

Rorbec ready-to-post ad kit

Leigh-Ann's posting and enquiry guide

12 graphics | 24 captions | 12 story captions | Call/text 780-884-6385

1. Pick the day's campaign

Monday and Wednesday: cross-connection testing. Tuesday and Thursday: winter water lines. Friday: rotate furnace, farm/acreage or general plumbing. Start with prevention ads this fall; use frozen-line ads when relevant.

2. Publish and share

Download the square graphic from the Ad Kit in Rorbec Marketing. Copy caption A or B. Post to Facebook and Instagram, then share the feed post to your story. Use only groups that allow business promotion.

3. Handle the enquiry

Ask for location, job details and photos. For testing: ask for device details and the notice. For suspected frozen lines: ask where the line runs, pipe material if known, access and symptoms. Kody confirms scope, pricing, travel and availability before booking.

4. Record the result

Make two targeted business contacts within the five daily connections. Track qualified inquiries, quotes and booked jobs. Tag testing and freeze-related leads separately and sign off in Marketing.

Standard reply

Thanks for contacting Rorbec! Please send your location, a short description and any photos or equipment details. Kody will confirm scope, travel, pricing and availability before we book.

Graphics are illustrative, not completed-job photographs. No paid ad spend is activated. Do not promise immediate response, 24/7 service or an unconfirmed thawing method.

01-cross-testing | Backflow testing

Graphic: 01-cross-testing.png

Caption A

Backflow assembly due for testing? Rorbec Plumbing & Heating offers RP/DCVA testing, reports, and repair or replacement quotes. Kody is an AWWA Cross Connection Control Specialist. Send a photo of your assembly, your testing notice and your property location. Call or text 780-884-6385 to discuss booking.

Caption B

Property managers and commercial facilities: keep Rorbec's number handy for RP/DCVA testing. Send your device details and testing notice so we can confirm the next step and applicable reporting requirements. Call/text 780-884-6385.

Story text

Backflow testing — Call or text 780-884-6385 with your location and job details.

Enquiry details to collect

Device type, make/model, size, serial number if visible, location, testing notice, access and due date.

02-cross-notice | Received a testing notice?

Graphic: 02-cross-notice.png

Caption A

Received a backflow testing notice? Send it to Rorbec along with your location and a photo of the assembly. We can discuss RP/DCVA testing, the report you need and available booking times. Call or text 780-884-6385.

Caption B

Do you look after a building, farm property or irrigation system with a backflow assembly? Rorbec can help with RP/DCVA testing enquiries. Message the device details and testing notice—no need to guess what you need. 780-884-6385.

Story text

Received a testing notice? — Call or text 780-884-6385 with your location and job details.

Enquiry details to collect

Testing notice and device photo; confirm municipal acceptance before promising a submission.

03-freeze-fall | Before the freeze

Graphic: 03-freeze-fall.png

Caption A

Fall is the time to look at vulnerable water lines. Rorbec can assess exposed piping, crawlspace plumbing and water-line connections, and discuss insulation and heat-trace needs. Homes, acreages and farms near Leduc: call/text 780-884-6385 with your location and concerns.

Caption B

A line that froze last winter deserves attention before the next cold snap. Tell Rorbec where it is and what happened. We'll discuss an assessment and prevention options. Call or text 780-884-6385.

Story text

Before the freeze — Call or text 780-884-6385 with your location and job details.

Enquiry details to collect

Location, previous freeze history, pipe material, access, existing insulation/heat trace and photos.

04-freeze-prevention | Winter-ready water lines

Graphic: 04-freeze-prevention.png

Caption A

Getting the acreage ready for winter? Add vulnerable water lines to the list. Rorbec Plumbing & Heating can discuss a fall plumbing assessment and freeze-prevention needs. Send photos and your nearest community to 780-884-6385.

Caption B

Property managers: now is a good time to flag exposed or repeatedly freezing water lines. Contact Rorbec with photos, location and past problems to discuss the next step. Call/text 780-884-6385.

Story text

Winter-ready water lines — Call or text 780-884-6385 with your location and job details.

Enquiry details to collect

Confirm accessible scope, suitable materials and availability before quoting.

05-frozen-no-water | Frozen water line enquiries

Graphic: 05-frozen-no-water.png

Caption A

Frozen water line or no water? Call/text Rorbec at 780-884-6385 with your location, where the line runs, the pipe material if known and what stopped working. We'll assess whether we can help and confirm availability before booking.

Caption B

Cold weather and no water? Describe the problem to Rorbec before trying to book a repair. A few photos and the line's location help us determine the right next step. Call/text 780-884-6385.

Story text

Frozen water line enquiries — Call or text 780-884-6385 with your location and job details.

Enquiry details to collect

When water stopped, whole property or one fixture, pipe route/material, access, visible leak, safe site conditions. Escalate to Kody; do not diagnose or promise a thaw.

