



— HURRICANE & STORM DAMAGE CAMPAIGN

STORM SEASON 2026.

Creative proof: ads, campaigns and launch plan

Prepared for **Brandon Dwyer** and **Seth Reynolds**
by Kemble Hildreth · October 10, 2026

GEORGIA · FLORIDA · ALABAMA · SOUTH CAROLINA

YOUR MOST PROFITABLE JOB JUST HIT THE GULF COAST.



When a tree falls on a house and we go crane it off and tarp the roof, that's our most profitable thing by far.

BRANDON DWYER, AUG 24

This campaign is built around that job. It puts 9 Oak in front of homeowners at the exact moment a tree comes down, wherever the storm lands, and turns every storm job into proof for the next one.

4.8 ★

254 GOOGLE REVIEWS

31

AD FILES READY

5

SEARCH CAMPAIGNS STAGED

HURRICANE ISAIAS

LANDFALL NEAR DESTIN, FL FRIDAY, OCT 9, ABOUT 9:30 P.M. ET

Strength at landfall	Category 2, 105 mph (peak gust 116 mph)
Power outages	600,000+ customers in FL, AL and GA by 11 p.m.
Path	FL Panhandle and Big Bend, then south Georgia and southeast Alabama
Georgia	Statewide state of emergency (Gov. Kemp, Oct 8); tropical storm watch for Pike and Upson counties
What follows	Trees on homes, roads and lines across three states, and cleanup demand for weeks

Sources: FOX Weather live coverage (11:14 p.m. ET, Oct 9), AJC, WSB-TV.

WHERE THE ADS RUN

HOME BASE FIRST. THEN FOLLOW THE STORM.

Three rings. The home ring never turns off. The outer rings switch on only when Brandon says crews will travel.

RING 1 - ALWAYS ON

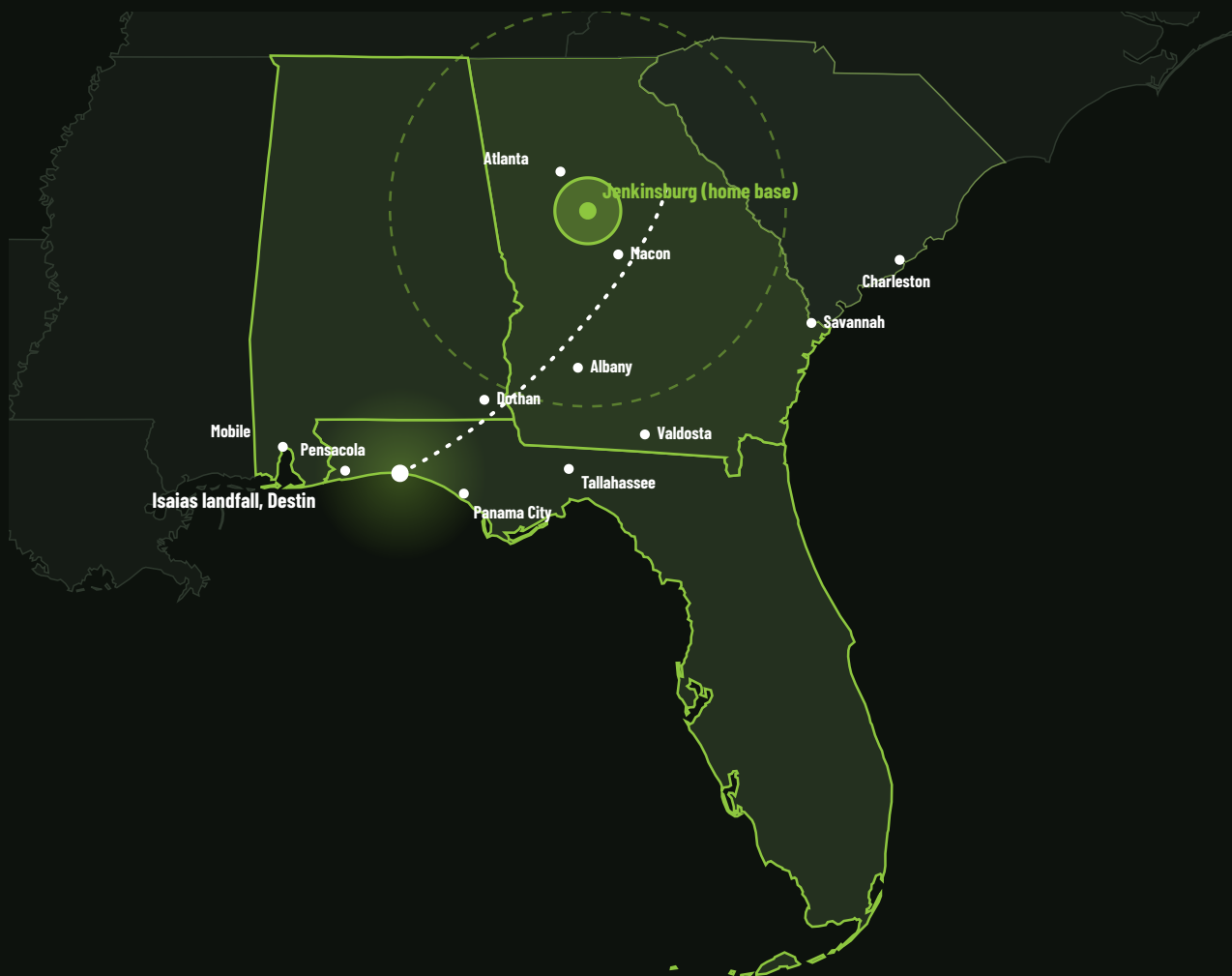
25 miles around Jenkinsburg. Storm campaign at \$10/day, surging to \$75/day on watches and warnings.

