



Constructive 2025



Smart Social Media Marketing for Residential Builders

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www.socialsmarty.co

Making Your Profiles Searchable

How can I make sure my target audience can find me on social media?

Exercise: Identify Your Keywords

List 3-5 keywords your customers might use to find you:

Checklist: Your Username & Page Name

- Your Username aligns with your business name
- Your Username is consistent across platforms
- Your Account Name in Instagram is clear and searchable (keywords)
- Your Facebook Page Name is clear and searchable (keywords)

Profile & Cover Images

Canva is a great (free), graphic design tool for creating/resizing images. Head to www.canva.com to sign up.

Checklist: Your Profile Image (Facebook + Instagram)

- Your Profile Image clearly represents your business (logo is great)
- The resolution is clear and high-quality
- It is sized correctly (900px x 900px works well)
- Your Profile Image is consistent across social media platforms

Checklist: Your Facebook Cover Image

- Your Cover Image instantly showcases your style or what you do
- Is it high-quality and properly sized (851px x 315px) - in Canva use the template called: *Facebook Cover (Landscape)*
- You have included a description, explaining what you do etc.

Your Bio/Intro, Contact Details and Links

Your bio is often the first thing potential clients see. A clear, confident bio helps people quickly understand what your business does – and who it's for.

Bio Formula

[Who you are] → [What you specialise in] → [Reference to being a Registered Master Builder, if applicable] → [How to take the next step]

Exercise: Draft Your New Bio

Checklist: Does Your Bio/About Section...

- Clearly explain what your construction company does?
- Make it easy for your ideal clients (e.g. homeowners, developers, businesses) to know you're the right fit?
- Prompt people to take action (visit your website, request a quote...)?
- Include your key contact details (email, phone, location)?
- Include a link to your website?

Pinned Posts

A pinned post keeps key information at the top of your profile.

Exercise: What Will You Pin?

- Introduction post/About Us/Start Here
- Client Testimonials
- Overview of your Services
- Recent Project Highlight
- Call to Action - invite people to request a quote, download a brochure...

Using Facebook Groups to Get Found

Local Facebook Groups – especially the ones where people ask for tradie recommendations – can be gold for getting in front of potential customers.

These groups are where homeowners go when they want to find someone now and are looking for recommendations they trust.

A well-written post in the right Facebook group can work like a mini Google listing, bringing in enquiries long after you post it. The key is to be specific, helpful, and easy to contact.

How to Find Relevant Facebook Groups

- Search Facebook for the location/s you service plus words like “community,” “residents,” “trades,” “home reno,” “recommendations,” or “buy/sell.” (You can filter search results to just show you Groups.)
- Ask current customers which local groups they use.
- Look for groups where members are active, posts get comments, and people are regularly asking for local service recommendations.
- Join groups that allow business posts or recommendations (check the group rules before posting).

Make the Most of Local Facebook Groups

- Post in key local groups at least once per service you offer
- Use clear keywords in your text (e.g. “Registered Master Builder in Napier” or “bathroom renovations Hastings”)
- Don’t rely on images alone – describe what you do in plain language
- Include a way to contact you (link to your website, phone, or Facebook page URL)
- Share recent photos of your own work (with permission) so people can see the quality
- Keep your tone friendly and approachable – people like to do business with people they like
- Follow up quickly on any comments or messages you receive
- Engage with others’ posts in the group to stay visible and be seen as helpful, not just when you’re promoting yourself

What to Post

Every post should have a job to do. If you're just posting to tick a box, chances are it's not doing much for your business. Content works best when it has a clear purpose.

E C AS Framework (It's e-c as!):

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:

Share what you know to build trust. These posts show your skills and experience through tips, insights, client testimonials, or answers to common questions. They help position you as the go-to in your industry.

Connection Posts:

Let people see the human side of your business. Share relatable, behind-the-scenes content that feels real and builds connection. This type of content often gets more reach because it's entertaining or interesting.

