



SMART SOCIAL MEDIA MARKETING

**for Residential
Builders**



Hi, I'm Jodine

I help business owners show up confidently and consistently online to build buzz around their business.

- I've been using social media as a marketing tool since 2009
- I'm the host of The Social Smarty Show podcast
- I have worked with thousands of business owners & professionals



Workbook:

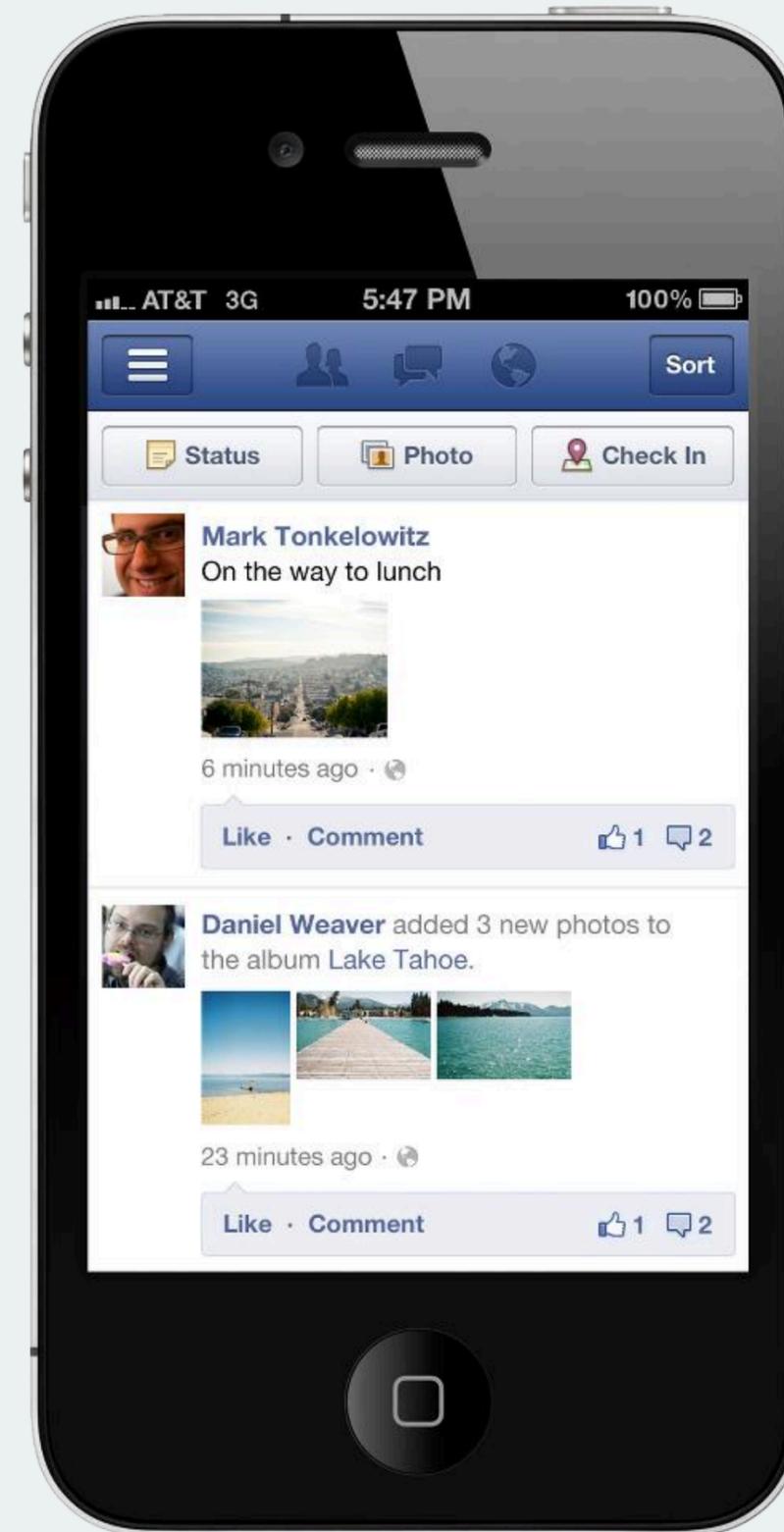


One

***Social Media
Has Changed.***

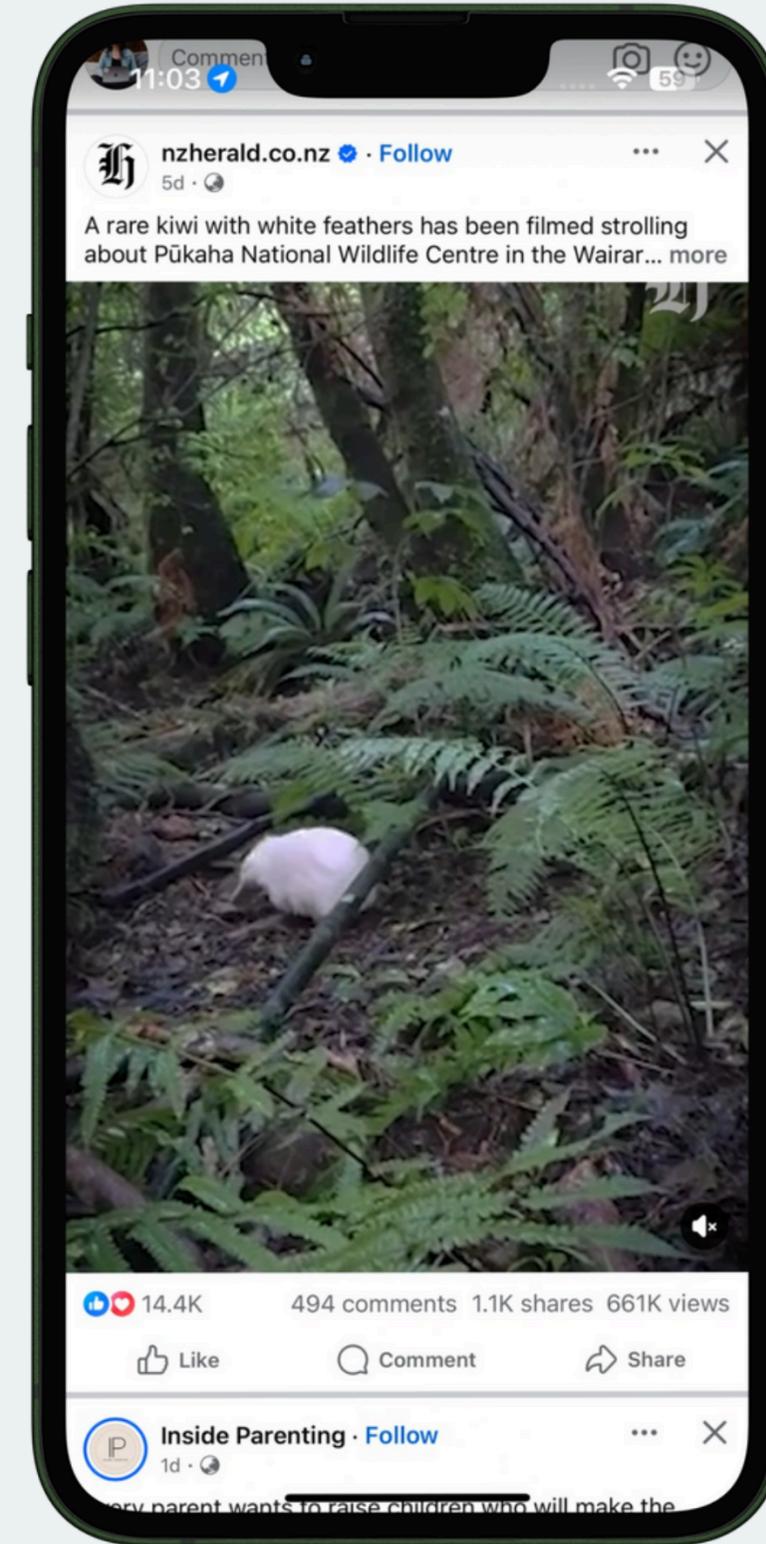
The 'Old' Feed

- Posts from friends, family, and pages you followed
- Focus on connection and community
- Mostly in chronological order
- Easy to reach your audience
- (if they followed you, they generally saw your posts)



The 'New' Feed

- Content from creators you don't follow
- Sorted by relevance, not timeline (algorithm-based)
- Prioritises entertainment, not updates
- Reach is earned, not guaranteed - even from your own followers



So What?