RING 2 - GEORGIA

South and Middle Georgia: Macon, Albany, Tifton, Valdosta, Thomasville. \$50/day while Isaias damage is fresh.

RING 3 - DEPLOYMENT

Florida Panhandle and South Alabama now; South Carolina staged for the next storm. Paused until Brandon approves travel.



■ 25-MILE HOME RING - - - 150-MILE REACH · · · ISAIAS PATH (APPROX.)

FIVE ADS. ONE UNMISTAKABLE LOOK.

Black and 9 Oak lime, the same green as the trucks, chipper and shirts. Big condensed headlines readable at a thumb-scroll, a hazard stripe, and the phone number in the same spot on every ad.



HURRICANE DAMAGE

The headline ad. Satellite drama, crane crews, all four states.



TREE ON YOUR ROOF

The money job. Disaster up top, a real 9 Oak crane job as proof.



LINES DOWN? STAY BACK.

Safety first. The ad people share, which builds trust before the call.



STORM CLEANUP

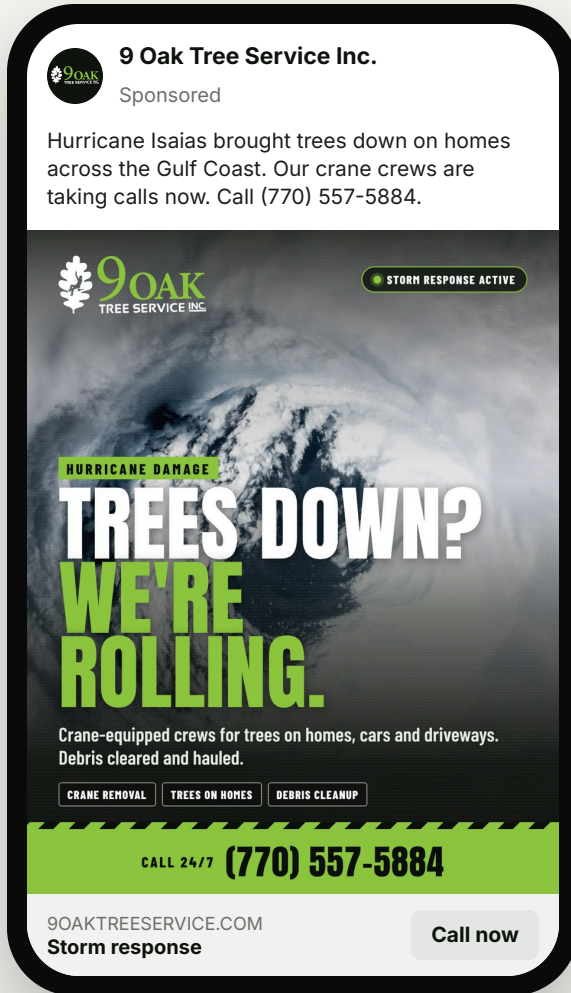
The week-after wave. Runs on the green chipper and real 9 Oak gear.



