

THE DEFINITIVE GUIDE TO **SOCIAL MEDIA**

For Your Building Products Brand

Table of Contents

Introduction	2
• Why Social Media Is Essential	3
Social Media Content	4
• How To Create Content For Social Media	6
• Posting With Purpose	8
• Repurposing Blogs For Social	10
How Effective Are Visuals?	12
• How To Promote Your Building Products Business On Social	14
Common Mistakes Made On Social Media	16
• Understanding What Drives Sharing Of Online Content	19
• Top Social Media Strategies	21
• How To Convert Followers Into Buyers	23
4 Tips For Posting On Social Media	25
• Hashtags For Construction Marketing	27
Case Study	30
Conclusion	33
About Us & Author	34

INTRODUCTION



Why Social Media Is Essential For Building Products

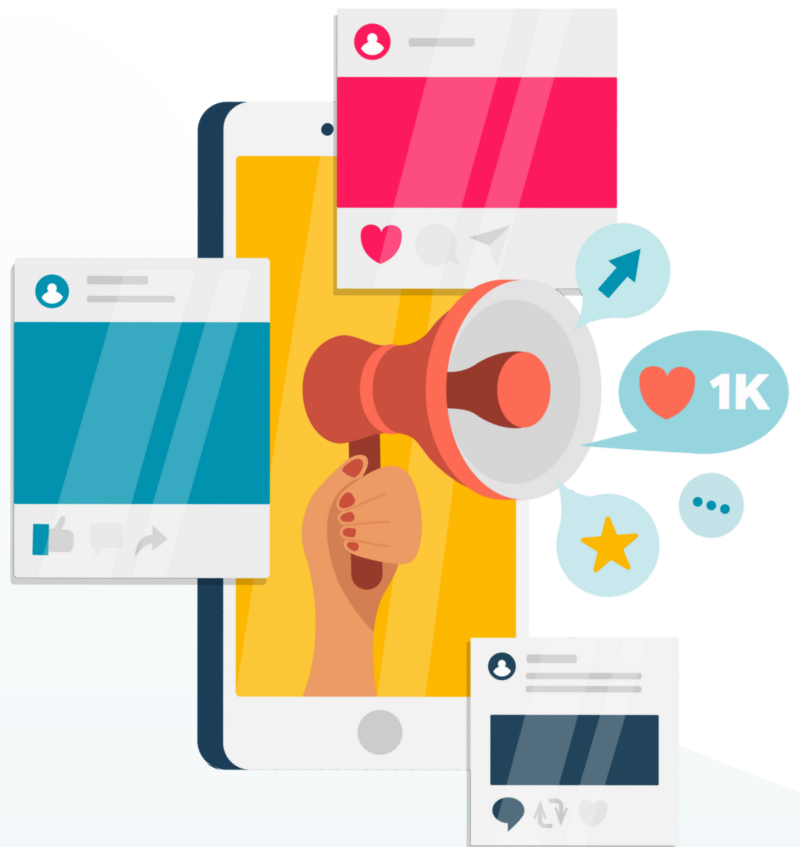
Extremely Visual Market

Some products and services within the building products sector can be a work of art. Make sure you're selling the end result rather than the product itself; this way, people can relate more and have a bigger wow factor.

Important Decision

Typically products and services within the building products industry are an essential part if not the main feature of a build. They're usually an investment, and the cost is generally higher therefore the decision is harder to make.

Social media gives you the opportunity to be present without bombarding people, making sure your company is on their mind.



Competition

When looking for a solution, a prospect may look at 2 to 3 companies; maybe more. In this research, they will most likely check out their social media pages.

If 2 of the 3 companies haven't posted for 2 years and the other is consistently posting then they're already 1 upon you. Not only does it show they're involved and in the 21st century but it shows they are actually active and still going.

SOCIAL MEDIA CONTENT



Social Media Content

What Content Is Right For Social Media

Social media can be a really competitive space dependent on your specific industry. Therefore, posting the right content is essential to be seen as the thought leader and expert in your sector.

Many companies are guilty of being company-centric rather than customer-centric. You know, speaking about the things only you find useful instead of offering genuine solutions to your audience.

Instead of thinking about the content you already have as a company, think about what content your prospects and customers would find useful and informative - This thought process should be central when creating content.

Think: Would you engage with someone who has no interest in you or would you engage with someone who actively listens?

