

POOL BROS MARKETING

PRESENTS

THE POOL BUILDER'S 30-DAY CONTENT SYSTEM

**How to Fill Your Social Media With Job Site Content That Brings In Leads
— On Autopilot**

Inside This Guide:

- ✓ 30 Days of Content Ideas — Day by Day, Week by Week
 - ✓ The Drop System — How to Never Write a Caption Again
 - ✓ The Top 10 Questions Every Pool Builder Should Be Answering on Video
 - ✓ The Mr. Beast 5-Part Video Structure — Every Short-Form Video Built to Keep Viewers Watching
 - ✓ The Gary Vee Content Philosophy — Jab Jab Right Hook Applied to Pool Building
 - ✓ Platform Guide — Facebook Reels, Instagram Reels, and YouTube Shorts Explained
 - ✓ Beyond 30 Days — How to Turn This Into a Year-Long Content Engine
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THE TRUTH ABOUT SOCIAL MEDIA FOR POOL BUILDERS

Most pool builders post when they remember to. A finished pool here, a company logo there, maybe a holiday graphic at Christmas. Then they wonder why social media does not generate leads.

Here is the reality: social media does not reward random posting. It rewards consistency, relevance, and value. The pool builders who dominate their local markets on Facebook and

Instagram are not the ones with the best graphics team. They are the ones who document what they are already doing every single day — and have a system that turns raw job site footage into polished content without adding three hours to their week.

This guide gives you that system. Thirty days of content, fully planned. A submission process so simple that all you have to do is take a photo and drop it in a folder. And a framework you can repeat indefinitely, turning every project you build into a content machine that works for you long after the pool is filled.

This guide is built around one core idea: you are already creating the content — you just are not capturing it. Every dig day, every steel pour, every water day is a piece of content that homeowners in your market want to see. Your job is to document. Our job is to publish.

THE CONTENT PHILOSOPHY — JAB JAB RIGHT HOOK

Gary Vaynerchuk's Jab Jab Right Hook framework is the foundation of how we build content for pool builders. The concept is simple: you give value, give value, give value — then ask for something. Most businesses do the opposite. They ask first and wonder why nobody responds.

JAB Give Value	JAB Build Trust	RIGHT HOOK Make the Ask
Educational content. FAQs. Behind-the-scenes. Process videos. Anything that helps the viewer without asking for anything in return.	Project spotlights. Customer stories. Team content. Anything that shows who you are and builds a relationship with your audience.	Book now. Get a free quote. Slots are filling up. The CTA-driven post — but only after you have earned the right to ask.

In practice for a pool builder: for every one post that asks someone to call you or book a quote, you should have posted two to three pieces of content that gave value first. This guide is built on that ratio. Most of your 30-day calendar is jabs. The right hooks are intentional and earn their results because of the jabs that came before them.

THE DROP SYSTEM — HOW CONTENT HAPPENS WITHOUT EFFORT

The biggest reason pool builders stop posting consistently is friction. Logging into Instagram, writing a caption, picking hashtags, hitting publish — multiplied across platforms, multiplied across a week. It adds up. It gets skipped.

The Drop System removes all of that. Your one job: take a photo or short video on the job site and drop it. Everything else is automated.

Option A: The Google Drive Drop

#	STEP	WHAT HAPPENS
1	You capture	Take a photo or short video at the job site. Any phone camera works. You do not need to frame it perfectly — real and authentic outperforms staged every time.
2	You drop	Open your shared Google Drive folder and drop the file in. That is the last thing you do. Total time: under 30 seconds.
3	Automation triggers	A Zapier or Make automation detects the new file and kicks off the workflow immediately.
4	AI processes	The AI reviews the file, identifies the content type (dig day, steel, finished pool, etc.), writes a caption based on the context, generates hashtags relevant to your market, and adds your logo watermark.
5	Content is scheduled	The post is queued to publish at the optimal time for your audience across Facebook, Instagram, and any other connected platforms.
6	You get a notification	A brief text or email lets you know the post is scheduled. You can review and approve if you want to. Or you can let it publish automatically — your choice.

