

THE 12 EASY STEPS TO MAKING FACEBOOK WORK FOR YOUR BUSINESS



Turn your page into the ultimate tool for
lead generation.

**THE SITE
SHED**

**TRADIE WEB
GUYS**

Congratulations!

YOU'RE ABOUT TO LEARN HOW EASY IT IS TO GET YOUR PHONES RINGING WITH FACEBOOK.

Among other things, this eBook is going to show you:

- How a Facebook page can **streamline areas of your business** like communication and advertising.
- What you need to do on Facebook to **get better business visibility and generate leads**.
- The tools you can download and use to **automate parts of your Facebook strategy** so you can save time and create efficiency.
- Ways to **get more reviews to your business' Facebook page** so you can increase the likelihood of customers choosing you.

And why should you want to know all this? Well, when armed with all this information, you can:

- **Rank higher in the Google search results** of potential customers
- **Create better efficiency in your communication** with clients
- **Build a brilliant online portfolio** of your quality workmanship
- **Improve your advertising** so you can target your entire service area

It's all sounding pretty good, right? We thought so too, that's why we made the eBook!

Keep reading to find out how you can turn your Facebook page into the ultimate tool for lead generation.

And if you're looking for help in other areas of your marketing, we can help.

No matter if it's a website, an emailing system, sales funnels, or something else entirely, we've got the tools and the knowledge to help tradies and contractors take their marketing to the next level.

[Head to www.tradiewebguys.com.au](http://www.tradiewebguys.com.au) to find out more.

FOUR WAYS YOU CAN USE FACEBOOK TO GAIN PRODUCTIVITY AND VISIBILITY



It's no secret that most of the modern world is addicted to the digital enigma that is Facebook. What is surprising though, is that many don't know all the different ways they can use a page on this website, with over 1.37 billion daily users, to help their business.

Whether you're looking to improve your business' digital profile, or you want a more effective way of communicating with customers, there plenty of ways Facebook can help you - in some cases it can even be a more cost-effective solution!



TO COLLECT REVIEWS AND TESTIMONIALS

This is, hands down, the most valuable way you can use Facebook to help your business.

According to research, [93%](#) of consumers say online reviews impact their purchasing decisions, with [3.3 stars](#) being the minimum rating a business needs for a consumer to consider engaging with them.

Search engines like Google also use online reviews and star ratings as ranking signals - meaning **the more positive reviews you've got, the better your chances are of showing up in a local customer's search results.**

Plus, Facebook makes it easy to collect reviews. Within the settings of your business page, you can find a shortened link that will redirect anyone who uses its to the reviews section of your facebook page.

You can place this link on business cards, at the bottom of invoices, in email signatures and more - making your review page much more accessible.

Once you start getting more reviews to your Facebook page, you can then use them in different areas of your marketing - like on your website or in brochures, flyers and emails.

TO COMMUNICATE WITH YOUR CUSTOMERS

Facebook Messenger is a great way for people interested in your business to informally get in touch and ask any questions they may have about your services.

And the best part is that it's free! All you need to do is have your admin team manning the inbox, or you can even download the app to your phone and respond to queries yourself.

Even if you don't have the manpower to cover your Facebook inbox inquiries, you can use messenger bot software to set up automatic responses.

With these in place, customers can still get the information they need, but instead of speaking to a person, they'll just follow a flow of automatic responses based on their answers to prompts from the bot software that you set up.

Not only can this help you communicate with customers faster and increase your chances of winning a job from them, it also makes your business look more engaged and on the ball.

TO REACH MORE CLIENTS IN YOUR SERVICE AREA

With Facebook's daily user count in the billions, it's a safe bet that most of the potential clients in your service area are online at least once a day.

And a business page, as well as a few paid ads, can increase the chances of them seeing your business and the services you offer.

Whether it's because a friend of theirs like a blog you shared, or your team's video ad popped up in their feed, **this level of visibility is better than any billboard or vehicle wrap.**

Plus, **you can customise Facebook Ads so they target specific areas and locations**, like parts of your service area that you haven't had much work in before, or new areas that you're looking to expand into.

It's also important to have a content strategy if you really want to take advantage of Facebook's opportunity for reach.

Regularly sharing videos, images, blogs and other posts, and getting people clicking and liking will increase the chances of your business page showing up in the feeds of potential customers.