06-frozen-acreage | Winter acreage water trouble

Graphic: 06-frozen-acreage.png

Caption A

Acreage or farmhouse water trouble this winter? Send Rorbec your nearest community, a short description and photos if available. We can assess whether the plumbing-side work is within scope and confirm availability. Call or text 780-884-6385.

Caption B

Keep Rorbec's number saved for winter plumbing enquiries: 780-884-6385. For suspected frozen water lines, send the location, access and symptoms so we can assess the work before booking.

Story text

Winter acreage water trouble — Call or text 780-884-6385 with your location and job details.

Enquiry details to collect

Do not promise underground thawing, well-pump repair, immediate attendance or emergency coverage.

07-furnace-season | Furnace service

Graphic: 07-furnace-season.png

Caption A

Colder days are coming. Ask Rorbec Plumbing & Heating about furnace service near Leduc. Send your location, furnace make/model if known and any concerns, and we'll discuss availability. Call/text 780-884-6385.

Caption B

Getting your home ready for winter? Put furnace service on the list. Message Rorbec with your location and equipment details to discuss booking. 780-884-6385.

Story text

Furnace service — Call or text 780-884-6385 with your location and job details.

Enquiry details to collect

Location, make/model, age if known, symptoms and last service; urgent hazards go to the appropriate emergency service.

08-furnace-comfort | Home comfort

Graphic: 08-furnace-comfort.png

Caption A

Keep home comfort on your fall checklist. Rorbec Plumbing & Heating can discuss furnace service and plumbing needs for homes and acreages near Leduc. Call or text 780-884-6385.

Caption B

Looking after a rental property or acreage? Ask about furnace service before colder weather settles in. Send your location and equipment details to Rorbec at 780-884-6385.

Story text

Home comfort — Call or text 780-884-6385 with your location and job details.

Enquiry details to collect

Do not claim a tune-up guarantees safety, lower bills or no breakdowns.

09-acreage-plumbing | Acreage plumbing

Graphic: 09-acreage-plumbing.png

Caption A

Acreage plumbing help near Leduc: repairs, hot water, pressure tanks, cistern plumbing connections, sump pumps and water-treatment plumbing connections. Send your nearest community and a few job details. Call or text Rorbec at 780-884-6385; scope, travel and availability are confirmed before booking.

Caption B

Water pressure trouble, a plumbing leak or hot-water concerns at the acreage? Rorbec can help you work out the plumbing-side next step. Call/text 780-884-6385 with your location and photos.

Story text

Acreage plumbing — Call or text 780-884-6385 with your location and job details.

Enquiry details to collect

Address/nearest community, building, issue, photos. No well drilling, pump work or new septic-installation promises.

10-farm-plumbing | Farm plumbing help

Graphic: 10-farm-plumbing.png

Caption A

Farmhouse or eligible farm-building plumbing repairs getting pushed down the list? Rorbec Plumbing & Heating offers practical help with repairs, hot water, pressure tanks and plumbing connections. Call/text 780-884-6385 with the building, nearest community and job details.

Caption B

You don't have to tackle every plumbing repair yourself. Farm owners near Leduc can contact Rorbec about eligible farmhouse and farm-building plumbing work. Send photos and your location to 780-884-6385.

Story text

Farm plumbing help — Call or text 780-884-6385 with your location and job details.

Enquiry details to collect

Use respectful practical language; don't make assumptions about age. Confirm eligible building and scope.

11-plumbing-repairs | Plumbing repairs

Graphic: 11-plumbing-repairs.png

Caption A

That small leak or troublesome fixture is worth a closer look. Rorbec Plumbing & Heating handles plumbing repair enquiries near Leduc. Call/text 780-884-6385 with photos and your location to discuss the next step.

Caption B

Sink, toilet or shutoff giving you trouble? Send Rorbec a photo and a short description. We'll discuss scope and availability before booking. Call or text 780-884-6385.

Story text

Plumbing repairs — Call or text 780-884-6385 with your location and job details.

Enquiry details to collect

Fixture, symptoms, access, leak severity, location and photos; do not diagnose from a caption.

12-plumbing-hotwater | Hot-water enquiries

Graphic: 12-plumbing-hotwater.png

Caption A

Hot water not keeping up—or a water heater causing trouble? Send Rorbec Plumbing & Heating your location, equipment details and symptoms. Call or text 780-884-6385 to discuss the next step.

Caption B

Looking at a water-heater repair or replacement? Start with the model information and a few photos. Rorbec can discuss the work and available booking times. Call/text 780-884-6385.

Story text

Hot-water enquiries — Call or text 780-884-6385 with your location and job details.

Enquiry details to collect

Make/model, fuel type, capacity, symptoms, access and photos. Confirm scope and quote with Kody.