

IMPROVEMENT MARKETING - PART 2:

GETTING THE VERANDA SALES BALL ROLLING ON FACEBOOK = 1700% ROI

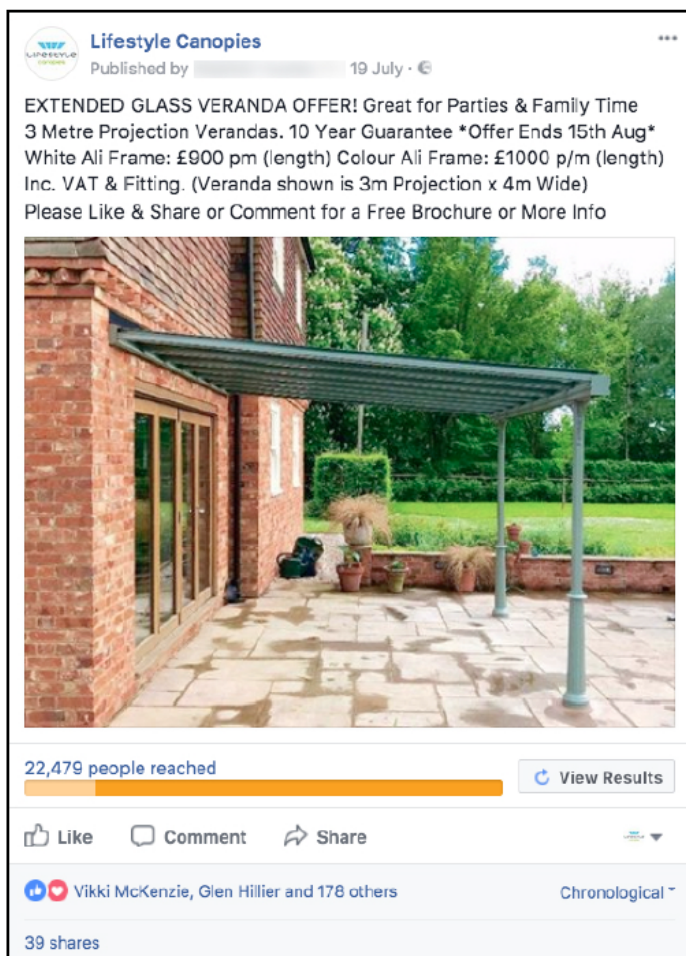
Most businesses have a Facebook Page and they post information, offers and photos of their work, which is easy to do and because there are now around 2 billion people using Facebook, chances are, your customers or their friends and family are on Facebook too.

Because of the way Facebook works, and because they make their money through selling advertising, unless you spend money to promote your Posts, only a very small percentage of the people who like your Page, will actually see your Facebook Posts.

This article details how I helped Lifestyle Canopies (LC) get their Veranda sales ball rolling on Facebook, to give you ideas for improving Facebook Post Response.

The Lifestyle Canopies Facebook Page went live on the 17th July 2017 and we started posting a few photos and updates... each post reached less than 20 people.

2 days later we 'Boosted' (Paid Facebook to show the Post to more people) the Post shown below, with a budget of around £7.40 per day, which ran for 27 days and during that time, the post reached 22,479 people.



Lifestyle Canopies spent £200 Boosting their first Facebook post and sold their first Veranda for £3600 (+vat) - a 1700% Return on Investment.

Here are some other numbers to take into consideration regarding this Facebook Post:

- Site Surveys: **2**
- Quoted Value: **£14,600** (£11,600 still open)
- Brochures Posted: **7**
- Digital Brochure sent via FB Messenger: **30**
- Post Shares: **39**
- Post Likes: **178**
- Page Likes: **98**
- Website Hits from FB: **32**

Because of the way this is set up, there are lots of things we can now do, which may lead to more sales from this initial investment of £200.

We have the email and postal addresses and the ability to direct message, or show more Facebook Ads to all of the people who contacted LC through this advert.

This means we can offer those people other products in the future, very cost effectively - we're not going to spam them, but keep them up to date with what's new that these potential customers might be interested in.

As a result of this Boosted Post, another person was quoted £11,600 for a Veranda, which is still open and may drop at any time.

And of course, when LC do a great job, the customer who bought from them are likely to tell their friends and family, and may even buy more Lifestyle Canopies products in the future.

Here are 5 Top Tips to improve the response of your Boosted Facebook posts and offers:

#1: Created a Custom Facebook Audience - so you only pay to reach people who match a certain criteria. Verandas are not suitable for everyone, so don't pay to show your Posts to people unlikely to respond.

