CREW CONTENT CLUB | FOR CONTRACTORS

Free Sample Pack

10 ready-to-post social posts for roofing pros

Made for roofing contractors. Weather posts come in Warm and Cold climate versions. Real graphics, captions and hashtags, exactly like you'd get each month.







Ready-to-post content for local pros.

What you get every month

- **About 30 posts per trade, per month**: one for almost every day
- **Finished graphics**, sized for Facebook & Instagram, with nothing to edit
- **Captions & hashtags** written for homeowners, ready to copy and paste
- **Seasonal tips** that are safe for homeowners and checked against public sources
- **Review-request & promo posts** to bring in reviews and booked jobs
- A **posting calendar** (spreadsheet) so you always know what goes out when

Pricing

Ready-to-Post

$79/mo

The full monthly kit. Post the images as-is; add your name and phone in the captions.

Branded

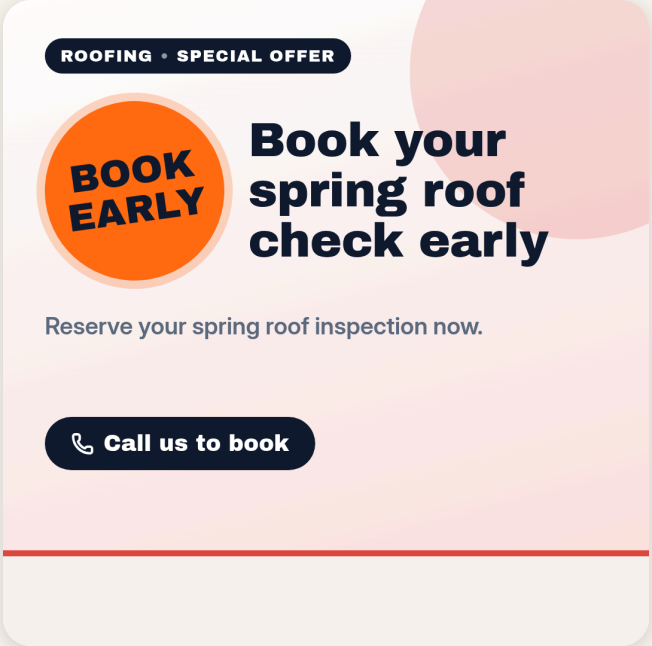
$149/mo

Everything in Ready-to-Post, plus your logo, company name and phone on the graphics, and posts made from your job photos and reviews.

Founding price: **$49/mo** on the Ready-to-Post kit (normally $79) for our first 20 customers.

$79 vs. $149: same post, two ways

Example only. "Example Roofing Co." is a made-up company.



$79 Ready-to-Post: clean graphic, ready to post. Your details go in the caption.



$149 Branded: your logo, name, phone and offer right on the graphic.

The 10 sample posts



WARM CLIMATE



COLD CLIMATE

POST 1 · ROOFING · TIP · WARM & COLD VERSIONS

After a storm, check your roof from the ground

After a big storm, it's smart to take a quick look at your roof, from the ground. 🏠 Please don't climb up there yourself. Walk around your home and look for missing or lifted shingles, sagging gutters or debris piled in the valleys. Inside, check ceilings and the attic (if it's safe to get to) for new stains or drips. Spot something? Snap a photo from the ground and call [YOUR COMPANY] at [PHONE]. We'll handle the climbing.

#Roofing #Roofer #[YourCity]Roofing #StormDamage #RoofInspection #Homeowners #HomeMaintenance #SafetyFirst #RoofingTips #HomeOwnerTips

Cold climate version: After a winter storm, check your roof from the ground



POST 2 · ROOFING · ENGAGEMENT

What's on your roof?

Quick poll for our neighbors: what's on your roof? 👇 Comment SHINGLES or SOMETHING ELSE, and tell us what it is if you know! Every roof type has its own strengths and its own care needs, and it's good to know what you've got before you need a repair. Not sure what's up there or how old it is? [YOUR COMPANY] can take a look and walk you through it. Call [PHONE] anytime.