Below is a list of content that would be ideal to share on social media:

- Case studies
- Current projects/jobs (behind the scenes)
- Blogs addressing pain points and questions
- Informative e-books or guides
- Specification information
- Reviews and testimonials
- Informative videos of products



How To Create Content For Social Media

The Content You Create For Social Media Should Be Informative & Genuinely Useful To Your Audience.

You shouldn't be creating content for the sake of it but to solve a problem or pain point your potential customers have – this will be different for each sector/product.

For example, blogging, creating guides, ebooks and specification sheets are all types of good content marketing. Some people have this information but it's hidden away too deep into the website for anybody to ever find it.



Social media gives you the opportunity to share it and give it attention. Websites can be limited to what you can include on the main page, and many companies find it too much hassle to get the web company to change things around.

That's why social media is a great platform for sharing your content. It can also be a great place to get inspiration for content ideas by observing behaviour and conversations happening in your specific space.

The content you create for social should be genuinely useful and informative information that your sales team would use to inform.

Blogging can be the easiest way to address prospects pain points head-on.



Marcus Sheridan transformed his business through a simple method of literally answering his customer's questions through blogging.

'They Ask, You Answer' gives you the structure to create informative and helpful content.

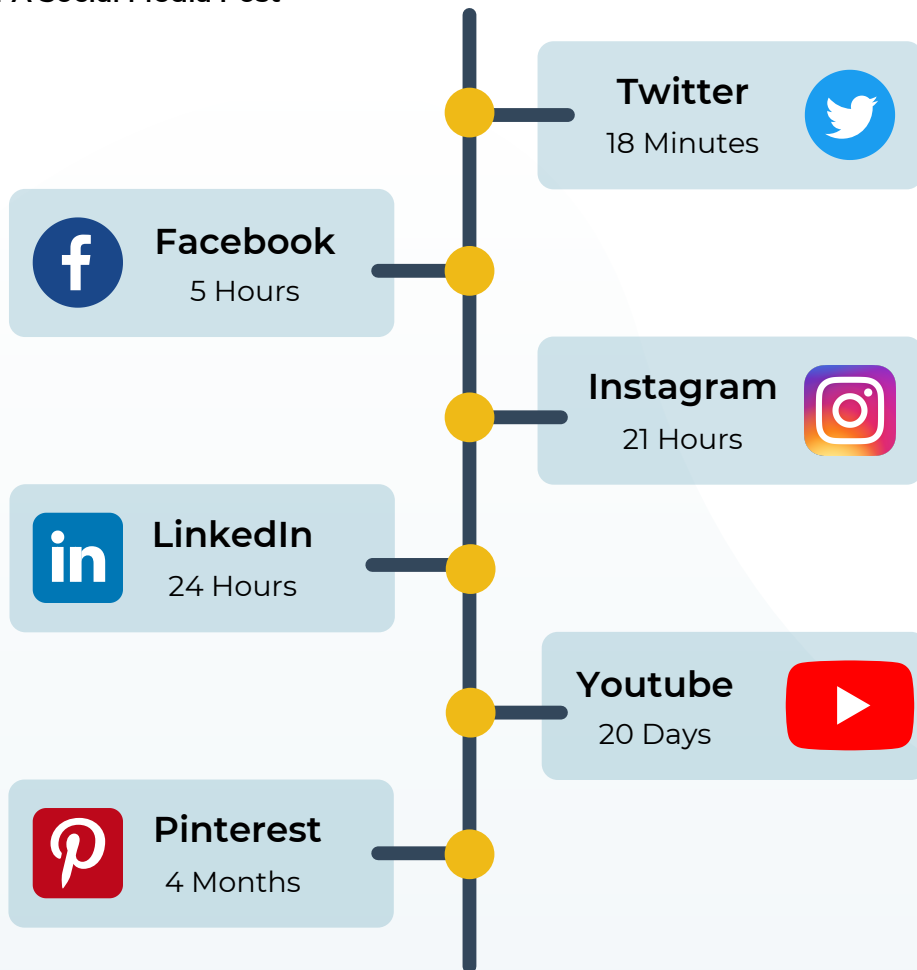
Case studies are another type of content to share on social. This is again something that should be on your website but will most probably be too long for a social media post. By including pictures and a quote you can give people the option to read more on your website with a link.



Posting With Purpose

Although it's great if you have the resources to create a large amount of content, don't be afraid to reuse it too.

