

Storm Campaign

**When severe weather impacts your market –
freeze, hurricane, major storm, extended outage**

Storm Marketing Activation

When severe weather hits your market:

- Your competitors increase ad spend.
- They hit email lists hard.
- They flood Google and Meta.

If you do nothing – you get priced out and disappear.

This program ensures Generator Supercenter stays visible during peak demand.

**Weather's changing.
We're out ahead of it.**

Our Generator Supercenter maintenance teams are already checking in on customers and prepping units before conditions shift.

generator SUPERCENTER **GENERAC**

(URL)

Need Help?

Here's how to get your

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**Historically, storm markets
experience rapid increases in cost
per click and impression share
competition *within 24–72 hours.***

Why It Matters

Storm cycles cause:

- Surge in search volume
- Increased cost per click
- Aggressive bidding from competitors
- Emotional buying decisions

Short-term budget increases prevent:

- Lost impression share
- Lost calls
- Lost installs

Storm marketing is temporary — but **visibility during this window is critical.**

Two Audiences. Two Messages.

Purpose: **Support + Service**

Messaging includes:

- Preparing for extended outages
- Check and top off oil
- Confirm alerts and readiness
- Even though generators self-test weekly, visual inspection matters
- Peace of mind

Goal:

- Increase service calls
- Strengthen customer loyalty
- Encourage reviews (post-storm)

Purpose: **Conversion**

Messaging includes:

- “Don’t wait for the next storm.”
- Freeze / hurricane / power outage reminders
- Whole-home automatic protection
- Turnkey installation
- #1 Installer in North America

Goal:

- Capture demand after outages
- Drive consultation requests

Investment & Timing

PRE-STORM

- Social stories
- Light awareness boost
- Preparedness email*

~\$10/day social boost (5 days)

DURING STORM

- Maintain visibility
- Reinforce brand presence
- Prepare for post-storm surge

POST-STORM

- “Don’t wait for the next one”
- Paid ads (Google + Meta)
- Evergreen + Goes On / Stays On video
- Follow-up email campaigns*

Up to ~\$750 per platform (Google + Meta) for 14 days

We always: Recommend budget, Get written approval, Monitor weekend burn rates. This is short-term surge protection — not permanent spend.

*Email is included for Diamond Partner. Additional add on fee for non-diamond (\$150 per email, per market).

How to Activate

If your market is impacted:

Email us:

“Activate Storm Campaign”

Within 48 hours:

- Confirm participation
- Send updated email list (optional)
- Upload local photos (optional)

If no assets are sent:

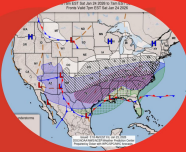
We deploy approved Generator Supercenter creative immediately.

Speed matters.




Asset Previews

Weather's changing. We're out ahead of it.



Our Generator Supercenter maintenance teams are already checking in on customers and prepping units before conditions shift.



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Here's how to get your generator ready:

- Make sure the lid is unlock and clear of debris
- Confirm it's in "Auto" mode and showing a green light
- On a maintenance plan? You're all set – we've got you




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Need Help? Call For Generator Service

We are expecting high call volumes, we are getting to all customers as fast as we can, we appreciate your patience.

{{Phone}}
Service | Maintenance | Installation



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People You Can Count On

53115 Grand River Ave, New Hudson, MI 48165

generator SUPERCENTER

Don't Wait for the Next Outage, Get Reliable Power Now

Get a Generator Supercenter Certified Inspection Today

- Certified Electricians
- Certified Plumbers
- Code Compliant

Hurricane Season Alert
Get \$500 Off for Turn Key Install!




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Don't Wait For The Next Storm

Tornado Freeze Lake Effect Grid Failure

Peace of Mind for Low Monthly Rates*



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Generatorsupercenter.com

Tips For A Post-Storm Peace of Mind:

- Monitor Conditions
- Stay Connected
- Assess and Report
- Support Each Other
- Keep Your Generator Ready
- Invest in Backup Power



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Need Help? Call For Generator Service

Due to high call volume, we are getting to all customers as fast as we can, we appreciate your patience.

{{Phone}}
Service | Maintenance | Installation




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Thank You For Your Patience

Due to recent events, we are experiencing higher than usual call volumes and service requests. Our team is working diligently to assist every customer as promptly as possible.

We appreciate your patience and understanding as we work through these challenges with you. Our commitment to serving you remains our top priority.

Tap right for some important updates




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Don't Wait For The Next Freeze


Wild Storm Grid Failure Severe Weather High Winds

Peace of mind at low monthly rates and Turnkey Installation



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Hi (First Name),

We hope you and your loved ones are safe following the recent storm.

After several days of snow and cold temperatures, it's time to check on your generator. Here's how to get your generator ready after you've had a snow day:

Check Your Generator:


- **Check fuel levels:** Fuel level may be low because everything's been shut down.
- **Check oil level:** Oil level may be low because everything's been shut down.
- **Check the battery:** Batteries may be low because everything's been shut down.
- **Check the generator:** Make sure the generator is running properly.

Let's get your generator ready for you so you can have peace of mind.

Next Step

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