

Social Media Marketing for Home Service Companies

A VitalStorm eBook by
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Chapter One: What Is Social Media Marketing?

Intro to Social Media Marketing

Social media marketing can be used to promote a product, service or business through social media platforms such as Facebook, Instagram and Twitter. It's an effective way to create and share content to help you achieve your marketing and branding goals.

One of the most important aspects of social media marketing is brand awareness, giving your brand a personality and voice. This is your opportunity to show who runs your company and what your company stands for - all while showcasing the products and services that you provide. You can also use social media to promote a specific service, namely through Facebook Ads.

When it comes to promoting your brand online, content is king. Social media marketing provides multiple avenues to accomplish this. Here are a few ways you can get your audience's attention:

- Text posts
- Photo updates
- Graphics
- Videos and gifs

Later on, we'll go into more detail about how you can use these tactics as a home service company owner to engage with your online audience.

How Does Social Media Marketing Benefit Home Service Companies?

With social media playing an integral role in multiple aspects of society today, it has become impossible to ignore. Businesses left and right are incorporating social media into their marketing strategies. To showcase your company to consumers, a strong social presence must be at work.

The power of social media is huge right now for any company, but especially for the home service industry. Below are a few major benefits of social media marketing:

Broaden Audience

Your target audience is already on social media. Meet your prospective customers where they are by incorporating social media into your digital marketing strategy. Utilize Facebook or other social platforms to engage new customers with your company.

Target Specific Groups

Easily identify your consumers based on location and other helpful tools via social media. This helps your business focus on the groups of people interested in your product or service.

Fast Communication

The ability to communicate information quickly to large groups of people is incredibly useful. You can easily spread the news about special offers and deals or company-wide statements.

Review Management

Having a social media presence lets your company know where you stand with your audience. Based off the customer reviews, it's easy to mark the progress and areas of improvement needed for your business.

Build a Stronger Connection

Stay connected with your loyal customers with your social media presence. It's crucial to keep the customers you already have engaged with your brand.

Customers want to reach professionals in new ways. Your audience is already online, so don't wait for your phone to ring! Sending a message through Facebook is becoming increasingly popular. In a fast-paced society, even a phone call feels like work for your customers. It's vital to make yourself available to your audience in more ways than one.

Here are a few strategies you can implement on social media for your home service company:

- **Review management** - Keep your online reputation intact by managing positive and negative reviews.
- **Posting strategy** - Maximize the exposure of your content online by implementing a posting strategy. This will help you reach customers during the hours they are present online.
- **Content** - Create customized content tailored to your specific industry to keep consumers engaged with your brand.
- **Trending topics** - Stay in the know and deliver relevant content regarding your brand.
- **Backlinks** - Boost your business by pushing potential customers back to your website.

What's Trending?

Online trends are constantly evolving. It's important to stay on top of the newest social media trends, while assessing whether or not they are relevant to your business.

Video content garners the best engagement on social media currently. While high-resolution photos, graphics and gifs can diversify your posts, "80% of all internet traffic will be video by 2019¹," so it is key that your social channels focus more on video content.

Multiple social media platforms have launched new video features to supply the growing demand for more video. For example, Instagram added Instagram stories, and Facebook added Facebook Live and Facebook 360. One aspect to note about creating videos for your company is that it's important to know what kind of video suits your company's needs.

In tandem with video posts, another up-and-coming trend right now is the use of **ephemeral content**.



Ephemeral Content: (n) Images and videos created to last for a limited time only to evoke a FOMO (Fear of Missing Out) response from the online user, compelling them to engage with your brand immediately.

With Snapchat, Instagram and Facebook all implementing a “stories” feature, ephemeral content is vital for social media marketing strategies. While ephemeral content is different from typical, permanent posts, make sure that this type of content reflects the overall voice and aesthetic of your brand.

Social media **influencers**, another resourceful trend for promoting a brand, also play a compelling role in social media marketing.



Influencer: (n) A social media user who has reached a high volume of followers and views by tapping into a specific niche and voice.

Certain social media influencers have the current audience that your company wants to reach. By partnering with influencers, you can expand your brand's initiative and get in front of your target audience.