Lifetime Of A Social Media Post



Another thing to think about is the gap you leave. For example, if you post on Monday and share that same tweet on Wednesday, then people visiting your page will think you just post the same content.

However, if you have 30 different posts and rotate them, you are less likely to scare people away. When prospects and customers check out social media channels they may have a quick scroll to see what you've been posting about, but they most probably won't go that far back to see you've repeated some posts.

Not that it's a crime to do so, but by having lots of different informative content being published you are telling specifiers that you're active.

When it comes to creating content for social media, a lot of people believe you have to create new content every single time and you can't reuse a post from before.

Although it's great if you have the resources to create so much social media content, don't be afraid to reuse it too.

Not only does it make life easier for yourself but it also increases the chance of that post actually being seen.

Think about it, if you create and share a post and it only gets 5 likes, then why not reuse it?

The people that have already seen it will probably scan over it or take in the message again. You can then increase your chance of that post being seen by other people that weren't on social at the right time to catch it the first time.



Repurposing Blogs For Social

If you're actively creating content for blogs, you may struggle to find the time to create new content for social media too. When creating content, it's quality over quantity so you might have spent a lot of your valuable time on writing a blog.



Bite-Sized Information Is Easier To Read

Your blog may have been 500 words or 1500 words, either way, they're too long to post onto social.

One reason is that the likes of Twitter cap the amount of characters you have, another is because anyone who sees a post that long, is likely to scroll past.

Instead of presenting your audience with the whole blog, entice them with interesting stats, facts and findings. This will tease them to find out more by reading your blog. You could even include a quote as a bite-sized chunk of content that's easy to take in.

Make sure you take the most shocking or interesting fact or quote from your blog. This will make sure it stands out, increasing the chance of your blog being read. With this method you can use it multiple times for one blog, taking different information from the sections of your blog.

Turn Your Blog Into A Video Format

Although social media platforms favour image over text, they favour video over everything. Video allows you to present yourself as a person rather than a company.

People Buy From People

Try not to read it word for word but instead have the bones of the blog in notes and talk conversationally.

This way, people are more likely to stay engaged if you're not monotone. Audio-books are up 44% from last year, revealing that many people have time to listen as they multitask but not to read.

The building products industry can be pretty technical and hands-on, this is where video can be utilised.

Don't feel like you have to have a studio set up to record yourself, as long as it's clear to hear you and there are no background noises then get samples and examples involved.

HOW EFFECTIVE ARE VISUALS



Just How Effective Are Visuals?

This is an important area that many businesses overlook. Your agency should specialise not generalize.

People Share Infographics More

HubSpot's research has revealed that infographics are shared 3 times more than any other visual content on social media.

The Majority Of Marketers Use Visuals

As 75% of marketers use visuals on social media, it makes it harder to ensure that your content will stand out amongst the rest.

One tip to increasing the chances is to use **original images and photography**.

Facebook Users Love Video

If your company is on Facebook it'll be worth trialling a video post and seeing if you get more engagement.

More than 500 million Facebook users are watching videos on Facebook every day.

A Majority Of Videos Are Watched Without Sound

Interestingly 85% of videos watched on Facebook are watched without sound.

Visual Content Gets Better Recall

Studies have shown that people can recall **65% of the visual content** that they see almost three days later. This is in comparison to about 10% of written content three days after its read.



How To Promote Your Business On Social

Choose an agency which believes in your long term sustainability and is, therefore, willing to enable your team to maintain their strategy over time.



Micro-Influencers

Social Media Influencers' have taken marketing by storm with 49% of consumers depending on influencer recommendations.

Influencers are often perceived as promoting beauty, tech, food, travel, and more. However, 'micro influencers' have a much smaller audience but expertise in a specific field, making them appealing to the construction industry.

Many Architects pride themselves and promote their talents through social media to set them apart from others. For example, an architect with a healthy following of say over 2,000 but under 100,000 could post about the latest project he's worked on whilst promoting your company/service.

By coming from a trusted source that others follow, people are more likely to believe and trust that what the micro-influencer is saying is honest.



PR/Magazines/ Product Directories

When booking a piece of PR in a magazine always ask the company if they will feature you on their social media platform too. Some may do this as standard but many won't unless you ask for it to be a part of the package deal.

If you're signed up to a product directory normally part of the sign up is that you can share content through them. With this comes social sharing, which is hugely beneficial as they normally have very large followings.



