



Instagram Reels

Idea Checklist

30 Reel Ideas for Pest Control Companies

Never stare at a blank screen wondering what to post.
Just pick an idea from this list and film it.

How to Use This Checklist

Instagram Reels get 5-10x more reach than static posts. The algorithm pushes them to people who don't follow you yet—free exposure to potential customers in your service area.

This checklist gives you 30 ready-to-film ideas organized into five categories. Each idea includes what to film, how long it should be, and tips to make it work.

The Goal: Two reels per week. That's 30-45 minutes of total effort if you batch film. Pick two ideas from this list each week, film them, and post.

Quick Specs: 30-60 seconds is your sweet spot. Film vertically. Turn on auto-captions. Post between 7-9 AM or 6-8 PM local time.

CATEGORY 1: BEFORE-AND-AFTER TREATMENTS

Your highest-performing content. Film the problem, film the solution. These are satisfying to watch and demonstrate your expertise without saying a word.

1. Ant Trail Elimination [30-45 seconds]

Film a visible ant trail along a baseboard or counter. Show your treatment process. Film the same spot 24-48 hours later with no ants.

Tip: Get a close-up of the trail first. The more ants visible, the more dramatic the result.

2. Wasp Nest Removal [45-60 seconds]

Show the nest location (from a safe distance), your protective gear and equipment, the removal process, and the cleared area.

Tip: Dramatic content. Add text overlay: "Don't try this at home." Safety gear builds credibility.

3. Spider Web Sweep [30-45 seconds]

Film a heavily webbed area—garage corners, porch ceilings, window frames. Show the de-webbing and treatment. Film the clean result.

Tip: Morning light makes webs more visible. Satisfying content that homeowners relate to immediately.

4. Rodent Entry Point Seal [45-60 seconds]

Show the gap or hole where rodents are entering. Film your exclusion work—sealing, screening, or foam. Show the finished seal.

Tip: Put something next to the hole for scale (a quarter, your finger). "This is all a mouse needs" is compelling.

5. Termite Damage Reveal [45-60 seconds]

Film damaged wood during an inspection—soft spots, mud tubes, visible damage. Show the extent of the infestation. End with treatment setup.

Tip: Poke the wood with a screwdriver to show how soft it is. Eye-opening for homeowners who think termites are rare.

6. Bed Bug Treatment Progress [45-60 seconds]

Film the initial inspection findings. Show your heat treatment or chemical application. Film the mattress encasement and follow-up inspection.

Tip: This is sensitive content—focus on the solution, not the infestation. Professional and reassuring tone.

I filmed a before-and-after this week

CATEGORY 2: QUICK EDUCATIONAL TIPS

Answer questions your customers actually ask. These position you as the expert, and people share them with friends and family who have the same question.

7. "Why Do Ants Invade in Spring?" [45-60 seconds]

Explain that warming temperatures wake colonies from dormancy. They send scouts looking for food and water. Mention what attracts them—moisture, crumbs, pet food.

Tip: Talk to the camera. Start with "Here's why you're suddenly seeing ants everywhere..."

8. "How to Tell Termites from Flying Ants" [45-60 seconds]

Show the visual differences: straight vs. bent antennae, equal vs. unequal wings, thick vs. pinched waist. Use graphics or side-by-side images.

Tip: This is a highly searched question. Include "termite vs ant" in your caption for discoverability.

9. "3 Signs You Might Have Mice" [45-60 seconds]

Cover: droppings (size of rice grains), gnaw marks on food packaging, scratching sounds in walls at night. Quick visual for each.

Tip: Numbered lists perform well. Hold up three fingers as you go through each sign.

10. "What Actually Attracts Mosquitoes" [45-60 seconds]

Explain: standing water (even small amounts), CO2 from breathing, dark clothing, certain blood types. Bust the myth that it's about "sweet blood."

Tip: Surprising facts get shared. Lead with "It's not because you're sweet..."

11. "One Thing That Attracts Roaches (That You're Probably Doing)" [30-45 seconds]

Focus on one unexpected attractant: cardboard boxes, pet food left out overnight, water under the fridge, dirty recycling. Make it specific and actionable.

Tip: Single-topic tips outperform lists. Give them one thing to fix today.

12. "When to Call a Pro vs. DIY" [45-60 seconds]

Be honest: some problems homeowners can handle (a few ants, occasional spider). Others need professional help (termites, bed bugs, recurring infestations). Build trust by not overselling.

Tip: This honesty builds massive credibility. "I'm going to save you money on this one..."

I filmed an educational tip this week

CATEGORY 3: BEHIND-THE-SCENES

Customers are curious about what they're paying for. These videos humanize your business—you're real people doing skilled work, not just a logo and a phone number.

13. "What's in My Truck" [45-60 seconds]

Open your service vehicle and walk through the equipment: sprayers, bait stations, safety gear, inspection tools. Explain what each is used for.

Tip: *People love seeing professional-grade equipment. Shows you're not using hardware store spray cans.*

14. "A Day in the Life" [30-45 seconds]

Quick montage: loading the truck, driving to a call, greeting a customer, doing an inspection, treatment in progress, paperwork, heading to the next stop.

Tip: *Use trending audio. Fast cuts. No talking needed—just show the variety of your day.*

15. "What a Termite Inspection Actually Looks Like" [45-60 seconds]

Follow a real inspection: crawl space entry, probing wood, checking foundation, using a moisture meter, writing up findings.

Tip: *Demystifies a service that feels intimidating to homeowners. They'll be less nervous when you show up.*

16. "Meet the Team" [45-60 seconds]

Quick intro of each technician. Name, how long they've been with the company, their specialty or a fun fact. Keep it light.

