

## YOUR ACTION PLAN

# 30 days to a social feed that books jobs.

You just spent an hour learning how homeowners really judge an HVAC company — on Facebook, Instagram, and your reviews, long before they ever call. This sheet is what to actually DO. Print it. Check boxes as you go.

**WEEK 1 · Audit how homeowners see you**

~ 2 HOURS · DIY

- ☐ Open your Facebook & Instagram as a stranger would. Could a homeowner tell what you do, where, and why in 10 seconds? YES [ ] NO [ ]
- ☐ Count your posts in the last 30 days: \_\_\_\_\_ Date of your last post: \_\_\_\_\_
- ☐ Check your Google Business Profile — hours, services, service area, and 10+ recent photos all current? YES [ ] NO [ ]
- ☐ Tap the phone number / "Call" button on every profile. Does it dial on mobile? YES [ ] NO [ ]
- ☐ Count your Google reviews: \_\_\_\_\_ Star rating: \_\_\_\_\_ Date of most recent review: \_\_\_\_\_

**WEEK 2 · Fix trust & start the review flywheel**

~ 3 HOURS · DIY

- ☐ Replace stale profile & cover photos with real photos of YOUR team, trucks, and completed jobs.
- ☐ Set up a system to text every customer a one-tap Google review link the same day as the job. Aim for 1–2 new reviews per week.
- ☐ Reply to every review (including 5-stars) and every comment/DM within 24 hours — speed signals trust to homeowners and to Google.
- ☐ Confirm your NAP (Name, Address, Phone) is identical across Facebook, Instagram, Google, Yelp, and Nextdoor.
- ☐ Pick the 3 platforms you'll dominate first (don't try to win everywhere). Write them: \_\_\_\_\_

**WEEK 3-4 · Build the posting rhythm**

~ 4 HOURS · STRATEGY

- ☐ Plan one week of posts using the **50 / 30 / 20 mix** — educational / trust-building / promotional.
- ☐ Shoot 5 short videos on a phone this week (e.g. "3 signs your AC is failing," "what's in a real tune-up," "day in the life of a tech"). Authenticity beats production.
- ☐ Write the ONE clear call-to-action you'll use on every post: \_\_\_\_\_
- ☐ Set your volume target — 5 feed posts + 2 short videos + daily Stories per week — and schedule them in advance.
- ☐ map your social plan and where you're leaving booked jobs on the table.

## DIAGNOSTIC TOOLS

# Grade your presence. Right now.

Three quick checks you can run today. They take about 15 minutes total, and they will tell you exactly where you stand with the homeowners deciding whether to let you into their home.

## SOCIAL FIRST-IMPRESSION SELF-TEST · Score each profile

Open Facebook · Instagram · Google Business Profile and score yourself 0-2 on each:

1. Posted at least once in the last 7 days?
2. Do your last 9 posts show faces, jobs, or before/after — not just promos?
3. At least one short video / Reel in the last 30 days?
4. Profile photo, cover, hours, and service area all current and on-brand?
5. A clear "Book" / "Call" button or CTA visible at first glance?

# Score yourself: 0-3 = critical. 4-6 = work to do. 7-10 = you're winning.

## THE CONTENT-MIX AUDIT · The 5-minute version

- ☐ Of your last 10 posts, are about 5 **educational** (tips, explainers, seasonal reminders)?
- ☐ Are about 3 **trust-building** (reviews, team photos, behind-the-scenes)?
- ☐ Are 2 or fewer **promotional** (offers, specials, "call us")? Pure promo feeds get ignored.
- ☐ Does every post have ONE message, ONE audience, ONE hierarchy, and ONE call-to-action?
- ☐ Can you say what a lead from each platform cost last month (tracked numbers, Lead Ads, "how did you hear about us")?

## QUESTIONS TO ASK ON YOUR STRATEGY CALL

- Where are homeowners seeing me — and not seeing me — across social today?
- What should my 50/30/20 content mix actually look like for my market?
- How much should I budget for paid social, and what cost-per-lead is realistic?
- How do I prove social is generating booked jobs — not just likes and follows?

### NEED ASSISTANCE?

Contact All Contractor Marketing  
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