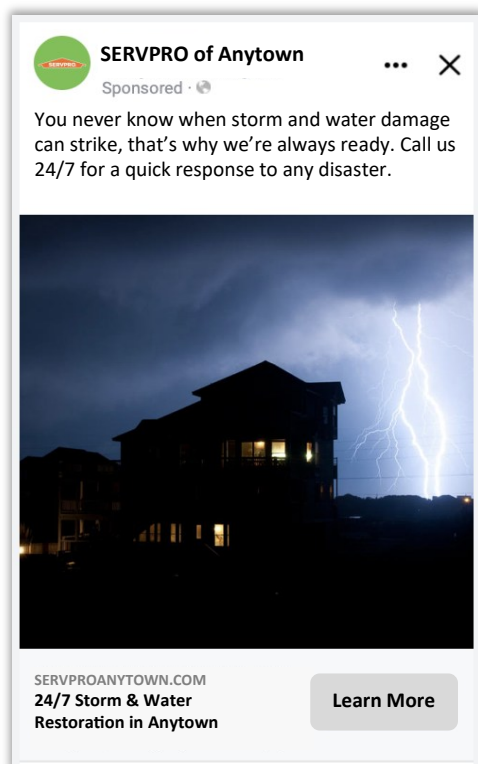
OUR APPROACH

We use two simultaneous campaigns (On Meta and/or LinkedIn) to help you stay in front of consumers and business professionals when things are good to make sure your brand is the established, trustworthy expert that comes to mind when disaster does strike.

1. **Brand awareness ads**, highlighting your local brand.
2. **Timely, business-specific ads**, focusing on b2b topics, hiring/recruiting, or weather/emergencies based on pending or recent weather events.

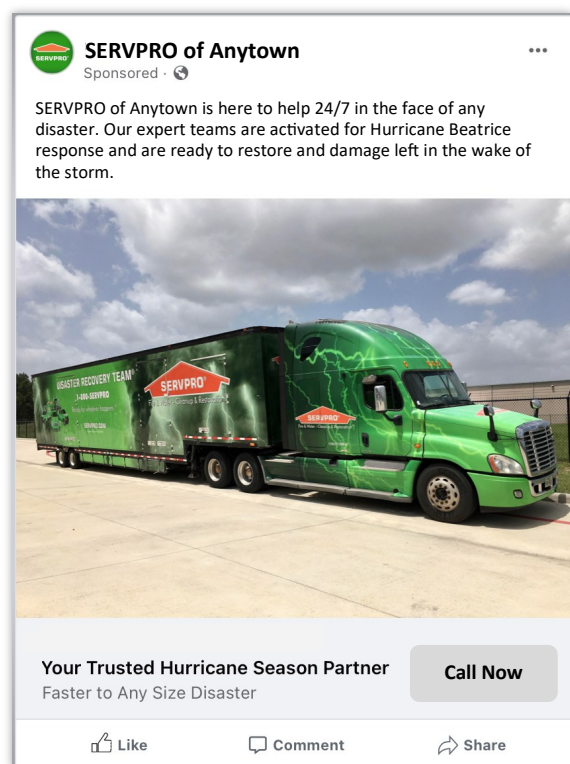
SCENARIO 1. You're running a "why SERVPRO" campaign ALL the time, and then a hurricane restoration campaign the three days before, three days during, and week after a hurricane comes through an area.

BRAND AWARENESS AD: Why SERVPRO



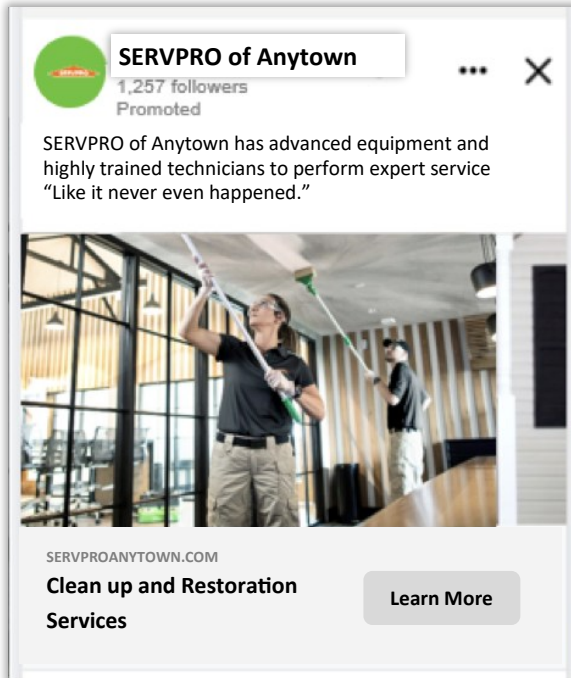
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BUSINESS SPECIFIC AD: Hurricane



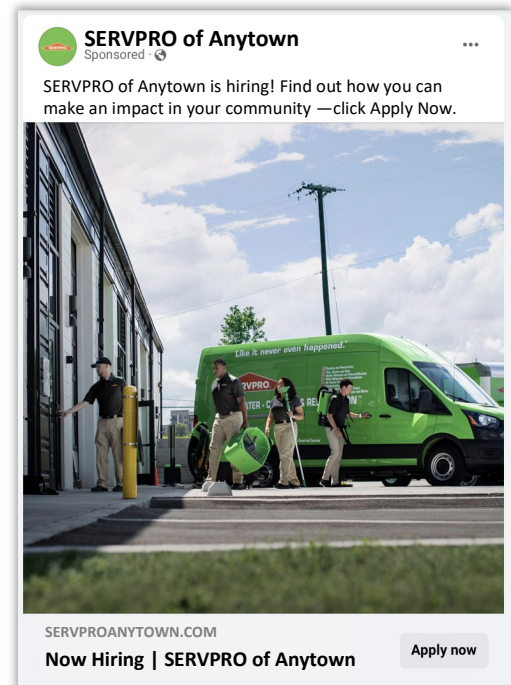
SCENARIO 2. You're running a "why SERVPRO" campaign ALL the time, and then a hiring campaign the three weeks before hurricane season starts in Anytown

