

HERITAGE[®]
BATHROOMS



facebook
A RETAILERS' GUIDE



REACH THE PEOPLE WHO MATTER MOST TO YOUR BUSINESS

Facebook is not only a social tool to communicate with friends and family, it's also the ultimate extension of your word of mouth marketing. For example, one customer 'likes' a picture of your showroom, an event etc, This endorsement then appears in their friend's timeline. When it comes to communicating you're a credible and reliable business to a new customer, there's nothing better than a recommendation from a friend.

You might already have a personal Facebook account but creating a Page for your business is a great way communicate with your customers in an engaging way.

THE BENEFITS

Your Facebook page will make your business:

Discoverable

When people search for you on Facebook, they'll be able to find you.

Connected

Have one-on-one conversations with your customers, who can like your Page, read your posts and share them with friends, i.e. new customers.

Timely

Your page can help you reach large groups of people frequently, with messages tailored to their needs and interests.

Insightful

Free analytics on your Page will give you a better understanding of your customers and your marketing activities.

Here are our top tips for Facebook to get people talking about your business.



SETTING UP YOUR PAGE

First you'll need a personal Facebook account if you haven't already got one. You can create your account at facebook.com. Once you've done that, follow these simple steps to create your page:

1. Go to facebook.com/pages/create.php
2. Choose your page type – You'll want to select Local Business or Place
3. Select a more specific category – In your case 'local business'. It's important to get this right, as users will often search for companies using this field.
4. Fill out the required information and click Get Started.

Keep in mind that your name and category can't be changed once your page is created, so type carefully!

About Section

Here's where you tell your Page visitors and fans a bit about your company. You've only got 2-3 sentences so make sure it's descriptive. You should also include a link to your company website if you have one.

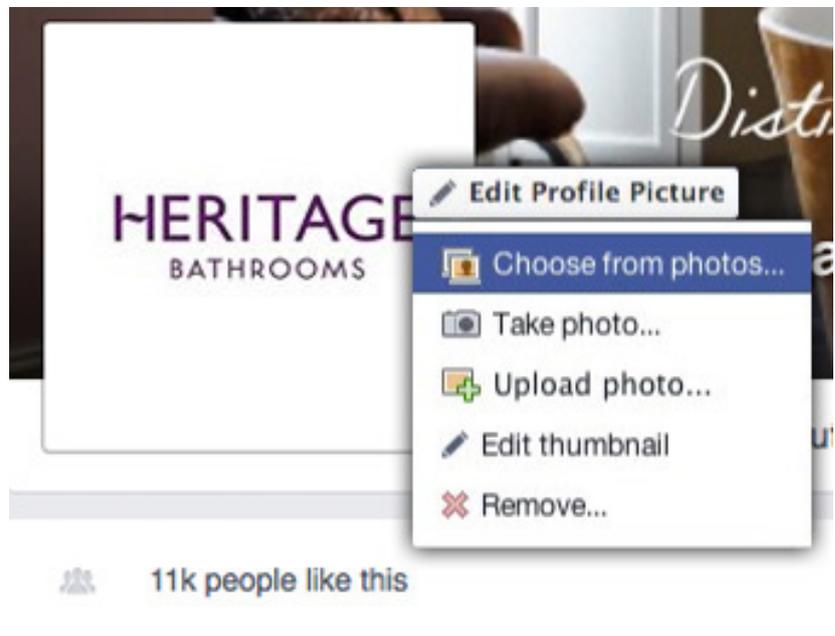
Choosing Your Logo

Facebook will ask you to upload a profile picture page. This picture is what will appear as your icon every time you post a new comment. It makes sense to use your company logo here.

Image dimension:

180 x 180 pixels

It's important to get the dimensions right so you don't end up with only half of your logo on display.



Choosing Your Cover Image

This is the best place to make a real visual impact with your page. You can use this area to show off your showroom or with images of your recent work. You can also include your website link, phone number and email address.

Image dimensions:

851 x 315px

Here's a nice example from 'The Heating Expert'.

There's more info on this and a handy template you can download here.



Here's what we've done with the Heritage Bathrooms page:



Choosing Your Custom Url

When you first create your Page, you can request your own unique web address, for example facebook.com/Heritagebath, which will make your page easier to find.

Top Tips:

To maximise the impact, include this address on your business card and any of your other marketing materials.