- You might be posting great stuff... and still barely getting seen
- Even your followers won't see your posts unless the platform thinks they'll care about it
- Social media won't work if you treat it like a noticeboard
- But when you know what the platforms are looking for, it starts working for you

***So what do the social media
platforms actually want?***

The Platforms Want:

- Content that grabs attention straight away
- Content that keeps people watching, scrolling, or reading
- Content that makes people do something (like, comment, share, save)
- The longer someone sticks around, the more your content gets shown

What This Means For You:

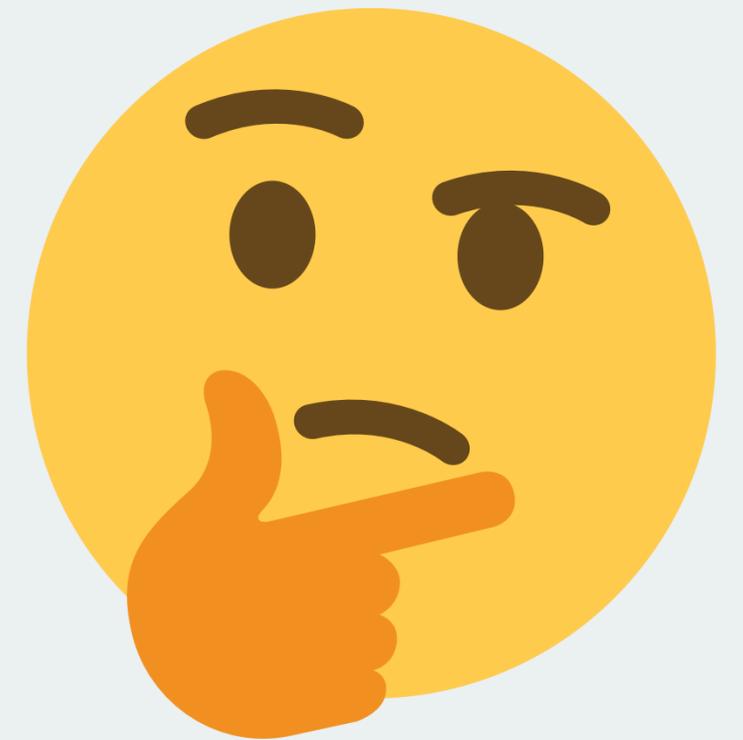
- You're not just competing with other builders
- You're up against home reno reels, DIY hacks, and viral videos
- Good work isn't enough - you've got to show it in a way that stops the scroll
- The good news? You've got plenty to work with - you just need to share it the right way

So...

