



# Social Media for Painting Contractors

Part 1: Getting Started





# Why Your Business Needs a Social Media Presence

Social media is the new word of mouth. When customers seek out your services, they are going to start their research online.



Positive reviews and testimonials lend excellent credibility to your business.

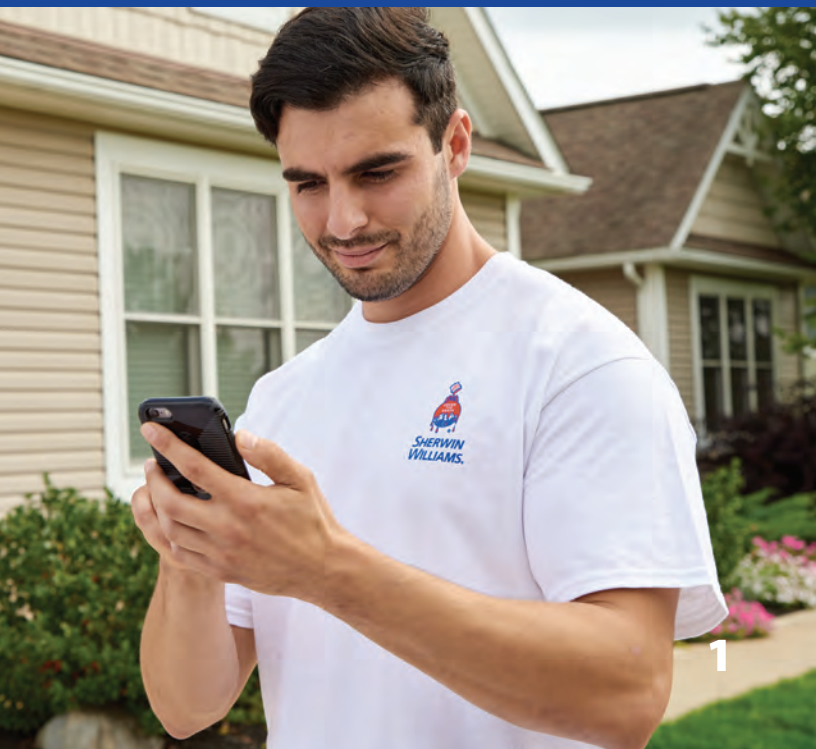


Abandoned or nonexistent social media will foster doubt and frustration.



## Social Success Tip!

Ensure you are easy to find. Check that your business info is accurate across online listings like Google, Yelp and Angi.



# Benefits of Social Media for Businesses

For the generations that spend a lot of time online, if you don't exist in the digital space, you might as well not exist at all.

83%

**of people** use Instagram to discover new products and services.

(Source: Facebook for Business)

66%

**of Facebook users** visit a local business page at least once a week.

(Source: Facebook for Business)

82%

**of B2B marketers** report finding the greatest success on LinkedIn.

(Source: LinkedIn Marketing Solutions)



You can meet customers where they are with well-maintained social media pages. That's just one of the reasons social media for business is no longer a best practice, it's a must-have.

## Other benefits include:

- Low-cost brand awareness and brand loyalty
- Sales and event promotion
- Customer service options
- Targeted advertising opportunities

# Social Media Made Easy

This PRO+ Social Media Guide will help you set up successful business pages on the three most important platforms:



Facebook



Instagram



LinkedIn

## Business Page Best Practices



### Create a custom URL

On Facebook and LinkedIn, your URL starts off as a random string of numbers and letters, but it doesn't have to stay that way. Change it to your business name to make it easier for customers to find you.

Default URL:

facebook.com/YourPageName-30bn445Sk7359



Custom URL:

facebook.com/ABCPainting



### Adjust your settings

You can control everything from notifications to privacy to posting permissions. Be sure to customize your pages to fit your business needs.

