CREW CONTENT CLUB | FOR POOL SERVICE

Free Sample Pack

10 ready-to-post social posts for pool service pros

Made for pool service businesses. Real graphics, captions and hashtags, exactly like you'd get each month.







Ready-to-post content for local pros.

What you get every month

- **30 posts per trade, per month**, planned around your season
- **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

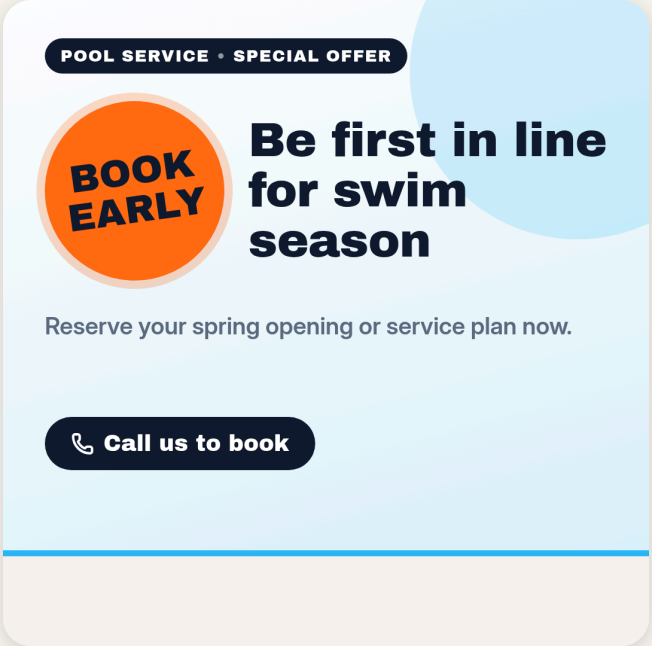
$197/mo

Everything in Ready-to-Post, plus your logo, name and phone on all 30 posts with captions filled in, 4 short videos, 4 Google Business Profile posts, your monthly promo done, and a review kit.

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

$79 vs. $197: same post, two ways

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



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



$197 Branded: your logo, name, phone and offer right on the graphic.

The 10 sample posts



POST 1 · POOL SERVICE · TIP

Quick winter pool check

Winter is the quiet season, but your pool still needs a little attention. 🌊 Keep leaves and debris off the cover or out of the water, make sure the cover is secure, and keep the water level where your pool pro recommends. Leave water testing and chemicals to your pool professional. Want regular winter check-ins so there are no surprises in spring? Call [YOUR COMPANY] at [PHONE].

#PoolService #PoolCare #[YourCity]PoolService #PoolTips #WinterPool #PoolMaintenance #Homeowners #Backyard



POST 2 · POOL SERVICE · TIP

Pool chemical safety at home

Pool chemicals deserve respect. ⚠️ Never mix them together, and keep them in their original, labeled containers. Store them in a cool, dry place out of reach of kids and pets, and always follow the label. The simplest way to stay safe? Let your pool pro handle testing and balancing. Questions about your pool? Call [YOUR COMPANY] at [PHONE].

#PoolService #PoolCare #[YourCity]PoolService #PoolSafety #SafetyFirst #PoolTips #Homeowners #Backyard

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

The 10 sample posts

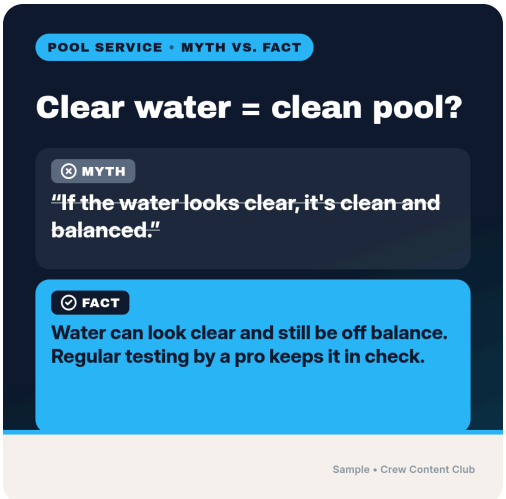


POST 3 · POOL SERVICE · EDUCATIONAL

Do I need pool service in winter?

