

CREASIONS

Social Media Strategy for “Company”

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1. Target Audience & Platforms

- Audience: Homeowners, renters, realtors, property managers, home inspectors, and landlords within the Miami and surrounding areas who are concerned about air quality or have experienced mold issues.
- Primary Platforms: Facebook and Instagram (due to high engagement from homeowners and local communities).

2. Content Strategy & Schedule Content Pillars

- Educational Content: Share posts explaining mold risks, causes of mold growth, and health impacts of poor air quality.
- Promotional Posts: Highlight the \$399 mold assessment offer, including what's included and the value of each component (visual inspection, moisture readings, air samples).
- Client Testimonials: Post reviews and testimonials from satisfied customers, emphasizing the peace of mind gained from ACE Services' thorough assessments.
- Call-to-Action (CTA) Reminders: Regular posts prompting users to schedule appointments, emphasizing limited-time availability.
- Behind-the-Scenes (BTS): Photos and short videos of sample collection, lab process, and assessment procedures to build trust and transparency.

Sample Weekly Schedule

- Monday: Educational post - "Top 5 Reasons to Have Mold Testing Done After a Leak or Flood"
- Wednesday: Promotional post - highlight the \$399 offer with a call to book an appointment.
- Friday: Testimonial - Showcase a recent client success story or positive feedback.
- Saturday: CTA Reminder - Emphasize limited-time offer, "Secure your peace of mind - limited spots available"

Content Ideas Post Examples:

1. "Concerned about hidden mold? Our \$399 assessment offers peace of mind with a thorough check-up, moisture readings, and lab-tested samples! Book now before spots fill up."
2. "Home repair recently? Did you know leaks and flooding can lead to hidden mold issues? Don't risk it - schedule a visual mold assessment today!"
3. "Meet our process! Every assessment is paired with lab results for accuracy and insight. See why ACE Services is trusted by Miami residents!"

3. Visual Style & Branding

- **Color Scheme:** Use calming blues and greens to convey trust, professionalism, and health focus.
- **Imagery:** Use photos of ACE Services team members, mold growth in various stages, and home interiors to visually connect with viewers.
- **Design Instructions:** Keep graphics clean with direct messaging overlays, adding phrases like "Protect Your Health," "Schedule Your Assessment Today," or "\$399 Limited Offer."

4. Community Engagement

- **Facebook & Instagram:** Engage in comments and respond to any questions on posts. Proactively address concerns related to mold and air quality.

5. Paid Ad Strategy

- **Platforms:** Facebook and Instagram ads targeting Miami and surrounding areas.
- **Audience Targeting:** Homeowners aged 25-55, focusing on interests in home improvement, health and wellness, and property management.
- **Ad Types:**
- **Carousel Ads:** Showcase the mold inspection process in a step-by-step format.
- **Single Image Ads:** Display the \$399 offer prominently with a clear CTA.

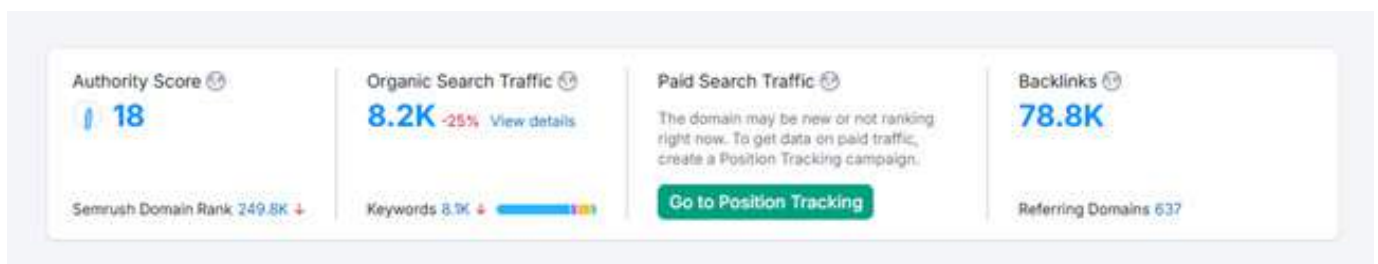
Competitors Research in the Mold Assessment Industry

Here are some competitors for mold inspection services in the Miami area:

1. **Miami Mold Specialist** Known for providing a range of mold services, including mold inspection, air quality testing, and remediation. They focus on both residential and commercial spaces and offer specialized services such as attic mold remediation and HVAC mold cleaning.

Facebook <https://www.facebook.com/miamimoldspecialist/>
Audience: 447 likes • 482 followers

Traffic:

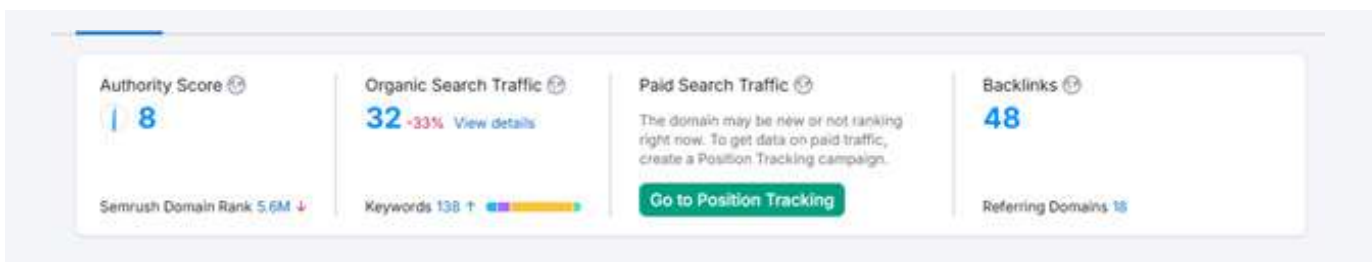


2. **AAA Mold Inspectors** Serving Miami and other South Florida locations, they provide comprehensive mold inspections, toxic mold testing, and moisture analysis. They focus on post-water damage inspections, clearance testing, and offer both residential and commercial mold testing services.

