

Social Media for a business can be very lucrative when used properly. To begin, let's look at how to use each platform. Understanding how to market on each platform is crucial in maximizing your social media campaigns' success. Let's consider the following examples to help us on our way:



Twitter is like a Saturday night out with your closest friends.



Facebook is more of a family reunion. Think "family fun."



LinkedIn is like going to a business luncheon or virtual conference.



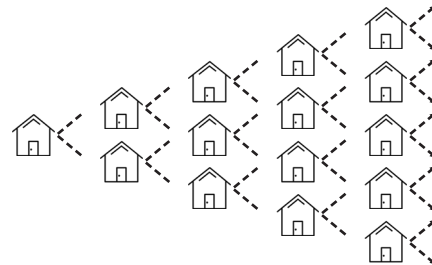
Instagram can act as your company's "Greatest Hits" photo album.



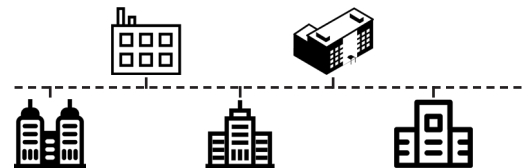
Twitter is a great way to stay in front of people even if you don't put much time and money into it. Post regularly, share others' content, and multiply your followers.



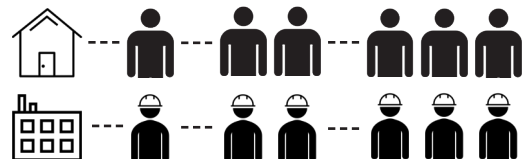
Using Facebook, you can find groups for nearly anything and connect with residential and commercial clients. You can also distribute ads to target very precise demographics.



LinkedIn is great for connecting commercial roofers with new clients and markets. Use private messaging to target hard-to-reach prospects and join groups to promote your company's industry expertise.



Instagram can act like a digital photo album for your company's greatest projects. It will allow you to have a virtual photo album in your back pocket even when working remotely.



Obviously, social media is so nuanced that we can't fit it all on one page. The main message we'd like to convey is to continuously create content. Keep posting. Explore options. See what works and see what doesn't and if you have any questions, the PM marketing team is here to help! Please contact your Regional Manager if you have questions about social media in the roofing industry.