

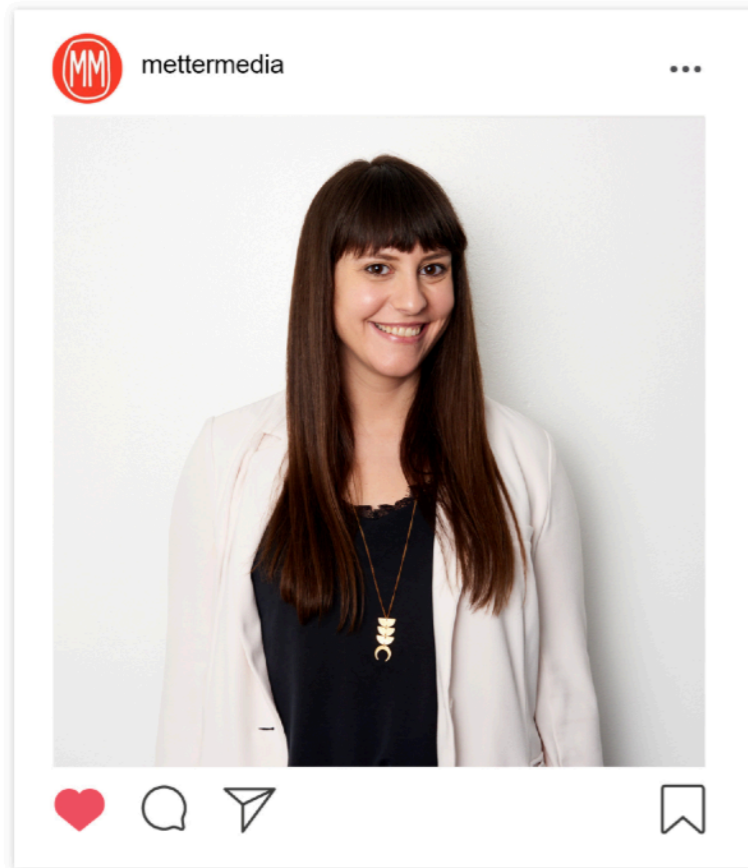


METTER·MEDIA

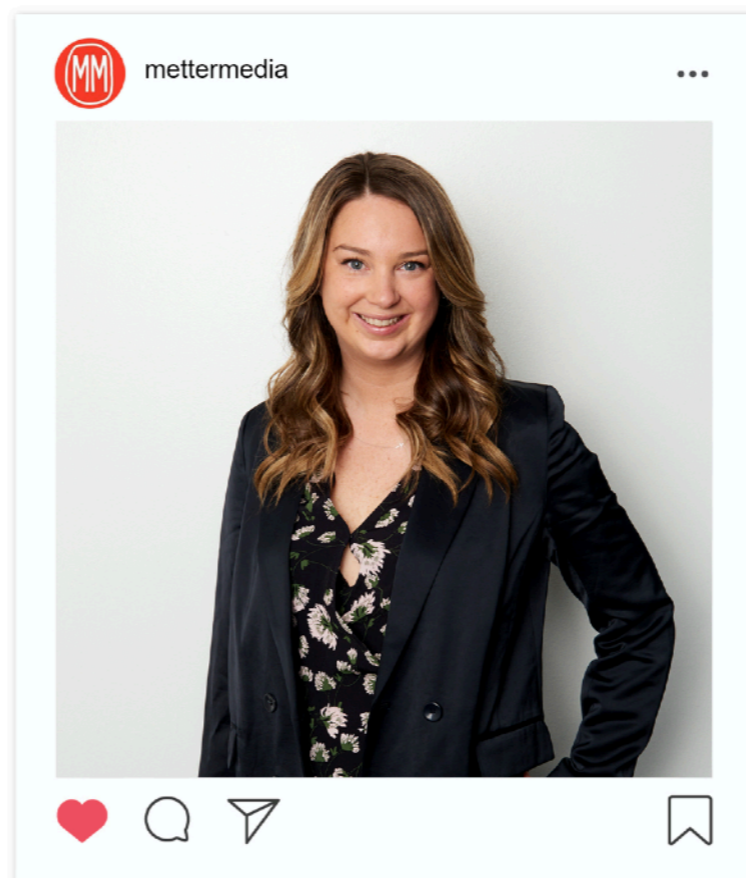
**SOCIAL MEDIA FOR THE REMODELING
INDUSTRY: NAVIGATING THE 'NEW NORMAL'**

FOUNDED IN 2013, OUR MISSION IS TO HELP ALL DIFFERENT KINDS OF BUSINESSES TELL THEIR STORIES ONLINE.

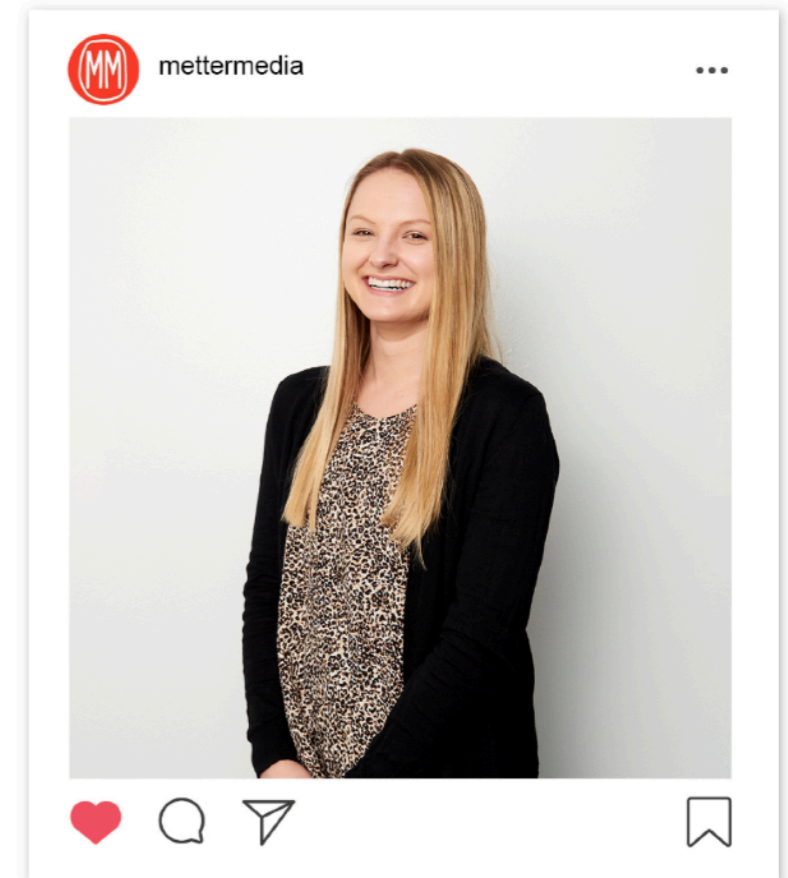
WHO WE ARE



LAUREN METTER
Founder + President
[@haveyoumetter](#)