ISAIAS: CREWS ACTIVE

Breaking-news style for this storm only. Pull after cleanup peaks.

HURRICANE DAMAGE? WE'RE ROLLING.



FEED · 1080 X 1350



STORY · 1080 X 1920



LANDSCAPE · 1200 X 628

WHY IT WORKS

- Leads with the storm everyone is talking about
- Names the job (trees on homes, cars, driveways) in plain words
- Region line on the story lists all four states

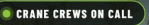
WHERE IT RUNS

Facebook and Instagram feed and stories, Google Display, YouTube and Discover through Demand Gen.

TREE ON YOUR ROOF?


9 Oak Tree Service Inc.
 Sponsored

A tree on the house is not a DIY job. Our crane lifts it off in sections so nothing gets dragged across your roof. Call (770) 557-5884.





9 OAK CRANE CREW

ROOF DAMAGE

TREE ON YOUR ROOF?

We lift it off by crane, piece by piece. No dragging it across your shingles.

CRANE LIFTS

ROOF TARPING

FULLY INSURED

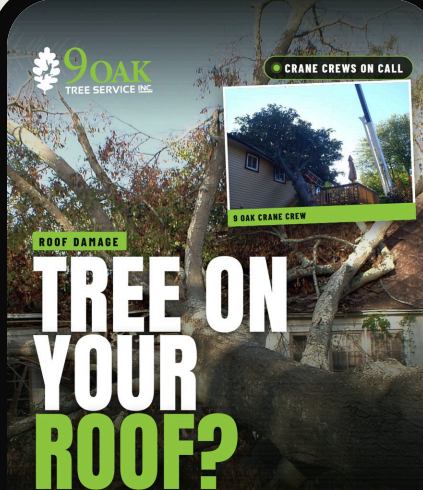
CALL NOW (770) 557-5884

9OAKTREESERVICE.COM
 Storm response

Call now

FEED · 1080 X 1350





9 OAK CRANE CREW

ROOF DAMAGE

TREE ON YOUR ROOF?

We lift it off by crane, piece by piece. No dragging it across your shingles.

CRANE LIFTS

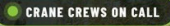
ROOF TARPING

FULLY INSURED

CALL NOW (770) 557-5884

9OAKTREESERVICE.COM

STORY · 1080 X 1920



ROOF DAMAGE

TREE ON YOUR ROOF?

We lift it off by crane, piece by piece. No dragging it across your shingles.

CALL NOW (770) 557-5884

LANDSCAPE · 1200 X 628

WHY IT WORKS

- The problem in one glance, then the inset shows a real 9 Oak crane job
- Crane, not dragging, is the reason to pick 9 Oak over a guy with a saw
- Roof tarping tag runs in Georgia only (see compliance page)

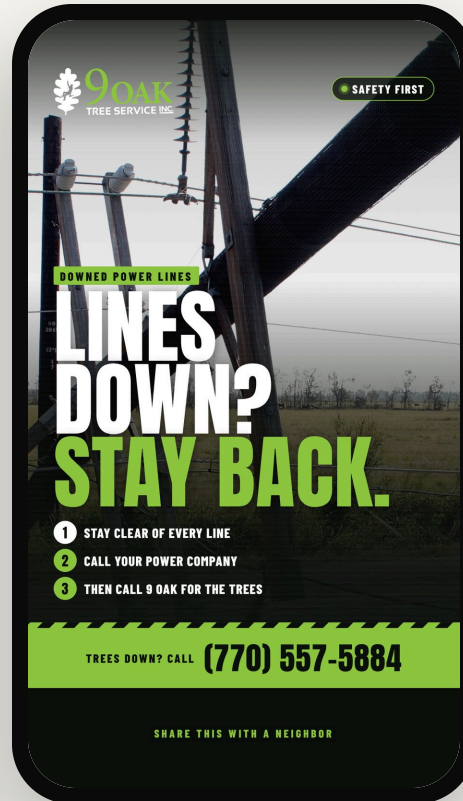
WHERE IT RUNS

Highest bids. Feed, stories, Performance Max, retargeting to anyone who visited the emergency page.