TO OPTIMISE YOUR ADVERTISING

Facebook's paid ads scheme has a lot of customisation available for businesses. **You can run multiple campaigns with different ads and set them to target specific locations and demographics.**

Plus, Facebook's reporting is pretty in-depth, which means you can look at the data on your ads and easily identify what is and isn't working.

This can be a **more cost-effective solution** when it comes to your budget for advertising and can **ensure you're getting your services in front of people who will actually use them.**

There's a few things we recommend though, if you're going to go down the Facebook Ads route, including:

- **Do your research!** Make sure you understand how to use Facebook Ads before jumping into the deep end.
- **Separate your ad sets.** Segment them by interest, location, demographic, whatever. Just make sure to separate them so you can see what works!
- **Always test.** Don't be afraid to try an advertising idea that's a little more out there, the analytics will tell you if what you're doing is wrong, or really right!
- **Don't get attached to every ad you work on.** Some just aren't going to cut it. And in those cases you need to be able to get rid of them.

These four ways to use Facebook for your business are really just the beginning.

There are plenty of other ways a business page on Facebook can benefit your business. It can improve your image, introduce members of your team to your customers, display your quality work and so on.

Having a social media page might not be at the top of your to do list, but it's important you put it on there somewhere, because the benefits are just too great to pass up.



THREE WAYS TO GET MORE REVIEWS ON YOUR BUSINESS FACEBOOK PAGE

PART 1: TURNING ON YOUR REVIEWS

If you want to know the ultimate strategy for using your business' Facebook page to get your phones ringing with new customers, let us throw some quick stats at you.

- 97% of people read reviews from local businesses
- 91% of 18 - 34 year olds trust online reviews as much as personal recommendations
- Customers are willing to spend 31% more on a business with excellent reviews

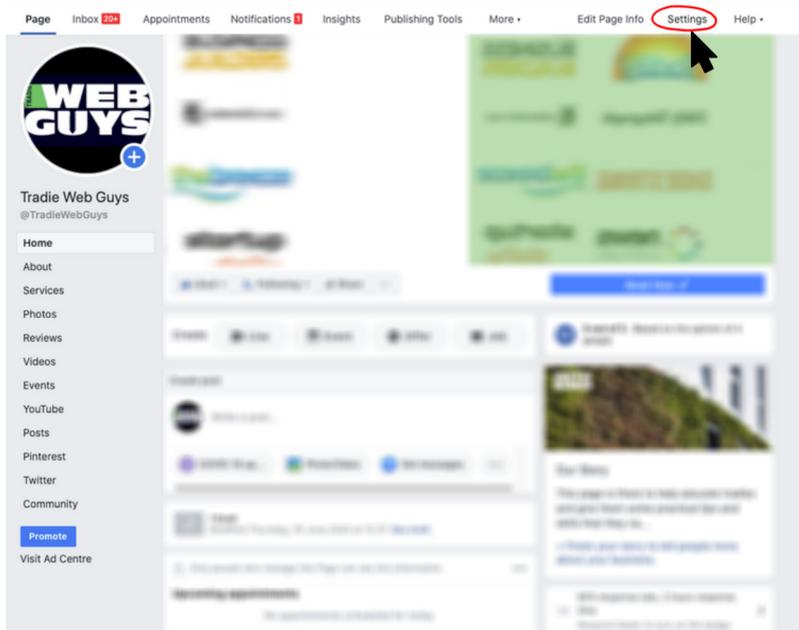
That's right, the answer is in the reviews. A solid strategy to get more reviews on your social media can mean better visibility in search engines and convert more online visitors into paying customers.

And we've got three strategies you can start using **right now**.

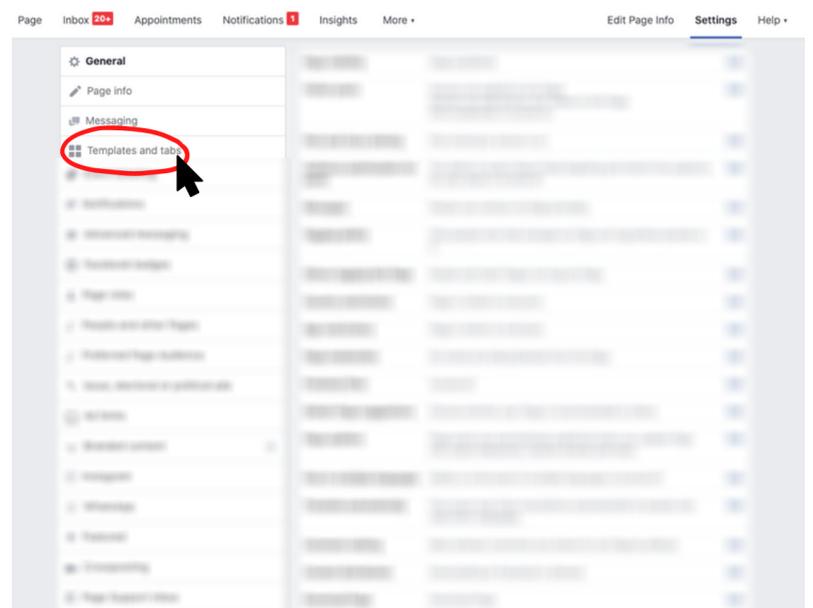
But, first things first, **you need to make sure your reviews are turned on for your Facebook page**. Here's how you do it:

