

## Setup FB Account Checklist

- Create a personal Facebook account (if you don't already have one).
- Go to the "Pages" section and click "Create New Page".
- Enter your business name as the Page Name.
- Select up to three categories that describe your business.
- Write a short description (bio) about your business.
- Add your business phone number, email, website, and address.
- Upload your business logo as the profile photo (170x170 px).
- Upload a cover photo that shows your work or brand (851x315 px).
- Add a call-to-action (CTA) button (like "Call Now" or "Get a Quote").
- Invite friends, family, and customers to like your page.

## First Post Checklist

- Write a welcome post introducing your business and services.
- Share what you believe makes your business unique, or simply better than your competition.
- Add high-quality photos of recent projects.
- Include a customer testimonial if available.
- Ask a question to encourage comments (e.g., "What's your dream home project?").
- Keep your post short and easy to read (under 200 characters).
- Tag your location or service area.
- Use 2-3 relevant hashtags (e.g., #HomeImprovement, #Contractor).
- Double-check spelling and grammar.
- Post and respond to any comments or questions. Even the negative ones; It matters!

## People are reading your social media posts - now what?

**Off-Ramping Strategy:** Getting people from your social media to your website/landing page.

Whilst the the following off-ramping suggestions are not exhaustive, they provide a few starting points to how you may need to think. What is in it for your potential customer, why should they follow your social media or links? Keeping that honest overview in you head at all times can help focus your mind on what you need to do and why.

**Don't forget that not everyone sees your business the way you do, and they need convincing to engage with you.**

- **Optimized Profiles:** Ensure all social profiles have clear, visible links to your website and a consistent, trustworthy brand presence.
- **Engaging, Value-Driven Content:** Share short videos, infographics, or posts that highlight a specific pain point and tease a solution available on your website (e.g., "Struggling with project delays? Download our free Project Timeline Template!").
- **Strong Calls-to-Action (CTAs):** Use direct, benefit-focused CTAs such as "Get Your Free Project Toolkit" or "Unlock Exclusive Discounts Now".
- **User-Generated Content and Testimonials:** Feature real project success stories to build trust and social proof.
- **Paid Targeted Ads:** Consider using paid social ads to promote your lead magnet or offer, targeting your customer profiles, demographics and interests.