Pool's not in use, so why pay for service? 🤔 Even a quiet or covered pool can collect debris and drift out of balance over the winter. Small problems left alone can turn into bigger, more expensive ones by spring. What your pool needs depends on your pool and your weather. Ask [YOUR COMPANY] at [PHONE] what plan makes sense for you.

#PoolService #PoolCare #[YourCity]PoolService #GoodToKnow #WinterPool #PoolMaintenance #Homeowners #PoolTips



POST 4 · POOL SERVICE · MYTH-BUSTER

Clear water = clean pool?

Myth: if the water looks clear, the pool is clean and balanced. 💦 Fact: water can look crystal clear and still be off balance. That's why regular testing matters, even when everything looks fine. Leave the testing and chemicals to a pro. [YOUR COMPANY] can keep your pool in check all year. Call [PHONE].

#PoolService #PoolCare #[YourCity]PoolService #MythBusters #PoolTips #PoolMaintenance #Homeowners #Backyard

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The 10 sample posts

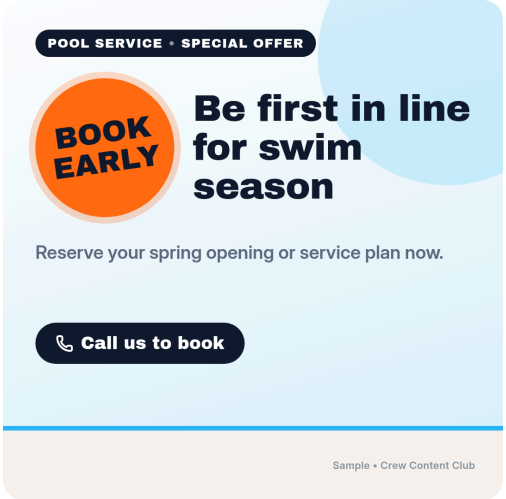


POST 5 · POOL SERVICE · REVIEW REQUEST

How did we do? Tell your neighbors!

Did our crew work with you this year? We'd love to hear how we did. Reviews help your neighbors find a local pool service crew they can trust, and we read every one. Just tap the link and share a sentence or two about your experience, whatever it was. Leave your review here: [REVIEW LINK]. Thank you for supporting a local business! — The [YOUR COMPANY] team

#PoolService #PoolCare #[YourCity]PoolService #PoolLife #Reviews #SupportLocal #HonestReviews #LocalBusiness #CustomerFeedback



POST 6 · POOL SERVICE · PROMO

Be first in line for swim season

Swim season will be back sooner than you think! ☀️ Our spring schedule fills up fast, so reserve your pool opening or service plan now. Book by [DATE] and get [OFFER]. One call and your pool will be ready when you are. Call [YOUR COMPANY] at [PHONE] to save your spot.

#PoolService #PoolCare #[YourCity]PoolService #BookEarly #SwimSeason #PoolOpening #ShopLocal #Homeowners

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The 10 sample posts

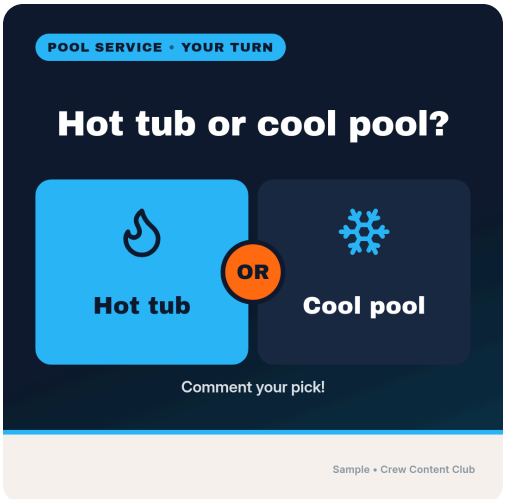


POST 7 · POOL SERVICE · ENGAGEMENT

Best pool day of the year: ____

Fill in the blank! 👇 We're counting down to swim season. Which day is the best pool day of the year at your house? Comment your letter below and tell us your favorite pool tradition! Follow [YOUR COMPANY] for easy pool tips all year long.