Use Video

Video is on the rise, with people's attention spans shortening it's becoming difficult to engage with people on social media. Many people don't even read posts so images and video could be the way forward and with 82% of ALL internet traffic being video it's a no brainer.

4

PR/Magazines/ Product Directories

When booking a piece of PR in a magazine always ask the company if they will feature you on their social media platforms too. Some may do this as standard but many won't unless you ask for it to be a part of the package deal.

If you're signed up to a product directory, normally part of the sign up is that you can share content through them. With this comes social sharing, which is hugely beneficial as they normally have very large followings.

5

Paid Advertising

Paid ads can provide a high reach quickly, however, it will obviously cost you money and isn't a long term solution. Facebook ads tend to be the cheapest, but you can advertise on Twitter, Instagram, and LinkedIn.

The key to running a successful paid campaign on social is really understanding who your audience is before you set it up. When setting up an ad on social it gives you the option to select age, location, interests and more. So having this knowledge about your customers will increase your chances of reaching them.

However, if you don't segment your audience and your target audience is 'everyone, you'll be wasting your money.

6

Analytics

The majority, if not all, social media platforms offer analytics to give you an insight on things such as: how many people your post has reached, how many people have engaged with your post, your best performing post that month and how many people clicked the link on your post.

This gives you the knowledge to test and trial when you post things so you can ensure you're generating the best results. For example, if you always tweet at what you think is rush hour, people are on the commute home between 5-6pm then switch things up. Try it early morning or at lunchtime and see if it performs better.

Keep doing this until you find the best performing time for your content.

COMMON MISTAKES ON SOCIAL MEDIA



Common Mistakes Made On Social Media

Constantly Promoting Yourself Or Product

You've got a great service or product so you're obviously going to want to promote it, but there's a certain way to go about it.

Your buyers/viewers/prospects want to make a decision on their own, people turn off and lose interest as soon as content gets **too salesy**.

Your job is to provide them with the content to support these perceptions, share current projects, testimonials, informative guides, and ensure you have the right specification documents available.

Not Using Data The Platforms Gives You

They're normally located in your settings section and named 'analytics'. This data is crucial to you, not only to see what topics are the most popular but which format, time, and platform your audience prefers?

Not Interacting With Your Audience

You should acknowledge all comments on any platform. Even if the comment doesn't warrant a reply, by interacting you're showing your active, friendly and it gives them a notification from your company, creating brand awareness.



Common Mistakes Made On Social Media

Not Creating Original Content

If you're never creating anything new then your audience won't interact or engage as its irrelevant to them, they've seen it before.

When it comes to content creation, it's quality over quantity every time. Producing a great piece of content that hits all your customers pain points will be a lot more popular than general information about your company.

Thinking Social Media Is Only For Marketing

Even though the use of social media grows year on year some companies still believe it's a waste of time and only good for marketing.

Social media can be used for so much more than that and is in a lot of companies including sales, HR and customer service.

Understanding What Drives Sharing Of Online Content

People Are More Likely To Share New Products Or Services

People like to share content that they think will be useful to others but there are also a few other reasons. New products are attractive, shiny and modern so it makes sense why they create a buzz.

However, to the advantage of the building products industry, people are also likely to share content when they purchase risk is high or the product or service has a high price tag.

Consumers are generally more attentive and receptive to information about high priced products or services, they process information deeply to minimise purchase risk. This is huge for the building products industry as contractors, architects and specifiers don't want to provide a poor service.

If they pick a company that doesn't pull through it reflects badly on them. Case studies and testimonials are great to use on social media to eliminate any doubts that your company can't deliver.



People Share Content That Arouses Positive Emotion Over Negative Emotion

This sounds so obvious, but there's a deeper understanding to it. People normally share content for personal gain, the same is reflected here.

If someone keeps sharing negative posts that evoke fear and sadness, their followers will feel negative when viewing shared content which may lead to an unfollow.

Positive emotions are key to socialising motivations for sharing. Adverts that create positive emotions such as excitement, joy, inspiration and pride make viewers feel good, which induces a positive mood.

People then feel positive towards the sharer as they've made them feel happy, enhancing the sharers' opportunity for self-enhancement in the present and reciprocity by the recipient in the future.



How Does This All Relate To The Building Products Industry?

Some advertising methods include tactics such as shock or even scare. The only problem with this is it's creating a negative emotion. Think about your product specifically – do you use things such as regulations, health and safety and historic bad examples to make your product look better?