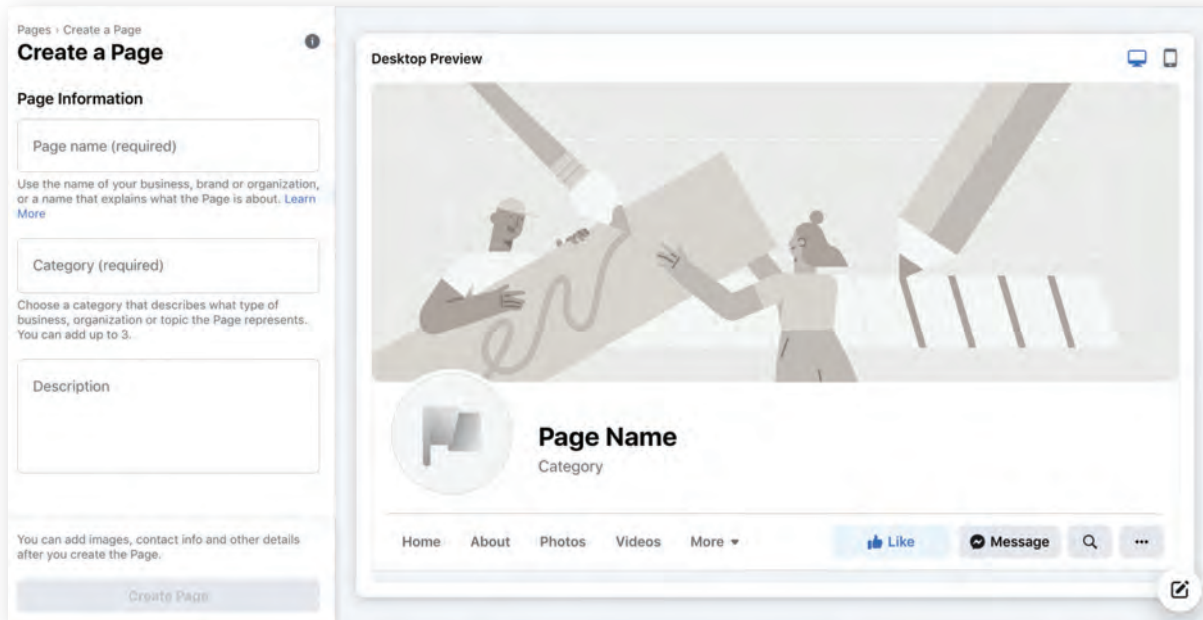


### Don't forget the page description

This not only helps potential customers get to know you, it's also the description that shows up in search engines.

# Priority 1: Facebook

Facebook is a staple for business marketing.



## Use this platform if:

You're any business that wants to connect with customers; it's that simple. Facebook continues to be the most widely used social platform and your customers will expect to see you there.



< Scan Here for More Details

## Create your business page:

Facebook business pages are created from a personal Facebook account.

1. Log in to your personal account
2. Click "Create a Page" from the drop-down menu
3. Follow the steps to build out your business profile

# What to Post on Facebook

Build a community.

Followers and page visitors will want to stay updated on:



Accurate location,  
hours and  
contact info



Sales and  
promotions



New products  
and services



Upcoming  
events

✔ Promote sales and discounts ✔ Share your expertise ✔ Get leads



**ABC Painting**

October 15 · 🌐

Looking for more colorful cabinets in your home? Check out a recent project where we used Commodore SW 6524 for the blue cabinets and Jubilee SW 6248 and Cyberspace SW 7076 for the gray ones.



**ABC Painting**

October 8 · 🌐

So, it's that time of year again! **We are offering 20 percent off of labor on your interior painting projects.** Like always, we have free estimates and material is at our cost. Call today!



**ABC Painting**

October 23 · 🌐

5-in-1 tool or pressure washer? Dustless sander or caulk gun? Cast your vote for your favorite paint tool: <https://bit.ly/2Y1H9Mx>



