TOP 5 FB/IG POSTS TO GAIN INTEREST & LAND MORE JOBS

Before & After Transformations

Side-by-side photos or quick reels of overgrown land turned into clean, usable property.
Why it works: Instant proof of value. People love seeing the difference you can make.



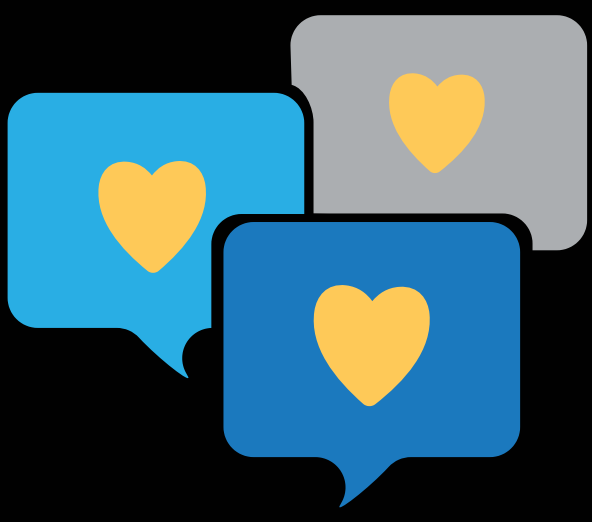
Equipment in Action



Short clips of your skid steer, mulcher, or dozer clearing brush or cutting a pad.
Why it works: Big machines get attention. It shows professionalism, capability, and scale.

Customer Testimonials & Walkthroughs

A client talking on camera about how you helped them—or you walking their property after the job.
Why it works: Builds trust. Real people + real jobs = credibility that beats sales talk.





Educational / FAQ Content

Quick videos answering common questions: “What happens to all the brush after mulching?” or “How long does it take to clear 5 acres?”
Why it works: Positions you as the expert and saves customers from guessing.

Project Highlight Reels

30–60 second recaps showing the full process—machines arriving, clearing, grading, finished land.
Why it works: Storytelling. People see start to finish and can picture you doing it on their property.

