



Social Media for Builders

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The Backdrop

Increasingly more construction businesses are using social media to promote their businesses. This has risen from 65% in 2013 to 90% in 2017 according to Construction Media Index.

Facebook is the leading social network with over 42 million users in the UK. Facebook accounts for one in every six minutes spent online and one in every five minutes spent on mobile. So it's essential to promote your business using social media.

Your prospective customers will often check for an online presence to verify that you are real before they employ you to undertake their project.

As you can see Social Media is an invaluable and inevitable tool for the modern builders which you need to master.

Benefits of Social Media

There are a number of benefits to using social media for your business:

Increase website traffic

Posting on social media is a key way to drive traffic to your website which in turn will increase contact from potential customers.

Generate leads

Social media provides a way for potential customers to express interest in your business and products in an easy and non-committal way.

Boost Sales

Your social accounts can be a critical part of the process in which a new contact becomes a customer. Indeed, as social media usage continues to grow it will become increasingly important to make sure you are represented online.

Social Media Channels

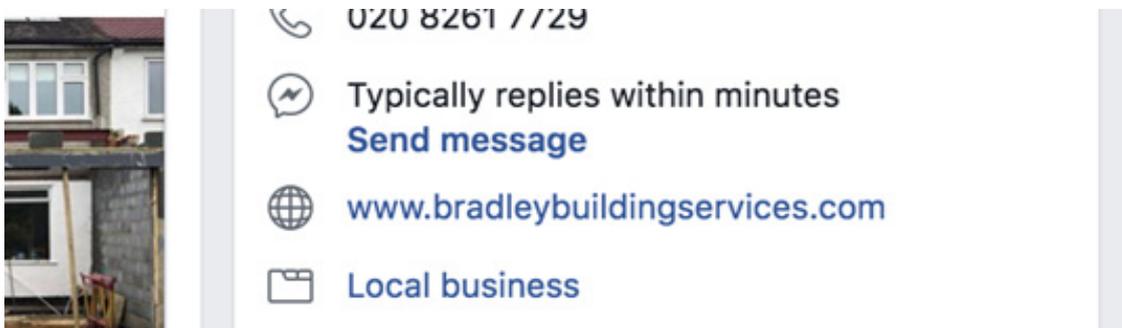
There are three main channels to consider for your Building Company which are all slightly different in helping you to approach your customers. Facebook, Twitter & Linked In. There are a number of other platforms that are available such as Instagram, Pinterest, Youtube & Snapchat but for the purpose of this guide we are focusing on the three channels we think will be of most benefit to your building company.

Facebook

As we mentioned earlier, Facebook is the leading social network with over 42 million users in the UK. Facebook accounts for one in every six minutes spent online and one in every five minutes spent on mobile.

As such this platform is platform is the best to reach homeowners or self-builders.

The key to using Facebook as a sales tool is promptly responding to customer questions. Facebook will show the world how quickly you reply to questions – so use this platform if you're prepared to keep an eye on it.



A good Facebook page can even be used in place of a website as a more cost-effective solution.

And then there's advertising on Facebook which is a whole other guide...

See how to set up your Facebook Business Page:

<https://www.facebook.com/business/learn/set-up-facebook-page>



Twitter

Twitter is the go-to platform for industry conversation. It's ideal for sharing short, snappy 'tweets' which are essentially a short post.

It can help you to communicate and engage with your customers and attract new ones. You can also comment on other people's tweets, retweet (share) interesting news and advice, and so on.



See how to set up your Twitter Profile:

<https://business.twitter.com/en/basics/create-a-twitter-business-profile.html>



Linked In

LinkedIn is sometimes called ‘Facebook for Professionals’. This platform will be most useful to companies who are targeting the commercial side of the market. It will allow you to find key decision makers in companies before approaching. It will also allow you to share relevant content which will show you as a ‘thought-leader’ in your industry (i.e. someone who is knowledgeable).

A few months back we used LinkedIn and the topical story of Carillion to make our point about the importance of profit margins.

Profit is so important as many small businesses are discovering following the demise of Carillion. Too small a profit margin can be the difference between doing well, staying afloat and going under... In the light of this, HBXL have created a guide to pricing and profit. DOWNLOAD your free guide here.

