

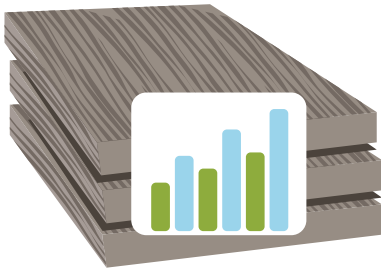
# 5 EASY CHANGES YOU NEED TO MAKE TO GROW YOUR SOCIAL MEDIA

Don't miss out on valuable lead opportunities because your social media pages aren't up to par. In today's business climate, a solid social media presence is vital. Completing a few simple steps can help drive business opportunities throughout the year, no matter the circumstances.



## 1 COMPLETE YOUR ENTIRE PROFILE

Check to make sure you've completed all the sections of your profile. Leave nothing empty. The more information that you can provide online to give your customers a feel for your work and who you are, the better the opportunity to turn a search into a lead.



## 3 TRACK WHAT WORKS

Having a business profile on social media enables you to keep track of analytics, aka the data that tells you how your content is performing. The posts that your customers are liking, commenting on, and sharing can tell you what you should post more (or less) of.



## 2 SHARE VISUALLY APPEALING IMAGERY & VIDEO

Before sharing your work on social media, review the quality of the content. Is the lighting too bright or dark? Can your work be seen clearly? Are there any brands you can tag in your post? Share a mixture of video and imagery. Close-up images are great for showcasing your attention to detail, while videos can show you in action.



## 4 ENGAGE WITH BRANDS & CUSTOMERS

Go beyond liking posts and comments. Doing those things are a good place to start, but engaging with brand posts and customers by providing positive tips and commentary shows that you truly care. If a brand you use has a call for contractors, submit your work. If a potential customer reaches out with a question, make sure to respond to them in a timely manner.



## 5 DON'T BE AFRAID OF PAID

Consider dipping your toe into the paid social pool by putting a few dollars behind some posts. The money that you may have been putting elsewhere in your business, like travel expenses, can instead be used for online promotion. For a few dollars, you can get thousands more eyes on your posts, widening the chances of generating viable new business leads.