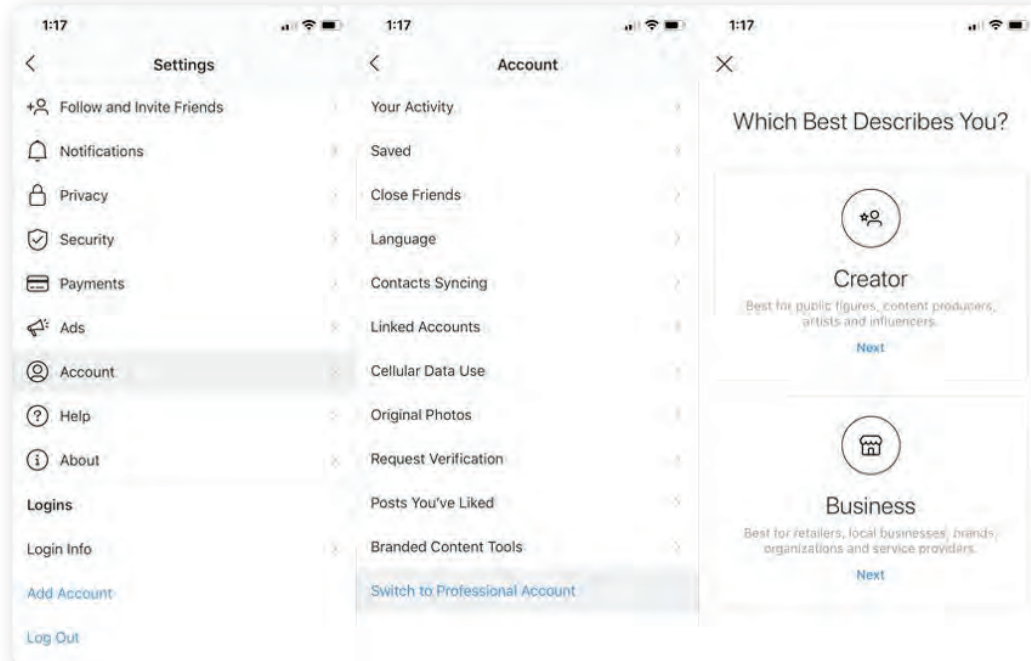
# Priority 2: Instagram



Instagram is the most visual social platform.

Use this platform if:

You want to capitalize on the visual nature of your work. Instagram is a great place to showcase your skills to potential customers.



## Create your page:

Personal Instagram pages can be converted into business pages.

### To create a new personal page:

1. Download the Instagram app on your mobile device or visit [instagram.com](https://www.instagram.com)
2. Sign up using your email or phone number. You can also sign up with your Facebook account

### To convert to a business page:

1. Click "Settings" > "Account" > "Switch to Professional Account"
2. Follow the steps to build out your business profile



← Scan Here for More Details



# What to Post on Instagram

Show off your personality.

Your Instagram followers want to see what you're all about — at a glance. So posts should show off your brand values and demonstrate your expertise.



Share team photos



Highlight impressive finished work



Show work in progress



Give behind-the-scenes looks



@slaviknick

# Priority 3: LinkedIn

A place to connect with other professionals.



## Use this platform if:

You want to expand your network of professional contacts. LinkedIn is a great place to get referrals and leads for commercial business.



< Scan Here for More Details

## Create your business page:

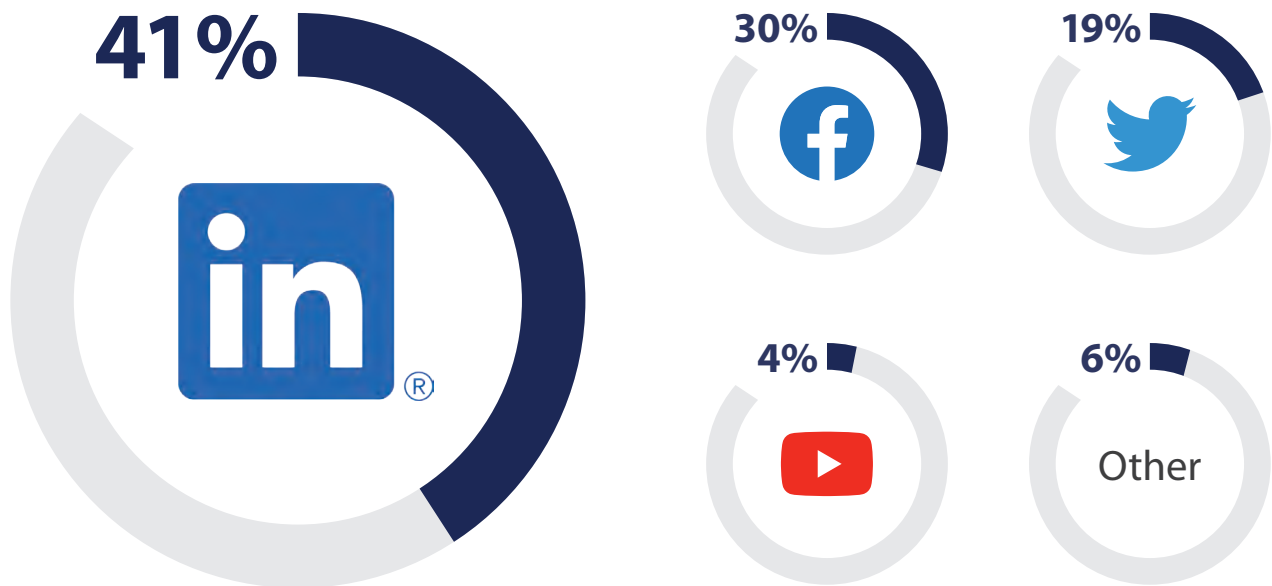
LinkedIn business pages are created from a personal LinkedIn account.