Option B: The Text-In System

For builders who are more comfortable texting than using Google Drive, the text-in system works just as well. You text the photo or video to a dedicated number with a one-word tag, and the system routes it through the same automation workflow.

YOUR TEXT	WHAT IT TRIGGERS
Photo + "DIG"	AI writes a dig day caption. Watermark applied. Scheduled to post.
Photo + "STEEL"	AI writes a steel/rebar caption explaining what the viewer is looking at.

Photo + "GUNITE" or "FIBERGLASS"	AI explains the shell installation phase in the caption.
Photo + "PLUMBING"	AI writes a plumbing phase caption with a brief explanation.
Photo + "EQUIPMENT"	AI identifies and describes the equipment in the caption.
Photo + "DECK"	AI writes a decking and finishing caption.
Photo + "FINISH" or "REVEAL"	AI writes a reveal caption — more aspirational and emotional in tone.
Photo + "TEAM"	AI writes a team-focused caption celebrating your crew.
Photo + "FAQ"	Flags for human review — FAQ content gets a light editorial touch before publishing.

★ **PRO TIP:** The text-in system works best for crew members and field staff who are not involved in the back-office workflow. Give every foreman the number. Tell them to text anything they see that looks interesting. You will be surprised what your crew captures when they know it matters.

THE 5-PART VIDEO STRUCTURE — BUILT TO KEEP VIEWERS WATCHING

Most short-form videos lose viewers in the first 3 seconds. Why? Because they open with context instead of curiosity. The Mr. Beast 5-part video structure — adapted for local service businesses — is built around one principle: earn the next second before you take it.

Use this structure for every talking-head video, every FAQ answer, and every process walkthrough. It works for 30-second videos and 90-second videos alike.

PART	SECTION	PURPOSE	POOL BUILDER EXAMPLE
1	THE HOOK	Stop the scroll. Create curiosity or tension in the first 2-3 seconds. This is the most important part of the video.	<i>"Most homeowners who build a pool wish someone had told them this before they signed."</i>
2	THE FORESHADOW	Promise what is coming without delivering it yet. This keeps viewers watching because they want the payoff.	<i>"By the end of this video you are going to know the one question most people never think to ask their pool builder — and it could save you thousands."</i>

3	THE TRANSITION	Bridge from the setup into the main content. Acknowledge the viewer and begin delivering on the promise.	<i>"Alright, so here is what I see happen over and over again with homeowners in [City]..."</i>
4	THE VALUE	Deliver exactly what you promised. Be specific. Be direct. Do not pad it. If you promised one thing, deliver one thing well.	<i>The actual answer, tip, process explanation, or revelation. Full, clear, useful.</i>
5	THE CTA	A single, clear, low-friction next step. Do not give them three options. Give them one.	<i>"If you want to know how this applies to your specific backyard, drop a comment or hit the link in my bio to book a free call."</i>

★ **PRO TIP:** The most common reason pool builder videos drop off is a missing Foreshadow. Viewers need a reason to keep watching. If you hook them and then immediately go into your content without promising what is coming, they leave. Say what they are about to get — then give it to them.

PLATFORM GUIDE — WHERE TO POST AND WHY

PLATFORM	FACEBOOK REELS	INSTAGRAM REELS	YOUTUBE SHORTS
Primary audience	Homeowners 35-65. Your highest-value demographic is on Facebook. Do not ignore it for younger platforms.	Homeowners 28-50. Slightly younger than Facebook. High visual engagement.	Buyers researching across all ages. YouTube search behavior means this content has the longest shelf life.
Content format	Vertical video (9:16). 15-90 seconds for Reels. Longer videos go in the feed.	Vertical video (9:16). 15-90 seconds. Prioritize Reels over static posts for reach.	Vertical video (9:16). Under 60 seconds for Shorts. Over 60 seconds becomes a regular video.
Discovery	Good organic reach for Reels to non-followers. Algorithm rewards watch time and shares.	Strong non-follower reach. The Explore page drives discovery significantly.	Strongest long-term discovery. YouTube Shorts and regular YouTube search both index this content.
Caption strategy	First two lines visible before 'see more.' Lead with the most important thing. Hashtags work but are less critical here.	Same rule: lead strong. Hashtags matter more on Instagram — use 5-10 relevant ones.	Title is more important than caption. Optimize the title for search. Think: what would someone Google?