If so, try flipping it on its head and present the recipient with the positive benefits first, and how your product helps. This will create a positive emotion rather than a negative one.



Top Social Media Strategies

When it comes to using social media for construction marketing there are few tips on how to ensure you're doing it right.

Social media is not a phase, it's here to stay so make sure you know how to get the most out of it.

Prioritise 1 Or 2 Platforms

Although you might think you should be on all social media platforms, not all will work for construction product businesses. Each social media platform has a different type of audience.

For example, Facebook is incredibly popular for B2C and LinkedIn is the place to be for B2B.

If a variety of social media platforms work for you then fab, however, we advise sticking to one or two if you're just starting out as it can be a little overwhelming.

Then when you've gained some insights and confidence in what sort of audience you have, why not try another platform to test the waters.

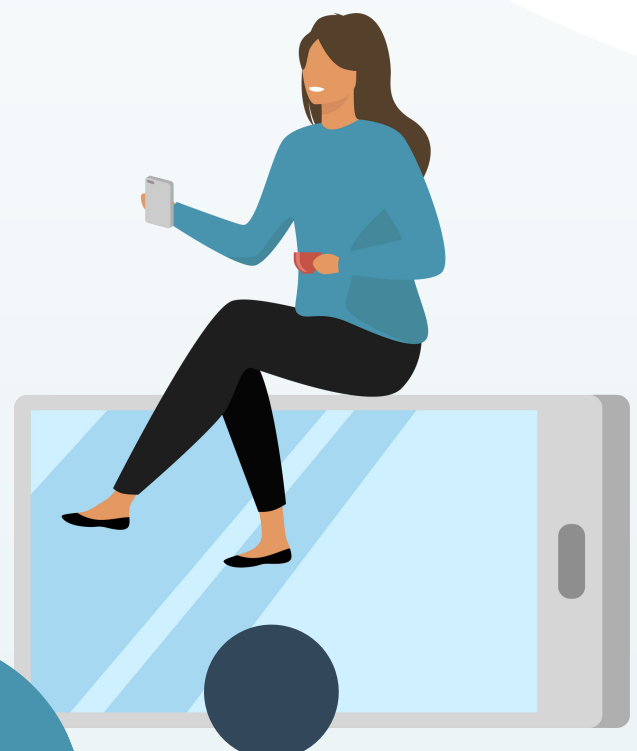
Create A Two-Way Conversation

Part of being present on social media is being involved in discussions.

Sometimes you might have to be the one to initiate these discussions as others aren't.

You could also use your platform to reach out for recommendations – having partnerships with other companies that aren't direct competitors could do wonders for your company.

Not only recommendations but also opinions on a project, anything to give other people the opportunity to get involved is worth sharing.



Top Social Media Strategies

Stop Trying To Sell

Companies are guilty of trying to sell on social media platforms, but it doesn't work. When people see sales talk they simply scroll past.

Over time our attention span has shortened so its even harder to catch people's attention.

This is why by not selling, you're more likely to get noticed and people might interact.

Get Involved With Discussions

When using social media you shouldn't just be posting great content, you should be getting involved in other conversations within the industry.

This will also give you an insight into what's being discussed, giving you the opportunity to get ahead of the game.



How To Convert Followers Into Buyers

Integrate Social Media With Your CRM

Part of launching a campaign is integrating all your efforts together to generate clear results.

HubSpot features social posting and tracking, allowing you to see how many people have converted through social media. This allows you to trial and test, generating the best posts for conversion.

HubSpot also allows you to post through a variety of different accounts, not only on different platforms but for different people. For example, this allows you to post on behalf of others when they're too busy.

Content always performs better from people rather than companies, so posting through your colleagues should be part of reaching out to a wider audience.



Clear CTA On Follow On Pages

When creating a post for social, you should always have a link for them to find out more on your website.

When people are directed to the linked page, is there a CTA on the page they've landed on? Now you've got them on your website, you need to keep them on it for as long as you can.

For example, if you've linked them to a product page, is there a next step to download the guide covering in detail everything about your product range to educate the visitor? Or is it a dead-end? People need guidance on your website, so make sure your CTA's are clear and unmissable on your pages.

By making it as easy as possible for the visitor you remove any friction they might feel, improving your chance of them taking action and capturing details and creating a lead.