If reaching your followers is not guaranteed...

And attention is how you get seen...

Then how do you get in front of the right people?



Two

***Be Searchable,
Not Just
Scrollable.***

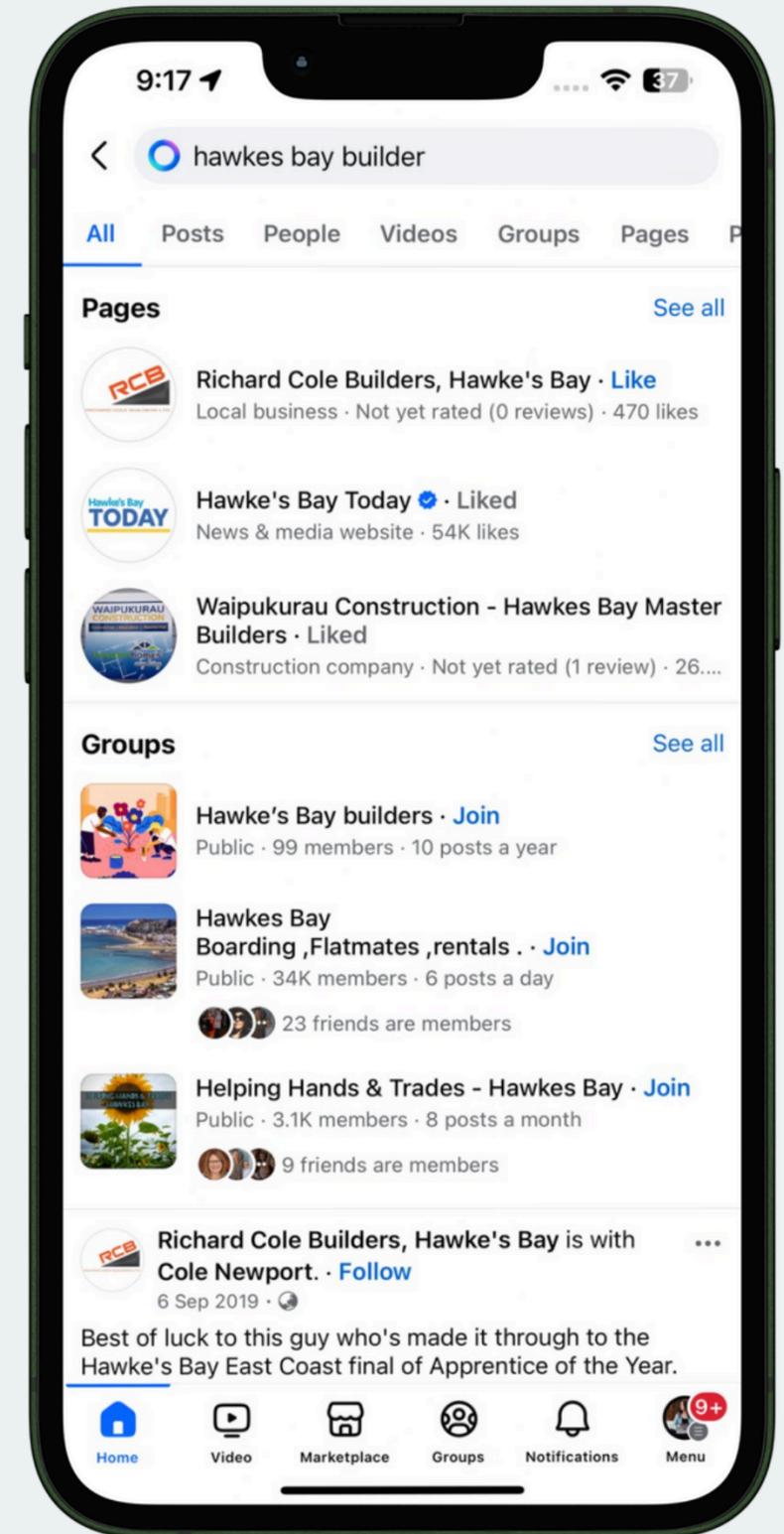
***Social media isn't just for
scrolling - it's a search
engine too.***

People Search Social like they use Google

- They're looking for local builders by typing things like "bathroom reno Napier", "builder Hawke's Bay", or even "deck ideas" into the search bar
- They're looking for businesses to contact and content to check out
- They want to see real projects, real results, and if you're the right fit

What gets you found?