Best content types	Process videos, FAQ answers, founder story, project reveals, customer testimonials.	Aspirational visuals, before/after reveals, quick tips, lifestyle content.	Educational deep-dives, FAQ series, process walkthroughs, 'how much does a pool cost' style content.
Posting frequency	Minimum 3x per week. 5x is better. Consistency beats volume.	Minimum 3x per week. 5x is ideal. Instagram rewards daily activity.	Minimum 2x per week for Shorts. Once per week for longer videos. YouTube is a slower build but compounds.


THE 30-DAY CONTENT CALENDAR — DAY BY DAY

Every day has a topic, a format, a shoot direction, and an explanation of why that piece of content works. You do not need to follow this calendar rigidly — if you have a steel day on a Monday that is listed as an FAQ day, film the steel. But use this as your blueprint for the first 30 days.

WEEK 1 Introduce the Build Process


Goal: Make your audience feel like they are on the job site with you. Document the build. Educate without selling.

MONDAY — DAY 1 | Day One of the Dig — Here Is What Is Happening [30-sec video or photo]

 **SHOOT:** Stand at the edge of the freshly excavated pool. Point to the depth and the footprint. Talk directly to the camera: 'This is day one of a custom [pool type] in [City]. This is how deep we go, and here is why...' Keep it under 30 seconds. Raw and real is better than polished.


✓ **WHY IT WORKS:** Dig day content is consistently the most-viewed stage of a pool build for homeowners who have never seen one. It is visceral, surprising, and makes the viewer feel like an insider.

TUESDAY — DAY 2 | Meet the Crew Behind Your Pool [Photo or team video]

 **SHOOT:** Round up the crew for a photo at the job site. Brief video works too: 'This is the team building [X] pools across [City] this season. These are the hands doing the work.' Tag crew members if they are on social.


✓ **WHY IT WORKS:** People buy from people. Showing faces builds trust faster than any product photo or logo. This is a job — pure relationship-building content with zero selling.

WEDNESDAY — DAY 3 | FAQ: How Long Does a Pool Take to Build? [Talking head video (use 5-part structure)]

 **SHOOT:** Film outside. Hook: 'People ask me this every single week. Here is the honest answer — and why most pool builders will not give you a straight one.' Give a real timeline range. Be specific about what affects it: permits, weather, soil, pool type.


✓ **WHY IT WORKS:** This is one of the top-searched questions for pool buyers. Answering it on video positions you as the transparent expert and brings in buyers who are actively researching.

THURSDAY — DAY 4 | Steel Day — The Skeleton of Your Pool [Photo or short video]

 **SHOOT:** Film the rebar grid from above if possible. Give a brief explanation: 'This is the steel phase — this rebar grid is what gives the pool its shape and structural integrity. Every one of these intersections gets tied by hand.' Keep it under 20 seconds.


✓ **WHY IT WORKS:** Steel day is visually striking and completely unfamiliar to most homeowners. It sparks curiosity and comments. Great shareable content.

FRIDAY — DAY 5 | Before and After — Raw Lot vs. Steel Day [Side-by-side graphic]

 **SHOOT:** Drop two photos into the Drive folder: one from before excavation and one from today's steel installation. Tag them 'BEFORE' and 'STEEL' and the automation builds the split graphic with your logo.

✓ **WHY IT WORKS:** Before/after content is the highest-engagement format for pool builders on every platform. It tells the story of transformation at a glance. Strong share potential.

SATURDAY — DAY 6 | Throwback or Portfolio — A Pool You Are Proud Of [Single hero photo]

 **SHOOT:** Your best finished pool photo. Clean background, good light, no clutter. If you have a drone shot of the backyard, even better. No hard selling in the caption — just let the work speak.