Dedicated Landing Pages

If you don't have the capabilities to improve your website pages or run a campaign, you may have a dedicated landing page to help improve conversion.

Creating specific landing pages gives you the flexibility to streamline exactly what content you want the visitor to see depending on your end goal of why you want them to convert.

It also allows you to track how your landing pages engage with people and how effectively they convert people. Then you can do A/B testing and make changes until it generates the best results.

4 TIPS FOR POSTING ON SOCIAL MEDIA



4 Tips For Posting On Social Media

1. Post Regularly

Don't just post once a week, look back to page 8 to see the lifetime of a post on each platform. Be consistent, if you post once a day on LinkedIn, people will start to expect to see your post, so make sure you schedule ahead so you don't forget.

2. LinkBack To Your Website /Include CTA

It sounds really simple, but many people get carried away with the post itself, the images, hashtags, and wording that they forget to add a call to action.

Ensure you give viewers the option to find out more or book a place; whatever your message is make sure your call to action relates and is specific.

3. Double Check Spelling And Grammar

A simple tip is to check your spelling and grammar, it sounds obvious but you still see mistakes on social media posts.

This is also another reason to schedule the post rather than rushing as you are less likely to make a mistake and you can check it on a free tool such as Grammarly.

4. Use Analytics To Make Improvements

By reviewing and observing your posts you can start to experiment with timings. You might always post at a specific time, try posting at a different time to see the results.

The more you trial and test the better you'll understand your audience on each platform and when they engage. This should allow you to reach more people as they are specifically targeted.

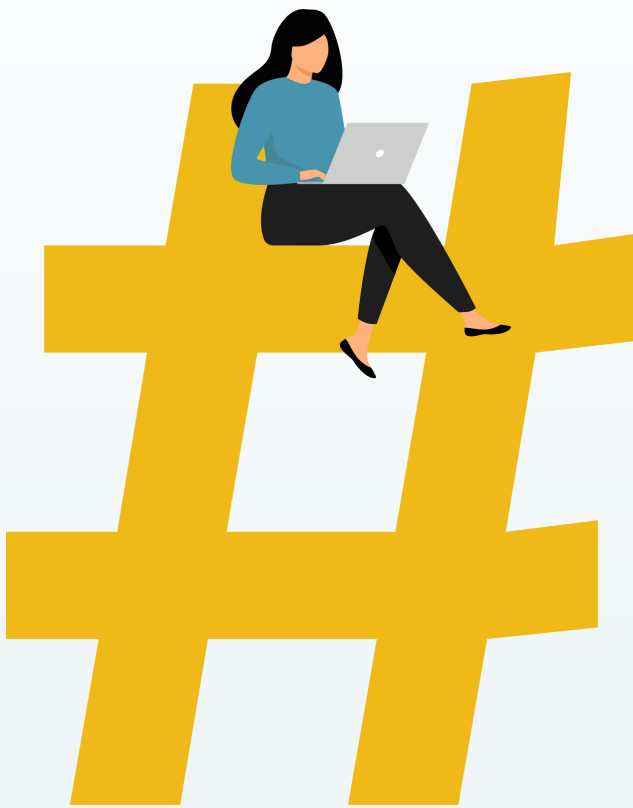
Hashtags For Construction Marketing

Using hashtags in construction marketing is a brilliant way of extending your reach and connecting with a wider audience on social media.

Hashtags are a great opportunity to increase the chances of your content been seen. On Instagram, there's a limit to the number of hashtags you can have on one post (it's 30). There is only one reason for this **because hashtags work.**

Exactly what is being said in a specific space, the latest trends and conversations that are happening.

When using hashtags ensure you engage with other people too, you need to do more than just include them on your posts. Get involved in conversations, comment on projects, ask questions. It all increases the chance of getting more eyes on your company profile.



Work Out The Best Hashtags For Your Company

There are dozens of online tools that you can use to find out which hashtags are the most effective for your subject matter.

Ritetag is a free tool that you can use to research hashtags in your specific sector. It gives you ideas of similar hashtags that other people are using.

According to HubSpot, hashtags can increase your reach by 20%.

Having hashtags relevant to your construction marketing strategy will also help to boost the engagement with your posts by 21%.

