Social Media Playbook for Field Service

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Seems like everyone is playing the social media game. Twitter, Facebook, LinkedIn, Instagram, Pinterest, YouTube, Google+, and so many more platforms to choose from – how do you decide whether to join in and how to get started?

Understanding which platforms are right for your business, how to get followers, how often to post, what topics to post about, and defining goals and measurements for success often require time and experience that you may not have.

At WorkWave, we understand these unique challenges so we want to offer our expertise to help guide you through the social media maze. You too can become a player in social media! Use this playbook to help you understand the social media playing field and to decide how you want to be seen and heard to reach your target audience.
1
ESTABLISH YOUR GOALS
1. Establish Your Goals

What does success look like?
Bottom line: social media is a way to advertise what your present and potential customers are interested in - your business services, your expertise, your commitment, and your customers’ recommendations of your business, technicians and services. You “pay” for it with your time, so you want to make sure you take the time upfront to define your goals to ensure that you get your “money’s” worth.

Decide what success might look like for you on the social media playing field:

- Is it a certain number of “Likes” for your Facebook page?
- A certain number of positive customer reviews?
- A certain number of new newsletter subscriptions?

This may change depending on the platform you use, but having some idea of what you’re looking for, in terms of return on your time investment, is an important first step before you move on to planning your strategy.
2
DEVELOP A STRATEGY
2 Develop a Strategy

Okay, so now that you’ve laid the groundwork and you’re clear on what your goals are and what success in social media means to your business, what’s next?

Evaluate your branding

In order for coaches to build winning teams, they need a solid foundation. The same is true for social media. Take a look at your website. Social media will drive potential customers to it. Is it dated? When was the last time you even looked at it? The “set it and forget it” attitude doesn’t serve you well here. Your website needs to be a positive reflection of your brand. If it’s dated, it needs a renovation. Take a look at your logo, your colors, and how you describe your company and your services.

This is an important step because your branding will carry over to your social media platforms and it needs to be crisp, current, interesting and inviting or you’ll lose followers before you even get started.

COACH’S TIP

Did you know that WorkWave offers website design and a full branding package including logo design?
Develop a Strategy

Choose your platforms

Obviously there's a lot to choose from and it's not possible, or even advised, for you to be on all of them. You need to pick the right ones for your company based on your audience and your bandwidth. Do you have someone to help you with posting or is it another task you’ll be taking on? Once you get started, you’ll need to stay with it to see results, so choose carefully.

What do we suggest? These are the sites we’ve seen customers have the most success with to begin playing in the social media game...
Develop a Strategy

Facebook
Why Facebook? Because that’s where everyone is playing, including your competition. And lots of people in your target market are active Facebook users.

Facebook Fast Facts:
- There were 158.4 million Facebook users in the U.S. in 2015¹
- 28% of Facebook users over the age of 18 are homeowners²
- 79% of female and 76% of male Facebook users are over the age of 25²
- 64% of Facebook users over the age of 18 have a household income of at least $50K annually²
- 27% of Facebook users over the age of 18 own a home with a market value of $250K or more²
- 31% of U.S. senior citizens use Facebook²
- 50 million U.S. small businesses have a Facebook page³
- 41% of all U.S. small businesses use Facebook³

These stats alone should convince you that you need to be playing in this game!
2 Develop a Strategy

Important Facebook Tips:

- Use Facebook Help to get started. It provides plenty of guidance on setting up your page, growing your audience, posting, allowing others to post, page metrics, etc. – everything you need to get up and running on Facebook.

- Facebook requires that Business Pages be linked to a personal account, however you can have multiple admin accounts per Page. Be careful about providing your login information to other people unless you trust them implicitly.

- Be sure to optimize your account:
  - Complete your profile with your avatar/logo, a cover photo and your business bio
  - Fill out the “About Us” section and choose the appropriate category
  - Personalize your URL

After you create your page, be sure to let others know about it. Add the Facebook link to your website to alert customers/potential customers to “Like” your page. Reach out to your current Facebook friends and customers to share the news!

COACH’S TIP
Check out Canva, a free tool you can use to get your imageright.
Develop a Strategy

Twitter

Why Twitter? Because it’s number two on the social media playing field and there are a lot of small businesses and customers you want to target in this space as well.

Twitter Fast Facts:
- There were 65 million Twitter users in the U.S. as of February 2016⁴
- 81.8% of Twitter users are over the age of 25⁵
- 54% of Twitter users have an income over $50K annually⁶
- 45% of Twitter users are homeowners⁶

Because it’s more localized and region-specific than Facebook, Twitter provides a fantastic social media venue for service businesses like yours!
Develop a Strategy

Important Twitter Tips:

• Optimize your account:
  - Choose your @username/Twitter name carefully. You might use your website name or specific service name, but it should be memorable and represent your brand so followers can find you easily.
  - Include a profile photo, bio and header image (Don’t forget about Canva!).