- Your **account / page name**
- Words in your **captions** (including **hashtags**)
- **Text in your videos** (especially Reels and TikTok videos)





Search Facebook



Waipukurau Construction - Hawkes Bay Master Builders

369 likes · 439 followers

Reviews Followers Photos More



Waipukurau Construction - Hawkes Bay Master Builders

369 likes · 439 followers

Posts About Mentions Reviews Followers Photos More

Intro

Waipukurau Construction is a trusted family business with 30+ years' of experience, operating Hawke's Bay wide. We specialise in resizing, custom homes, and commercial builds, offering reliable,

<https://www.facebook.com/photo/?fbid=1322541322545582&set=a.591901538942901> needs

Posts

Filters

Waipukurau Construction - Hawkes Bay Master Builders

7 August at 15:18 ·



FV Design + Build

517 likes · 563 followers

Message Like Search

Posts About Mentions Followers Photos Videos More

Intro

Contact Francis on 021 577 082 E mail francis@fvdab.co.nz
Check out our website: www.fvdesignandbuild.co.nz

Page · Company

Posts

Filters

FV Design + Build
8 August at 14:07

What an unforgettable night at the 2025 Waikato Master Builders House of the Year Awards!...
See more

iPhone Mirr

Search results

Filters

- All
- Posts**
- Recent posts
- Posts you've seen
- Date posted ▾
- Posts from ▾
- Tagged location ▾
- People
- Videos
- Marketplace
- Pages
- Groups
- Events

Registered Master Builders Association is with **Redmond Builders**.
 8 July · 🌐

Redmond Builders are next up in our 'Out of the Box' series for their impressive Hawke's Bay build, which won the National Special Award at the 2024 House of the Year Awards.

Set between the Tukituki River and a man-made lake, this sculptural home splits into two distinct forms – living and sleeping. Clad in Corten steel and in-situ concrete, the bold exterior gives way to moody black interiors, oak-lined bedrooms, and floor-to-ceiling sliders that open to panoramic views. With sustainable features and a 7-metre kitchen bench anchoring the living space, this home is as functional as it is unforgettable.

Explore the full home at <https://houseoftheyear.co.nz/houses/2024/ec-11975-6-10/>



Use their words, not yours.

- Don't just use industry jargon - think like your customer
- Speak the way real people search - not how builders describe things
- Use simple, searchable language: “deck build” not “timber platform installation”

Quick ways to get found:

- Update your page/account name to include your service and location
- Use simple, clear words in your captions (e.g. “kitchen renovation Hastings”)
- Add relevant hashtags your audience might search
- Use on-screen text in videos or captions
- Think: “What would my ideal client type in the search bar?”

***There's somewhere else
your target audience is
searching for you...***

In Facebook Groups

- Post in key local groups at least once (or once per service) - especially the ones where locals ask for tradie recommendations
- Use clear keywords in the text - don't rely on images alone
- These posts can keep bringing you business for months or even years
- A well-written post in the right group is like a mini Google listing

Facebook Groups Post Example:

 Daniel Cloete
10h · 🌐

Feel free to also contact us on:021 774 328



**ARE YOU A HOMEOWNER?
LOOKING TO WARM UP YOUR HOME?
SAVE THOUSANDS
ON INSULATION!**

GOVERNMENT SUBSIDY COVERS 80-90% FOR ELIGIBLE HOMEOWNERS

- FREE assessment by D.J.C Solutions
- Automatic qualification if you have a Community Services Card, SuperGold Combo Card, or a qualifying address
- Fast, local, professional service

CONTACT US NOW TO CHECK IF YOU QUALIFY!

Daniel Cloete
Email: solutionsdjcgmail.com
HOMEOWNERS ONLY · IN ALLIANCE WITH PREMIER INSULATION HB

Facebook Groups Post Example:



Corbyn Lukies

14 January · 🌐

Kia Ora Havelock Team! Quick post from me

🌿 **Your Go-To Handyman & Lawn Care Specialist!** 🌿

Hi, my name is Corbyn Lukies, and I'm a hardworking 20-year-old passionate about working outdoors and helping others keep their homes and yards in top shape.

I offer a wide range of services, including:

- ✅ **Mowing** – A clean, even cut for your lawn.
- ✅ **Weed Eating** – Tackling those stubborn spots.
- ✅ **Blowing** – Clearing leaves, grass clippings, and debris.
- ✅ **Edge and Hedge Trimming** – Sharp, tidy edges and perfectly shaped hedges.
- ✅ **Firewood** – Cutting, splitting, or stacking.
- ✅ **Gardening** - Weed removal / spraying and planting
- ✅ **Any Physical Job** – If you need something done, I'm here to help!

👉 I'm all about:

- ✓ A positive attitude and a strong work ethic.
- ✓ Attention to detail to ensure your satisfaction.
- ✓ Honest, reliable service tailored to your needs.
- ✓ Competitive pricing around Hawkes' Bay

If you're looking for someone who's passionate, dependable, and ready to tackle your outdoor projects, I'd love to help! Contact me today for a free quote or to discuss your needs.

📞 Call/Text: 027 276 5977

✉ Email: Corbyn8608@gmail.com

Located Havelock North but will travel to help you and your needs. Currently going door-to-door trying to meet you all and offer my help, Always happy to chat and help so don't be a stranger 😊

Let's make your yard and home look its absolute best! Pm me today. Cheers Team!

Three

***Types of
Content Every
Business Needs.***

***The secret to good content
isn't more of it - it's getting
the mix right.***

Every post should have a job.