1. Head to your Facebook Business Page
2. Click 'Settings' in the top right-hand corner of the page.
3. Click the 'Templates and Tabs' option in the panel on the left-hand side of the page.
4. Find the 'Reviews' tab within the section and click it's 'Settings' button.
5. Ensure the 'Show Reviews' button is ON.

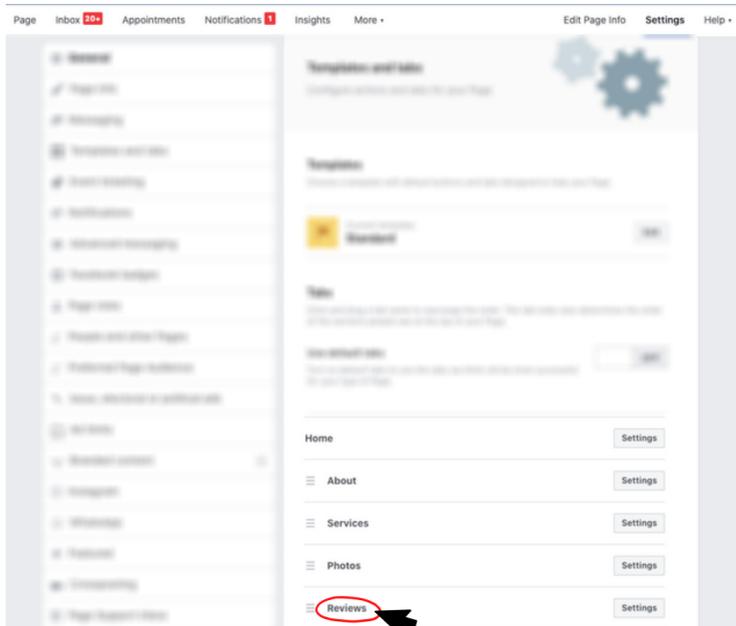
Step 1 and 2



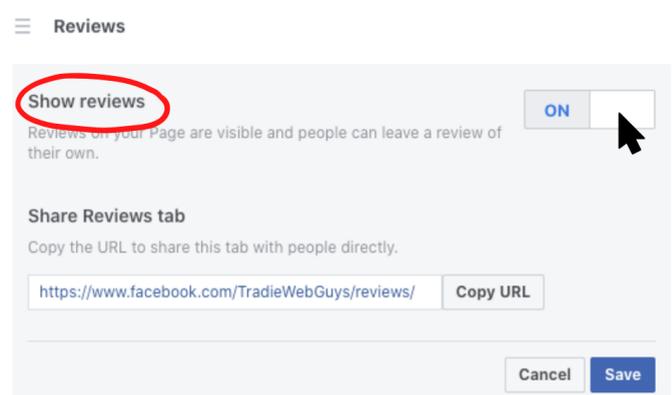
Step 3



Step 4



Step 5



THREE WAYS TO GET MORE REVIEWS TO YOUR FACEBOOK PAGE

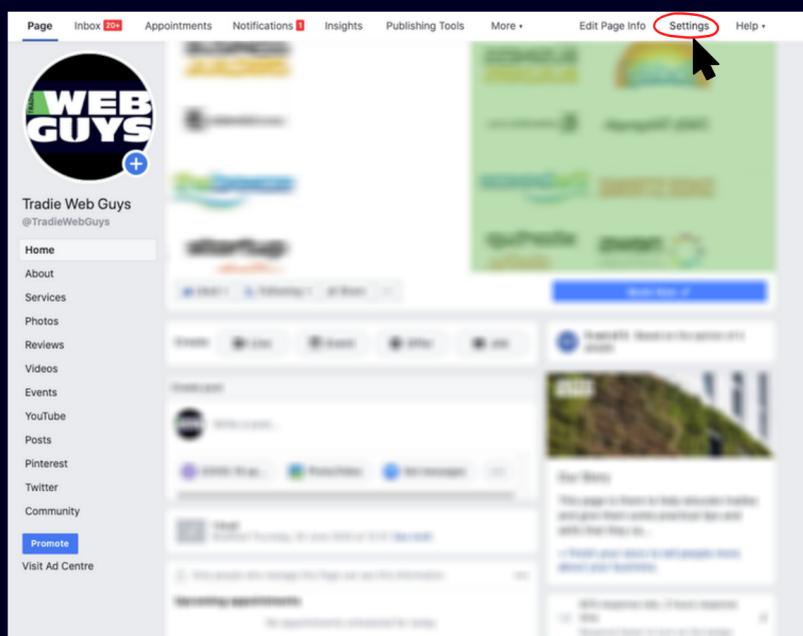