• Build followers by following other local businesses that target your same market (i.e., restaurants, service businesses that perform other services you don’t offer). Think of them as neighbors and fellow members of the community, not as your competition. Be sure to retweet, like and favorite their tweets. They will likely become your followers too, increasing your reach.

• Use hashtags appropriately to gain additional followers. There are many free tools that help you see which hashtags are trending in your area. Check out Trendsmap, for example.

Again, you’ll want to encourage followers by letting others know you’re now on Twitter. Add your Twitter link to your website to alert customers/potential customers to “Follow” you and post it to your Facebook page as well.
Develop a Strategy

Google+ and YouTube

Why Google+ and YouTube? Although Google announced in 2015 that it is scaling back the reach of the network, Google+ pages are connected to Google reviews and your map listing and everything can be managed through Google My Business. Google acquired YouTube in 2006 and growth in watch time on YouTube has accelerated and is up at least 50% year over year for three straight years.

Google is the number one search engine in the local search world, so it’s important to claim your place on Google+ in order to show up on Google Maps. Customer reviews and maps will show up on your G+ page and vice versa. Your YouTube channel has the same name as your G+ page, so they are all connected.

Google and YouTube Fast Facts:
- Google has 89.16% of the world market share for search queries
- YouTube has over a billion users – almost one-third of all people on the internet
- YouTube reaches more 18-49 year olds than any cable network in the U.S.
2 Develop a Strategy

Important Google+ and YouTube Tips:
• Optimize your profile on Google+ by completing your About page and including an image.
• Create video playlists on YouTube with interesting topics, such as “How to Identify Termite Damage” – they don’t need to be original videos.

COACH’S TIP
Did you know that WorkWave Business Reviews can help your website get ranked higher on Google search results and help you get more 5-star Google reviews?
2 Develop a Strategy

Other Platforms

There are several other social media platforms worth mentioning here. No social media discussion is complete without a mention of LinkedIn and Instagram, two platforms with a great deal of traffic, but for very different reasons.

LinkedIn is a good tool for building business relationships under your personal profile. Become a member of groups and organizations with like-minded services or professionals. There are various networking groups you may want to become a member of as well.

In addition to your personal profile, creating a LinkedIn business profile page also provides a good way to:

- Describe your company culture, values, mission
- Post job openings
- Highlight industry awards you’ve received
Develop a Strategy

Other Platforms

Instagram is a visual story-telling social media platform. Decide to use it only if you have the bandwidth and pictures that will appeal to an audience. Keep in mind that photographs of bugs probably won’t entice many followers, but you can use this platform as a recruiting tool or a way to showcase your brand.

COACH’S TIP

Hiring? Glassdoor is another great place to showcase your employer brand and attract potential employees. A [free Employer Account](#) gives you everything you need to respond to employee reviews and post occasional updates.
EXECUTE YOUR STRATEGY
You’ve laid your foundation for winning and decided which social media platforms fit your brand and your schedule. You’ve set up your profiles on those sites and you’re up and ready to go.

So now what? What do I post?
Remember your goals? You want to be a thought leader, seen as a problem solver and an expert in your industry. Knowledgeable, friendly, helpful. Keep that in mind when deciding what to post.

Here are some suggestions...
3 Execute Your Strategy

Link to your latest blog post
Are you blogging? If you’re not, you should be! There are many benefits to blogging on a regular basis, including providing valuable information to your audience. In addition, blogging provides a huge SEO benefit to your website by keeping it updated with fresh content.

Your blog should be included on your business website/domain, not on a separate site. You want to draw attention to your site and keep readers there to engage them and hold their interest. Many Content Management Systems (CMS) have a built-in blog feature, making it easy for you to set up and post to your blog.

What should you blog about? Here are some pest industry-specific suggestions:
• Seasonal topics, such as what homeowners should look for in their home or on their property based on local weather and time of year
• Tips for protecting their family/children
• Hot industry topics, such as issues related to your business that may affect your customers
• Updates about your company, including local events you are sponsoring or participating in

COACH’S TIP
Did you know that WorkWave can help you set up and write content for your company blog?
Execute Your Strategy

Inform your social media audience about interesting content
Set up Google Alerts to receive up-to-the-minute news about things that might interest your audience. Consider:

- Do-It-Yourself (DIY) tips
- Ways to save money around the house
- Viral videos related to your industry
- Seasonal or timely lifestyle content (i.e., 6 projects you can do in December)

Ask a question
To encourage engagement and interaction with your audience, post a question. Maybe even attach it to a picture. Keep in mind, the platform you’re using isn’t a chatroom. Post it once. If no one answers, move on. Don’t post it again.
3 Execute Your Strategy

Mix useful information with sales information, coupons and promotions
We mentioned back in the beginning that one of the potential benefits of playing on the social media field was lead generation. You need to be careful not to be too self-promotional, long-winded or spammy.

Here are some lead generation suggestions to consider:
• When adding promotional posts, drive readers offsite to a phone number or email form.
• On Facebook and Twitter, you can pin your promo to the top of the page so when someone comes to your page they will see it first, but you won’t clog up your followers’ news feeds by posting it multiple times.
• Always use a trackable phone # so you can monitor the effectiveness of your promotion.