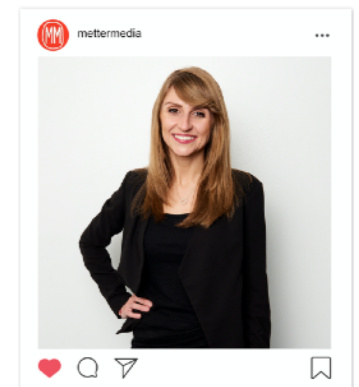
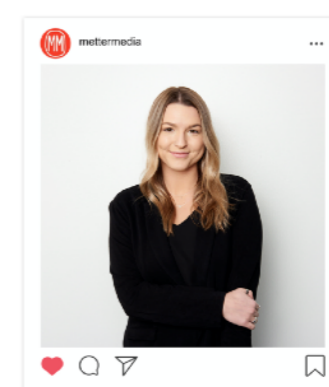
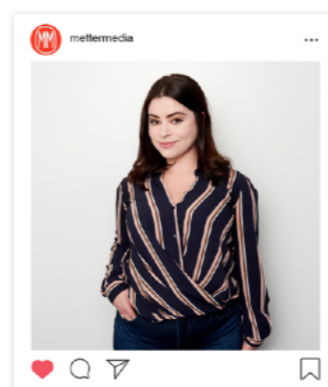
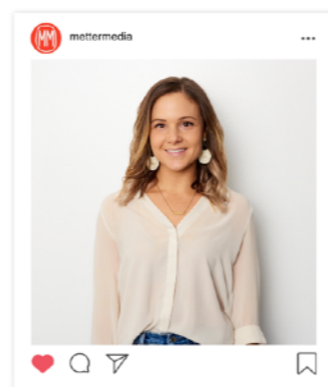
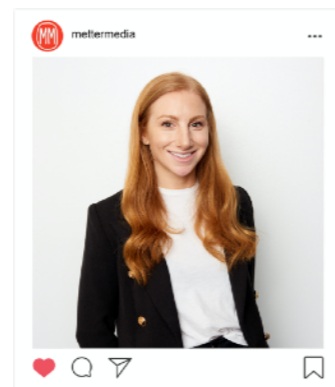


JACKIE MARTINEZ
Corporate Division Director
[@jackiecm1](#)



KATE BERRY
Senior Account Manager
[@k8berry_](#)

+13 team members!



METTER'S TEAM OF 15 WORKS WITH 50+ CLIENTS LOCALLY AND NATIONALLY...



TYPES OF CLIENTS

- Design Industry
- Luxury Home
- Design/Build/Architects
- Real Estate, Developments
- Luxury Residences
- Hotels
- Restaurants
- Insurance
- Tech + Biotech Companies
- Law Firms