1. Log in to your personal account
2. Click "Work" > "Create a Company Page"
3. Follow the steps to build out your business profile

# Commercial Marketers Choose LinkedIn Over Facebook

Respondents asked to name the single most important social platform for their business.

Source: Social Media Examiner



# What to Post on LinkedIn

Expand your network.

LinkedIn is a professional environment, so your content should reflect that. Think about what resources you'd want to see from your fellow PROs, like industry news and how-to videos.



Show important achievements



Promote industry events



Share your core values



Network with peers



## ABC Painting

546 followers

October 12 •

Our latest video highlights important steps to take before you start any project.



# Other Platforms

It's better to have one up-to-date, active social media account (usually Facebook or Instagram) than several neglected ones. Once you've found your audience on one platform, think about expanding to others.



## YouTube

"How to" is one of the top four content categories on YouTube. If you have something to teach the world, you have a great chance of connecting with some of YouTube's massive user base.



[< The Quickstart Guide to YouTube](#)



## Twitter

It's easy to get lost in the noise on Twitter. But some breakthrough brands have made a name for themselves by showing off their unique personalities.



[< 7 Steps to Get Started on Twitter](#)



## TikTok

TikTok users love painting and industry business tips. So if you have knowledge you can share in a minute or two, you could find an audience here.



[< Getting Started on TikTok](#)



# Other Platforms



## NextDoor

If you're looking to connect locally, try NextDoor. It's an app that helps neighbors find and recommend local businesses.



[← Getting Started on NextDoor](#)



## Yelp

If you're looking to build your reputation, Yelp is a great way to stand out and showcase customer testimonials towards your business efforts.



[← Yelp For Business](#)



## Google Business

Every day, millions of people search on Google and find businesses like yours. Make your business discoverable and turn those searches into customers.



[← Google Business Overview](#)



# Social Media for Painting Contractors

## Part 2: Facebook Ads





# Reach More Customers with Facebook Ads



Facebook Advertising is one of the most effective ways to get your company in front of customers in your local area. You can:



Easily create ads



Fit almost any budget



Reach customers where they're already active

## A note on Instagram ads



Because Instagram is owned by Meta (the Facebook company), Instagram ads are also run through Facebook Ads Manager. You can set your budget, define your target audience, and publish your ads to Instagram the same way you do for Facebook.

In part 2 of this guide, you'll learn how to create and manage Facebook ad campaigns to grow your business and boost your brand. We'll cover:

1. Getting started on Facebook Ads Manager and the Ads Manager structure
2. Choosing your objective
3. Defining your audience
4. Setting budget and placement
5. Creating an effective ad

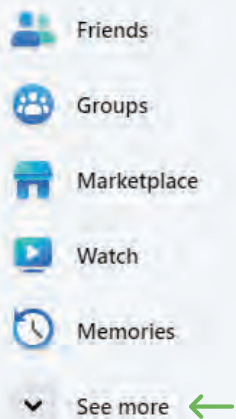
# Getting Started on Facebook Ads Manager

Facebook Ads Manager is the best place to start your campaign. It's a powerful tool that includes everything you need to launch successful ads, all in one place.