COACH’S TIP
Did you know WorkWave can help you set up tracking phone numbers for your website and campaigns?
How often should I post?
The whole idea behind getting involved with social media in the first place is to stay active. You want to be out there on the field constantly engaging fans and potential customers, and drawing them in to your website.

Post regularly
Aim to post on a regular basis. How often “regular” is depends on the social media platform. The objective here is to stay “top of mind” with your audience so they continue to want to engage with you.

Some pointers:
• Twitter tends to be fast-paced. Some businesses post several times a day; others weekly.

• Check platforms often for comments and questions; be responsive to show that posts matter and that you’re actively listening.

• Pay attention to traffic trends, for example:
  - Highest Facebook traffic occurs midweek, between 1-3 p.m.
  - Facebook engagement is 18% higher on Thursday and Friday.
3 Execute Your Strategy

Automation helps simplify
There are free tools available to make posting a bit easier, less time-consuming, and more organized. One such tool is Hootsuite, a dashboard that automatically allows you to discover, schedule, and post content to your social media platforms. With Hootsuite, you can see everything at a glance, inbound as well as outbound posts. You can load a number of posts at the same time and Hootsuite can spread the postings out.

In addition, Hootsuite helps you tailor your content to each social media platform and schedule when you want content to post. Definitely a well worth it, time-saving tool!
 Execute Your Strategy

More lead generation tips:
Pay attention to direct messages, people often ask for quotes this way.

Experiment with paid social ads:
- These are easy to test out and the cost is relatively low
- Paid social ads provide an excellent way to reach your target audience (i.e., people who like a certain page (HGTV), of a certain demographic, in a certain area, even down to zip code)
- You achieve instant results and receive detailed reporting

If you use paid social media, try out different types of campaigns to achieve different goals (i.e., drive traffic to your website or a particular landing page, promote a specific post to gain more followers)
MEASURE & DEFEND YOUR STRATEGY
You’ve come this far. Now, what does this all mean?
You have to track your results to know what’s working and what’s not, and where you have opportunities for growth. Measuring your social media results may help you begin to see some correlation between your social efforts and increases in revenue, especially as more tools become readily available and measurement strategies improve.

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What initial tools should I use?
Let’s start slow and keep it simple. There are many tools on the market and almost every social site today provides their own set of analytics tools.

Be sure to take a look at Facebook Insights and Twitter Analytics, which are free to use and easy to understand.

Google Analytics should also be used to determine the success of your social media marketing campaign through accessing the social media reporting section under Traffic Sources. This section shows you the traffic that comes specifically from the top social networks that Google Analytics tracks, top landing pages for social traffic, and conversions from social network traffic. It automatically measures traffic referrals from social networks once you have installed the basic Google Analytics code on your website.

COACH’S TIP
While social media is about learning, listening, and building your marketing strategy in real time, you CAN’T ignore the analytics—measuring results must be a ‘big play’ when it comes to social media strategy in order to make all other efforts count.
So far we’ve discussed your activity – offensive tactics for engaging with your social media target audience.

Now let’s have a look at your defensive strategy. You’ll hope that customers want to engage with you as well – social media is after all a two-way street – so make sure you’re listening! If someone comments on one of your profiles, be sure to acknowledge it quickly, especially if it’s a negative comment.

**Respond to negative comments**

The worst thing you can do is ignore (worse yet – delete!) a negative comment on your profile page. This is the time to take ownership and acknowledge the customer’s complaint promptly and publicly.

Remember to be polite and professional, not argumentative. The key to turning a negative review into a positive is to show your audience that you are paying attention and want to make your customers happy.

Further Reading:

Need more tips on managing negative reviews?

[Check out our eBook](#)
Utilize review management tools
A review management tool can help you proactively manage reviews and funnel them to a system you control. It can even help you collect customer reviews by automatically requesting one after every appointment. Satisfied customers help you grow your customer base and potential customers often look at customer reviews before contacting a business for services.

COACH’S TIP
Did you know that WorkWave offers Business Reviews, which can help you get more 5-star reviews on your website and sites like Facebook, Google and Yelp?
After you get up and running on the social media platforms where you’ve chosen to be a player, you’ll want to periodically review your plays to determine if you’re scoring points.

Refer back to the goals you wanted to achieve. How are you doing? Are you using analytics to judge your online performance? Many platforms offer detailed analytics to help you assess the effectiveness of your social media efforts. Be sure to use these to modify your goals and tactics so you can get better results. Monthly check-ins provide an opportunity to evaluate the social media platforms you’re using, your “reach,” your engagement, and how you’re interacting with your targeted audience.
We hope that you found these tips to be helpful. There are no “musts,” no absolute right and wrong ways to engage in social media. Just remember that it’s important to be active, respond to user comments and reviews, and pay attention to what works best for you. Avoid distractions and things that take you off topic. Establish a goal statement and refer to it often.

Most of all? Have fun!