BRAND AWARENESS AD: Why SERVPRO



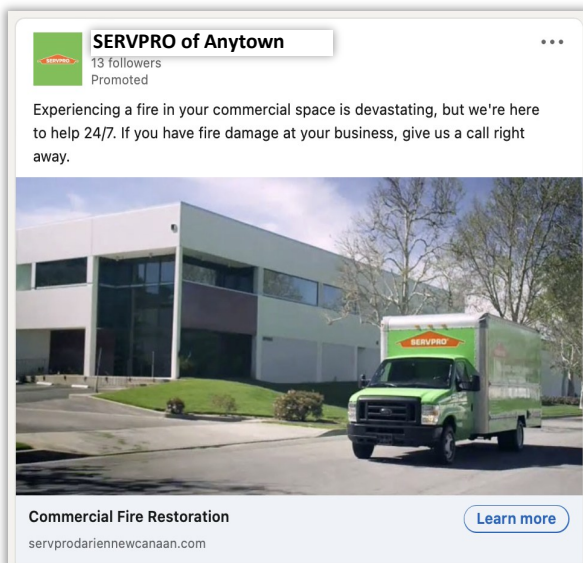
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BUSINESS SPECIFIC AD: Recruitment



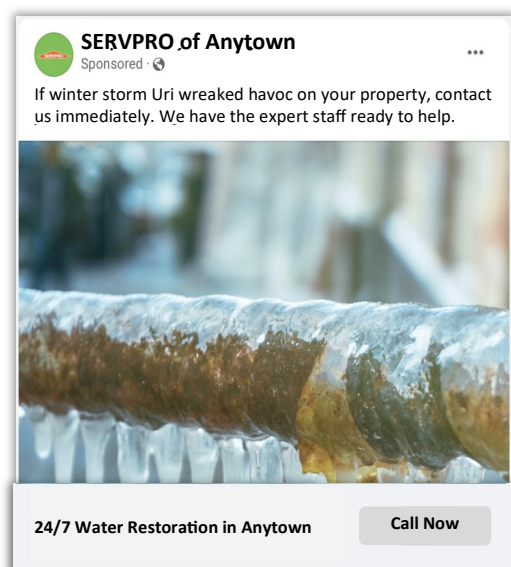
SCENARIO 3. You're running a "why SERVPRO" campaign ALL the time, and then a winter storm response campaign just as a storm hits.

BRAND AWARENESS AD: Why SERVPRO



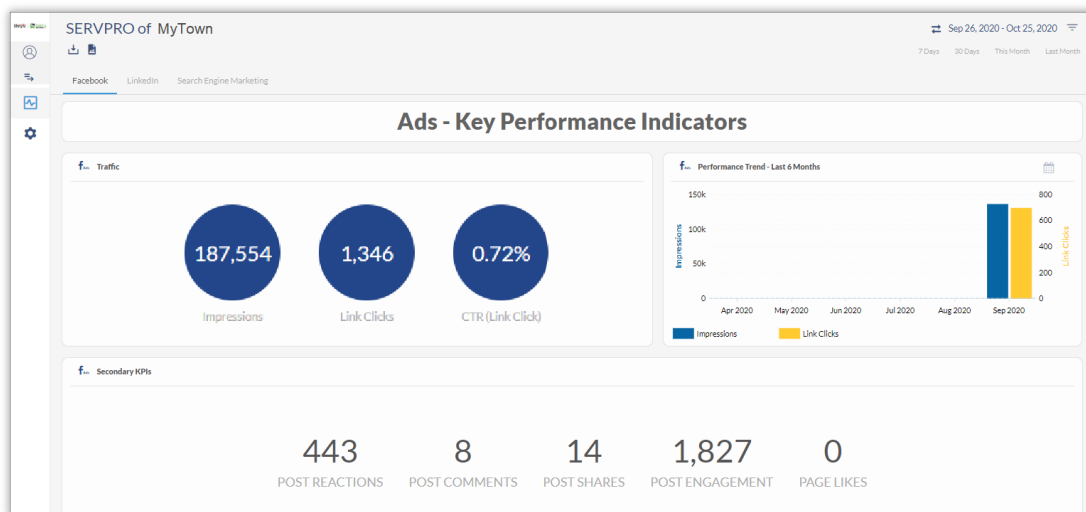
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BUSINESS SPECIFIC AD: Winter Storm



Social Media Advertising (Continued)

ADVANCED REPORTING



For demonstration purposes only, not actual client data

PRICING AND DETAILS FOR SERVPRO® FRANCHISES

THRYV SOCIAL ADS PACKAGES

	Small Market	Medium Market	Large Market
Market Population Tiers	Up to 125K	Up to 625K	Up to 1.25M
Meta Dual Campaign Monthly Budget	\$500	\$900	\$1,800
LinkedIn Monthly Budget	\$520	\$1,040	\$1,500

Note: Custom social program options available for Facebook and/or LinkedIn

HOW TO GET STARTED

Our ad buyers will work with you to put together an optimal collection of targets appropriate for each platform once they understand your audience, such as:

Location: ZIP codes, Communities, DMA

Interests: Homeowner, Water Damage Restoration, Fire Restoration, Commercial Cleaning

Job Titles: Property Manager, Hotel General Manager, Insurance Consultant, Police & Fire Departments

Business Size: Small Business, Large Business

To Get Started Today, Contact Your Thryv | Berry Network Representative

Or call **(877) 503-3996**