

Special e-Book

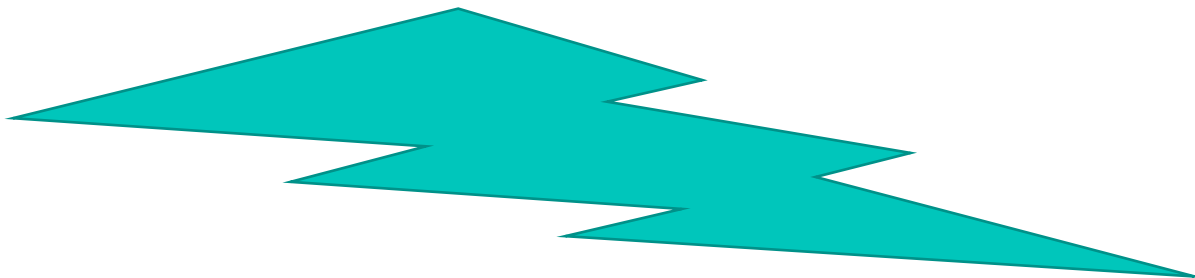
Social Media For Restoration Marketing

The consumers have changed. Our buying public is no longer what it was just five or six years ago! (2014-15) The fact is the world has changed. Face-to-face or in-person networking events, while still happening, aren't they only way to "connect" with prospects.



We certainly do not need yellow pages anymore! In fact newspaper and magazine ads are almost a thing of the past (unless you are a fortune 1000 company).

Even TV and radio ads are only purchased by major franchises and the big boys in their local market. If you ask them, they can't tell you if the money was well spent – so the ROI is questionable.



DIGITAL

Enter – the new world of Digital Marketing as it exists in 2020 and the foreseeable future! It's been in place for about 8 - 10 years, **but only in the past year or two has it dominated virtually every aspect of our lives.**

From political posts and tweets, to testimonials, to simple bragging by marketers, it has taken over our business and personal lives.



How effective are your posts on Facebook, Twitter, Instagram, and others?

**What you are
about to read on
the next page
will stun you!**



PLATFORMS

Today, you can very precisely target specific audiences, partly through social media ads and partly by the platforms you choose to use (Facebook, Twitter, Parler, LinkedIn, Pinterest, etc.). Facebook has 2+ billion users worldwide, but **very few marketers realize that their Facebook post on their business page only reaches about 2% (yes that's 2 percent) of their followers.** This is because Facebook shows so much junk to your followers, they can only present your post to just a handful of your page followers! (If you have 1000 FB page followers, that means on any given post only 20 (or less) see the post!)



**There is a way they can see more, but you have to get them to choose those options!*

Twitter is similar, but your tweet can be seen by whomever follows you, if they choose to scan the feed. NOTE: You can use [TweetReach](#) to see those numbers. (You will be very disappointed)! From a purely business approach, LinkedIn delivers the most direct exposure of your posts to your followers.



SPENDING MONEY

Our clients ask us all the time if they should spend money on targeted ads on FB, Twitter, Pinterest, or LinkedIn. Yes, but. When you choose to place Facebook ads, but sure they are very targeted – and only spend a few dollars for a few days to see the response.



That's throwing away money! It's far more effective to spend FB money on a targeted ad to get more business page likes because you can narrow your reach to almost exactly those you want to follow you! (Not as simple if you are trying to reach a national audience, but great for your local community).

DO NOT SPEND MONEY TO BOOST A POST! You are throwing your money down the toilet!



NO CHOICE

Engaging in Social Media for restoration marketing needs to be intelligently posted and well thought-out. **DO NOT POST ADVERTISING** (unless you are doing it with a targeted ad on Facebook). It's as important today for visibility and exposure as it was 20 years ago buying yellow page ads for the phone books.



Twenty or more years ago, the company I managed, was buying yellow page ads in all the surrounding phone books – paying YP about \$2,000 a month! Oddly, today, that same company balks at paying \$500 to promote their company on social media.

BE WISE

I can't begin to cover even 1% of the [info you really need](#) to know to properly run a social media campaign for your restoration company. I can suggest you read "social media" books such as "One Million Followers in 30 Days" and "Social Boom," both of which give you a good perspective on ways you can be effective and affordable in your social media marketing.



Still need questions answered? Call me now: Dick Wagner 419-202-6745



[By Dick Wagner, Co-Founder The CREST Network, LLC](#)

[Nationally recognized coach, consultant, trainer, and speaker](#)

[Creator of the renowned PREP™ pre-disaster program](#)

[Owner of AskDickWagner.com BLOG](#)

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