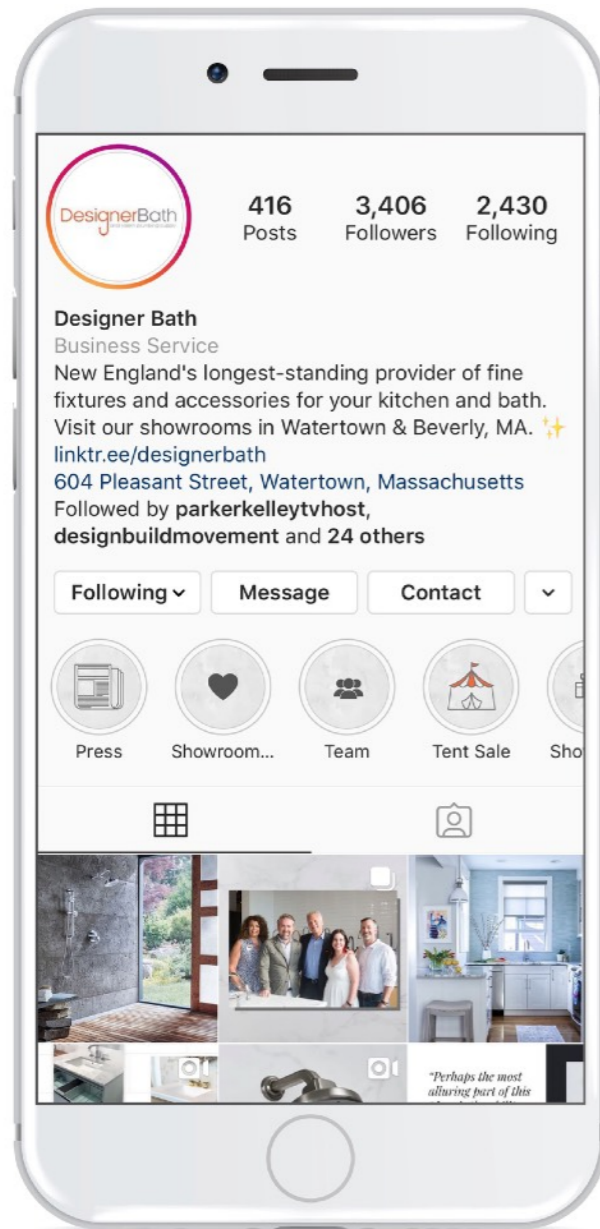
WHO WE ARE



WHAT WE DO

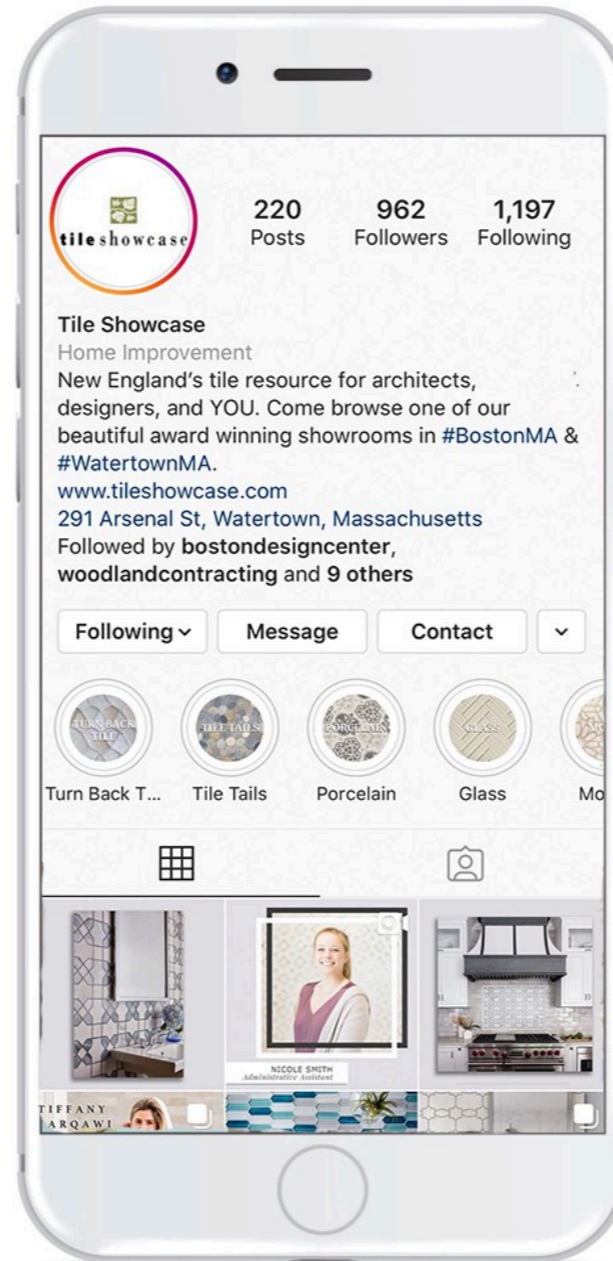
EXPLORE SOME FEEDS WE MANAGE

DESIGNER BATH



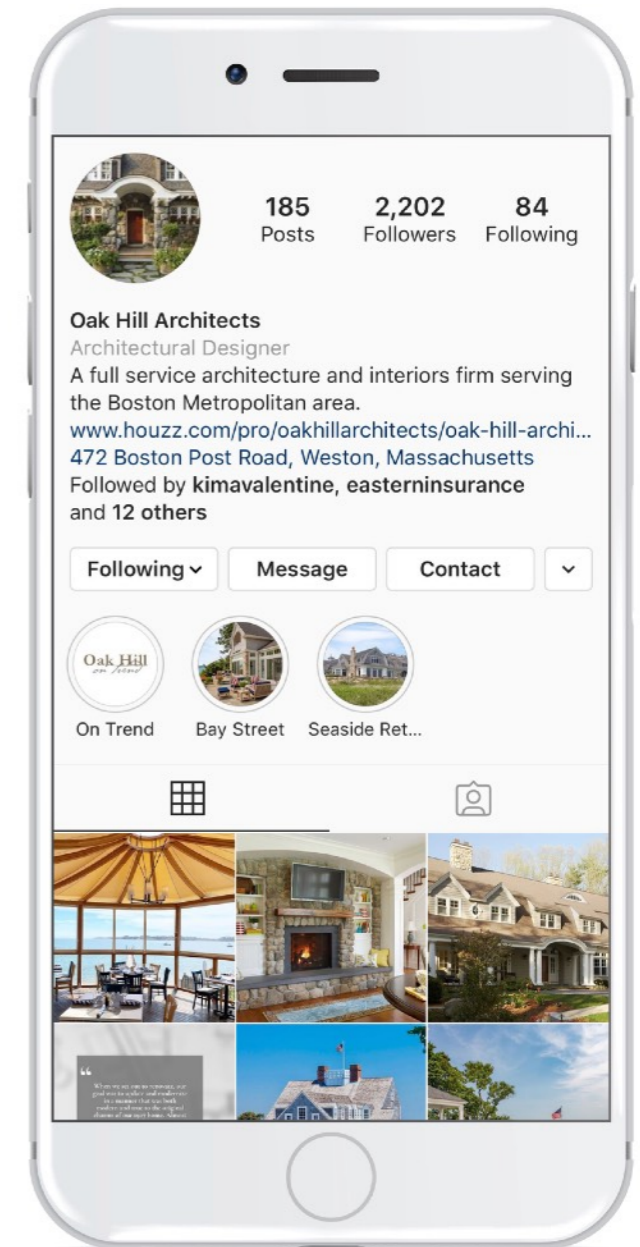
[Instagram](#)
[Facebook](#)
[Blog](#)

TILE SHOWCASE



[Instagram](#)
[Facebook](#)

OAK HILL ARCHITECTS



[Instagram](#)
[Facebook](#)



EXPLORE SOME FEEDS WE MANAGE

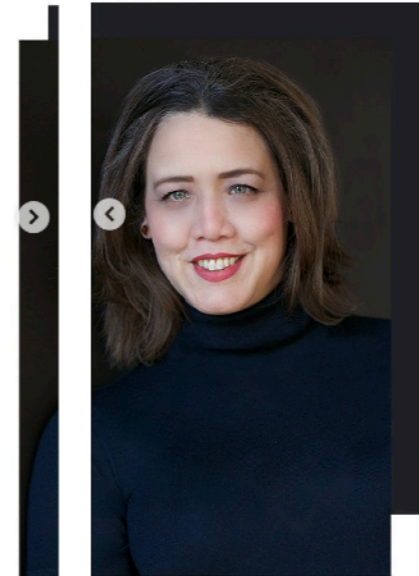
“This vanity is so powerful and handsome. It is the perfect balance of industrialism and earthiness. I love the mix of materials: stone, metal, and wood.”

— LISA BUYUK



Stone Forest Ventus Bath Sink

BUYUK
INTERIORS



“The wide shallow sink doubles as counter surface and the wall mount faucet is a great solution for spaces where depth is an issue.”