50 Best Hashtags For Construction Marketing

Hashtag	Exposure Per Hour	Tweets Per Hour	Retweets Per Hour
Business	>3.2m	367	145
Build	>1.5m	29	0
Engineering	>90,500	83	34
Healthcare	>297,300	100	38
Architecture	>333,900	71	83
Design	>3.4m	204	84
Innovation	>1m	312	117
Safety	>23,300	38	4
Change	>1.1m	38	8
Realestate	71,400	179	29
Environment	119,000	42	8
Security	316,400	125	104
Construction	947,400	58	17
Style	200,000	429	50
Social	33,300	38	29
House	>1.2m	46	4
New	>1.3m	162	113
Property	33,400	42	4
Residential	1,200	12	5
Interiordesign	27,600	71	96
ConstructionNews	366,000	4	0
Development	64,600	25	21
Regulation	3,400	4	0
Housing	22,200	17	0
Planning	9,900	21	0

Hashtag	Exposure Per Hour	Tweets Per Hour	Retweets Per Hour
Drawing	98,000	179	213
Developer	354,000	38	137
ExteriorDesign	2,000	4	0
Building	39,000	25	8
Industrial	52,000	21	4
Product	14,0008	8	9
Manufacturing	17,000	33	9
Infrastructure	9,500	12	26
Heating	46,000	12	0
Industry	41,000	50	4
Apartment	30,900	8	4
Architects	2,900	12	0
Project	94,700	50	12
Commercial	48,000	25	0
Acoustic	8,000	8	0
Renovation	15,400	4	0
Design	>3.4m	4	0
Interior	6,600	17	8
Bespoke	2,000	4	0
Surveying	3,000	4	0
Surveyors	317	4	4
Window	3,000	4	4
Cladding	2,200	4	0
Distributors	2,150	4	0
Flooring	354	8	0



CASE STUDY



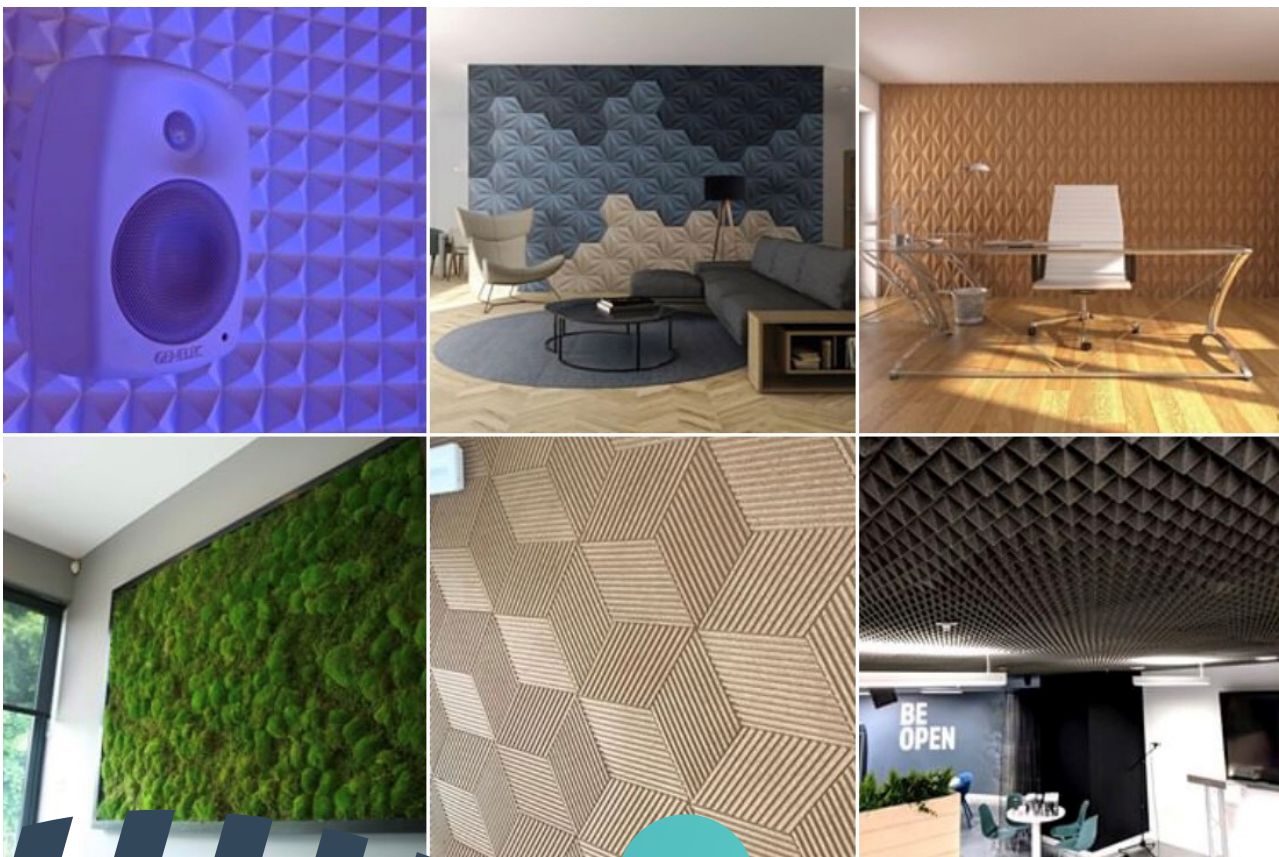
From Ground Zero To Sound Zero: How Social Media Produced Top Enquiries For Insynth Client

