



Social Media for the Antisocial Plumber: A Checklist

Understanding Social Media for Business

- Recognize the importance of having a social media presence for your plumbing business.
- Understand that social media can be a community where your brand can be built and nurtured.
- Acknowledge that you don't have to be socially active personally to run a successful business social media account.

Establishing Your Presence

- Identify your target audience and tailor your content accordingly.
- Be authentic and genuine to your brand; you don't have to pretend to be someone you're not.
- Utilize staff for content creation if you prefer not to be the face of your social media.
- Ensure to check legalities around posting images of staff or clients (consider using release forms).

Content Creation and Posting

- Create content that reflects your business and appeals to your target demographic.
- Consider showcasing work, sharing tips, and providing valuable information related to plumbing.
- Remember that you don't need to post daily; even weekly or occasional posting can be effective.
- Use professional images and maintain a consistent brand image across all posts and platforms.

Paid Advertising on Social Media

- Understand that organic reach for businesses on platforms like Facebook is limited; paid advertising is crucial.

- Utilize the demographic targeting features on platforms like Facebook and Instagram to reach your ideal clients.
- Consider working with a digital marketing agency to manage ad spends and create effective campaigns.
- Ensure that your advertising messages are clear, professional, and in line with your brand.

Building and Nurturing Your Community

- Engage with your audience when they interact with your posts.
- Use your platforms to provide valuable information and build trust with your audience.
- Encourage satisfied clients to share their experiences and tag your business.
- Utilize positive reviews and testimonials in your marketing where possible.

Leveraging Social Media for SEO

- Recognize that social media activity can influence your Google rankings.
- Ensure your business details are consistent across your website and social media profiles.
- Use social media to drive traffic to your website by sharing blog posts and service information.

Monitoring and Adapting Strategy

- Regularly review the performance of your posts and ads to understand what is working.
- Be willing to adapt your strategy based on performance data and any changes in your business focus.
- Keep an eye on any changes or updates to the social platforms to ensure your strategy remains effective.