Editing Your Page

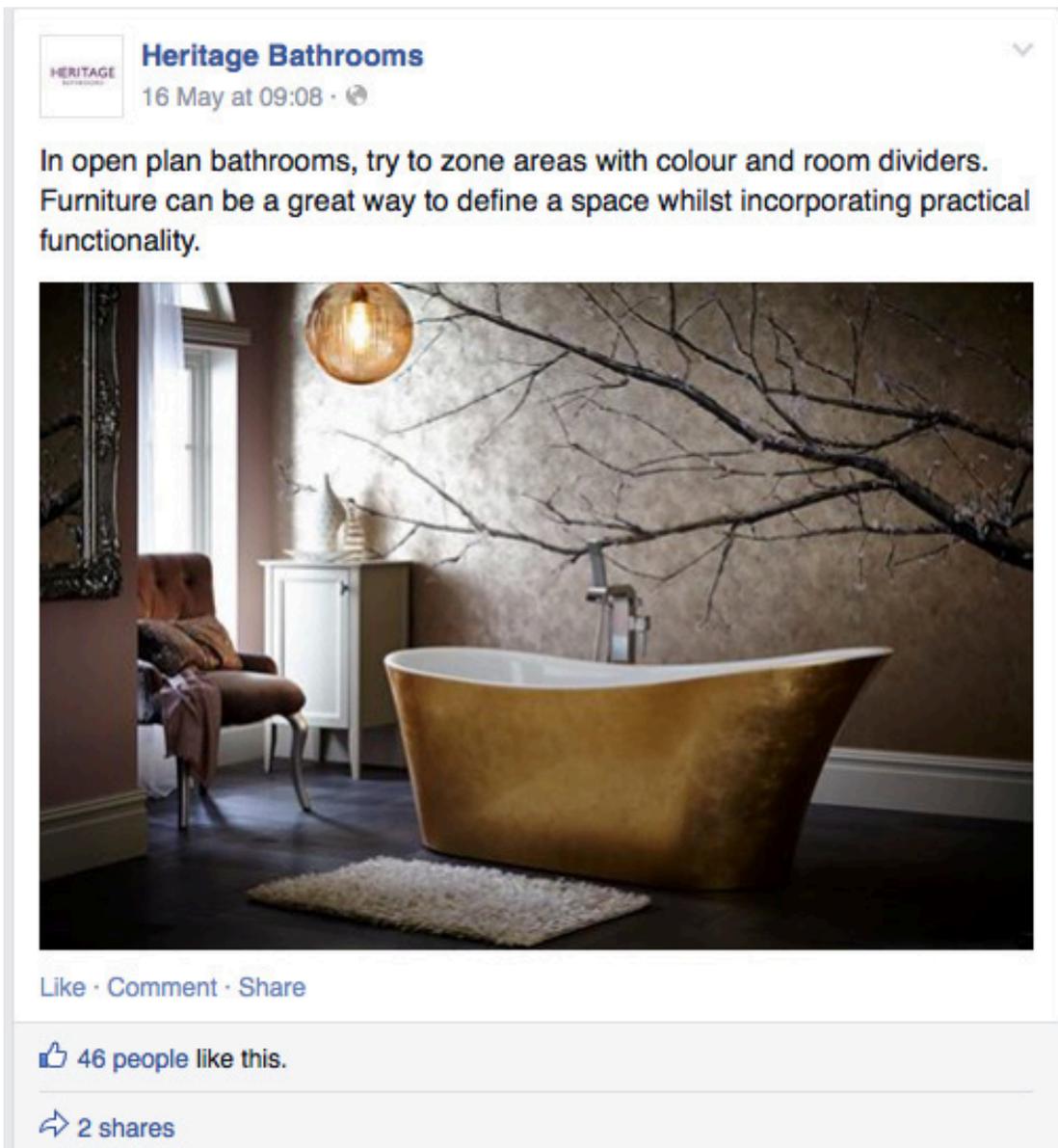
Your admin panel is where you'll manage all your page information and settings. It provides various options to help you optimise and monitor your page so it's worth taking the time to familiarise yourself with this section.

To make changes to your page info at any point just use the Update Page Info button where you can edit everything from your address and phone number to your short page description and your company overview.

Create Interesting Content

Think about what sort of content your customers are going to find interesting. Try experimenting with different kinds of posts to see what your customers respond best to. Do they prefer images for inspiration, information about exciting new products or links to useful content?

Facebook operates using an algorithm called EdgeRank. This means that not all fans see your content. The more a user interacts with your page, the more content they will see. This is in place to ensure that you post relevant content to your audience.