#Roofing #Roofer #[YourCity]Roofing #ThisOrThat #RoofTypes #Homeowners #HomeImprovement #CurbAppeal #RoofingTips #LocalBusiness

Words in [BRACKETS] appear only in captions: swap in your own details before posting. Images never have brackets.

The 10 sample posts



POST 3 · ROOFING · MYTH-BUSTER

Can a small roof leak wait?

Myth: a small roof leak can wait until it gets worse. 💧 Fact: even a small leak can let water into insulation, drywall and framing, and that damage isn't always easy to see. If you spot a stain on the ceiling or a drip in the attic, have a pro take a look early. Call [YOUR COMPANY] at [PHONE].

#Roofing #Roofer #[YourCity]Roofing #MythBusters #RoofLeak #RoofingTips #Homeowners #HomeMaintenance



POST 4 · ROOFING · MYTH-BUSTER

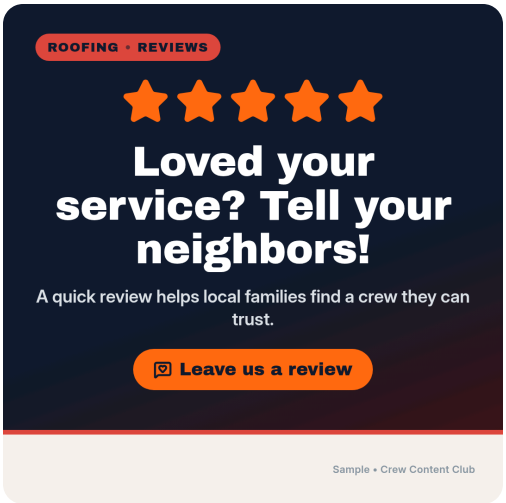
Do roofs only get damaged in storms?

Myth: roofs only get damaged in big storms. ☀️ Fact: sun, wind, temperature swings and age wear roofs down a little every year. That's why it's smart to have a pro look at your roof regularly, not just after a storm. Small problems are easier to fix when they're caught early. Call [YOUR COMPANY] at [PHONE] to schedule a roof check.

#Roofing #Roofer #[YourCity]Roofing #MythBusters #RoofInspection #RoofingTips #Homeowners #HomeMaintenance

Words in [BRACKETS] appear only in captions: swap in your own details before posting. Images never have brackets.

The 10 sample posts

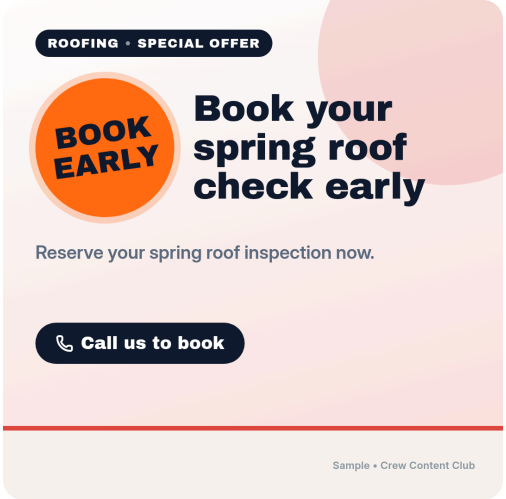


POST 5 · ROOFING · REVIEW REQUEST

Loved your service? Tell your neighbors!

If our crew has helped you out this year, would you take a minute to leave us a review? ⭐⭐⭐⭐⭐ Reviews help your neighbors find a local roofer they can trust, and they mean the world to our team. Just tap the link, pick your stars and share a sentence or two about your experience. Leave your review here: [REVIEW LINK]. Thank you for supporting a local business! — The [YOUR COMPANY] team

#Roofing #Roofer #[YourCity]Roofing #Reviews #SupportLocal #5Stars #LocalBusiness #CustomerLove



POST 6 · ROOFING · PROMO

Book your spring roof check early

Spring is a great time for a roof check, and our schedule fills up fast. 🌱 Reserve your spot now and we'll take a careful look at your shingles, flashing, vents and gutters. Book by [DATE] and get [OFFER]. Call [YOUR COMPANY] at [PHONE] to get on the schedule.