- If you're just posting to tick a box... it's probably not working
- Content works best when it has a clear purpose
- Each post should do at least one of these:
 - Help you **get discovered**
 - Build **trust and credibility**
 - Encourage people to **engage with you**
 - **Sell** a product, service, or offer

EXPERT

Show what you know.
Share tips, insights, and
experience to build trust
and credibility.

CONNECTION

Help people get to know you.
Share human, relatable
content that connects and
gets seen.

ACTION

Get people engaging.
Ask a question, start a
poll, or invite a comment.

SELL

Make an offer. Share a
service, a free quote offer,
a downloadable e-book, a
weekly email...

Expert Posts.

- Show what you know.
- Share tips, insights, and experience to build trust - including what your clients say about working with you (testimonials).
- Answer the questions people actually ask you.
- Explain your process or how you solve common problems.

Expert Post Ideas:

- Before/after with a caption that explains the project
- “3 things to know before starting your reno”
- “Why we recommend [material/tool/approach]”
- Answering a common client question
- A testimonial that highlights your knowledge or professionalism
- “Here’s how we solved this challenge on site”
- Quick tip: “Always check for X before doing Y”

Expert Post Example:



Hodson Construction is with Mitre 10 New Zealand and 2 others.



7 August at 18:26 · 🌐

We're thrilled to share some exciting news!

At the Master Builders House of the Year Awards for the Cook Strait region, our team took home:

Regional Supreme Renovation Winner

Regional Category Winner and a Gold Award for our Moir Street Project

This recognition is a testament to the passion and craftsmanship that our team pours into every project. A huge thank you to our amazing clients, a.k.a Architecture and all of our trade partners - we couldn't have done it without you.



👍❤️ 45

9 comments 1 share

Expert Post Example:



Coastal Construction Taranaki Ltd. · Follow

30 May 2024 · 🌐



We are proud to announce that we are officially:

Registered Master Builders!

If you are looking for a builder to complete your new home or extensive renovation, we can now offer you the Master Builders Guarantee.

Get in touch with us to build your dream!

[Registered Master Builders Association](#)



33

2 comments 1 share

Connection Posts.

- Help people get to know you.
- Human, relatable content that connects and gets seen.
- Show personality, people, or behind-the-scenes moments.
- Builds connection with current followers and helps reach new people.
- Platforms tend to push this kind of content further because it feels real and engaging.

Connection Post Ideas:

- Meet the team / day on site
- Weekend DIYs or family moments
- Behind-the-scenes during a build
- What you love about your work
- A moment that didn't go to plan
- A personal “why we do this” story
- “5 things about me” style post

Connection Post Example:

B A Fahey Builders
5 August at 19:45 · 🌐

A big Congratulations to Ben O'Connor on finishing his building apprenticeship. 🎉
A great achievement with a lot of hard work and dedication. A bright future ahead for this young man.
You are a great asset to the Fahey Builders team 🙌



101 likes 11 comments 1 share

Like Comment Share

Connection Post Example:



Scott Construction Nelson

30 July at 10:00 · 🌐



Supporting Local: Donation to Electrix Cheer Sport

We're proud to support Electrix Cheer Sport with a donation toward new mats for their athletes.

With a couple of our team members having daughters involved in the club, it was a great community fit — and a chance for us to back the energy, teamwork, and dedication these young athletes bring to the sport.

Over the weekend, the new mats were put to good use at Electrix's annual Nelson competition — the South Island Showoffs. It was awesome to see so many incredible athletes performing, and we were proud to see the Scotts name behind it all.

Backing our people, backing our community. [@electrixcheersport](#)

[#ScottsConstruction](#) [#ElectrixCheerSport](#) [#SouthIslandShowoffs](#) [#CommunitySupport](#)
[#BackingOurPeople](#) [#LocalPride](#) [#StrongerTogether](#)



👍❤️ 21

1 comment

Action Posts.

- Get people engaging with your post.
- Ask a question, start a poll, or invite a comment.
- These posts tell the algorithm your content is worth showing to more people.
- The easier it is for people to engage, the more effective the post will be.
- Great for warming up your audience before a promotion or offer.

Action Post Ideas:

- This or that: “Light or dark kitchen cabinets?”
- Poll: “What would you add to your dream home - walk-in pantry or scullery?”
- Guess how long it took - with a timelapse of a job.
- Finish the sentence: “A bathroom must have _____.”
- Caption this: Share a fun on-site photo and ask followers to caption it

Action Post Example:

D Design Builders
6 May · 🌐

Spot it, snap it, win it! 📷

Have you seen one of our Design Builders signs around Hawke's Bay? Snap a pic and tag us to go in the draw to win 1 of 3 \$100 Prezzy Cards.

You can enter as many times as you like. Just make sure to tag [Design Builders](#) on your post or story.

Good luck!



Sell Posts.

- These are your sales posts - the ones that promote what you offer
- This is where you tell people how to buy, book, or get in touch, request a quote, download an e-book...
- Make it clear what you do, who it's for, and what to do next
- If you never tell people how to work with you... they won't

Sell Post Ideas:

- Book now / taking bookings post
- Offer or promotion with a deadline
- Join our email list / sign up for updates
- Register for an event
- Request for referrals or reviews
- “How to work with us” post
- Break down a specific service you offer

Sell Post Example:

 **RDR Builders Limited**
1 July · 🌐

This summer, we proudly delivered an extraordinary 4-bedroom, two-living residence for our valued clients, showcasing our commitment to timely, budget-friendly excellence. We invite you to discover how our expertise can unlock your next project's full potential.