Getting started is simple:

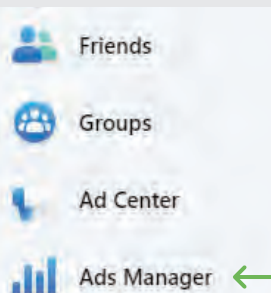
## Step 1.

From the left sidebar, select **"See More"**



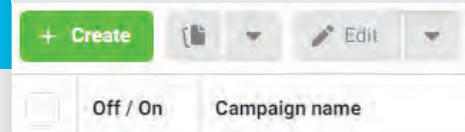
## Step 2.

Select **"Ads Manager"**



## Step 3.

Click **"+Create"** and you're ready to go



# Ads Manager Structure

When you get into Ads Manager, you'll notice that it's broken down into three levels:

Level  
1

**Campaign** – Where you set the overall objective of your campaign.

Level  
2

**Ad Set** – Where you set up the campaign details like targeting, budget and schedule.

Level  
3

**Ad** – Where you build out the actual creative for your campaign.



# Choosing Your Objective

The first thing Ads Manager does when you start a campaign is prompt you to select an objective from three main categories. Ask yourself which action you would like your audience to take.



## **Awareness**

Choose if you are just trying to get your business's name out into the community or reach as many customers as possible.



## **Consideration**

Choose if you want your audience to take an action to learn more about your business, like watching a video or messaging you on Facebook.

**Note:** This is the option you will generally select for lead generation.



## **Conversions**

Choose if you are going directly after sales.

**Note:** You can edit this choice in the Campaign tab.

# Defining Your Audience

Move on to the Ad Set tab to start narrowing your target audience.

1. **Set the basics based on:** Location, age, gender
2. **Refine your audience based on:** Interests, behaviors, connections

Here are some refinements to consider:

- **Home type and home size** – Set for the type of jobs you're trying to land
- **Homeownership status** – Exclude renters who probably won't need your services
- **Business ownership** – Target these users for commercial jobs
- **Purchasing behavior** – Target users who purchase home improvement services or recently purchased a new home

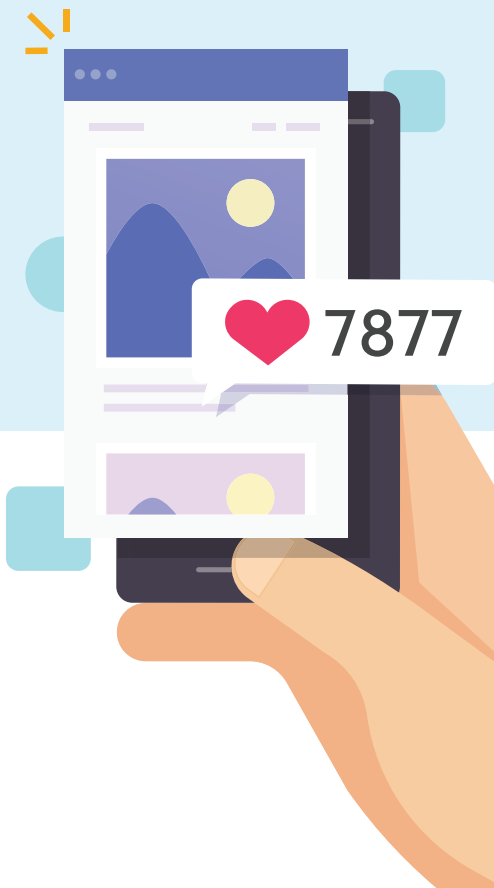


# Setting Budget and Placement



A budget for a Facebook ad campaign can be set as a daily budget or a lifetime budget.

- ✓ **Daily** – Set a daily spending limit. Once you hit that cap, your ads will stop being shown until the next day.
- ✓ **Lifetime** – Set a spending limit for the full campaign. Your ads will be shown throughout the campaign timeframe you set until they reach the cap you put in place.