#PoolService #PoolCare #[YourCity]PoolService #FillInTheBlank #YourTurn #PoolLife #SummerVibes #Backyard



POST 8 · POOL SERVICE · ENGAGEMENT

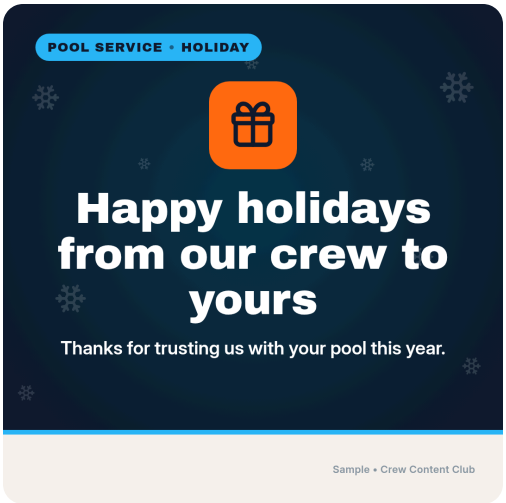
Hot tub or cool pool?

This or that? 🔥💧 If you could only pick one for the rest of your life, would it be a warm soak in the hot tub or a cool dip in the pool? Comment HOT TUB or POOL below! Whichever you choose, [YOUR COMPANY] can help keep it clean and ready. Call [PHONE].

#PoolService #PoolCare #[YourCity]PoolService #ThisOrThat #YourTurn #HotTub #PoolLife #Backyard

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The 10 sample posts

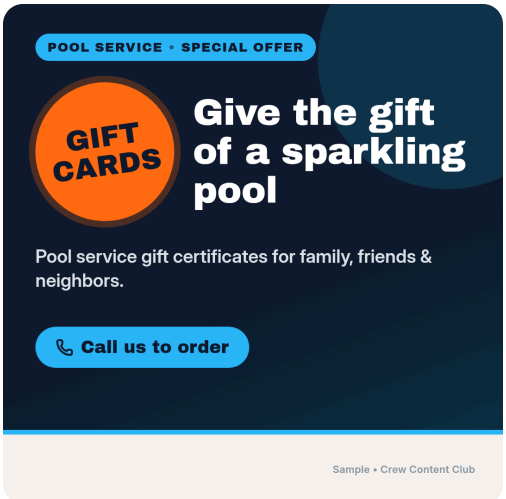


POST 9 · POOL SERVICE · HOLIDAY

Happy holidays from our crew to yours

Happy holidays from all of us at [YOUR COMPANY]! ✨ Thank you for trusting our crew with your pool 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 with our own families too, but if you need us, we're just a call away at [PHONE].

#PoolService #PoolCare #[YourCity]PoolService #HappyHolidays #SeasonsGreetings #FromOurFamilyToYours #ThankYou #LocalBusiness



POST 10 · POOL SERVICE · PROMO

Give the gift of a sparkling pool

Still shopping for the person who has everything? 🎁 Give them a sparkling pool! [YOUR COMPANY] gift certificates are perfect for parents, grandparents, new homeowners and that neighbor who's always lending a hand. It's a practical gift they'll actually use, it saves them time on pool chores, and it supports a local business too. [OFFER]. Call [PHONE] to order yours before the holidays.

#PoolService #PoolCare #[YourCity]PoolService #GiftIdeas #HolidayGifts #GiftCertificate #ShopLocal #PracticalGifts

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CREW CONTENT CLUB | FOR POOL SERVICE

Stop worrying about what to post.

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

Start your subscription

crewcontentclub.com/pool-service

$79/mo Ready-to-Post · $197/mo Branded
Founding price: $49/mo on the Ready-to-Post kit (normally $79) for our first 20 customers.

Crew Content Club · Ready-to-post content for local pros.