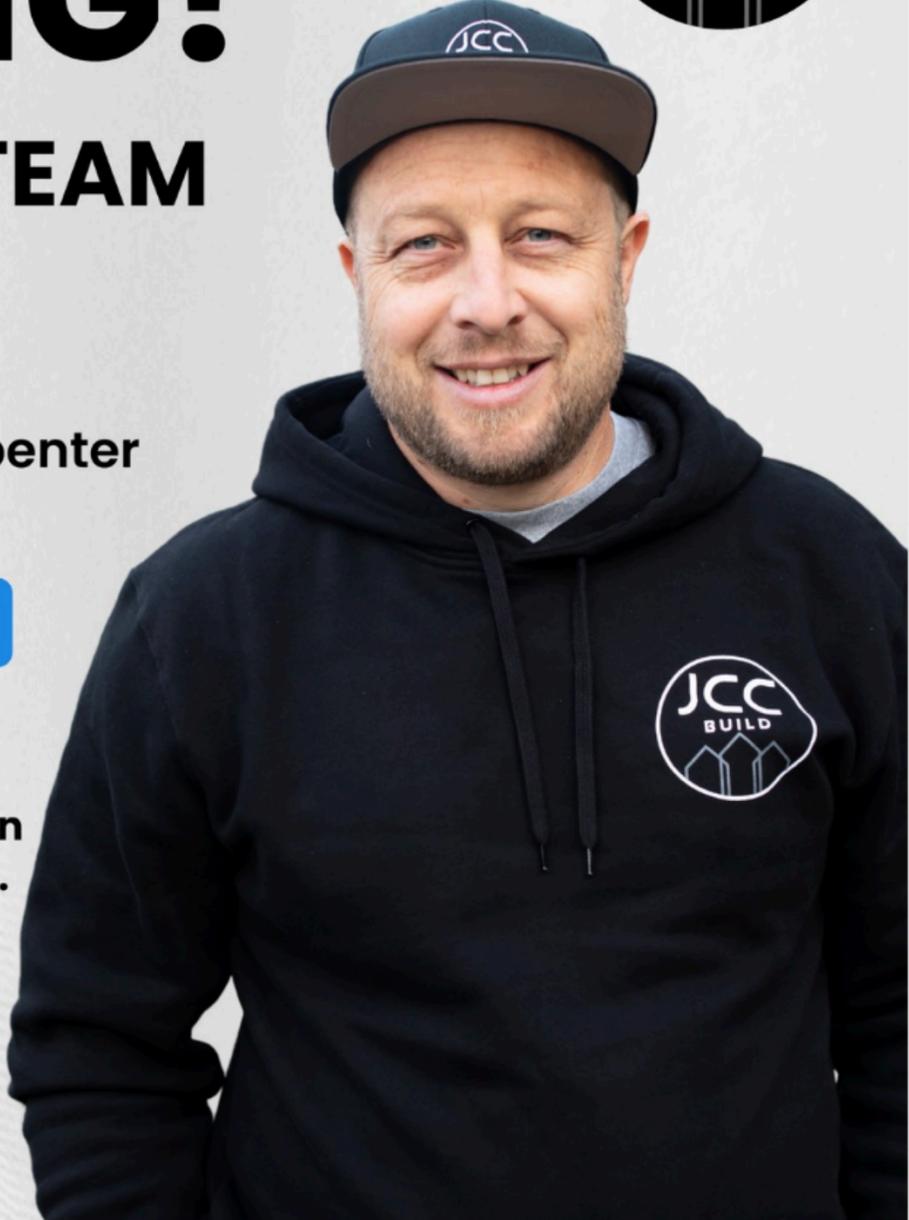


Week 1 Week 8 Handover week
Week 20

  38

1 comment 3 shares

Sell Post Example:



WE ARE HIRING!

JOIN OUR TEAM

Open Position:

- Tradesman or Apprentice Carpenter



Share

See our Trademe listing for the full job description and to apply for this role.

Apply Now



jccbuild · Follow

jccbuild We're hiring (again!) Do you have what it takes? 🙋🏻👷🏻
JCC Build is growing and we're on the lookout for a Tradesman or Apprentice Carpenter to join a site based team. To apply and see all the job details, please check out our Trademe listing (link below).

Apply now: <https://jcc.nz/job6448>

Why consider JCC Build?

- 👉 Opportunity for growth
- 👉 Strong systems and culture
- 👉 Variety of new builds and renovations

Learn more about us: <https://jccbuild.nz/careers>

If you know anyone who might be interested - please share 😊

Listing Link: <https://jcc.nz/job6448>

#Hiring #GreatTeam #Tradesman #Apprentice

2 w

11 likes
15 August

Add a comment... Post

October

MON	TUES	WED	THURS	FRI	SAT	SUN
		1 C	2	3 E	4	5
6 C	7	8 A	9	10 S	11	12
13	14 E	15	16 C	17	18	19
20 A	21	22 S	23	24 E	25	26
27	28 C	29	30 A	31		

***You don't need more content
- just more mileage from the
work you're already doing!***

One Bathroom Reno, Four Posts:

EXPERT

“3 things you should know before starting a bathroom reno” (Include tips based on this project)

CONNECTION

Behind-the-scenes team photo and a caption like “This one was a tight timeline, but the team smashed it...”