#Roofing #Roofer #[YourCity]Roofing #BookEarly #RoofInspection #SpringReady #ShopLocal #Homeowners

Words in [BRACKETS] appear only in captions: swap in your own details before posting. Images never have brackets.

The 10 sample posts



POST 7 · ROOFING · EDUCATIONAL

When should I call a roofer?

Not sure if your roof needs attention? 🏠 A few signs are worth a call: missing or curled shingles, granules collecting in your gutters, or new stains on your ceilings. You can spot most of these from the ground or from inside your home. Please don't climb up to check. Call [YOUR COMPANY] at [PHONE] and we'll take a safe look.

#Roofing #Roofer #[YourCity]Roofing #GoodToKnow #RoofInspection #RoofingTips #Homeowners #HomeMaintenance



POST 8 · ROOFING · ENGAGEMENT

My favorite roof color: ____

Fill in the blank! 👇 Roof color makes a big difference in curb appeal. Which one would you pick for your home? Comment your letter below and tell us what's on your roof now! Follow [YOUR COMPANY] for more roofing tips all year.

#Roofing #Roofer #[YourCity]Roofing #FillInTheBlank #YourTurn #CurbAppeal #HomeDesign #Homeowners

Words in [BRACKETS] appear only in captions: swap in your own details before posting. Images never have brackets.

The 10 sample posts

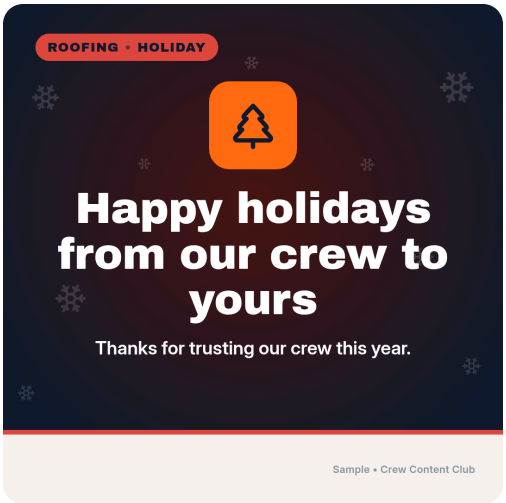


POST 9 · ROOFING · TIP

Gutters & your roof

Your gutters protect your roof, siding and foundation, so they deserve a look. 🍂 From the ground, check for gutters that overflow, sag or pull away from the house, and make sure downspouts point away from your foundation. Anything that needs a ladder is a job for a pro. Call [YOUR COMPANY] at [PHONE] for a safe gutter and roof check.

#Roofing #Roofer #[YourCity]Roofing #Gutters #RoofingTips #HomeMaintenance #Homeowners #SafetyFirst



POST 10 · ROOFING · HOLIDAY

Happy holidays from our crew to yours

Happy holidays from all of us at [YOUR COMPANY]! ✨ Thank you for trusting our crew with your roof this year. Whether you're hosting a houseful, traveling to see family or keeping it quiet and cozy, we hope your season is merry, bright and relaxing. Our crew is taking a little time to celebrate too, but if you need us, we're just a call away at [PHONE].

#Roofing #Roofer #[YourCity]Roofing #HappyHolidays #SeasonsGreetings #FromOurFamilyToYours #ThankYou #LocalBusiness

Words in [BRACKETS] appear only in captions: swap in your own details before posting. Images never have brackets.

CREW CONTENT CLUB | FOR CONTRACTORS

Stop worrying about what to post.

Get a full month of ready-to-post content for your trade, delivered every month.

Start your subscription

[CHECKOUT LINK]

$79/mo Ready-to-Post · $149/mo Branded
Founding price: $49/mo on the Ready-to-Post kit (normally $79) for our first 20 customers.