PART 2: GETTING A UNIVERSAL LINK FOR YOUR REVIEW PAGE

Once you've got your reviews turned on, you need to grab your universal link. this is an easy-to-use, simple URL that will redirect customers or interested clients to the reviews page on your Facebook.

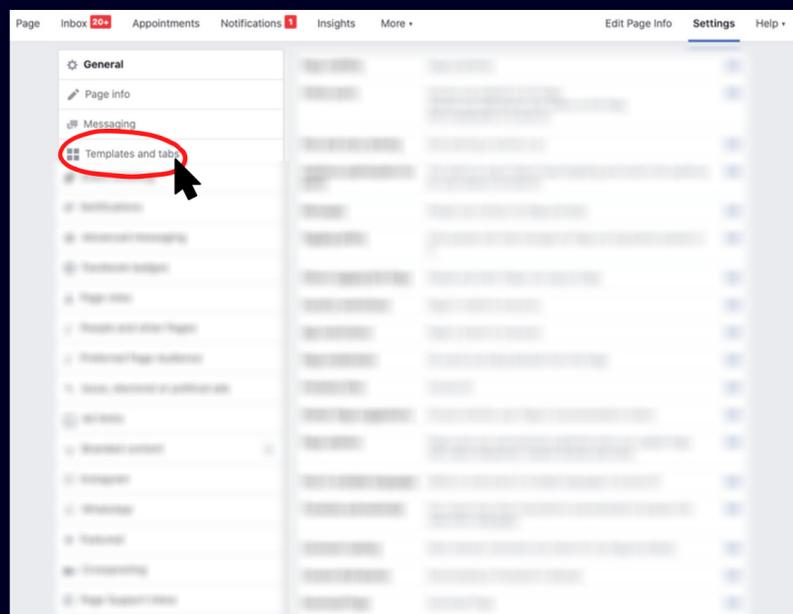
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5. Within the section, you should find a link you can copy and use in the strategies below.

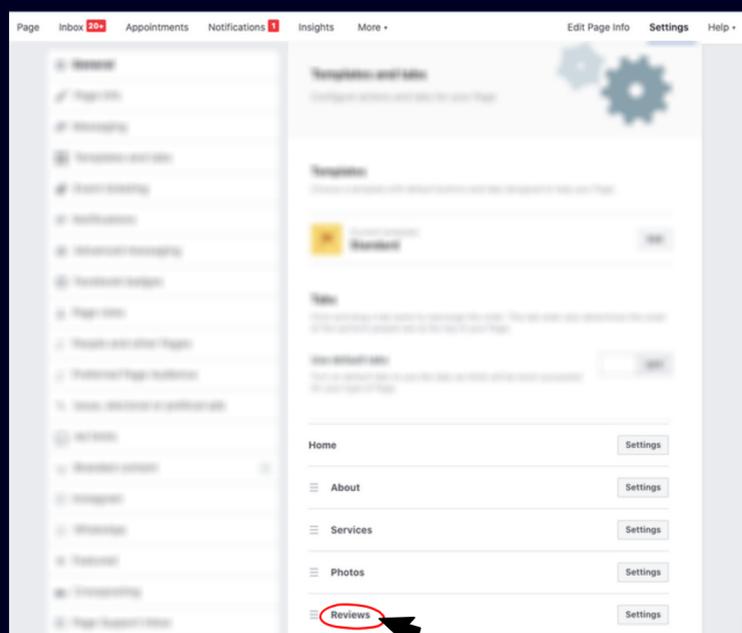
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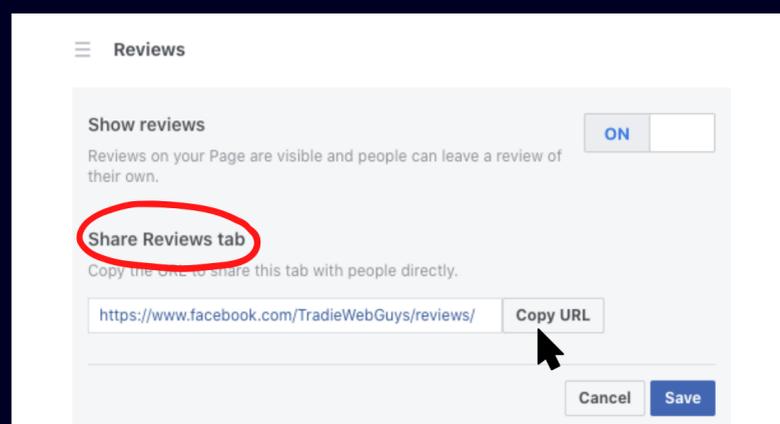
Step 3