The Situation

Faced with tough competition, Sound Zero, the Essex based acoustic design company entered the market as a start-up in December 2018. After attempting to manage their marketing themselves they turned to Insynth for help and guidance.

Being a new company they needed to make sure Google was recognising them as they had a Domain Authority of 1. Their traffic was minimal with very little chance of generating inbound enquiries through the website.

They knew they had an extremely visual product but weren't 100% on how to communicate that on social media. They also weren't sure which platforms they should be present on, ending up being present on 2 but dormant with irregular posting.



“We knew the importance of establishing a strong social presence but weren’t sure how to leverage it to its fullest potential. We were confident with the visual quality of our product but lacked the resources to post good content consistently.”

- Gavin Brightman, Creative Director, Sound Zero



How Insynth Helped

Insynth’s initial approach for tackling this problem involved a regular content strategy, website optimisation and an aggressive social media campaign.

Although Sound Zero’s images were of high quality, platforms such as Facebook crave more than that.

By creating 2 informative blogs a week that addressed specifiers issues head-on, Sound Zero saw a dramatic increase in their website traffic as each blog circulated the various social media platforms.

The Results

4 months before Insynth started working alongside Sound Zero they received a total of 119 sessions on their website through social media promotion.

After just 6 months of continuous content creation and strategic social media campaigns, there have been 703 sessions on their website from social media alone, equal to a 490% increase in traffic.

Sound Zero recently completing a project at Facebook head offices due to their newfound awareness on social media. It also created a buzz resulting in a major U.S. automotive dealership asking for help with the acoustics in their showrooms.

Sound Zero are now active on Facebook, Twitter, Pinterest, LinkedIn and Instagram.

Conclusion

By now hopefully, you can see the benefits social media can bring to your building products company. One of the main reasons people use it is because it's free, meaning the only thing it will cost you is someone's time.

The data it gives you is also free, allowing you to trial and test new times to post and types of content with no additional cost.

Social media acts as another avenue for you to reach your audience. It may take the time or even trying different platforms to reveal where your audience are and what they engage with the most.

Unlike email marketing where you can come across as spammy or even pestering by too much emailing, on social media people are choosing to follow you and it's quite common to see that you've posted more than once a day.

If you want some help on social media or just want someone to manage it all for you Insynth Marketing can help. Book a free consultation today.

About Insynth

We are Europe's first inbound marketing agency to specialise in construction, driven to Deliver a predictable flow of leads, specifications and customers for your Building Product brand with a data-driven inbound marketing approach.

With 30 years experience in the construction industry, from specification, tendering through to delivery or even installation, we understand the challenges which hinder building product businesses when growing however, we have developed the right tools to deliver growth for building brands in this era of digital transformation.

Think of us as your outsourced in-house marketing team, working seamlessly with you to take control of strategy, implementation and delivery. From website design, search engine optimisation (SEO) and CRM implementation, to Sales & Marketing strategy, Insynth is ready to help you achieve your ultimate aim: Growing your business and getting new specifiers and customers.

eBook Author



eBook Written By Olivia Atkinson
Client Services Manager

Organised. Strategic. On it. Olivia doesn't miss a beat and she is the one that will ensure your campaigns are executed to the highest possible standard.



insynth

Insynth Marketing Ltd
The Mansions
43 Broadway
Shifnal
Shropshire
TF11 8BB

T:01952897097

www.insynth.co.uk

hello@insynth.co.uk