Social Media DOs and DON'Ts

Navigating the unpredictable waters of social media can be tough. Sometimes it's hard to determine what to do and what not to do for your company when it comes to this specialized kind of marketing. Below, we've provided a few basic rules that are important to follow.

1. Set attainable goals.

Oftentimes it can be easy to lose sight of the finish line. An essential part of social media marketing is to test what works and what doesn't so you can successfully expand into new territories.

2. Don't ignore your audience!

When your audience reaches out, answer them! Ignoring them can lead to a negative connotation with your brand. Your customers have a voice and they want you to listen. So be prepared to hear them out and engage.

Here are a few more social media DOs:

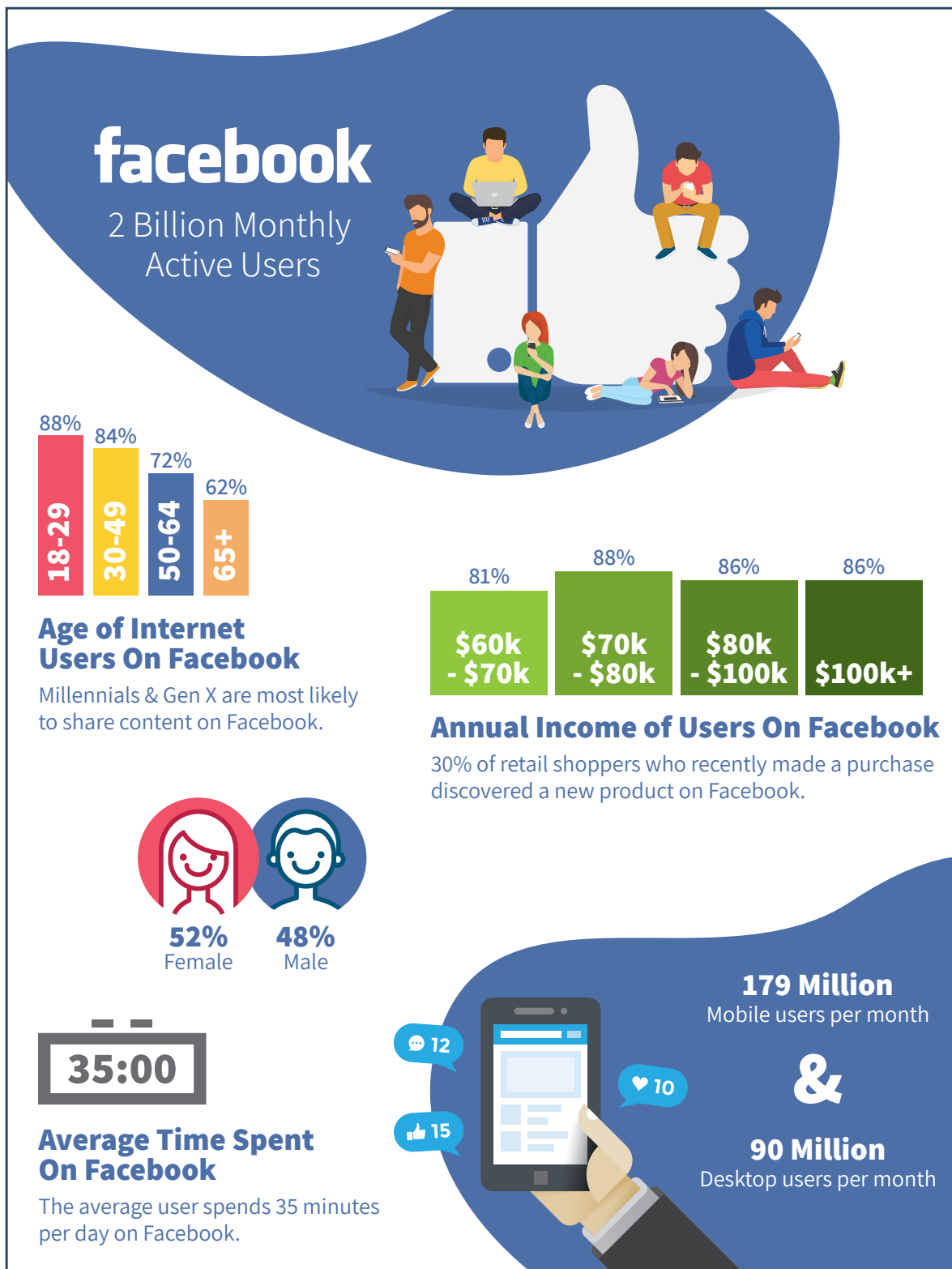
- Do make sure social media profiles are filled out
- Do know your brand voice
- Do post consistently
- Do engage with other thought leaders