Facebook <https://www.facebook.com/aaa Mold Inspectors/>
Audience: 148 likes • 159 followers

Website: <https://aaa Mold Inspectors.com/>

Traffic:

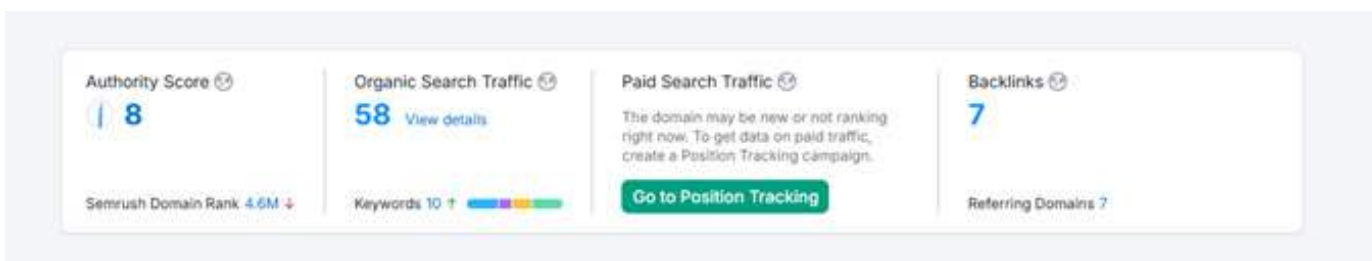


3. **Eco Air Mold Assessors** Based in Hollywood, FL, Eco Air offers mold inspection and testing services across South Florida. Their services include visual inspections, moisture analysis, and lab-certified testing. They focus on providing thorough assessments with detailed reports and recommendations for remediation.

Facebook <https://www.facebook.com/ecosairmoldassessors/>
Audience: 32 likes • 64 followers

Website: <https://ecosairmold.com/>

Traffic:

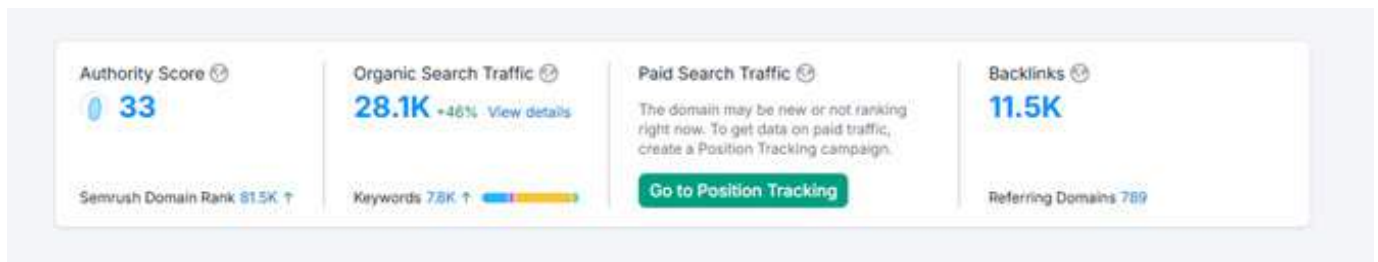


4. **Mold Inspection and Test:** Specializing in mold and air quality testing, they focus on identifying toxic mold, offering detailed inspection reports, and guidance on remediation.

Facebook <https://www.facebook.com/moldinspectionandtesting/>
Audience: 2.9K likes • 4.1K followers

Website: <https://moldinspectionandtest.com/>

Traffic:



These competitors vary slightly in their offerings, with some focusing heavily on residential services, while others also cover commercial properties and provide detailed environmental assessments. This information may help ACE Services position itself within the market and emphasize unique offerings, such as additional air sampling and overnight lab results for customer convenience.

Expected Results from Our Services:

- Increased Social Media Following: Gain 1,000 – 2,000 targeted likes and followers on Facebook within 2-3 months.
- Boosted Website Leads: Increase website visitor-to-lead conversions by up to 30%.
- Enhanced Brand Visibility: Strengthen online presence and brand recognition through consistent engagement and content.

Actions to Implement:

1. Social Media Setup:

- Create a Facebook page for **ACE Services**.
- Set up an Instagram account.
- Optimize profiles for maximum reach and engagement.

2. Website Development:

- Design a professional, user-friendly website.
- Integrate a booking system for seamless appointment scheduling.
- Implement contact forms and lead capture tools.

3. Content Creation & Engagement:

- Develop engaging posts and visuals to attract your target audience.
- Post regularly to keep followers engaged and informed.
- Run targeted ad campaigns to expand reach.

4. Performance Monitoring & Reporting:

- Track social media growth and engagement metrics.
- Analyze website visitor data and conversion rates.
- Provide monthly performance reports with actionable insights.

5. SEO & Optimization:

- Implement basic SEO to improve website visibility in search results.
- Optimize social media profiles for discoverability and engagement.

Growth Estimation:

- For every **\$1000 spent** on ads, you can expect approximately:
- 500,000 Impressions
- 2,500 Clicks
- Assuming a 5% conversion rate to paying customers, this results in:
- **125** Sales
- With an average sale of \$50, this could generate an estimated **\$6,250** in revenue.