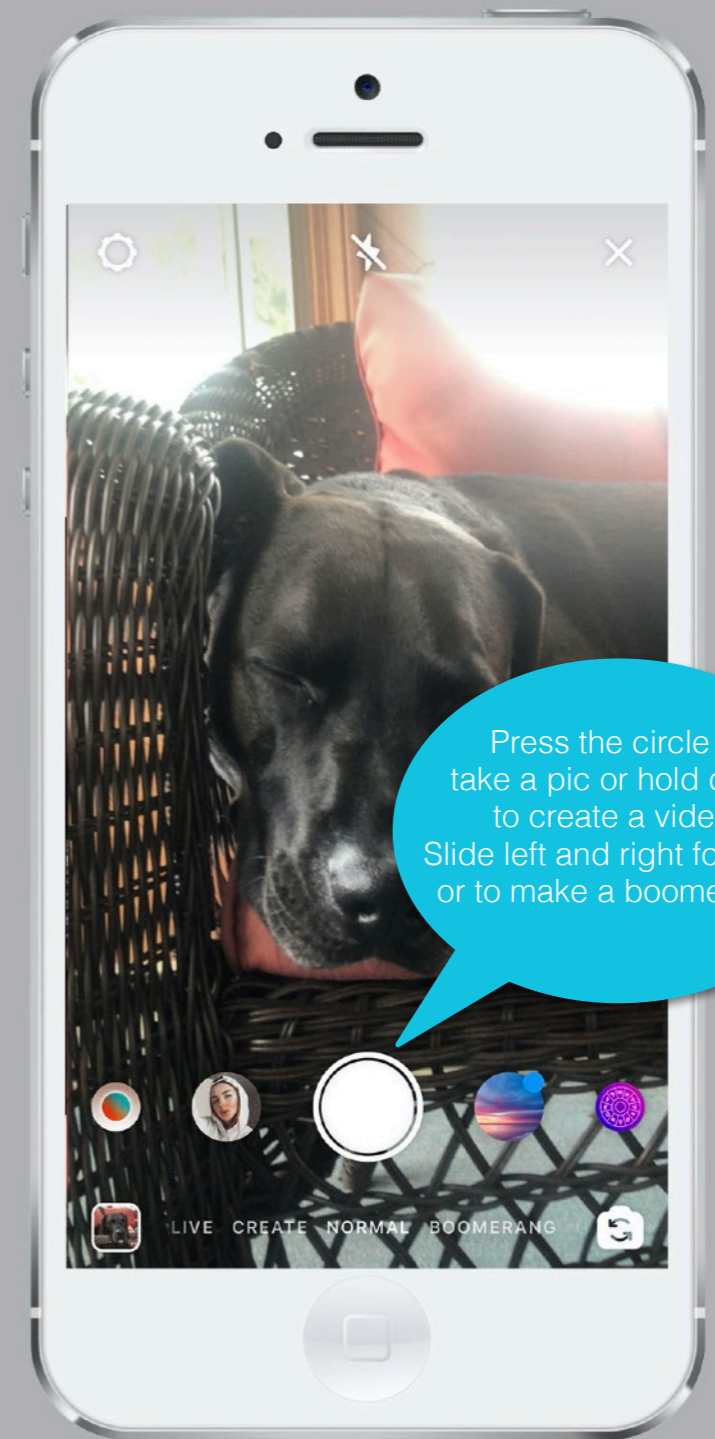
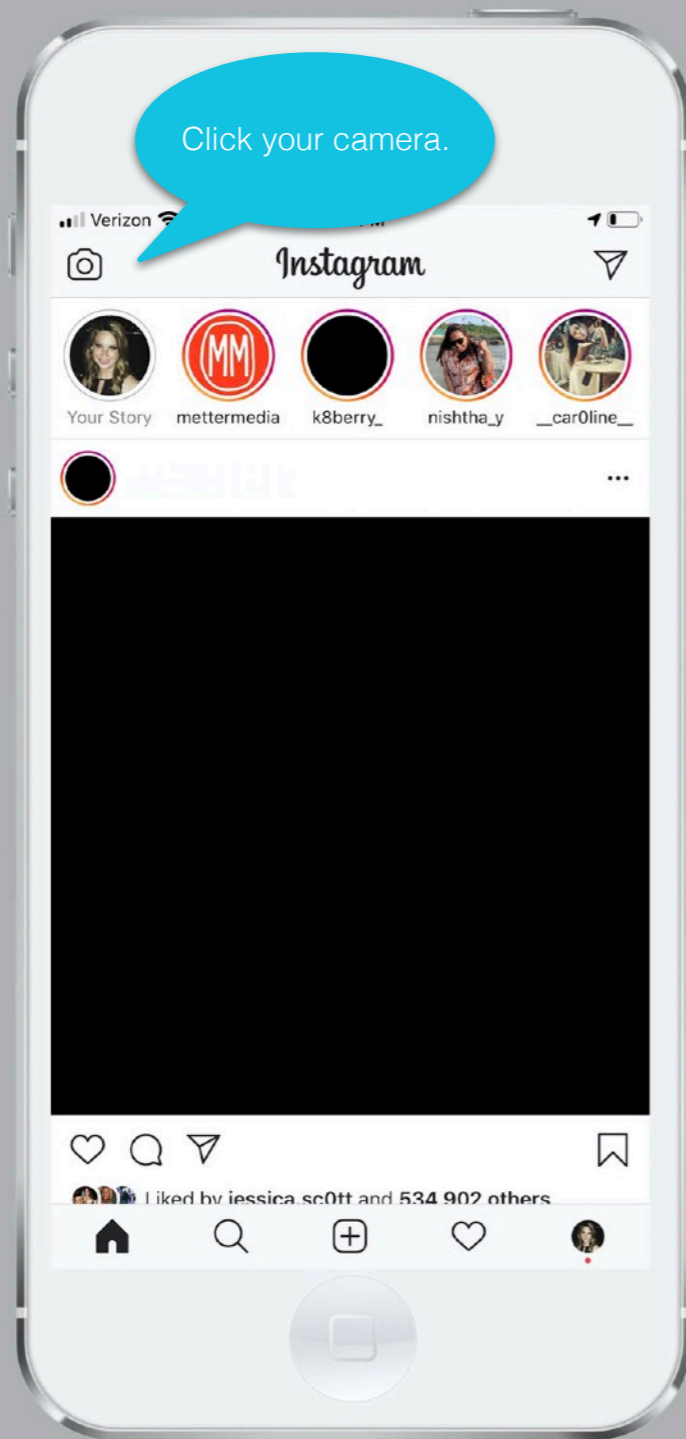
TIFFANY
BARQAWI

