



PBS

FACEBOOK PLAN

Purple Beagle Digital



ACTIONS

Purple Beagle Digital actions:

- Create 8 social media posts
- Schedule/post on behalf of PBS
- Reshare posts into relevant groups


PBS actions:

So what would we need from you? In short - content!

You're doing the day job. Take pictures of absolutely everything! We can create posts around the process of the job - we can use before and after pictures - we can use pictures of your van from every possible angle - we can upload happy, smiling customer faces if they'll give you permission to use them!

Animals are great for posts too - if you or a customer you're working with has an animal within view - this is social media gold!

A quick email while you're on the job or at the end of the day before you head home with any images and a bit of text explaining what you've done today - and we'll do the rest.





NOTES

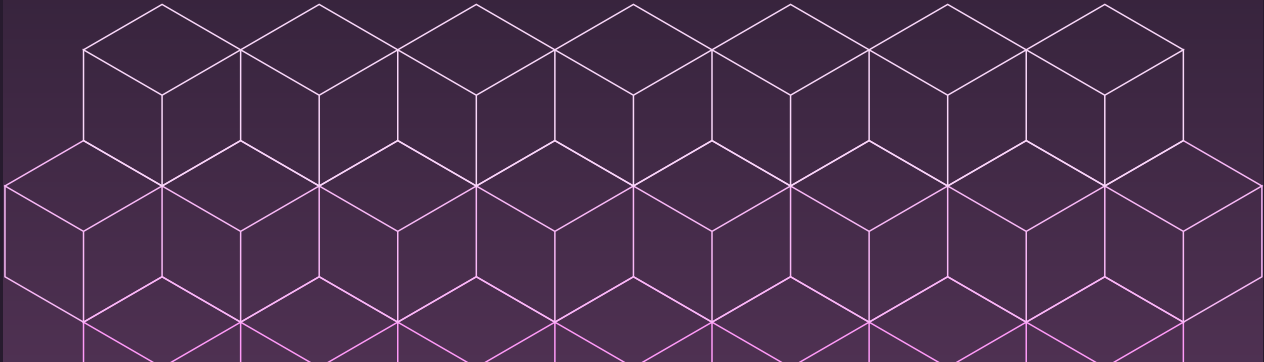
Schedule - see next page

- Green - A post from your public facing Facebook page
- Blue - Sharing of yesterday's post onto local groups to give it a 'second wind!'

Paid boosting:

- None at this time

Additional notes:

- **Negotiated** a 'Lincoln Problems' (satirical local Facebook page) Sponsored Post at no cost (20,000+ followers)
 - Improved Facebook description
 - High quality logo edited for Facebook profile image
 - New Facebook cover photo showcasing completed work
 - Several recommendations made across Facebook in response to locals seeking company recommendations including those on pages for Witham St Hughs and Bassingham
 - Local groups we can share content into:
- 



LOCAL GROUPS

Appropriate / Local Groups we can share your content into:

- Lincolnshire Business Advertising
 - Grantham ♥ Small Businesses ♥ Support Each Other ♥
 - Builders UK
 - UK Business Advertising
 - ADVERTISE YOUR BUSINESS IN LINCOLN UK
 - Fernwood/Balderton/Newark Business page
 - Local businesses in Sleaford and surrounding areas
 - Witham St Hughs Local Information and Whats on in Our Village
 - Lincoln Problems
 - All things Lincoln
 - Skegness and Surrounding Area Business Advertiser
 - Lincolnshire small business ads
 - Fenton and Torksey Lock business and services group
 - East Midlands Business Community Group
 - Collingham Business Community Group
 - Nottinghamshire local business network
- 

EXAMPLE PLAN

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
	<i>1st October</i> Before/After image of a project 9:05am	<i>2nd October</i> Share	<i>3rd October</i> Break day	<i>4th October</i> Break day	<i>5th October</i> Client quote - positive experience 9:15am	<i>6th October</i> Share
<i>7th October</i> Break day	<i>8th October</i> Break day	<i>9th October</i> Highlight of a service - Kitchens 9:32am	<i>10th October</i> Share	<i>11th October</i> Break day	<i>12th October</i> Break day	<i>13th October</i> Technical issue
<i>14th October</i> Technical issue	<i>15th October</i> Technical issue	<i>16th October</i> A quote from yourself (Satisfaction you get from the job) 10:00am	<i>17th October</i> Share	<i>18th October</i> Break day	<i>19th October</i> Highlight of a service - Drains/ soakaway 9:03am	<i>20th October</i> Share
<i>21st October</i> Break day	<i>22nd October</i> Client quote - positive experience 9:10am	<i>23rd October</i> Share	<i>24th October</i> Break day	<i>25th October</i> Highlight of a service - Extensions 10:40am	<i>26th October</i> Share	<i>27th October</i> Lincoln Problems Sponsored Facebook post
<i>28th October</i>	<i>29th October</i> A map showing the areas covered 9:05am	<i>30th October</i> Share	<i>31st October</i>			

EXAMPLE POSTS



**NEED
MORE
SPACE?**

WHY YOU MIGHT CONSIDER A HOME EXTENSION...

- EXTRA ROOMS MEAN MORE SPACE
- BETTER FLOW
- INCREASED PROPERTY VALUE
- BETTER TAILOR YOUR HOME TO YOUR NEEDS
- OFTEN CHEAPER THAN MOVING HOUSE
- MAKE USE OF UNUSED LAND OR GARDEN SPACE
- ACCOMODATES A GROWING FAMILY

Lottie recommends PBS Building & Plumbing



"Couldn't recommend these guys enough.
We're over the moon with our new patio and
path you've done. Thank you!"

GET IN TOUCH

TODAY!

📞 07821958047

✉ PhilBuilding@outlook.com