Action Posts:

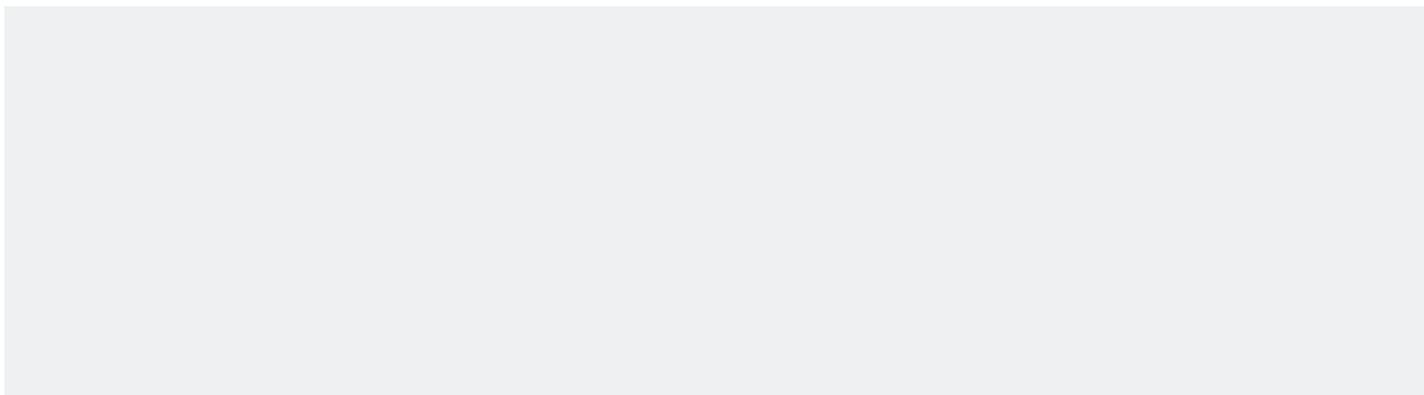
Encourage interaction by asking questions, running polls, or inviting comments. These posts signal to the algorithm that your content is worth showing to more people and they help warm up your audience for future offers.

Sell Posts:

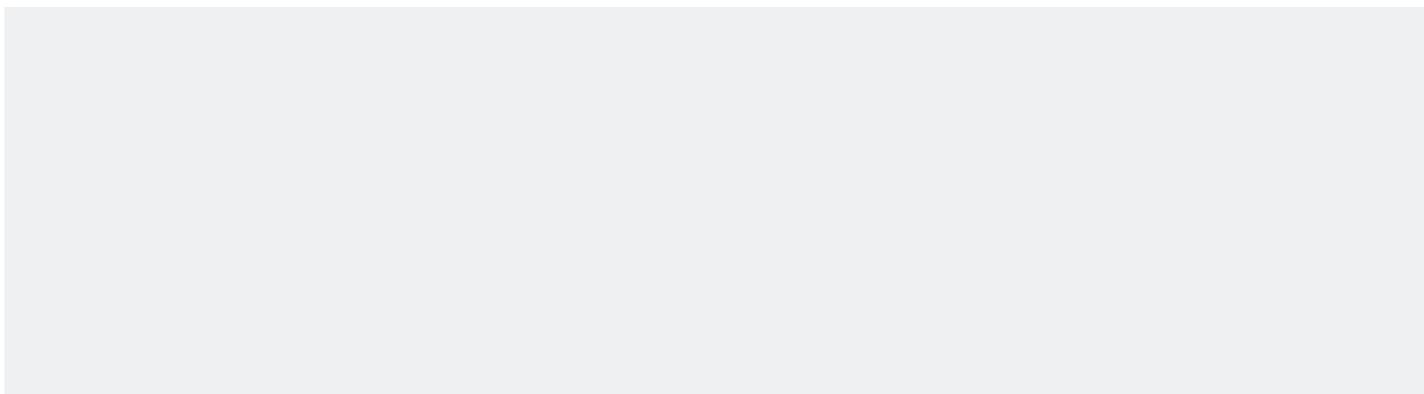
These are your sales posts. Clearly explain what you offer, who it's for, and how to book or buy. If you don't ask for the sale, people may not realise they can work with you.

Post Ideas

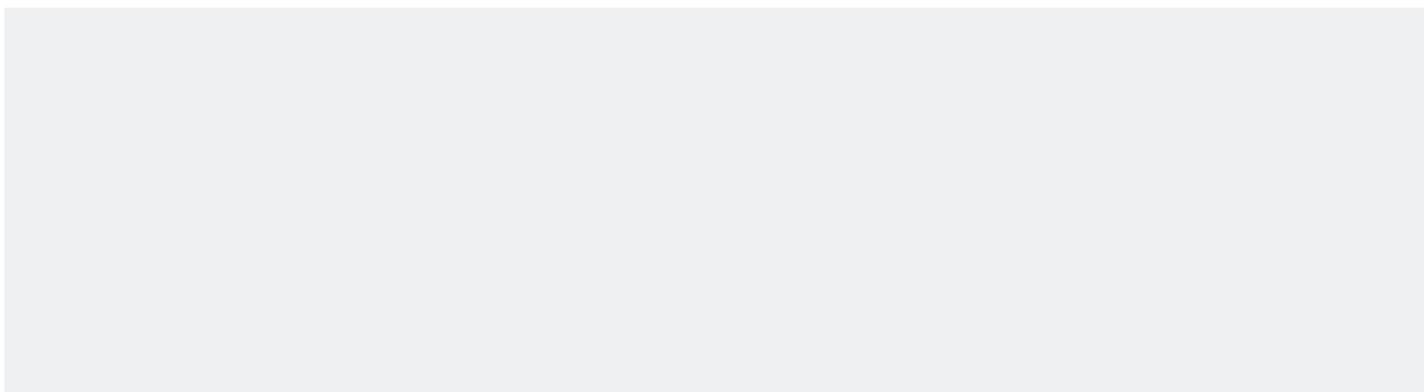
Post ideas that position you as an EXPERT:



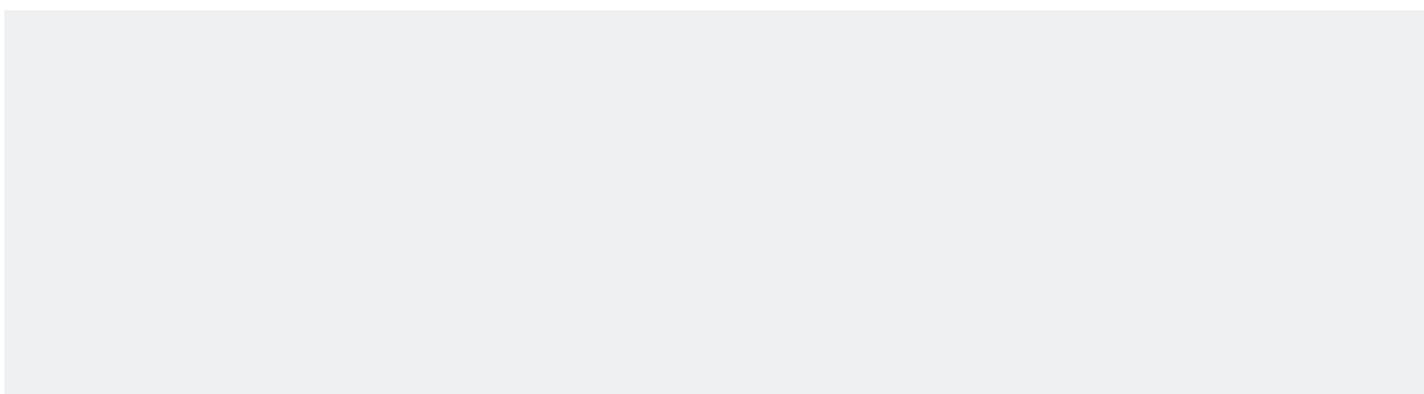
Post ideas that CONNECT with your audience:



Post ideas that drive ACTION:



Post ideas to SELL:



Post Formats: Stories, Posts & Reels

Reels:

Best for: helping brand new people discover you.

Short vertical videos designed to entertain, educate, or inspire. Reels are often pushed to non-followers, making them ideal for getting in front of new people.

Posts:

Best for: building trust and long-term visibility.

Static images, carousels, or text posts that live on your profile. Great for expert tips, testimonials, or promotional content people might scroll back and find later.

Stories:

Best for: quick, personal updates and day-to-day engagement.

Disappear after 24 hours (unless saved to Highlights). Great for behind-the-scenes, reminders, polls, and sharing other people's content. More casual, more frequent.

Your Next Steps

Checklist: What to do next...

- Pick your focus: What platforms and post types will you commit to using?
- Create one piece of content that helps people find you, trust you, or choose you
- Schedule time each week to show up consistently - even if it's just one post or story
- Keep it simple. Review what's working, tweak what's not, and keep going

You don't need to be perfect - you just need to be present.

Every post is a chance to show up, connect, and remind people what you do and how you can help. Keep it simple, stay consistent, and trust that the right people will start to notice. You've got this.

HI,
I'M JODINE
A.K.A SOCIAL SMARTY.

I'm a **Social Media** Trainer, Speaker, Podcast Host
and Small Business Cheerleader.

You've made a great start today, but staying consistent
is where most business owners get stuck. That's why I
created the Social Smarty Society - ongoing support,
tools and training to help you keep showing up with
confidence and consistency.

Inside the Society, you'll get the support, tools and
practical training you need to show up online with
confidence and consistency - **without spending
hours figuring it all out yourself.**

The Social Smarty Society isn't open to the
public right now but **you can jump
in early** thanks to this session.

Visit **www.socialsmarty.co/society-secret**
or scan the QR code to access your
private invitation.