✓ **WHY IT WORKS:** Weekend posts are for inspiration and aspiration. Your audience is scrolling casually. Show them the dream.

WEEK 2

Build Authority — Answer the Questions Buyers Are Already Asking


Goal: Position you as the expert. Give value before asking for anything. These posts build the trust that converts to leads.

MONDAY — DAY 8 | Gunite Day or Fiberglass Drop-In — What Is the Difference? [Video at the job site]

 **SHOOT:** Film the gunite application or fiberglass shell drop-in as it happens. Narrate briefly: 'This is the gunite phase — high-pressure concrete pneumatically applied over the steel frame. This is what gives your pool its shape and its permanence.' Or for fiberglass: 'The entire pool shell arrives in one piece. Watch what it looks like to lower a fiberglass pool into an excavated hole.'


✓ **WHY IT WORKS:** This is the most visually dramatic phase of a pool build. Gunite application and fiberglass crane drops are content that stops scrolling every single time.

TUESDAY — DAY 9 | FAQ: Gunite vs. Fiberglass — Which Should I Choose? [Talking head video (5-part structure)]

 **SHOOT:** Hook: 'I get asked this question more than any other. Gunite or fiberglass? Here is how I answer it — and it depends on three things.' Walk through the three deciding factors: budget, timeline, and yard constraints. Be balanced and honest. Do not push one over the other unless there is a real reason.


✓ **WHY IT WORKS:** This is the highest-intent research question for pool buyers. Answering it fully on video captures buyers in the research phase and makes you the resource they come back to.

WEDNESDAY — DAY 10 | Plumbing Day — Where the Water Goes [Photo or short video walkthrough]

 **SHOOT:** Show the plumbing rough-in. 'This is the plumbing phase — every pipe you see here connects the pool to the equipment pad, the jets, the lights, and the water features. All of this gets buried before the decking goes in.'


✓ **WHY IT WORKS:** Behind-the-scenes content like this demystifies the build process and shows the homeowner how much work actually goes into a pool — which justifies the investment.

THURSDAY — DAY 11 | FAQ: How Much Does a Pool Cost in [City]? [Talking head video (5-part structure)]

 **SHOOT:** Hook: 'Nobody wants to give you a straight answer on this. I am going to.' Give a real price range by pool type: basic fiberglass entry-level, mid-range gunite, full custom with outdoor living. Explain what moves the price up or down. Be specific.


✓ **WHY IT WORKS:** This is the highest-search-volume question for pool buyers in any local market. A video that answers it directly will be your most-viewed piece of content for months.

FRIDAY — DAY 12 | Equipment Install Day — What All That Stuff Actually Does [Photo or video walkthrough]

 **SHOOT:** Film the equipment pad. Point to each component: 'This is your variable-speed pump — this is what circulates the water. This is your cartridge filter. This is your gas heater.' Keep each item to 5-8 seconds. Total video under 60 seconds.

✓ **WHY IT WORKS:** Homeowners have no idea what any of the equipment does. This content makes them feel informed and confident — and you look like the expert who will take care of everything.

SATURDAY — DAY 13 | Client Reveal Teaser — Before They See It [Short video or single photo]

 **SHOOT:** Film the finished pool before the customer's first visit. 'This one is done. Tomorrow, the homeowners see it for the first time. I cannot wait to show you their reaction.' Build suspense. If you can capture the reveal reaction on camera, that becomes your best content of the month.


✓ **WHY IT WORKS:** Anticipation content drives comments and saves. People want to see the reveal. This teaser builds engagement before the payoff post.

WEEK 3

Financing, The Full Oasis, and the Dream Sale


Goal: Expand the vision beyond the pool itself. Address the cost question head-on. Make pool ownership feel accessible and aspirational.

MONDAY — DAY 15 | FAQ: Can I Finance a Pool? Yes. Here Is Who We Recommend. [Talking head video]

 **SHOOT:** Hook: 'A pool does not have to be a cash purchase. Here is how most of our customers pay for theirs.' Name your preferred financing partners. Give a real payment example: 'A \$65,000 pool at current rates, financed over 15 years, is roughly \$X per month. For most homeowners, that is less than a car payment.' Make it feel accessible.