Heritage Bathrooms
16 May at 09:08 · 🌐

In open plan bathrooms, try to zone areas with colour and room dividers. Furniture can be a great way to define a space whilst incorporating practical functionality.

Like · Comment · Share

👍 46 people like this.

➦ 2 shares

If you're still unsure what kinds of content to post consider

Be relevant

Share content that you're genuinely excited about. For example, share pictures of a bathroom you've just designed and perhaps even update this with images of the finished room (with your customers permission)

Be responsive

If someone comments on your post take the time to respond, If you don't have an answer right away; let them know you're looking into it.

Be consistent

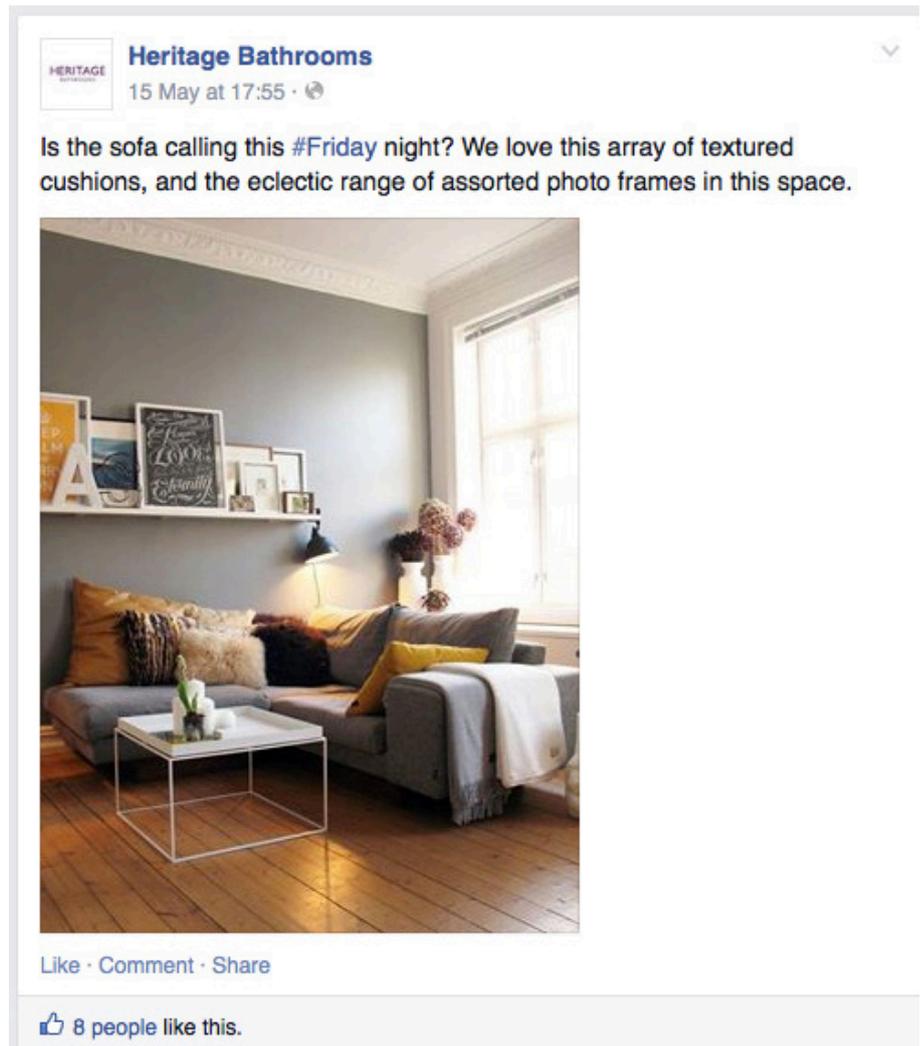
The more you post, the more opportunity you have to connect with people and build that trust. Be consistent; your customers will come to expect a certain amount of posts per week. To begin with aim for 3-5 posts per week, ideally across the week, rather than several posts one one day.

Do what works

If certain posts are getting a better response than others, replicate those posts. As a general rule of thumb, pictures and videos tend to get much better response rates.

Top Tips:

1. Posting content doesn't need to be overly time consuming. Facebook lets you schedule posts in advance so you can prepare your content in advance.



Heritage Bathrooms
15 May at 17:55 · 🌐

Is the sofa calling this #Friday night? We love this array of textured cushions, and the eclectic range of assorted photo frames in this space.

Like · Comment · Share

👍 8 people like this.