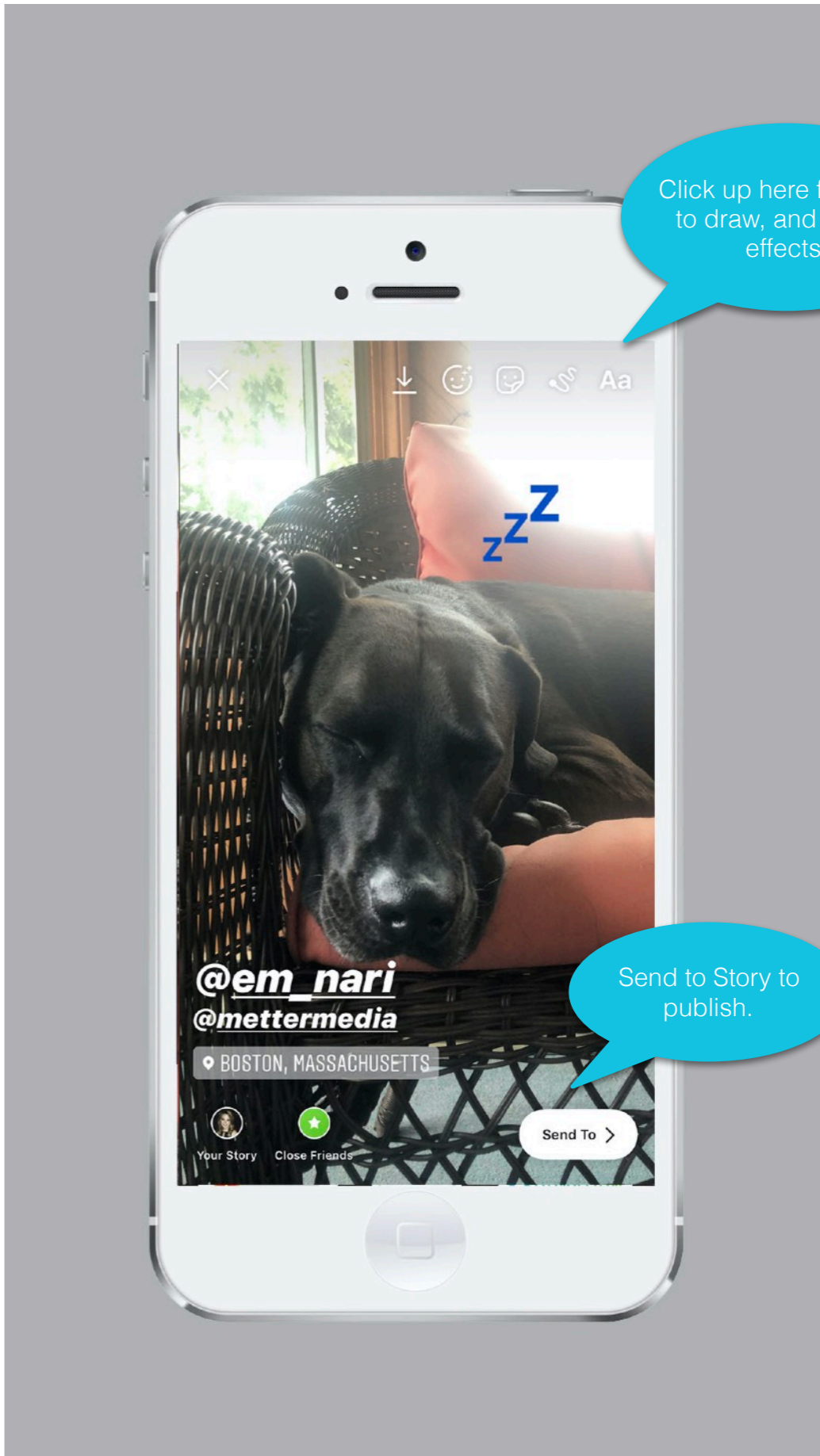


“Nothing is more rewarding than happy clients who trust my vision and the process.”

**BEFORE WE DIVE IN, LET'S
CREATE AN INSTAGRAM STORY**







**SOCIAL MEDIA USAGE IS AT AN
ALL-TIME HIGH**

SOCIAL MEDIA IS AT AN ALL-TIME HIGH

- ▶ Social media, which is free to post on, can be an **unbelievably strong marketing tool and resource** during this time
- ▶ Your followers are online more than ever — **social media is literally bringing people together right now.**
- ▶ **You can't afford to stop marketing or selling**, and that includes posting on social media. **The worst thing you could do right now is go dead online.**
- ▶ Now more than ever, it is vital to connect with current and potential clients to **share important updates, messages of positivity, and health and wellness tips.**