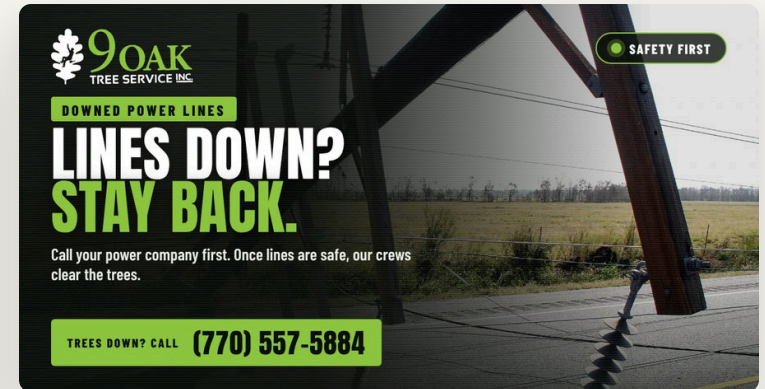
LINES DOWN? STAY BACK.



FEED · 1080 X 1350



STORY · 1080 X 1920



LANDSCAPE · 1200 X 628

WHY IT WORKS

- A public-safety message people share, which spreads the brand for free
- Positions 9 Oak as the pros who know the order of operations
- Never promises line work, which belongs to the utility

WHERE IT RUNS

Organic posts, Nextdoor, boosted posts, and the Google Business Profile during and right after storms.

STORM CLEANUP.

**9 Oak Tree Service Inc.**
Sponsored

Storm cleanup is now booking. Fallen trees, hanging limbs and debris cut, chipped and hauled away. Free estimates: (770) 557-5884.

**9OAK**
TREE SERVICE INC.

**NOW BOOKING**

AFTER THE STORM

STORM CLEANUP.

Fallen trees, hanging limbs and storm debris, cut, chipped and hauled away.

FREE ESTIMATES **HAULED AWAY** **FULLY INSURED**

FREE ESTIMATES (770) 557-5884

9OAKTREESERVICE.COM
Storm response

Call now

FEED · 1080 X 1350

**9OAK**
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**NOW BOOKING**

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9OAKTREESERVICE.COM

STORY · 1080 X 1920

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TREE SERVICE INC.

**NOW BOOKING**

AFTER THE STORM

STORM CLEANUP.

Fallen trees, hanging limbs and debris, cut, chipped and hauled away.

FREE ESTIMATES (770) 557-5884

LANDSCAPE · 1200 X 628

WHY IT WORKS

- Built on 9 Oak's own green chipper, per Abby's green-equipment rule
- Catches the larger, slower wave of jobs 3 to 21 days after the storm
- Free estimates, never a price, while emergency orders are active

WHERE IT RUNS

Swaps in for the "on call" ads 48 hours after each storm. Feed, stories, display and Google Business Profile.

STORM CREWS **ACTIVE NOW.**



FEED · 1080 X 1350



STORY · 1080 X 1920



LANDSCAPE · 1200 X 628

WHY IT WORKS

- Breaking-news urgency without pretending to be a news outlet
- Built for Isaias only; swaps names for the next storm in minutes
- The ticker line on the story names the hardest-hit areas

WHERE IT RUNS

Isaias weekend and the following week only, then retired.

— STATE DEPLOYMENT SET

ONE AD PER STATE, NAMED BY NAME.

People trust a crew that calls their state by name. Each version has its own headline, state outline and search campaign, and stays paused until 9 Oak commits crews there.

9 OAK
TREE SERVICE INC.

HOME BASE: JENKINSBURG

GEORGIA STORM RESPONSE

**GEORGIA,
TREE DOWN?**

Jenkinsburg crane crew serving Middle Georgia and the whole state when storms hit.

CALL 24/7 **(770) 557-5884**

GEORGIA

READY TO RUN

SEARCH HEADLINE

Georgia Tree Down? Call Now

CITIES TARGETED

Albany, Valdosta, Thomasville,
Tifton, Bainbridge, Moultrie,
Macon

BUDGET: \$50/DAY

9 OAK
TREE SERVICE INC.

DEPLOYING

FLORIDA PANHANDLE

**FLORIDA,
TREE DOWN?**

Georgia crane crews heading south after Hurricane Isaias. Trees off homes, fast.

