

# Seasonal Social Ad Copy

## OPE & CE Ads (Facebook)

### Ad 1 | Exmark Facebook Carousel

**Post Text (125):** Supply chain issues costing you jobs? The experts at BPS can get you back in the game with service, repairs, and rentals.

**CTA Button:** Learn More

<p><b>Image 1</b></p> <p>Upgrade your equipment, upgrade your service</p>	<p><b>Image 2</b></p> <p>Is your equipment ready for the season?</p>	<p><b>Image 3</b></p> <p>Shop our showroom for Exmark</p>
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**Headline 1 (25):**  
Experience Exmark quality

**Headline 2 (25):** Time for hydro service

**Headline 3 (25):** Cover more ground

## Ad 2 | Toro Facebook Carousel

CTA Button: Learn More

<p>Image 1</p> <p>Bring more to the job with equipment upgrades</p>	<p>Image 2</p> <p>Serviced equipment can run strong all summer long</p>	<p>Image 3</p> <p>Take on Toro in our showroom</p>
<p>Headline 1 (25): Experience Toro power</p>	<p>Headline 2 (25): Your hydro service pros</p>	<p>Headline 3 (25): New season, new tools</p>

### Ad 3B | PCE (Construction Equipment) Facebook Carousel

**Post Text (125):** Beat the supply chain by getting more from your equipment with service and maintenance from the equipment experts at BPS

**CTA Button:** Learn More

<b>Image 1</b>  Schedule maintenance needs now	<b>Image 2</b>  When equipment stops, the job doesn't have to	<b>Image 3</b>  Keep running strong with top quality parts
<b>Headline 1 (25):</b> Full-service experts	<b>Headline 2 (25):</b> Repair, refurbish, reuse	<b>Headline 3 (25):</b> OEM replacement parts

<b>Image 4</b>  Rent the tool you need to take on any task	<b>Image 5</b>  Accessories become successories	<b>Image 6</b>  We can help give your team a lift
<b>Headline 3 (25):</b> One call to completion	<b>Headline 5 (45):</b> Buckets, forks, augers, compactors, and more	<b>Headline 6 (45):</b> Reach new heights onsite with an aerial lift

#### **Ad 4 | Facebook Video Ad**

**Post Text (125):** BPS helps Plumbing and Drain Professionals find success no matter where, and when, their customers need them.

**Headline (25):** In-the-field solutions

**Description (30):** A plumb partnership

**CTA Button:** Learn More

**Video:** <https://youtu.be/7T951nKTLiU>

# PS Ads (LinkedIn)

## Ad

**Post Text (150):** More. You need it. BPS has it. More Power. More Options. More Solutions. More Experience.

**Link Description (100):** Learn how BPS is offering improved power solutions that can increase your reach and

**CTA Button:** Get Quote

<b>Image 1</b> Heat and power systems	<b>Image 2</b> Waste to Power	<b>Image 3</b> Trigeneration Systems
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**Headline 1 (45):** With power, compromise isn't an option

**Headline 2 (45):** Next-gen solutions to create power from waste

**Headline 3 (45):** Your CCHP equipment and install experts

<b>Image 4</b> Cogeneration Systems	<b>Image 5</b> Diesel Generators	<b>Image 6</b> Because up-time is everything
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**Headline 4 (45):** Reclaim your power with a CHP system

**Headline 5 (45):** Best-in-class diesel-driven power solutions

**Headline 6 (45):** Your power equipment and service experts

**Ad**

**Post Text (150):** You work hard to grow your business. As your trusted energy partner, we'll design a custom energy plan that works just as hard to maximize savings.

**Headline 1 (70):** Reduce Energy Costs and Improve Your Bottom Line

**Link Description (100):** Together, let's build a custom energy plan optimized for your business.

**CTA Button:** Get Quote

**Video:** <https://ps.buckeyepowersales.com/>