Step 4



Step 5



Now that your reviews are turned on and you've got your universal link, it's time to implement strategies for collecting reviews. Check them out on the next page!

THREE WAYS TO GET MORE REVIEWS ON YOUR BUSINESS FACEBOOK PAGE

PART 3: STRATEGIES



Whack your review link onto your invoices

This is one of the easiest ways to start getting reviews to your Facebook business page.

Try adding a box at the bottom of your invoices with the link to your reviews page and the following text (for example):

'Satisfied with your service? Let us know by leaving a review on our Facebook page! This helps us improve our business and get noticed!'

This is a great (and practically effortless!) way to ensure you ask every client for a reviews.

All you have to do is add the prompt to your invoice template, sit back and watch as reviews roll in!



Get your team members asking for reviews

We can't always guarantee that customers will read everything on your invoices or have the time to leave a review when prompted.

So, what can we do to fix this gap in the process? We get your staff to be a second prompt for a review!

You could try adding an official task in your workflow, where staff hand over a business card (with your review link on it!) and ask for a review from a customer at the end of every job.

Or, you could make it a little more simple, where you tell staff in your meetings that if they've had a good experience with a customer, they should encourage them to leave a review.

Whatever you choose, make sure you train your team to know when it is and isn't appropriate to ask for a review.

If a customer has complained about the price, the time it took to complete a job or other issues have come up, it's probably best to just leave the situation as it is. A customer in that situation is more likely to leave a bad review anyway.

Send a follow-up email

There are two ways tradies can go about this: you can use email marketing software to automate the follow-up email process, or you can send out the emails yourself.

One option, as we're sure you can tell is far more time-consuming than the other, but let's break them down.

If you've got email marketing software, you can set up a recurring automation to send out emails to new customers.

You want this automation to send customers an email 1 - 2 days after your team has completed work with them, and you want to ask for a review of your services.

If you're looking to build out your reviews quickly, you could also try creating a list in your email marketing software of 30 - 40 loyal customers and sending them a similar email.

We recommend that number because you don't want to put your entire customer base in the same automation all at once, as you could get a massive influx of reviews on the same day, which can look suspicious.

If you don't have email marketing software, you can still create a similar process, it will just be a bit more labour intensive.

You can create an email template that asks for reviews and save it to your mailing system, this is a feature we know is available in [Gmail](#) and [Outlook](#). Then, you can set a calendar reminder to send a new customer the email the day after their service.

With those reminders in place and the email template prepared, either you or your admin team can then send out those emails the following day to ask for a review of your services.

You could also very easily send out the same email to 30 - 40 of your loyal customers asking for reviews. You would just need to collate all their contact information and send the email yourself.



FIVE TOOLS YOU CAN USE TO AUTOMATE YOUR FACEBOOK STRATEGY

So, if you've read (or skimmed, we don't judge), through most of this eBook, then you probably know by now that you really need to either get a Facebook page for your business, or improve the way you use the one you already have.

However, if we know trade business owners and operators, then we also know there is one thing that will always hold them back: time.

Tradie Web Guys Director and The Site Shed host, Matt Jones, worked as a plumber before picking up the mic and marketing tools, so he's made us familiar with the fact that the clock is rarely a tradie's friend.