Here are a few social media DON'Ts:

- Don't neglect other social accounts
- Don't reduce content to company news
- Don't ignore customer concerns
- Don't post during a national tragedy

Two of the biggest and most important factors of social media marketing is understanding who you are — and who your audience is. Stay focused on your social media strategy and stay true to your company's values.

Chapter Two: Social Media Marketing for Home Services



Applicable Social Platforms for Home Service Companies

Not every social media platform should be used for your business. Your audience may not be on every social media platform.

Let's look at some of the most helpful social media platforms for your home service company. (It may surprise you that some social platforms aren't beneficial for your industry!)

Facebook

Facebook is one of the top social media platforms in the world. It has over 2.2 billion active users login each month, so you're wasting an opportunity to engage with thousands of prospective customers if you neglect this platform. This is a great vehicle to push out relevant and helpful information to consumers who are already searching for it.

While setting up your Facebook page, you can list your services under the "services" section. You can use these notes to link back to your website to encourage conversions right from your Facebook page. In your "about" section, you can include your business hours, so your customers will know when and how to reach out to you. You can also tell the story of your brand in the "about" section; this is just another opportunity to differentiate your company from your competitors.

Important Note: Make sure your Facebook page is verified! You don't want someone to create a page with your same company name and misrepresent your brand.

When posting on Facebook, you can take the opportunity to showcase your employees. Post the employee of the month; post when someone gets a promotion; post a picture of one of your technicians with one of your customers after service is completed. Now's your chance to personalize your brand. Make yourself human by featuring the faces behind your brand and sharing human experiences.

Instagram

As a photo-based social media platform, Instagram isn't the best choice for marketing your home services company. Instagram requires photos that are aesthetically pleasing. Your everyday home service job is not ideal content for viewers on the platform.

Twitter

Twitter is a great platform to market your home service company. It gives you the opportunity to share relevant home service industry topics, while at the same time giving you the chance to interact with various thought leaders within your industry. What's more, you can use the search function in Twitter to discover people who are tweeting about needing your services. This is called **Social Listening**.



Social Listening: (v) Keeping an eye on what customers and prospective customers are saying online, particularly on social media, to determine when and how you should engage with those online users.

Unlike Facebook, it's important to post about the same topics multiple times on Twitter, as your tweets can easily get buried under new tweets about trending topics. Whenever possible, you should add trending hashtags to your post (no more than three — let's not spam your followers!) to make sure people who are following that trending hashtag will see your tweet, even if they're not following you! This is a great way to gain additional followers and, therefore, prospective customers.

Due to the short and simple nature of Twitter, this social media platform gives the home service industry a great benefit. With all of the various services provided, Twitter makes it easy for your company to tweet quick facts and tidbits of information, keeping your audience engaged.

Pinterest

As another photo-based social media platform, Pinterest is a platform to stay away from for the home service industry. Images of plumbing, electrical or roofing images aren't usually pleasing to look at, which means online users aren't likely to pin them. If people aren't pinning your post, what's the point of posting? Save yourself time and energy by avoiding Pinterest altogether.

Social Media DOs and DON'Ts for Home Service Companies

Similar to the DOs and DON'Ts for basic social media marketing, home services also have some general guidelines to follow. What works for a beauty company won't be as effective for an HVAC company on social media. Think about what sets your company apart from your competitors. How can you tell that story to your followers on social media?

Here are some social media DOs and DON'Ts for your company:

Social Media DOs for Your Company

Do create quality content for your business. Transform your plumbing business by telling your brand's story through images of employees, graphics, videos and content written in your unique voice. As a result, you will not only build trust with your audience, but also expand your digital footprint online.

