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| Post 1  Week 1 and 2 | Post 1: Local Service |
| Ad Type | **Promote Business Locally** |
| Image |  |
| Post Text | Your local experts serving [COMMUNITY] and its heating & cooling needs. We know what works in our area, and The Unico System fits in your home. |
| Custom Information | [Your local area or area you are targeting]  Button: Learn More, [Your company's website] |

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| Post 2  Week 3 and 4 | Post 2: Clean Air |
| Ad Type | **Website Visitors** |
| Image |  |
| Post Text | Comfortable, clean central air – invest in your home and upgrade your heating & cooling. Contact us for a free quote on a Unico system. |
| Custom Information | Button: Contact Us, [Your company's website] |

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| Post 3  Week 5 and 6 | Post 3: Photo Carousel |
| Ad Type | **Get More Leads** |
| Image Carousel | Select 3-4 images to showcase the Unico product or installation. This will give customers ideas of how the system could work in their homes. |
| Post Text | Beautiful homes with modern central heating & cooling with The Unico System. Perfect for adding A/C to older homes. |
| Custom Information | Button: Learn More, [Custom contact form]  You will want to create a Facebook leads form; this form will allow potential customers to enter their information. You will then be able to follow up with them. |