“

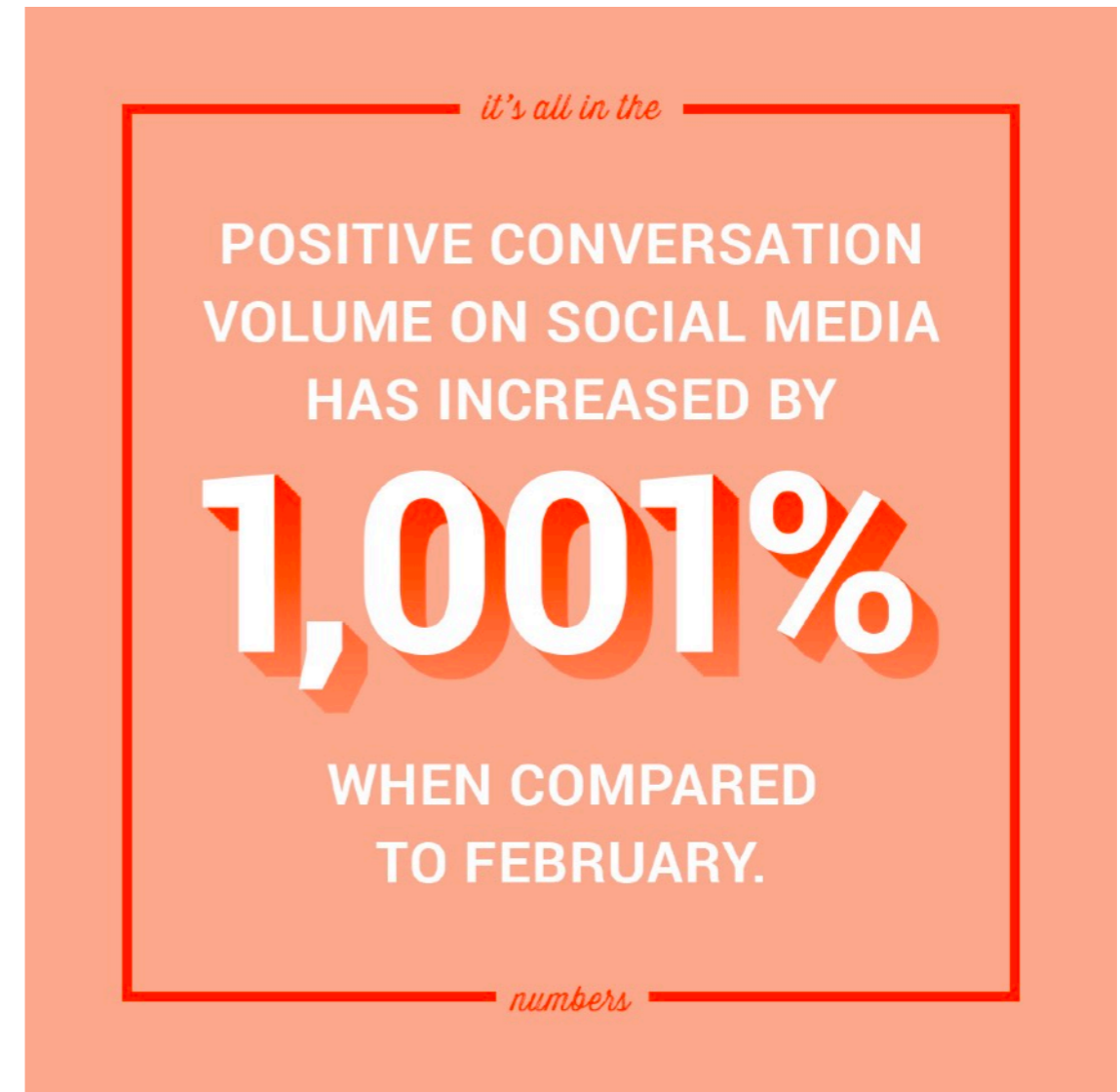
FACEBOOK AND
INSTAGRAM HAVE SEEN A
40% INCREASE IN USAGE

DUE TO COVID-19, WITH VIEWS FOR
INSTAGRAM LIVE AND FACEBOOK
LIVE DOUBLING IN ONE WEEK

“Staying connected is now more important than ever, with people and businesses relying on social media to stay in touch with friends, consume the news, and be entertained.”

PEOPLE NEED POSITIVE CONTENT AT THIS TIME

- ▶ Across all social media, **positive conversation volume has increased by 1001%** when compared to February. *(via Sprout Social)*
- ▶ In turn, **engagements per message grew by 7%**, indicating that people were more involved & active in the conversation. *(via Sprout Social)*
- ▶ Now, more than ever is the time for all of us to **be proactive about creating and sharing moments of happiness** — these posts give your followers a much-needed break from the news.



WHAT WE'LL COVER TODAY

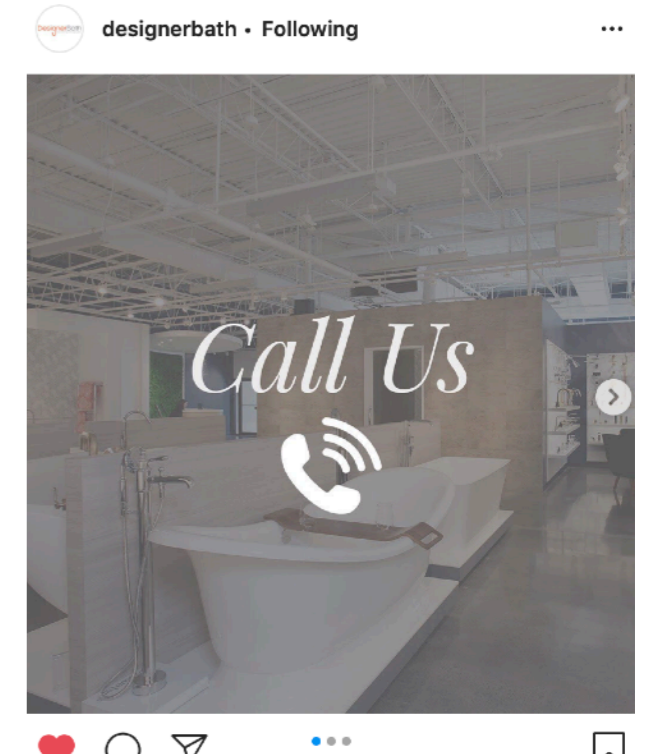
- ▶ How to best communicate + promote your reopening plan to gain the most business, focusing on making customers feel safe
- ▶ How to use social media to produce and host virtual events and live programming
- ▶ How to use paid social media to encourage sales and appointments
- ▶ What types of posts will garner the most engagement + awareness — we'll be sharing the latest trends, inspo for content, and more

**CONNECT WITH YOUR CLIENTS
ON SOCIAL MEDIA**




LET YOUR CUSTOMERS KNOW THEY ARE SAFE WITH YOU AND YOUR BUSINESS

- ▶ As the news is changing daily, people are turning to social media for live updates and they are more likely to visit a business' social media channel over a website.
- ▶ Your reopening plan should be highlighted on your social channels. Pin the latest update to the top of your Facebook/LinkedIn page, update your cover photos, and create an Instagram highlight outlining your new plan.
- ▶ **Questions to address:** *Do people need an appointment? Will everyone be required to wear a mask? Do you have designated waiting spots 6 ft apart? Are you offering virtual appointments and curbside pick up?*
- ▶ **IMPORTANT:** Don't just post once about the updates, you can keep posting regularly about it to stay top of mind to your customers.



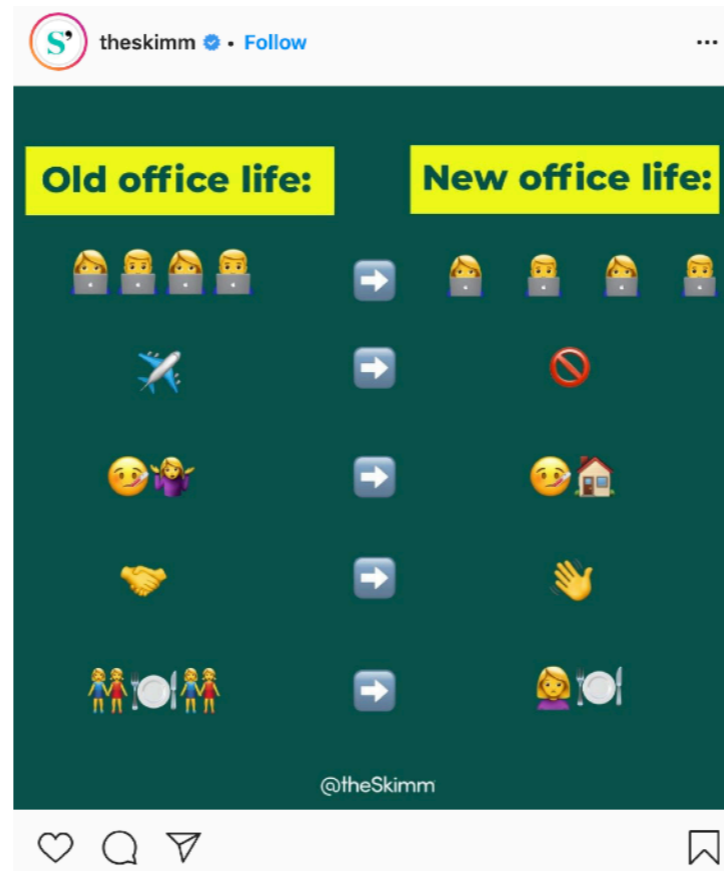
LET YOUR CUSTOMERS KNOW THEY ARE SAFE WITH YOU AND YOUR BUSINESS



tile showcase

Our Watertown showroom is open by appointment only!