ACTION

“Would you choose the round mirror or square mirror?” (with photos of each.)

SELL

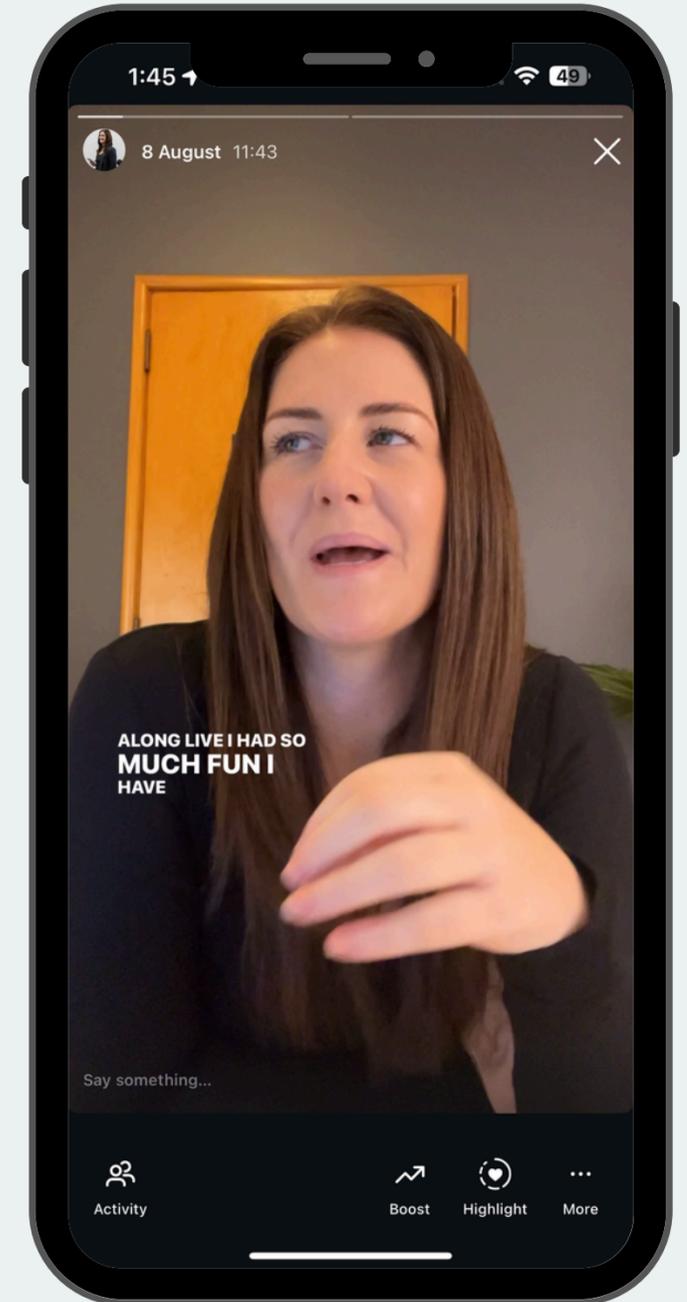
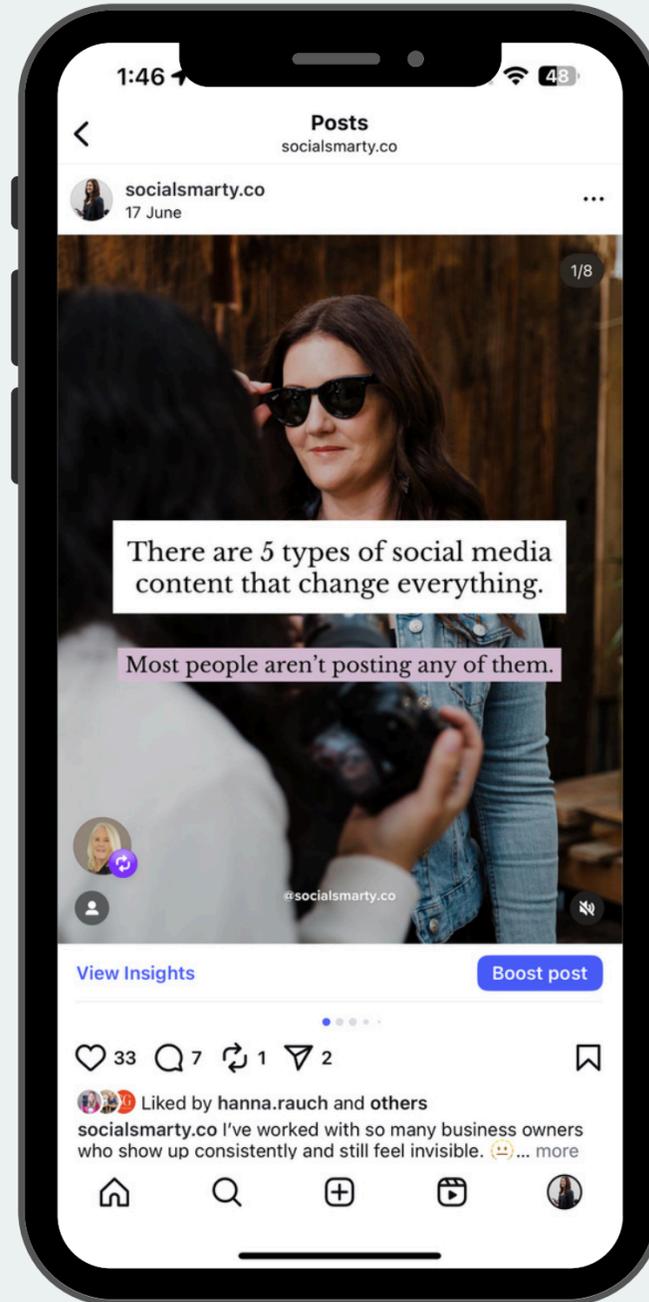
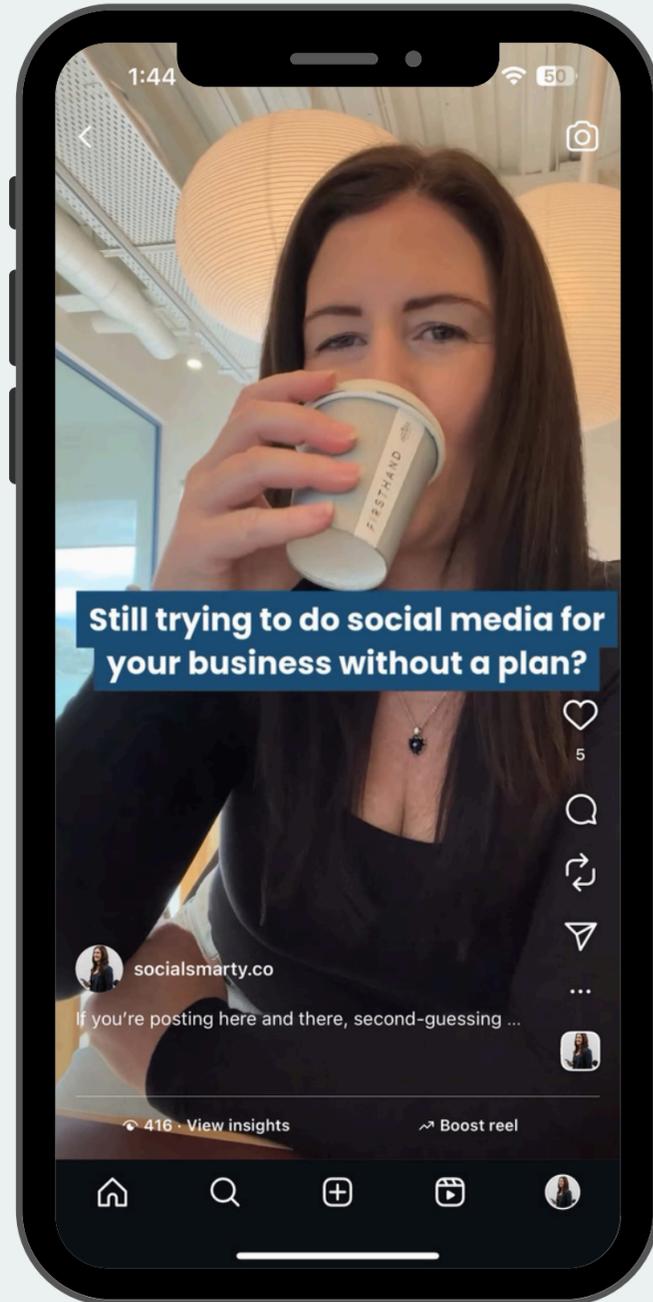
“Want your bathroom to look like this? We’re now taking bookings for October. Call us on X to chat.”