Tip: *People hire people they feel like they know. Faces build trust before you ever show up.*

17. "The Weirdest Call This Week" [45-60 seconds]

Share an unusual service call (without identifying the customer). Strange infestation location, unexpected pest, creative solution required.

Tip: *Storytelling performs well. "You won't believe what we found in this attic..."*

18. "How We Prepare for a Treatment" [30-45 seconds]

Show the prep work: reviewing the service order, selecting the right products, measuring and mixing, loading equipment, safety checks.

Tip: *Shows professionalism and attention to detail. Customers appreciate seeing the care behind the service.*

I filmed a behind-the-scenes reel this week

CATEGORY 4: SEASONAL AND TIMELY CONTENT

Timely content gets engagement because people are already thinking about the problem. Post about what's happening in your area right now.

19. "Spring Pest Alert: [Your City]" [45-60 seconds]

Talk about what pests are emerging in your service area right now. Ants waking up, termite swarms starting, wasps building nests. Make it local.

Tip: *Include your city name in the video and caption. Local specificity beats generic content every time.*

20. "Termite Swarm Season Is Here" [45-60 seconds]

Explain when swarms happen in your region, what they look like, and what homeowners should do if they see one. Post this the day you see your first swarm.

Tip: *Urgent, timely content. "If you're seeing these in your house right now, here's what to do..."*

21. "Summer Mosquito Prevention Checklist" [45-60 seconds]

Walk through a backyard pointing out standing water sources: plant saucers, gutters, bird baths, toys, tire swings. Quick fixes for each.

Tip: *Film this in a real yard (with permission or your own). Visual proof beats talking points.*

22. "Fall Pest Prep: They're Looking for Winter Homes" [45-60 seconds]

Explain that rodents and insects seek warmth as temperatures drop. Show common entry points: gaps around pipes, door sweeps, foundation cracks.

Tip: *Post this in September before the rush. "Right now, pests are planning to move into your house."*

23. "Holiday Pest Warning: Firewood Edition" [30-45 seconds]

Show how bringing firewood inside can bring pests: beetles, spiders, even termites. Tips for storing wood properly and inspecting before bringing inside.

Tip: *Holiday-themed content in November/December. Practical advice during a time people are buying firewood.*

24. "What We're Seeing This Week in [Your City]" [30-45 seconds]

Quick update on the calls you're getting. "Lots of carpenter ants this week" or "Brown recluse season is in full swing." Real-time local intel.

Tip: *This can be a recurring series. Simple to film, highly relevant, builds local authority.*

I filmed a seasonal/timely reel this week

CATEGORY 5: MYTH BUSTING

Pest control has a lot of misinformation floating around. Take one myth, debunk it, and explain what actually works. People share these because they thought the myth was true.

25. "Cheese Doesn't Actually Attract Mice" [30-45 seconds]

Explain that mice prefer high-calorie foods: peanut butter, chocolate, seeds. Cheese is a cartoon myth. Show what bait actually works.

Tip: *Surprising facts get shares. "Everything Tom & Jerry taught you was wrong..."*

26. "Ultrasonic Pest Repellers Don't Work" [45-60 seconds]

Address the plug-in devices people buy at hardware stores. Explain why they don't work long-term and what to do instead.

Tip: *People have spent money on these. Be sympathetic, not smug. "I wish these worked, but here's the truth..."*

27. "Bed Bugs Aren't About Cleanliness" [45-60 seconds]

Explain that bed bugs hitchhike—hotels, used furniture, even movie theaters. Clean homes get them too. Reduce stigma, increase calls.

Tip: *This myth keeps people from calling for help. Breaking it down encourages people to reach out.*

28. "DIY Termite Treatment Is a Bad Idea" [45-60 seconds]

Explain why hardware store products don't work on termites: they only kill what you can see, not the colony. Show what professional treatment involves.

Tip: *Not salesy—factual. "I've seen so many people make this worse trying to save money..."*

29. "Peppermint Oil Doesn't Repel Spiders" [30-45 seconds]

Address the Pinterest myth. Explain that while some pests dislike certain scents, essential oils aren't reliable pest control. Show what works.

Tip: *Relatable—lots of people have tried this. "I know you've seen this on Pinterest, but..."*

30. "You Can't Get Rid of Roaches with Boric Acid Alone" [45-60 seconds]

Explain that boric acid can help but isn't a complete solution. Roaches need integrated pest management: sanitation, exclusion, and professional treatment.

Tip: *Educational without being preachy. "Boric acid is one piece of the puzzle, not the whole solution."*

I filmed a myth-busting reel this week

YOUR WEEKLY REEL PLAN

Two reels per week is all you need. Pick one from each column to keep your content varied.

Week 1

Reel 1: _____ Category: _____

Reel 2: _____ Category: _____

Week 2

Reel 1: _____ Category: _____

Reel 2: _____ Category: _____

Week 3

Reel 1: _____ Category: _____

Reel 2: _____ Category: _____

Week 4

Reel 1: _____ Category: _____

Reel 2: _____ Category: _____

Quick Reference: Reel Best Practices

Length: 30-60 seconds (Instagram rewards videos people watch to the end)

Orientation: Vertical (9:16 ratio—fill the phone screen)

Captions: Always on (most people watch on mute)

Best Times: 7-9 AM or 6-8 PM local time

Hashtags: 3-5 relevant tags including your city (e.g., #AtlantaPestControl)

Call to Action: End with "Follow for more pest tips" or "Link in bio to schedule"

Ready to Grow Your Instagram?

Pick two ideas from this list and film them this week.

Imperfection and consistency beat polished and occasional.

Want Help With Your Social Media Strategy?

Book a free strategy call at marketingthatactuallyworks.ai

We'll review your current social presence and show you exactly what's working and what's costing you customers.



CUBE CREATIVE

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