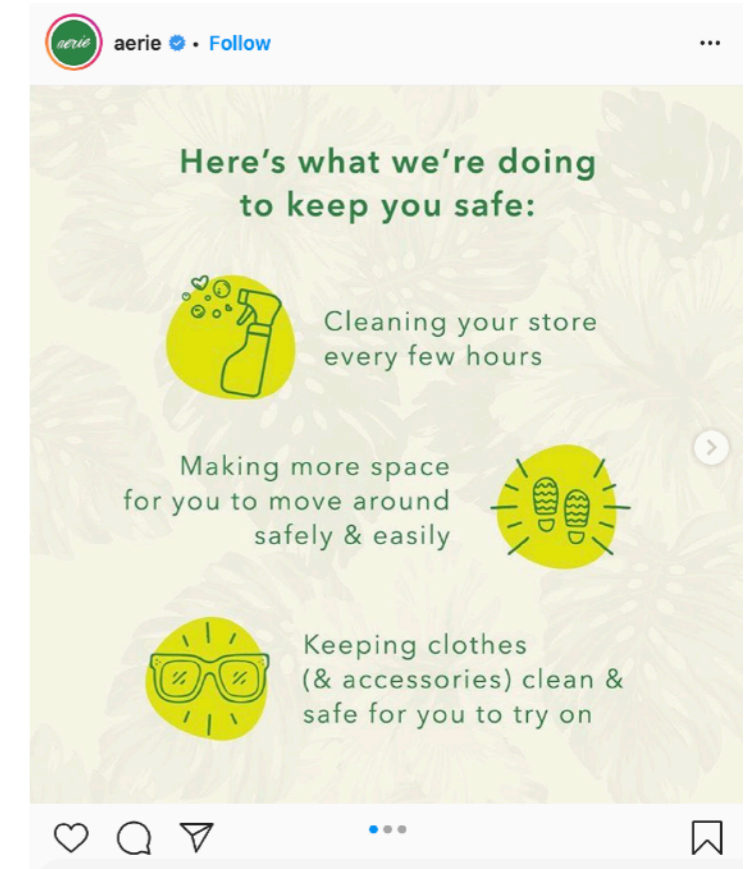
Here are three ways we're taking safety precautions at our showroom.



theskimm • Follow

Old office life:		New office life:
👤👤👤👤	➡	👤👤👤👤
✈️	➡	🚫
👤👤	➡	👤🏠
🤝	➡	👋
👤👤🍴	➡	👤🍴

@theSkimm



aerie • Follow

Here's what we're doing to keep you safe:

- Cleaning your store every few hours
- Making more space for you to move around safely & easily
- Keeping clothes (& accessories) clean & safe for you to try on

[See the full highlight](#)



SHARE PERSONAL/ AUTHENTIC MESSAGES FROM OWNERS

- ▶ Right now, people want to see authenticity.
- ▶ They want to hear from business owners about how you're fairing during this time, they want **shared experiences and honest stories** told through videos and captions.
- ▶ Using video gives a more personal connection to your followers, and makes your message more authentic.
- ▶ Consider having your owner or president give a sincere video message during this time.

“

As a family business for three generations, we take family seriously — and you, our staff, and clients are all a part of it. At Tile Showcase health and safety is our first priority. During this time, our showrooms are available by appointment only, we are offering virtual meetings with our design consultants, and providing curbside pick up and delivery.

- Fred Merullo and Joe Merullo



You may be feeling anxious or scared. I appreciate that and sometimes I feel that way too.

EMPATHETIC LANGUAGE TO USE

- ▶ **We get it, we know you** (you family + friends) and your business are going through a lot right now
- ▶ **We're here for you**
- ▶ **The safety of our staff and clients is our top priority**
- ▶ **We are still providing the same level of customer service**
- ▶ This is going to pass, and things will be different, but **we will get through it together.**
- ▶ **Let's be thankful for the little things**