✓ **WHY IT WORKS:** Financing content opens the door for buyers who have ruled themselves out. This is one of the highest-converting video topics for pool builders because it shifts the conversation from total price to monthly payment.

TUESDAY — DAY 16 | Decking Options — What Goes Around the Pool [Photo carousel or video walkthrough]

 **SHOOT:** Show three to four different decking materials you have installed: pavers, stamped concrete, travertine, wood composite. Brief description of each. 'This is travertine — stays cool underfoot, looks incredible, very durable. Here is what the same size deck looks like in stamped concrete...'

✓ **WHY IT WORKS:** Design decision content drives shares because people tag their spouses and family. It also extends the vision beyond just the pool — which increases average project value.

WEDNESDAY — DAY 17 | FAQ: Does a Pool Add Value to My Home? [Talking head video or static post with data]

 **SHOOT:** Give real numbers. In most Sunbelt markets, a pool adds 7-15% to home value depending on the neighborhood. Reference local market data if available. Acknowledge the nuance: not every pool in every neighborhood adds value — here is how you think about it.

✓ **WHY IT WORKS:** This is the investment-framing question. Buyers who are on the fence about cost respond very strongly to value-added content. It reframes the purchase from an expense to an asset.

THURSDAY — DAY 18 | Lighting and Water Features — Sell the Experience [Video at dusk or evening]

📹 **SHOOT:** Film a pool with the LED lights on at dusk or after dark. Show a waterfall running. 'This is what your pool looks like at 9pm on a Saturday. This is what you are actually buying.' If you have a pool with color-changing LEDs, film the color cycle.

✓ **WHY IT WORKS:** Evening pool footage is the most aspirational content you can produce. It sells the lifestyle, not the product. This is your right hook in visual form.

FRIDAY — DAY 19 | The Full Backyard Oasis — Beyond the Pool [Photo collection or video walkthrough]

📹 **SHOOT:** Showcase a project where you did more than just the pool. Pergola, outdoor kitchen, fire pit, landscaping, the whole picture. Walk through it: 'This is not just a pool — this is how a family uses their backyard now. Morning coffee by the pool. Friday night dinners outside. Kids in the water all summer.'

✓ **WHY IT WORKS:** The full oasis concept dramatically increases average project value when presented as a vision rather than a line item. Plant the seed for the larger scope.

SATURDAY — DAY 20 | Customer Testimonial Post — Let Them Tell the Story [Photo with quote graphic]

📹 **SHOOT:** Drop a customer photo and their testimonial quote into the Drive folder. The automation builds a branded graphic with their name, their city, and their words. Keep the quote focused on the experience, not just the pool: 'The whole process was easier than I expected. They communicated at every step.'

✓ **WHY IT WORKS:** Social proof from real people outperforms anything you say about yourself. End of week 3 is the right time for a right hook disguised as social proof.

WEEK 4

The Expert Series — Top 10 Questions, On Repeat Forever

Goal: Establish permanent authority. These videos become evergreen content that drives organic reach and search traffic indefinitely.

Week 4 begins the repeating content engine that continues indefinitely beyond your first 30 days. One FAQ video per week becomes the backbone of your authority content. The ten questions below are the highest-intent searches for pool buyers in any local market. Film one per week starting in Week 4 and rotate them into your calendar permanently.