CALL **(770) 557-5884**

**FLORIDA
PANHANDLE**

**NEEDS BRANDON'S
GO**

SEARCH HEADLINE

Florida Tree Down? Call Now

CITIES TARGETED

Destin, Fort Walton Beach,
Panama City, Pensacola,
Crestview, Niceville, Tallahassee

BUDGET: \$100/DAY

9 OAK
TREE SERVICE INC.

DEPLOYING

SOUTH ALABAMA

**ALABAMA,
TREE DOWN?**

Crane crews for trees on homes, cars and driveways. Fully insured. Fast response.

CALL **(770) 557-5884**

**SOUTH
ALABAMA**

**NEEDS BRANDON'S
GO**

SEARCH HEADLINE

Alabama Tree Down? Call Now

CITIES TARGETED

Dothan, Enterprise, Mobile,
Daphne, Fairhope, Gulf Shores,
Andalusia

BUDGET: \$60/DAY

9 OAK
TREE SERVICE INC.

STORM READY

SOUTH CAROLINA

**CAROLINA,
STORM READY.**

When the next storm hits, our crane crews are one call away.

CALL **(770) 557-5884**

**SOUTH
CAROLINA**

**STAGED FOR NEXT
STORM**

SEARCH HEADLINE

Carolina Tree Down? Call Now

CITIES TARGETED

Charleston, Summerville,
Beaufort, Myrtle Beach, Columbia

BUDGET: \$40/DAY

WHAT PEOPLE SEE WHEN THEY SEARCH.

Five search campaigns: home base plus Florida, Alabama, South Georgia and South Carolina. Every headline was checked against Google's 30-character limit, and the phone rides on a call button, which Google requires.

tree fell on house destin

Sponsored



9 Oak Tree Service Inc.

www.9oaktreeservice.com/storm/fl

Florida Tree Down? Call Now | Crane Crews Deployed to FL | Fully Insured Storm Crews

Tree on your home after Hurricane Isaias? Our crane crew lifts it off in sections.

[Tree on House Removal](#) [Storm Cleanup](#) [Free Estimate](#)

[Call \(770\) 557-5884](#)

emergency tree removal jenkinsburg

Sponsored



9 Oak Tree Service Inc.

www.9oaktreeservice.com/storm/ga

Tree on Your House? Call Now | 24/7 Emergency Tree Removal | Licensed & Fully Insured

Tree on your house or car? Our crane crew lifts it off safely and helps tarp the roof.

[Crane Services](#) [Storm Cleanup](#) [About 9 Oak](#)

[Call \(770\) 557-5884](#)

tree on roof dothan

Sponsored



9 Oak Tree Service Inc.

www.9oaktreeservice.com/storm/al

Alabama Tree Down? Call Now | South Alabama Storm Crews | Crane Lifts Trees Off Homes

Fully insured crane crews serving South Alabama. Free estimates. Call now.

[Tree on House Removal](#) [Free Estimate](#)

[Call \(770\) 557-5884](#)

STAGED IN GOOGLE ADS, ALL PAUSED

CAMPAIGN	DAILY	KEYWORDS
Storm Response (home, 25 mi)	\$10 to \$75	54
Deploy: FL Panhandle	\$100	41
Deploy: South Alabama	\$60	41
Deploy: South Georgia	\$50	41
Storm Ready: South Carolina	\$40	35

Plus 14 to 16 negative keywords per campaign (power outage, FEMA, insurance claim, jobs, DIY and more) so no money goes to people who can't hire us.

THE SAME MESSAGE, EVERY SCREEN SIZE.



