

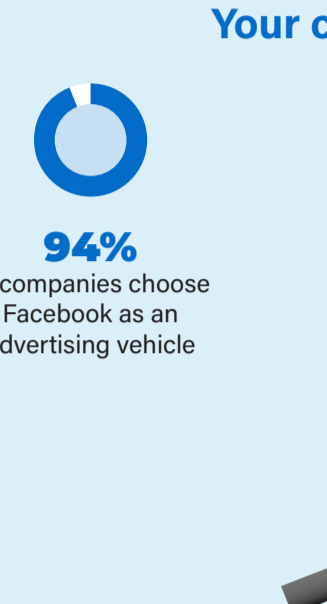
# Social Media Marketing for Trade Pros



## The ProSource Wholesale® Guide for Builders, Contractors, Interior Designers, and Remodelers

Trade pros can leverage social media's explosion by being on the right social platforms. The average adult spends no fewer than two hours chatting and surfing daily on top social sites like Facebook, Instagram, Twitter, and Pinterest. Is it any wonder American companies expect to spend a collective **\$120 billion on social media by 2021?**

By crafting and deploying smart social media marketing strategies, contractors, interior designers, remodelers, and builders have an opportunity to meet potential customers where they're most likely to spend their time.



### Social Marketing Tip:

Think of social media as your community's most popular watering hole. Become a regular, helpful, positive face in the crowd, and your competitors' chatter will fade into the background.

## FACEBOOK FOR TRADE PROS

With more than **1.4 billion accounts** showing daily activity each month (and in excess of 2.2 billion users), Facebook isn't just big — it's vast. Considering tapping into this network? Know what to say — and when.

### Generate Facebook advertising tactics because...

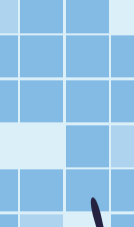
Your competition is there:



**94%** of companies choose Facebook as an advertising vehicle



**67%** of companies are beefing up their social ad presence



**42%** of marketing gurus rely on Facebook ads



### Hit the nail on the head by reaching the right target clients:

- Develop profiles of your ideal customers' traits
- Speak to those ideal customers in Facebook posts
- Leave sales speak and jargon at the door
- Rely on instant gratification hooks, like posting "before and after" photos
- Allow users to review your handiwork and highlight the strongest ones
- Ask clients to refer family and friends

### Pave the way toward engagement with content:

#### VIDEOS

More than **three-fourths** of all businesses have already tried Facebook video

Facebook video gets over **100 million views per day**

Mobile surfers are **5 times** more likely to watch a Facebook video

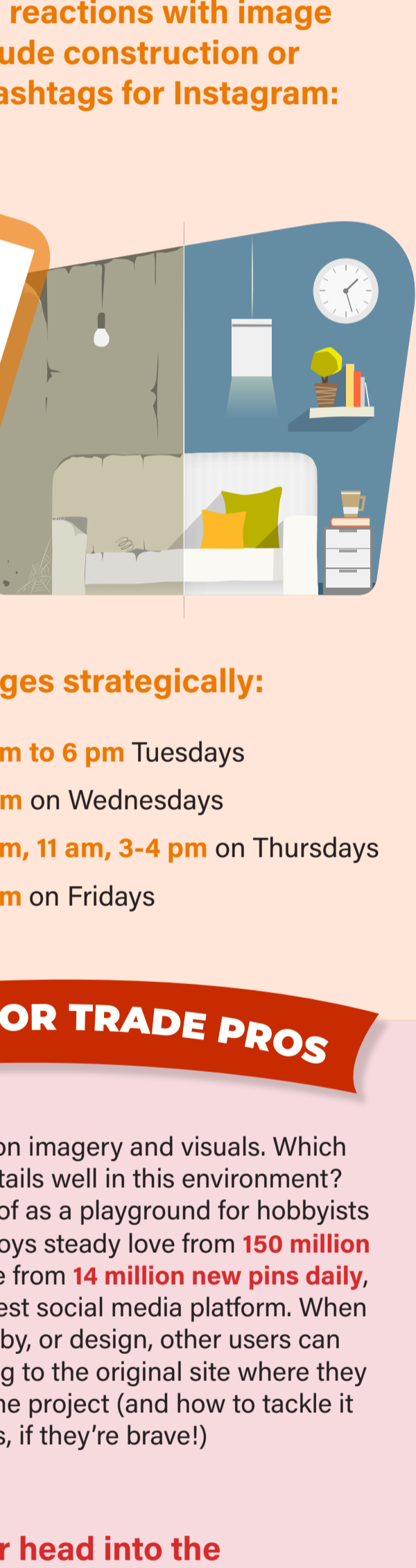
#### IMAGES

Images account for **300 million uploads a day**

Up to **90%** of Facebook ads include images

#### EASY-TO-DIGEST INFO

Linking to your construction site blog post? The sweet spot is **15 words**.