#	QUESTION	HOOK TO USE	WHY IT CONVERTS
1	How long does a pool take to build?	<i>"People ask me this every single week. Here is the honest answer — and why most builders won't give you one."</i>	Top search query. Your specific, honest answer builds immediate trust.
2	How much does a pool cost in [City]?	<i>"Nobody wants to give you a real number. I will."</i>	Highest intent question. Viewers who watch this are ready to buy.
3	Gunite vs. fiberglass — which is better for my yard?	<i>"The answer depends on three things. Let me walk you through exactly how I think about it."</i>	Decision-support content. Positions you as the advisor, not the salesperson.
4	What permits do I need to build a pool?	<i>"Most homeowners are terrified of the permit process. Here is what it actually looks like."</i>	Anxiety removal. Fear of permits is a real barrier to signing.
5	Can I finance a pool? What are my options?	<i>"A lot of homeowners rule themselves out before they ever ask about financing. Here is the reality."</i>	Opens the door for buyers who think they cannot afford a pool.
6	What size pool is right for my yard?	<i>"The biggest mistake people make when choosing a pool size — and how to avoid it."</i>	Practical and visual. Great for engagement and shares.
7	How do I maintain a pool once it is built?	<i>"Here is everything I wish homeowners knew about pool maintenance before they built."</i>	Post-purchase value. Also attracts buyers still in the research phase.
8	What add-ons are actually worth the money?	<i>"I have seen people spend money on pool upgrades they never use. Here is what I actually recommend."</i>	Upsell enabler. Dream-building. High engagement from buyers scoping features.
9	How do I choose the right pool builder in [City]?	<i>"Here are the five questions I would ask any pool builder — including me — before I signed anything."</i>	This is your sales pitch in disguise. Answer it honestly and win every time.
10	What does the pool construction process look like step by step?	<i>"From the day you sign to the day you swim — here is every phase, explained in plain language."</i>	Process transparency. The more they understand, the more they trust.

BEYOND 30 DAYS — YOUR YEAR-LONG CONTENT ENGINE

Thirty days of consistent content is the foundation. What comes next is the engine that runs on top of it. Here is how to take everything in this guide and turn it into a year-long system that builds your brand and fills your pipeline without requiring you to think about content every single day.

The Repeating Content Cycle

After your first 30 days, your content calendar operates on a four-category rotation:

CATEGORY	CADENCE	WHAT IT LOOKS LIKE
Build Documentation	Every active project	Every dig, steel, shell, plumbing, equipment, and reveal moment gets captured. One photo or clip per phase. Drop in Drive or text in. Done.
FAQ Authority Videos	One per week	Rotate through the Top 10 questions. After 10 weeks, start over. Questions are evergreen — a homeowner discovering you in month 8 is seeing them for the first time.
Project Spotlights	Once per completed project	Before/after reveal, finished pool photo, customer testimonial. These are your portfolio posts and your highest-converting organic content.
Seasonal and Timely Content	Monthly	Spring booking urgency in Q1. Summer lifestyle content in Q2-Q3. Fall is a great time to start content in Q4. Holiday greetings in December. These keep your content calendar feeling current and relevant.

The Compounding Effect

Here is what most pool builders miss about social media: the content you post today does not just work today. A FAQ video you post in January will still be getting views in August. A before/after from last spring's build will still be getting shares. A founder story video from month one will still be the first thing a new follower sees when they discover you.

Every piece of content you create is a permanent asset. By month 6, you will have over 70 pieces of content working for you simultaneously — educating, building trust, and bringing in leads while you are on a job site building pools. That is the compounding effect of a consistent content system.

Track one thing above all else: which pieces of content drive profile visits and which profile visits convert to direct messages or website clicks. That tells you which content is actually generating leads — and you double down on those formats. Everything else is noise.

YOUR NEXT STEP

You have the 30-day calendar, the Drop System, the 5-part video structure, the Top 10 FAQ series, and the platform strategy. The only thing standing between you and a consistent content presence is the decision to start filming.

Start tomorrow. Dig day, steel day, whatever you have active on the job site — take one photo and drop it. That is day one. Do it again the next day. And the next. Within 30 days you will have more content working for your business than most pool builders in your market have posted in a year.

If you want Pool Bros Marketing to run the entire system for you — content capture, automation, scheduling, captions, posting, and reporting — that is exactly what we do at \$2,500 per month. Every client gets the Drop System set up in the first week, and content starts publishing immediately.

Ready to let content work for you instead of you working for content?

Visit poolbrosmarketing.com to learn about working with us.
Or scan the QR code on any of our videos to book a free strategy call.

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