



UNITED RESTORERS
IDAHO FALLS, ID

UNITEDRESTORERS.COM

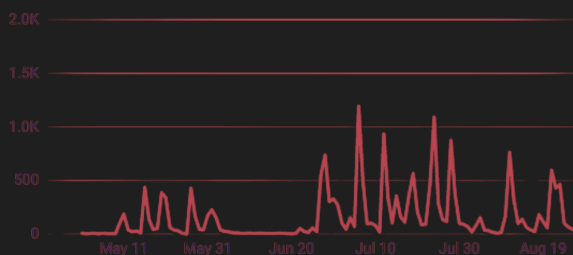
BUILD YOUR BRAND THROUGH STORY-TELLING 2022

A SOCIAL MEDIA PORTFOLIO

Reach

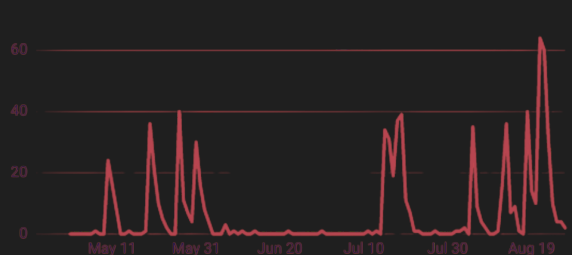
Facebook Page reach ●

7,247 ↑ 219.3%



Instagram reach ●

198 ↑ 33.8%





Before We Begin

2022

We believe social media is a powerful tool for building your brand. The problem, however, is that most brands use this tool incorrectly or ignore it altogether.

Our goal for every client is to help their brand become synonymous with what they do in their marketplace. How is this achieved?

THE SECRET FORMULA

- 1) Do Good Work: there is no alternative if you desire to build a lasting and lucrative brand.
- 2) Price Fairly but Competitively: don't devalue your brand (and your competitors) by under-charging; similarly, don't gouge. Know your costs and margins, price accordingly and be profitable.
- 3) Consistently Dominate Search Engine Results: the internet is the new catalog, the new mall, the new phonebook. You must use every tool at your disposal to consistently be found by customers when they need you (Google Guaranteed, Ads, SEO, Angie's, etc.).
- 4) Quantify the Brand's Value Through Positive Customer Reviews: no one buys one-star products or services. We need the affirmation of internet strangers to convince us that **this** is the right product for us or **this** is the right professional to hire.
- 5) Tell Good Stories & Control Your Brand's Narrative: we never post fluff because no one reads it. Our posts fit into one of four categories, and our mission is to always tell a good story. Why? **People love a good story.**

CULTURE

GOODWILL

VICTORIES

SERVICE



Post Categories

2022

Culture - Culture-posts focus on personalities within your company.

These posts introduce your staff and management to your customers. Who founded your company? How did your company come about? Has someone at your company overcome adversity? [Most have; uncover these stories during one-on-one's].



BUILDING STAFF INTO "MINI-BRANDS" SEWS TRUST WITH YOUR CUSTOMERS AND BOOSTS EMPLOYEE MORALE.

Goodwill - Goodwill-posts focus on what your brand is doing within the communities you serve.

If your brand is not currently engaged in community-focused activities, add this to next quarter action items. Serving at a local soup kitchen, barbecuing for first responders, donating PPE to schools, assisted living facilities, etc. -- under the umbrella of the brand -- is not only good marketing, it's the right thing to do. **Goodwill marketing builds true social capital.** Similarly, learn which goodwill activities employees are involved in and, if appropriate, join them in this effort (either financially or physically). With their permission, promote it.



BRAND-SPONSORED GOODWILL EFFORTS BUILD TEAM UNITY. UNCOVERING AND SUPPORTING INDIVIDUAL GOODWILL EFFORTS, BUILDS RESPECT BETWEEN THE EMPLOYEE AND THE BRAND.

Victories - Victory-posts highlight past customer reviews.

