This kit includes everything you need to start promoting the foam upgrade on Facebook, Instagram, and LinkedIn. It focuses on the three most persuasive angles: **High Energy Bills**, **Roof Longevity**, and **Tax Savings**.

📦 Deliverable: The "Energy Upgrade" Social Media Kit

How to use this kit:

1. **Download** the images provided below (or use the descriptions to have your designer create branded ones).
2. **Copy** the caption text.
3. **Paste** into Facebook/Instagram/LinkedIn.
4. **Add** your company website link at the bottom.

Option 1: The "High Energy Bill" Angle

Best for: Facebook Community Groups, Nextdoor, Early Summer Campaigns.

Visual Concept: A split image. On the left, a frustrated homeowner looking at a high electric bill (or just a bill with a red arrow pointing up). On the right, a pristine white foam roof reflecting the sun. Text overlay: *"Stop Cooling the Neighborhood."*

Caption:

🥵 **Is your AC running non-stop already?**

Living in Tucson means battling the heat, but did you know your roof is the #1 reason your home stays hot?

Most flat roofs absorb heat like a sponge, radiating it right into your living room. That's why we are now offering our **"Tucson Energy Package."**

🔷 **Step 1:** We install a thick layer of insulating Spray Foam. 🔷 **Step 2:** We seal it with a UV-reflective coating.

The result? A roof that acts like a thermal blanket, keeping your cool air IN and the desert heat OUT. Our clients often see their cooling bills drop by **30% or more!**

💰 **Bonus:** This system qualifies for a **$1,200 Federal Tax Credit.**

Stop paying TEP so much money. Upgrade your roof instead.

📩 **Message us for a free "Energy Audit" estimate!**

#TucsonRoofing #EnergyEfficiency #SprayFoam #CoolRoof #TucsonRealEstate

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Option 2: The "Educational/Authority" Angle

Best for: LinkedIn, Instagram Reels, Company Blog.

Visual Concept: A cross-section diagram showing the layers: *Roof Deck -> Spray Foam Insulation -> UV Coating*. Text overlay: *"The Monolithic Seal."*

Getty Images

Caption:

"Why do you recommend Foam before Coating?" 🤔

We get asked this a lot. A standard coating is great for waterproofing, but in Arizona, we have a bigger enemy than rain: **Thermal Shock.**

Every day, your roof heats up to 160°F and cools down at night. That expansion and contraction rips seams apart, leading to leaks.

💡 **The Solution: The Monolithic Seal.**

By applying a layer of Spray Polyurethane Foam (SPF) *before* we coat, we create a single, seamless barrier.

✅ **No Seams:** It creates one solid piece from edge to edge. ✅ **Self-Flashing:** It seals perfectly around every vent and AC unit. ✅ **Drainage:** We can sculpt it to fix low spots where water ponds.

Don't just paint your roof. **Insulate and Protect it.**

📞 **Call us today to learn more about the Foam Advantage.**

Option 3: The "Tax Credit" Angle (Urgency)

Best for: End of Year, Tax Season (Jan-April), Email Blasts.

Visual Concept: A simple graphic with a green background and bold white text: **"$1,200 TAX CREDIT AVAILABLE"**. Below it, smaller text: *"For Energy Efficient Roof Upgrades."*

Caption:

🚨 **Homeowner Alert: The Government Wants to Help Pay for Your Roof** 🚨

Did you know that upgrading your flat roof to an **Insulated Foam System** qualifies for the Energy Efficient Home Improvement Credit?

You can claim **30% of the material cost (up to $1,200)** back on your taxes! 💸

That means you get: 1️⃣ A waterproof, forever roof. 2️⃣ Lower monthly electric bills. 3️⃣ A massive check back from the IRS.

We are scheduling upgrades now for [Current Month]. Spots fill up fast before Monsoon season hits!

Click below or message us to get your quote. 👇

[Link to Your Website]