<https://lnkd.in/dbsszAn>

**Download
your guide to
pricing and
profit.**



See how to set up your Linked In Company Page:

<https://business.linkedin.com/marketing-solutions/company-pages>



Types of Content to Produce

1. Before and after photos
2. Testimonials from happy customers
3. Company Updates – new staff, purchased a big ticket item for the business i.e. truck, tools, etc), completion of a big job, attending an event , sponsoring a team/event/charity
4. News/media coverage
5. Industry news/predictions – legislation , laws and international agreements affecting the industry
6. Random things company personnel enjoy – funny videos relating to the industry or other relevant viral content

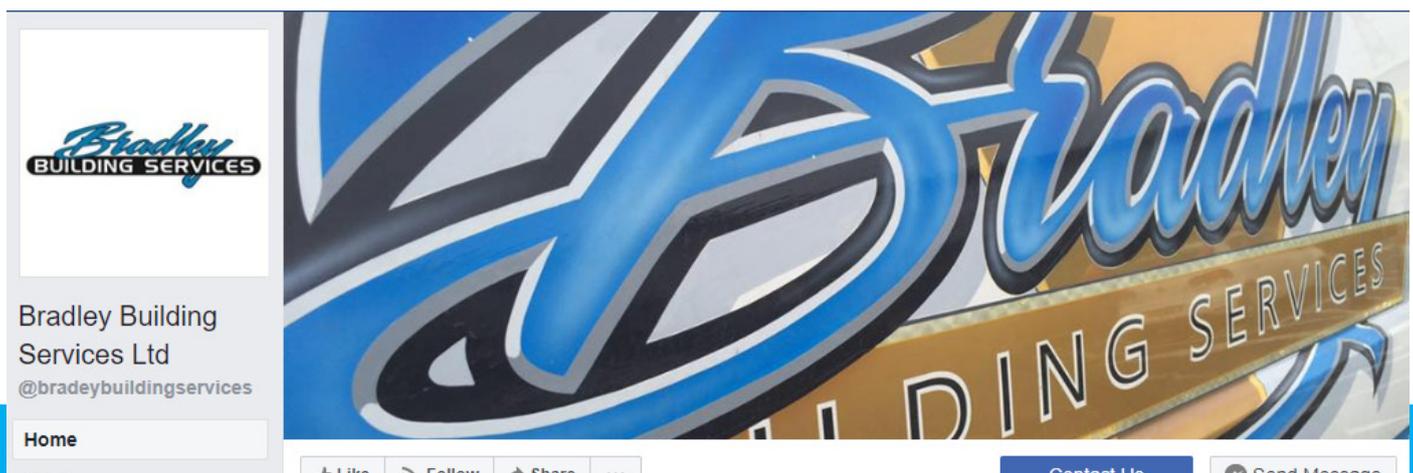
Case Study: Bradley Goodridge, Bradley Building Services

They say seeing is believing, so we thought we'd show you an example of a HBXL Customer who is doing a good job with Social Media.

Bradley and his father Colin run an extension, loft conversion & refurb business in London. They have been using Facebook to grow their business in their local area and to drive additional traffic to their website for quote requests from prospective customers.

They've been doing well so far...! They have grown their following exponentially in the last two years with nearly 500 page likes in that time.

If you'd like to see their live page [click here](#).





Bradley Building Services Ltd

4 July · 🌐



"Double Storey Side Extension" in New Malden.

After demolishing the existing garage and relocating the manhole and drainage and laying a new concrete slab, the ground floor brickwork to external flank has been constructed and supports new structural steels to pick up the returns and the matching pitched roof above the garage door aperture.

First floor suspended joists were then cut in and scaffolding erected in order to continue blockwork from the first floor up to roof plate level. The new roof structure was then cut in including a 'mansard' pitch to the front elevation ready to accept matching tile cladding.

Are you considering an Extension? Contact us at www.bradleybuildingservices.com or call 020 8261 7729.

Case Study



Brad Goodridge Do u do basment?

Like · Reply · 7w



Brad Goodridge Hello Ziad, yes we are able to take care of all of your construction needs! 😊

Like · Reply · 7w



1



Write a reply...



Lloyd Wajid How much for the double story like that ? Do you do the drawing and the planning application ?