160 X 600



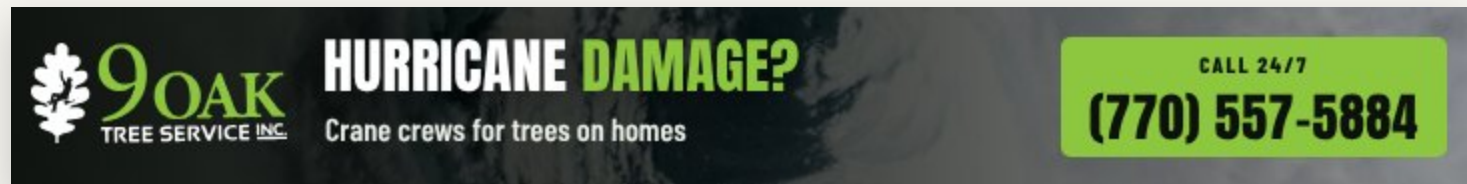
300 X 250



320 X 50 MOBILE

AI CAMPAIGNS GET THE FULL KIT

Performance Max and Demand Gen mix headlines, images and logos on their own. Every concept ships in square, portrait and landscape so Google never has to crop our phone number off.



728 X 90 LEADERBOARD

YOUR BUILDING SAYS "PATRIOT LIFTING." NOT FOR LONG.



Brandon's screenshot, Sep 25: McGough Rd at Hwy 42 / US 23, Jenkinsburg.

"Patriot Lifting" is a separate Google Maps listing pinned on the 9 Oak building, not 9 Oak's own listing. Renaming it would create a duplicate, so we remove it and claim the spot instead.

1. Report the Patriot Lifting pin: **Suggest an edit, Close or remove, Moved or doesn't exist here**, with a photo of the 9 Oak sign.
2. Drag 9 Oak's own pin onto the building in the Google Business Profile.
3. Fix "Jenkinsburg" in the profile address, then update Local Services Ads the same day.
4. Add storm-day special hours so Google stops showing "Closed" on weekends.
5. Update the old "4.9 stars, 247+ reviews" ad headlines to today's 4.8 from 254.

Seth: if Patriot Lifting is a tenant or former owner, a quick call asking them to move their listing gets this done fastest.

STORM WEEKEND TO THANKSGIVING.

Sat Oct 10



Storm crews active

Isaias alert post + story. Answer every comment within the hour.

Sat Oct 10



Lines down? Stay back.

Safety post. Ask followers to share it with neighbors.

Sun Oct 11



Tree on your roof?

Boost \$50 to 15 miles around Jenkinsburg, call button on.

Mon Oct 12



Storm cleanup

Shift every channel to cleanup. Start the review-request texts.

Oct 13 to 25



Real job showcase

3 posts a week from this week's jobs: before, crane, after.

CHANNELS

Facebook, Instagram, Nextdoor and the Google Business Profile. Abby posts and replies; Kemble supplies the graphics and copy.

THE ONE ASK FOR THE CREW

Film every crane job: phone held vertical, 10 to 20 seconds, before, during and after. One real clip of a tree lifted off a roof will outperform every ad in this proof.

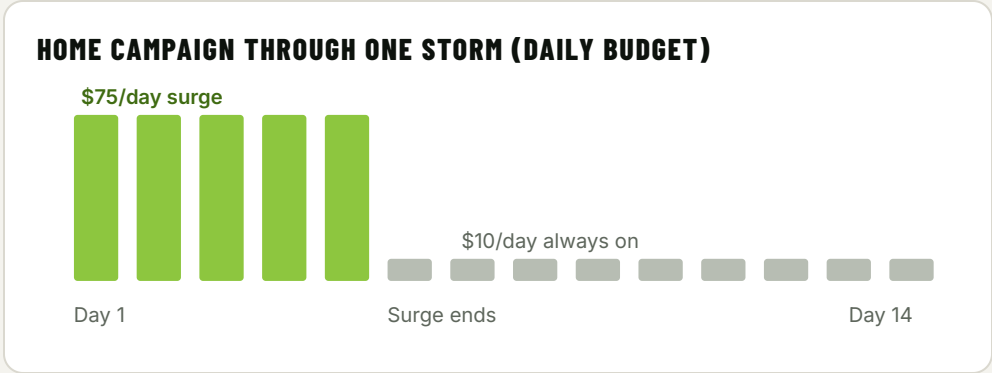
REVIEW ENGINE

Every storm customer gets a thank-you text with the Google review link. Reviews feed the 4.8 stars in every ad.

SPEND FOLLOWS THE WEATHER.

Nothing below spends a dollar until it's approved. Budgets surge for a storm and fall back when the phones go quiet.

