

Upholstery Facebook Ad DIC Caption

Tired of Upholstery cleaners that don't deliver? Here's why Steam Doctor will leave it looking *impressed!*

- ✓ We use advanced steam cleaning technology.
- ✓ Pet and Environmentally Friendly Products.
- ✓ UPHOLSTERY DRYS IN A FEW HOURS!! 🕒

Don't settle for less. **Call Steam Doctor TODAY** and experience a cleaning that lives up to your standards. Let us restore your comfort and pride with a pristine home.

Who am I talking to?

We are talking to men and women but leaning slightly more towards women who have stained or old nasty upholstery that they can't clean themselves or don't have time to clean it.

Age range 30-70 years old

Middle class, very busy lives, have children and pets.

People who struggle to maintain a clean home, they get pulled away with more important tasks that need to be handled.

They've tried other restoration cleaning companies but they either don't keep their promises or the service is very stressful, hard to schedule, and bad customer service.

Level 3 awareness.

Stage 4 Sophistication

They think that hiring cleaning companies is a hassle and takes a long time for the job to be done.

They also think that the chemicals used can be toxic/unhealthy which makes them hesitant to use cleaning services.