Customers buy from 5-star companies, and showcasing a past satisfied customer helps qualify a prospect's decision to buy from you.



ACCORDING TO TRUSTPILOT (2020), 9 OUT OF 10 CUSTOMERS CONSULT REVIEWS BEFORE MAKING A PURCHASE.

Products / Services - Now we talk about what you sell.

For service providers: What seasonal service is booking up fast? What are some tips you can share? What course or class did you or your staff recently take? What new equipment or vehicle did you purchase?

For retailers: What's on sale? What's season-appropriate? What new manufacturer are you distributing? What's been selling like hot-cakes? Have too much of a SKU that you'd like to move?



THESE POSTS ARE LIKELY TO RECEIVE THE LEAST ATTENTION FROM CUSTOMERS. THAT'S OKAY. WHEN WE REMAIN CONSISTENT WITH THE OTHER CATEGORIES, AND CUSTOMERS WILL START TO PAY ATTENTION. AND THEY'LL BUY.



2022

Our Work

MEET THE OWNER



Jason Grubb
Owner/Operator of Go Bang Supply

GOBANGSUPPLY.COM

Jason is a lifelong gun enthusiast and a veteran of the US Army. He is a husband and father of three amazing young adults. He enjoys running, collecting and shooting all kinds of firearms, volunteering, and traveling (especially for concerts) with his wife, Amy. He has been a small business owner in Lakeland, FL for 25 years and brings his commitment to friendly and helpful customer service and years of experience to Go Bang Supply.



Go Bang Supply.

LAKELAND, FL



Our Work

2022



GOWANDA VOLUNTEER FIRE DEPARTMENT

ANNUAL FUNDRAISER
GOLF TOURNAMENT

JOIN US

July 23, 2022

Concord Crest Golf Course
7:00-8:00 A.M. Registration

\$300 PER TEAM OF FOUR

*INCLUDES GREEN FEES WITH CART, LUNCH, AND DINNER

Lunch: Hot Dog or Italian Sausage w/ Peppers, Onions, Beverage.

Dinner: NY Strip Steak, German Potatoes, Beans, Pasta Salad, Rolls



WNY Disaster Relief

COLLINS, NY



2022

Our Work



Aquarium Supply Online

SERVING THE LOWER 48



2022

Our Work



RESTORATION
NORTH
THE RESTORATION PROFESSIONALS

 Emergency Hotline: 208-315-4112

 <http://www.restonorth.com/>

 <https://www.facebook.com/RestoNorth/>

OUR SERVICES:

- Disaster Mitigation and Remediation
- Air Duct Cleaning and Air Purification
- Carpet Cleaning



Restoration North

MCCALL, ID



Our Work

2022

Client Testimonial



Vicki Kehr



If I could give them 10 stars, I would. The owner, Bob, went above and beyond to help my parents with their house fire. He was very patient and explained everything thoroughly.

Little did I know I would need help from his company a few weeks later when our basement flooded. Bob and his team were at our house within an hour. They were so friendly and empathetic.

I highly recommend Disaster Relief. I appreciate everything they have done for me and my family!



WNY Disaster Relief

COLLINS, NY



Our Work

2022



Big Blue Restoration

RALEIGH, NC



Our Work

2022



DISASTER RELIEF

WE PRIDE OURSELVES IN PRISTINE EQUIPMENT

Your safety and health are at the top of our list of priorities. To protect the client by preventing cross-contamination, we treat our equipment with antimicrobial cleaners and change the filters after EVERY JOB.

www.wnydisasterrelief.com



WNY Disaster Relief

COLLINS, NY



Final Thoughts

2022

People love a good story. Remember that. The only way to build your brand and market your company using social media is through good story-telling. Let our social media experts learn your story and tell the world about it.

Learn More

[Click Here to Book a Call With Us Around Your Schedule](#)

Cost

Existing (PPC) Clients Only: \$500/mo

New Clients: \$850/mo

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UNITED RESTORERS

EST. 2013