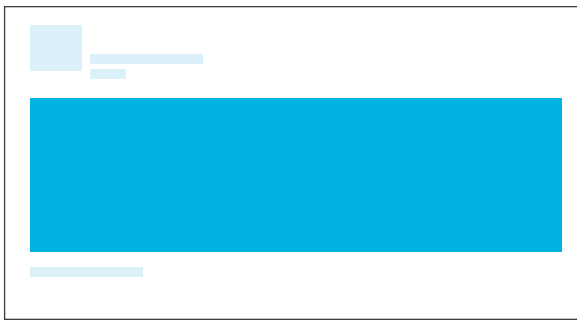


## Social Success Tip!

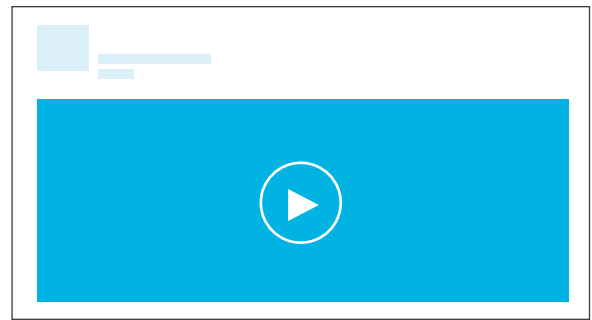
It's OK to start small. For example, set a lifetime budget of \$50, run an ad for two weeks, and see what the results are.

# Creating an Effective Ad

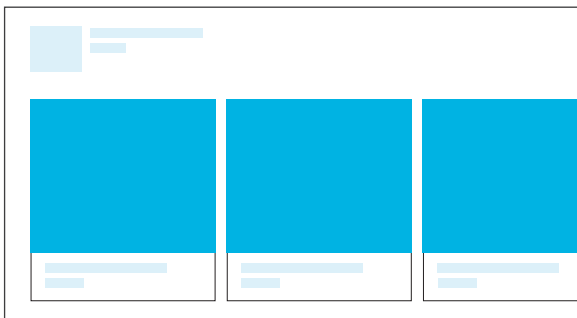
With the campaign details set, it's time to lay out your actual ad. First, choose the style of ad you want to run.



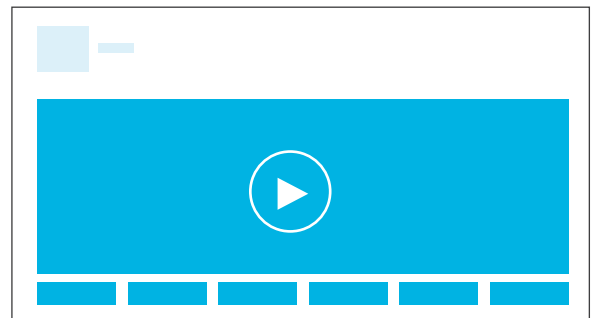
**Image Ads** – A great option for someone just getting started. You can pair a high-quality photo with a compelling offer, for example.



**Video Ads** – An effective way to connect with customers. Consider showing your painting crew in action.



**Carousel Ads** – Ideal if you have a variety of painting services to highlight. Each image can link to the corresponding service page on your website.



**Slideshow Ads** – More attention-grabbing than a standard image ad. Slideshows let you compile a collection of still photos and text into a video clip.



# Creating an Effective Ad

Now it's time to get creative. Use content from a proven piece of marketing or create something brand new for this campaign.

## Image/video best practices

- Keep it simple and uncluttered
- Make it colorful to grab attention
- Always use high-quality visuals

## Post best practices

- Provide a benefit to the customer
- Focus on a single theme
- Include a high-value offer, if applicable



## Free Customizable Social Posts from Sherwin-Williams!

On your PRO+ account, you can create professional, fully branded social media posts for Facebook, LinkedIn or Instagram. Select from a variety of topics like Customer Testimonials and Before and After to attract new clients. Access Customizable Marketing Materials through the menu on your PRO+ Dashboard. Login or register at [swproplus.com](http://swproplus.com).

## Social Post Examples

