

## SOCIAL MEDIA MARKETING 101

For Construction, Contractors  
and Design Firms



### Your Complete Guide to Social Media Marketing



Before posting, ask yourself - Is what I'm posting **useful, informative, entertaining or interesting** to my audience or will it help my audience to **connect with me or my brand**?

### Social Media Top Tips



Capture shots of site progress



Create 'how-to' videos that add value to your audience



Document house tours & project completion videos



Utilise questions and polls in Instagram Stories



Highlight customers' testimonials and recommendations



Showcase 'team spotlight' to put a face behind names



Post interior & exterior shots of past projects



Use trending yet construction relevant hashtags





#### About Pencil Rocket

Pencil Rocket is a Melbourne-based content creation house. We help businesses tell stories through social media marketing and video production.






## Social Media Cheat Sheet

Best time to post and recommended image sizes

 FACEBOOK	 INSTAGRAM	 YOUTUBE	 LINKEDIN
<i>Best Time</i> Weekdays between 9 a.m. and 3 p.m.	<i>Best Time</i> Sunday to Thursday between 8 p.m. and 10 p.m.	<i>Best Time</i> Weekdays between 2 p.m. and 4 p.m.	<i>Best Time</i> Tuesday, Wednesday & Thursday between 7-8 a.m. and 5-6 p.m.
<i>Ideal Sizes</i> <b>Image</b> 1080 x 1080 px  <b>Video</b> 1080 x 1350 px  <b>Cover</b> 820 x 462 px	<i>Ideal Sizes</i> <b>Image</b> 1080 x 1080 px  <b>IG Stories</b> 1080 x 1920 px  <b>IGTV</b> 1080 x 1920 px	<i>Ideal Sizes</i> <b>Profile</b> 800 x 800 px  <b>Video</b> 1280 x 720 px	<i>Ideal Sizes</i> <b>Profile</b> 400 x 400 px  <b>Image</b> 1200 x 628 px

## Must Have Tools

For social media management

 Scheduling Tools	 Analytics Tools	 Graphic Design Tools
Sprout Social Later Hootsuite Buffer	Facebook Insights Google Analytics RivalIQ Sprout Social	Canva.com Photoshop Illustrator InDesign

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## The Outcome

Pencil Rocket creates social media & video content for Pascon Group, a Melbourne based construction company specialising in luxury homes.

Within 6 months of working with us, Pascon Group (@pascon\_group) has gotten their very first client from instagram worth \$2.5 Million dollars and have also increased their Instagram followers from 3000 to 10,000 followers in less than 8 months time.



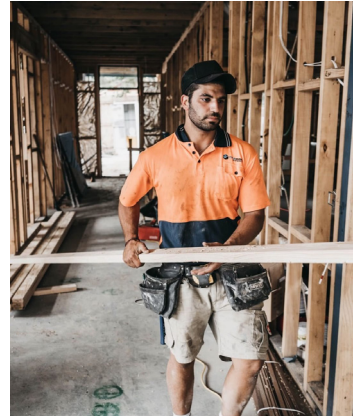
**10,000**  
followers reach  
on Instagram



**\$2.5 M**  
client project won  
from social media



**10%**  
average Instagram  
engagement rate



Click here  
to check out  
social media  
videos for  
construction  
companies



**Inspired to start but not sure how?**  
Let's schedule an exploratory phone call.

**Get Started**

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