LINE	WHEN	DAILY	EST. 14-DAY STORM WINDOW
Home Storm Response	Always on; surge on warnings	\$10 to \$75	\$465
South Georgia	Isaias cleanup window	\$50	\$700
FL Panhandle	Only if crews deploy	\$100	\$1,400
South Alabama	Only if crews deploy	\$60	\$840
Social boosts	Per storm		\$150
Georgia only			\$1,315
All rings			\$3,555



HOW WE JUDGE IT

Brandon ranks crane-off-the-house jobs as the most profitable work 9 Oak does, so the bar is simple: booked storm jobs worth more than the spend. Calls are tracked by campaign, so we know which ring earned each job.

MANAGEMENT

Creative, campaign builds, surge on and off, and reporting stay inside the \$500 monthly fee. Ad spend is paid directly to Google and Meta.

SEASON TIMELINE

Isaias surge Oct 9 to 12 · cleanup wave to Oct 25 · AI Max test from Oct 19 · always-on through Nov 30 · season report Dec 1.

SIGN-OFF

SIX ANSWERS AND WE'RE LIVE.

- ☐ **BRANDON** Deploy crews to the Florida Panhandle and South Alabama?
(Turns Ring 3 on.)
- ☐ **BRANDON / WILL** Who answers (770) 557-5884 nights and weekends? The ads promise 24/7.
- ☐ **BRANDON** Roof tarping offered on every tree-on-house job in Georgia?
Founding year: 2009 or 2012?
- ☐ **ABBY** OK to use the storm photos in these ads (FEMA and NASA images plus 9 Oak job photos)?
- ☐ **SETH** Original 9 Oak logo file, and a quick call to Patriot Lifting if they are a tenant.
- ☐ **SETH** Approve the Georgia budget (\$1,315 est. per 14-day storm window) to go live today.

ALREADY DONE

- 31 ad files in every size Meta and Google ask for
- 5 storm search campaigns built and paused
- 212 keywords, plus storm-specific negatives
- Patriot Lifting removal steps ready to file
- Social calendar and post copy

Brandon Dwyer · date

Seth Reynolds · date

Kemble Hildreth · 770.314.1855 ·
kemble.hildreth@gmail.com

RULES WE BUILT THE ADS AROUND.

EMERGENCY PRICING

Georgia, Florida, Alabama and South Carolina all have price gouging laws that switch on with a state of emergency (Ga. Code 10-1-393.4, Fla. Stat. 501.160, Ala. Code 8-31, S.C. Code 39-5-145). No ad mentions a price, discount or insurance payout.

FLORIDA LICENSING

Unlicensed contracting during a declared emergency is a third-degree felony in Florida (Fla. Stat. 489.127). Roofing is a state-licensed trade there, so Florida ads leave out roof tarping. Before crews travel, we confirm any state, county or city registration that applies to tree work.

POWER LINES

Only utility-qualified line-clearance crews work near energized lines (OSHA 1910.269). Our ads tell people to call the power company first and never offer line work.

PHOTOS

Disaster scenes use public-domain NASA and FEMA photos and are never labeled as 9 Oak jobs. Anything labeled "9 Oak crane crew" is a real 9 Oak photo. New job photos will replace stock as they come in.

PHOTO CREDITS

IMAGE	SOURCE	LICENSE
Hurricane Michael from the ISS	NASA	Public domain
Hurricane Dorian from the ISS	NASA (Christina Koch)	Public domain
Snapped utility poles	FEMA (Robert Kaufmann)	Public domain
Tree on house	FEMA (Nicolas Britto)	Public domain
Uprooted tree and home	FEMA (Barry Bahler)	Public domain
Storm-damaged home, Alabama	FEMA (Jocelyn Augustino)	Public domain

All other photos: 9 Oak Tree Service Inc. Images via Wikimedia Commons.

SOURCES

FOX Weather, Hurricane Isaias live updates (Oct 9, 2026) · AJC, Kemp issues state of emergency (Oct 9, 2026) · WSB-TV, Isaias watches for Georgia counties (Oct 8, 2026) · NCSL, Price Gouging State Statutes · Florida Statutes 489.127 · Georgia Consumer Protection, Emergency Price Controls · OSHA, Line-Clearance Tree Trimming Operations.