Four

***Use the Right
Format for the
Job.***

***Reels, Posts and Stories all
have different purposes.***

Stories vs. Posts vs. Reels



Stories vs. Posts vs. Reels

- **Reels** → Get your content in front of new people who don't know you yet
- **Posts** → Build your profile, show what your business is all about and help people understand what you do
- **Stories** → Strengthen connection with your followers and keep them engaged

Tips for Great Reels

- Start strong - hook viewers in the first 3 seconds with bold text or a clear visual.
- Use short clips and keep it snappy - 7 to 30 seconds is often enough.
- Add text on screen so it works without sound (many people watch on mute).
- Include a call-to-action at the end - even a simple “Follow for more” or “Check the link in bio.”

Tips for Great Posts

- Have a clear purpose - add credibility, connect, engage or sell (use the ECAS framework).
- Use a strong image or images (carousel) to grab attention and stop the scroll.
- Use an interesting first line (question, bold statement, or mini story) to entice the viewer to read more.
- Break up the text for easy reading - short paragraphs and spacing work best.

Tips for Great Stories

- Keep it real: behind-the-scenes, progress updates, or personal moments build trust.
- Use interactive stickers (polls, sliders, questions) to boost engagement.
- Speak directly to your audience by pretending you're talking to one person.
- Don't overthink it. Stories are meant to be quick, casual, and imperfect.

***Making the most of social
media isn't about trying to
do it all.***

It's about being smart with how you show up.

- Showing up with purpose - not just because you think you should.
- Using formats that match your goals.
- Creating content that helps people find you, trust you, and choose you.