2. Join the conversation. Be sure to like other relevant pages, for example your suppliers, and keep on eye on what they're saying. Leave a like or a comment if you've got something interesting to say.

Heritage Bathrooms
15 May at 17:55 · 🌐

Is the sofa calling this [#Friday night](#)? We love this array of textured cushions, and the eclectic range of assorted photo frames in this space.



Like · Comment · Share

👍 8 people like this.

3. Share content from other Pages. It doesn't always need to be your own original content. If you're following other pages, chances are you'll see content that you think will be of interest to your followers. Don't be afraid to share that content, It all helps raise the profile of your business!

Heritage Bathrooms
19 May at 07:50 · 🌐

Inspired by the [RHS Chelsea Flower Show](#) our Tuesday morning inspiration is our Orford bath with this stunning floral wallpaper from [Timorous Beasties](#).



Like · Comment · Share

👍 45 people like this.

↪️ 3 shares

Build Your Audience

Think about how you're going to start connecting with your customers, and then introduce yourself.

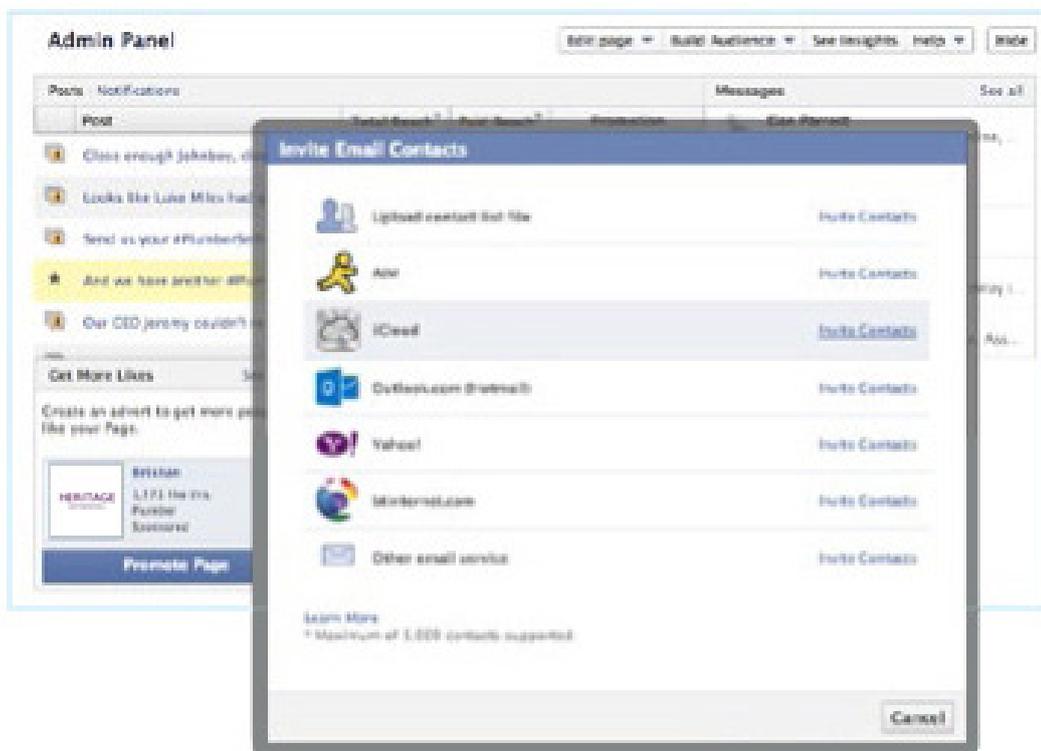
Firstly start encouraging your current customers to like your Page and ask them to write a review of your work on your wall.

It's also worth exploring the options under the Build Audience button:

1. Invite your friends - they're your friends so get them to support you. Having an initial audience helps establish credibility and spread the word right away.
2. Share your page - and make sure you like it yourself! You are the best spokesperson for your business.
3. Invite your business contacts - upload a list to send people an email so they know about your page.

Quality, not quantity.

It's important to remember that it's not about the number of likes. It's far more important to make genuine connections with the relevant



Time To Get Posting!

You can now start posting some interesting content and starting gaining connections.

Remember to keep an eye on our Facebook page for further hints and tips. If you have any questions we'd be happy to help, just get in touch via any of the methods below:



www.facebook.com/Heritagebath



twitter.com/heritagebath



uk.pinterest.com/heritagebath



digital@bristan.com

