



MARKETING AFTER A DISASTER: HOW TO CAPTURE URGENT LEADS

2025



QUICK-ACTION STEPS FOR STORM RESTORATION COMPANIES

When disasters strike, homeowners and businesses need immediate assistance, and the restoration company that responds fastest often secures the job. A proactive marketing strategy ensures that your company is the first call when urgent restoration services are needed. Use this checklist to maximize your lead generation and position your business as the go-to restoration provider after a disaster.



STEP 1: ACTIVATE EMERGENCY DIGITAL MARKETING CAMPAIGNS

✓ Update Your Google Business Profile (GBP):

Immediately update your GBP with emergency response availability, service areas, and 24/7 contact details. This ensures potential customers see your business in local search results when they search for “storm damage repair near me.”

✓ Run Targeted Google & Facebook Ads:

Launch PPC campaigns targeting disaster-related keywords like “emergency water damage restoration.” Adjust ad budgets to maximize visibility during high-demand periods.

✓ Deploy Retargeting Ads:

Many customers browse multiple providers before making a decision. Set up retargeting campaigns on Google and social media to stay top-of-mind for homeowners needing urgent services.



STEP 2: OPTIMIZE WEBSITE & LEAD CAPTURE PROCESSES

✓ **Create a Dedicated Landing Page:**

Develop a disaster-specific landing page with emergency contact info, before-and-after photos, and a strong call-to-action (CTA) like “Call Now for Immediate Help.”

✓ **Use AI Chatbots & Live Chat:**

Enable 24/7 AI-powered chatbots and live chat options on your website to handle inquiries and schedule appointments instantly.

✓ **Ensure Fast & Mobile-Friendly Website Performance:**

Many customers will be searching from mobile devices. Make sure your site loads quickly, is mobile-optimized, and has easy-to-find contact forms.



STEP 3: LEVERAGE EMAIL & SMS MARKETING FOR INSTANT ENGAGEMENT

✓ Send Immediate Email Blasts:

Notify past customers and your email list about your availability and response services for the affected areas.

✓ Use SMS for Faster Response:

Many homeowners won't check email during a crisis but will read texts. Use SMS marketing to reach customers quickly with "We're in your area and ready to help" messages.

✓ Automate Follow-Ups:

Set up automated sequences to re-engage leads who inquired but haven't yet booked a service.



STEP 4: UTILIZE SOCIAL MEDIA & COMMUNITY ENGAGEMENT

✓ **Post Real-Time Updates:**

Share social media updates about your restoration efforts, client testimonials, and emergency service availability.

✓ **Engage With Local Groups & Forums:**

Participate in neighborhood Facebook groups or community forums where people are seeking recommendations for restoration services.

✓ **Run Social Proof Campaigns:**

Feature testimonials, before-and-after images, and quick response success stories to build trust with potential customers.



STEP 5: STRENGTHEN PARTNERSHIPS FOR REFERRAL BUSINESS

✓ Connect with Insurance Agents & Adjusters:

Many homeowners call their insurance company first. Strengthening partnerships with adjusters and agents can generate direct referrals.

✓ Collaborate with Local Businesses:

Partner with roofing companies, plumbers, and contractors who may also be handling post-disaster repairs.

✓ Reach Out to Community Organizations:

Work with local government, emergency response teams, and shelters to provide assistance and get listed as a trusted restoration provider.



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