Like · Reply · 7w



Brad Goodridge Hello Lloyd, I'm afraid we are unable to divulge that information in order to protect our clients privacy. However, we would be more than happy to give you a free quotation and ,yes we can take care of your project from concept to completion including all architectural drawings and planning applications.

Like · Reply · 7w



1



Bradley Building Services Ltd

6 May · 🌐

Chuffed to bits to think that we helped the kiddies at Wimbledon Chase Primary School get a new sound system for their hall! 😊

Charity Sponsorship



Wimbledon Chase Primary School

Merton Hall Road, London SW19 3QB

telephone: 020 8542 1413 fax: 020 8542 1668 email: wcps@wimbledonchase.merton.sch.uk

www.w

Headteacher



Bradley Building Services Ltd

4 March · 🌐

Project Update: Wimbledon, London SW19

The external works to our latest "Loft Extension" project are nearing completion!

A 'warm deck' roof has been constructed to both the extension and existing flat roofs and a high performance 'GRP' roofing system has been applied creating a seamless waterproof membrane.

The front mansard has been covered with 'Eternit Thrutone' faux slates and a lead clad dormer constructed to accept the new sash window.

A 'scratch coat' has been applied to the external blockwork with top coat render to follow shortly.

Are you considering a Loft Conversion or Extension?

For a free quote contact us at: www.bradleybuildingservices.com

Dear Brad and Colin

On behalf of everyone at Wimbledon Chase Primary School, thank you for your very generous sponsorship of our recent fundraising event. It was attended by over 110 parents who live in the area.

There were several comments throughout the evening as your banner, your logo was on the big screen and the professional actors, did a fantastic opening.

As I'm sure you are aware schools are fortunate to have your equipment and events like these really help to fundraise.

The quiz made record profits and this money is something we have wanted for some time to fund dance and drama, school performances, etc. We have already sourced some support in looking for a new sound system for our hall.

Once again, thank you for your kind and generous support. You have worked incredibly hard to organise such a successful event supporting us.

Yours sincerely

Mr K Ellis
Acting Headteacher



Project Update



+2

Recommended Resources

Below you'll find a list of recommended resources that you will find helpful in generating content for your social media pages.

Canva

Canva is a graphic-design tool website which uses a drag-and-drop format and provides access to over a million photographs, graphics, and fonts. You can use it on your computer, mobile or tablet. You can then use these graphics within your social media posts.

<https://www.canva.com/>

Pixabay

Pixabay is a fantastic website for sourcing free images and videos which you don't have to attribute to the designer.

<https://pixabay.com/en/>

Unsplash

This is another great website for sourcing free images and photos which you don't have to attribute to the originator.

<https://unsplash.com/>

Hootsuite

Hootsuite is a fantastic website for managing your social media. It allows you to share posts across multiple platforms as well as schedule posts for the future so you can ensure that you stay on top of your posts.

<https://hootsuite.com/en-gb/>

Facebook Blueprint

Facebook Blueprint is a great learning tool for getting to grips with your Facebook Business Page.

<https://www.facebook.com/blueprint>

Why not try out a Social Media e-learning course?

This guide is only the tip of the iceberg for social media for builders. With our partners Videotile we offer some online e-learning courses which will help you master your social media skills.

You can [trial the first module](#) of each of the following courses before purchasing:

Social Media for Business - £149

Facebook for Business - £90

Twitter for Business - £90

LinkedIn for Business - £90

Want more help with your marketing?

If you'd like more advice on marketing your construction business why not arrange for a consultation with our partners [Contractors Marketing Services](#) who can help you with marketing your business more effectively.

With over four decades in the construction industry they have seen it all when it comes to marketing. From people who have done well with no website at all to companies who are so wrapped up in overly complicated marketing plans that are just not fit for purpose. They know construction so they can help – whether you are just starting up, in need of a refresh or looking to take a step up.

Marketing Consultancy – a member of their senior team to help you review and develop a marketing strategy for your business

Websites – whether you need a new site or a revamp they can help with advice, design and development

Mailing Campaigns – a cost-effective way to reach potential clients, especially if your target market is home owners or private developers

Copy Writing

Brochures / Literature

Client Surveys