That's why we've also decided to add this list into the mix. It's a compilation of some of the best tools and software that you can use to make your Facebook page a hub of activity without having to make yourself a slave to the computer.

Here are five tools to help you automate your Facebook processes.

Email Marketing Software

This software is going to help you automate your email communications with customers - including asking for reviews on your Facebook page.

With email marketing software, you can create a set email that goes out to customer 1 -2 days after you've completed their work, asking them to leave a review with a direct link to your page.

Plus, there are plenty of other ways you can use this software to stay engaged with customers, like sending out newsletters, alerts, updates to your service offerings and more.

There is plenty of customisation available in email marketing software as well as a number of templates that can ensure use of the platform is quick and easy!

Some providers we'd recommend: ActiveCampaign, Hubspot and MailChimp.

Social Media Scheduling Software

This one is great to use when you've got a bank of content, like images, videos, project galleries, blogs, etc, but you can't find time to sit at the computer every day and post it.

With this software, you'd sit down on a Monday, schedule in all the posts for the week and watch as they roll out automatically over the next 5 - 7 days, gathering engagement and furthering the reach of your business page..

It's important to note that Facebook is known to penalise business pages that use third-party scheduling apps, so if you can, use the in-built Facebook Creator Studio to schedule posts.

However, third-party apps do have some great insights and reporting on the success of social media posts, so if that's more your thing, check out these other recommendations.

Some providers we'd recommend: Facebook Creator Studio, Hootsuite and Sprout Social

Facebook Messenger Bot Software

In short, a messenger bot (or chatbot as they are sometimes known), is a piece of automated messaging software that uses AI to converse with people.

Basically, it's an automatic responder that can be set up in your Facebook Messenger inbox to understand questions, provide answer and execute tasks.

To customers, these are an easy-to-use time saver when it comes to learning more about a business, the services they offer, their pricing, their availability and more.

A Messenger bot means they don't have to pick up the phone or wait on someone on the other end to email them back. Instead, they get quick responses with the info they need.

Some providers we'd recommend: Streamchat, MobileMonkey and ManyChat

Canva - an online design platform

Now this tool will still take some time to use, however, its range of templates for Facebook posts, banners and videos make it a go-to design tool to quickly create some flashy images for your business page.

It's easy to use, has loads of customisation options and is a great way to create imagery that will make your business page stand out in newsfeeds on Facebook with little effort.

Social Media Monitoring Software

This tool is for those business owners looking to invest more time and effort into their Facebooks Ads and business page content.

This software helps you track social metrics like the general awareness of your brand, trends that your competitors are posting about, key hashtags to use on social media and so on.

It collects this important information and collates it into a reporting dashboard that can help you to see what's popular in your industry on social media and what you can post to boost your engagement and your reach.

Some providers we'd recommend: Hootsuite, ReviewTracker and Google Alerts

And that's it! 12 different ways you can get Facebook working for your business.

We hope that this resource has helped you understand that Facebook isn't just another social media platform.

When used correctly, it can be an unbelievably powerful asset to your company, bringing in better efficiency and visibility!

Not only can a solid Facebook strategy help you gather reviews and build a brilliant online portfolio of your work, it can also help you to communicate more effectively with your customers and create a custom advertising experience for your business.

If you're looking for other tools you can use to optimise your operations or strategies you can follow to build better processes, make sure to check out the rest of The Site Shed website.

And, if you're looking for help with your Facebook strategy, or are interested in improving other areas of your marketing like your website, sales funnels, Google Ads management or email campaigns, Tradie Web Guys can help.

The team at TWG are specialists when it comes to marketing for tradies. Not only was Director Matt Jones once a plumber himself, he also has a long history of working with contractors and trade professionals to improve their marketing strategies.

Plus, **Tradie Web Guys have just launched an all-in-one marketing package called The Elevation Program.** It is designed to build the ultimate marketing launchpad for any trade business and teach owners and operators how to use it.

Over a 6 month period, TWG staff will build your business everything it needs to stand out in the digital space. We're talking a website, an email marketing system, website bots, email campaigns and automations, and more!

You'll also come away with important strategies to ensure success in your advertising, like advanced SEO, a marketing roadmap, sales funnels and customer-relationship management techniques.

If this sounds like something you'd be keen on, [click here to check out the Tradie Web Guys Elevation Program](#), we know you won't be disappointed!

See you next time!

Love,