### Time it right:

**9 am and 1-3 pm** Monday through Friday

**18% percent** higher engagement Thursdays and Fridays

**12-1 pm** Saturdays and Sundays

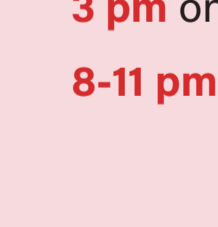
## INSTAGRAM FOR TRADE PROS

Instagram arrived on the scene in 2010. Now, the Facebook-owned platform is one of the hottest social places for trade and home improvement pros to stake their claims, with **1 billion users by mid-2018**. In fact, Instagram's engagement beats Facebook's by nearly 2%.

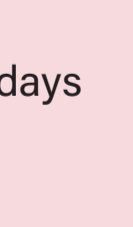
### Explore Instagrammers' behaviors:



**15 minutes:** average Instagram visit



**4 out of 5:** users who follow at least 1 business

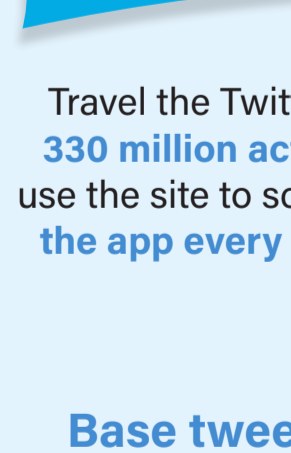


**60%:** consumers who purchase something seen on Instagram

### Evoke emotional reactions with image posts that include construction or interior design hashtags for Instagram:



### Release images strategically:



**9 am to 6 pm** Tuesdays

**3 pm** on Wednesdays

**5 am, 11 am, 3-4 pm** on Thursdays

**5 am** on Fridays

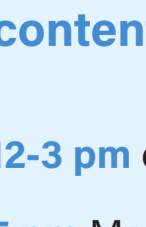
## PINTEREST FOR TRADE PROS

Trade businesses rely on imagery and visuals. Which social media site dovetails well in this environment? Pinterest. Once thought of as a playground for hobbyists and DIYers, Pinterest enjoys steady love from **150 million active users** who choose from **14 million new pins daily**, making it the fourth largest social media platform. When users pin a photo, hobby, or design, other users can click on that pin, directing to the original site where they can learn more about the project (and how to tackle it themselves, if they're brave!)

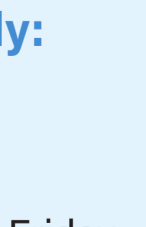
### Poke your head into the Pinterest user mindset:



**40%** of Pinners make at least \$100,000 yearly



**29%** of adults use Pinterest



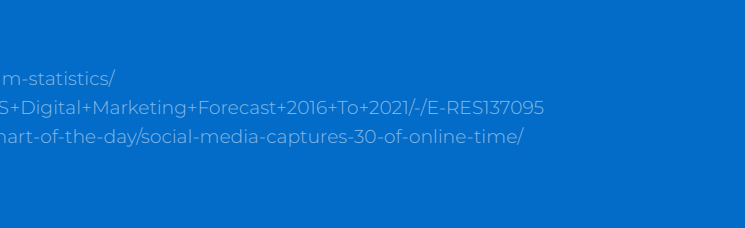
**85%** of Pinners are women

**50%** of consumers rely on Promoted Pins to make buying decisions

### Fashion a stellar Pinterest post with a vertical placement:

**26 characters:** your Pin title

**50 characters:** your max Pin descriptions



### Shine a light on your services:

**45%** of popular posts involve something about improving the home

**87%** of users spend money on something they see on Pinterest

**83%** of Pinners opt for brand loyalty over celebrity suggestions

### Unveil your high-quality Pinterest pics:



**3 pm** on Fridays

**8-11 pm** on Saturdays

## TWITTER FOR TRADE PROS

Travel the Twitterverse and tout your services among **330 million active monthly users**. Around two-thirds use the site to scratch their news itch, and **42% log onto the app every day**, giving access to high-quality local and regional prospects.

### Base tweets on known demographics:



**36%** Millennials



**28%** Americans with college degrees



**30%** earn at least \$75,000 yearly

### Produce timely trade pro content that's 280 characters or less:

**Capture** a client's enthusiastic response to a renovation

**Live tweet** a construction or interior design transformation

**Piggyback** on a hot news trend or home improvement hashtag



### Post Twitter content selectively:



**12-3 pm** every day

**5 pm** Monday through Friday

Are you a trade pro looking for more valuable guidance that you can use in your practice? Check out more articles, expert advice, project tips, and product information on our site at **prosourcewholesale.com!**



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