Do use quality graphics when posting on Facebook and Twitter. This is a great way to entice your audience to engage with the content and also share it with their followers. With shareable graphics, you're basically getting free online marketing for your business! Each new person that sees the shared image can become a potential new customer.

Do pay attention to ideal posting times. Figure out who's buying from you to figure out what times your target audience is likely to be online. That's when you should be posting! You can test this by posting at various times to see when results are the most effective. An important tool to use to determine your audience and post times is Facebook Analytics. In here, you can review your timeline and engagement stats to make an informed decision.

Do make yourself available to your customers. Reach out on social media if they have an electrical emergency in the middle of the night. Go the extra mile and further strengthen the relationship between your company and your customer.

Do engage with leaders in the home services industry. There are various ways to do so, but one great way is through Twitter. Engage with these leaders by responding to tweets and being an active part in their social media community.

Social Media DON'Ts for Your Company

Don't go with the crowd and post on Instagram like everyone else. Your HVAC or plumbing business isn't like everyone else. You are marketing a different service that won't perform well on Instagram. Since this platform is meant for visual storytelling, the home services industry doesn't excel as well here.

Don't use Snapchat. **Ephemeral content** is on the rise and gaining more popularity every day, but for plumbing and electrical services, ephemeral content is far from a success.



Ephemeral Content: (n) Images and videos created to last for a limited time only to evoke a FOMO (Fear of Missing Out) response from the online user, compelling them to engage with your brand immediately.

Don't spend time trying to use Pinterest. While this platform serves as a useful visual search engine, it's not for every business.

Don't go without posting for long periods of time. Believe it or not, new customers will often review the social channels of a company they are interested in before purchasing services. If your platforms are lacking content, this could be the reason they pick your competitor over you.

Don't delete negative comments. It is better for followers to see that your company is able to proactively resolve issues with disgruntled customers by responding to those comments rather than deleting them.

Chapter Three: Wrap Up

Increasing your brand's reach is now more viable than ever. Your company has the potential to be seen by your target demographic via social media.

To summarize all the information you have read about social media marketing, here are three vital points to remember:

- 1. Awareness** — Your company's reputation gets a major boost through positive reviews and sharing of posts.
- 2. Targeting** — Pinpoint your ideal customer using analytics.
- 3. Leads** — Utilize social media marketing to generate more sales for your company. With the click of a button, your company will have more business.

How are you going to grow your business? What's the next step for your company to take your sales to the next level? You are already taking the next step for business growth by taking the time to learn more about social media marketing. However, it's time to put all this new knowledge to work by choosing VitalStorm! Contact one of our friendly representatives at **sales@vitalstorm.com** or at **1-877-311-5695** for more information today.

Social Media Marketing Tips from the VitalStorm Owners

Social media marketing for any business is important, but here at VitalStorm, we believe that it is vital for our company and yours.

In 2003, Jeff Light left his corporate job to start a new digital marketing agency, VitalStorm. He later met Josh Moran, his business partner, and the rest is history. The two set out to make VitalStorm the innovative leader in local marketing.

Here's what our CEOs have to say about the importance of social media marketing:



“Your company’s digital footprint and your digital strategy are both major components that expand your company beyond a website. What do people see when they go to find a plumber or an electrician? Social media marketing will help boost your credibility, your value to customers, and allow you to actively participate in a welcoming community with quality content.”

— Jeff Light



“Social media allows home service companies to tell their story because these companies are usually ‘out-of-sight, out-of mind.’ Without social media, there would be no platform for engagement outside of the service call. Through social media marketing, home service pros can tell their story, show signs of life, and engage with their audience, all the while building trust and strengthening their brand.”

— Josh Moran

Give Us a Call

Take Action

You've now gotten a snippet of the world of social media marketing from the professionals at VitalStorm. What will be your next move to grow your business in the home services industry? We will be right here, ready to aid you and help you navigate your journey through social media marketing. Your digital footprint starts here.

877-311-5695

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VitalStorm is a growing team of creative thinkers who are passionate about driving leads through local search. Our model for acquiring, tracking and reporting leads is tailored toward, and perfectly suited for, the home service industry. We want to help you grow your business.