



# For Carpet Cleaners

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**PRINT This Out!**

Marketing on Facebook for ANY business is all about story-telling.

If you don't use Facebook already or if you don't like to use it at all then it's probably not a good option for your business. It is NOT a set-it and forget-it type of marketing like SEO or PPC. You have to be a little creative and actively involved at least once per week.

Sid Graef follows these 3 criteria when posting: Make it **Interesting, Educational or Entertaining.**

Focus on developing relationships and gaining trust BEFORE you make and offer or tell them to call you. One 1 out of 5 posts will sell something or have a special offer.

## Examples of Interesting Posts:

Pictures of Local Landmarks, People or Icons.

## Examples of Educational Posts:

1 Minute Video with Pet Stain Cleaning Tips, How To Respond to Emergency Broken Water Pipe, Pictures Of An Unusual Job.

## Examples of Entertaining Posts:

Cute Pictures of Customer Pets, Selfies With Clients, Contests & Giveaways

## **Paid Advertising (aka Boosting)**

If you want to get Likes and build trust you must Boost your posts to a specific audience. Here are a few rules:

Women 35 to 65 seem to be the target audience for our industry.

You want at least 1000 people to see your post everytime you boost.

Prepare to spend \$10 to \$30 per Boost.

Try to Post and Boost at least once per week.

Follow Sid's Facebook Page and See Him in Action: <https://www.facebook.com/swcmt>