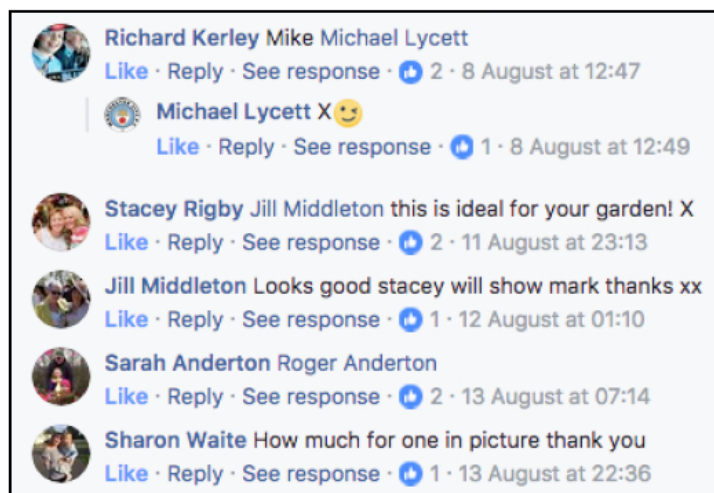
#2: Add a deadline - to get people to take action sooner rather than later - When our Post went live on the 19th of July, the deadline was 31st July and because the advert was generating a lot of interest, we edited the advert, and extended the deadline to the 15th August. *(We also offered a 10% Discount, with a deadline, to the people who we quoted during August/Sept and the person who order, did so, 2 days before the deadline date.)*

This article was written for Milwood Group Trade Partners by Leonardo Wood, who donates his marketing advice to give you ideas for generating more customers & sales.

#3: Ask people to Like & Share your Post - this helped us get over 200 Likes/Shares, which made the post go viral, so Friends of the people who engaged with your posts will see some of that activity, which in turn will put your post in front of more people, organically, meaning it's additional free promotion.

#4 - Offer something free... if they comment. We offered a Free Brochure, but instead of posting a link that anyone could click without engaging with us, we asked people to Comment to receive it. This allowed us to Send them a Private Message, with a link to our Brochure, on our Website. In our Private Message, we then asked them for Email/Postal address, sizes/if they wanted a free site survey - Comments also go viral too.

#5: Respond to Comments promptly - a member of the Lifestyles Team responded in the evenings and weekends, until I found a great tool for automating replies to FB Comments – see www.ManyChat.com



The image above shows a sample of the comments. People are tagging their friends and asking for brochures/prices, but as mentioned above, all of the conversations was messaged direct to their Facebook Message Inbox, so we were able to have more private conversations with potential customers.

As a side note, sometimes it is necessary to reply to people publicly, for example: someone said they could not afford a Veranda because Verandas are expensive... so we replied publicly to say that prices have come down a lot in recent years, Verandas are affordable.

We did not want people to read that 'expensive' comment and immediately switch off assuming that all Verandas are expensive.

We also had to 'hide/delete' a few silly comments, from people who were being negative about the price.

The Lag Between Enquiry & Sale

As with most home improvement purchases, there's a lag-time, between generating a Lead and converting that Lead into a Customer.

In this campaign, the order/deposit was received around 7 weeks after the initial enquiry was placed, so around 6 weeks after the first Boosted Post ended.

We didn't wait until we received an order, before boosting more Posts. The response to the first Boosted Post was very positive, so we've Boosted 2 more since.

It's early days because of the Sales Lag, so there are no other orders yet, but in the 6 weeks since, we've spent another £400 and generated the following:

- 26,000 people reached
- 60 Digital Brochures Sent
- 18 Brochures Posted
- 7 Quotes Totaling £39,928

We also have dozens more people we can market to, in the coming weeks, months and years ahead as a result of our latest Boosted Posts.

Until recently, I had only used Facebook to help support other marketing activities, involving Google, Email or Direct mail, so I had not been in a position to test Boosted Facebook posts for Home Improvement firms.

Working with Lifestyle Canopies has given me a great opportunity to get my teeth into using Facebook to connect with Home Owners.

It's early days for this Facebook campaign, but we feel the numbers are looking promising and we'll be continually testing Boosted Facebook Posts and tracking results.

If you agree, give it a go yourself, follow what we've done, use the tools I have mentioned and check out information that Facebook provides about advertising.

If you need any help getting started, I will soon be providing some training to guide you and your team.

For more information, go to [redacted] & download my Free iMarketing Guides... as soon as my training is available, I will let you know.