**WHAT ARE SOME WAYS YOU CAN
MAKE CLIENTS FEEL SAFE?**

**SOCIAL MEDIA IS BRINGING US
TOGETHER VIRTUALLY**



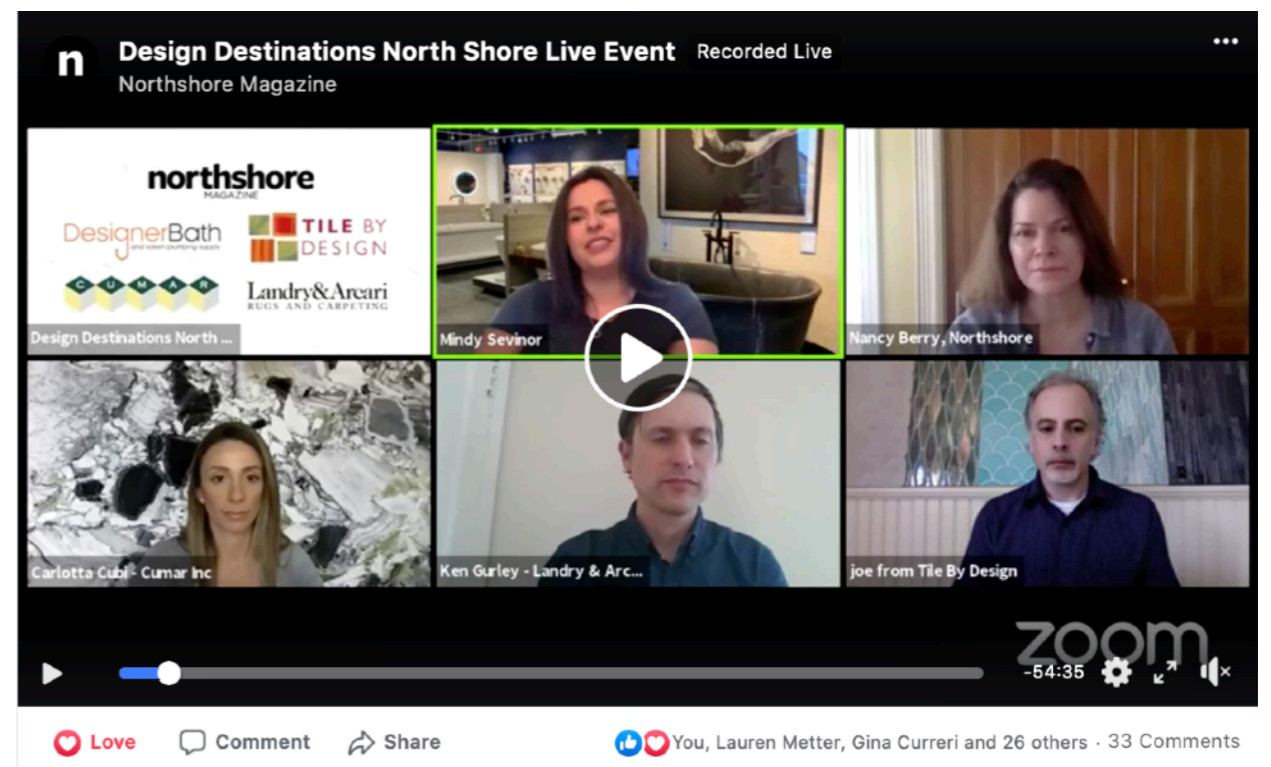
UNPRECEDENTED TIMES = NEW WAYS TO COME TOGETHER

- ▶ People are **using social media in new ways to come together**, stay connected, and share helpful advice.
- ▶ Within one week of the start of the pandemic, **Instagram Live and Facebook Live usage doubled**.
- ▶ Going live on both Instagram and Facebook is very simple, and **followers often get notified when accounts they follow go live**.
- ▶ **Live videos on Facebook and Instagram can be viewed by anyone!** This is great to reach new audiences and expand your reach.



HOST YOUR EVENTS VIRTUALLY

- ▶ **Curate a panel to discuss an industry topic.** (An active chat moderator during your live broadcast can play an important role in fostering conversations and interactions).
- ▶ **Have employees do live takeovers on Instagram** to show how they are adjusting to the new normal, share at home DIY projects, or discuss the reopening plan for your business.
- ▶ **Answer questions on-air as they come in live from the audience** and encourage your team to engage with viewers via the live comments.
- ▶ **Consider using Live Polling.** Live Polls allow publishers to ask their audience multiple choice questions during live broadcasts, and viewers can select their response directly on the video.



Zoom can easily be integrated with Facebook to host an event with multiple participants.

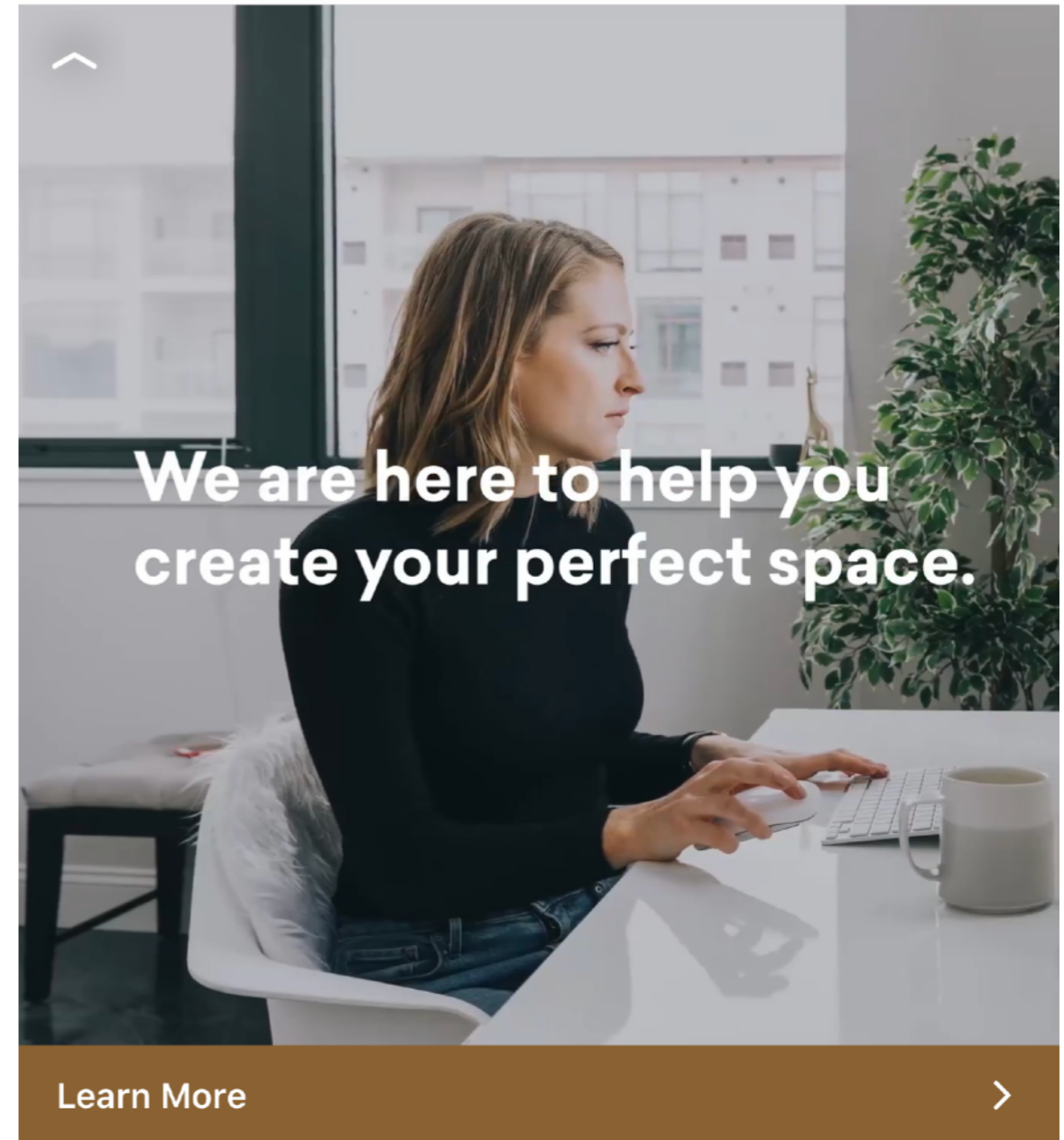
#MMProTip – take advantage of the technology and invite a notable guest that may not have been able to participate if it was an in-person event.

**GET YOUR CONTENT IN FRONT OF
YOUR AUDIENCE AND REACH
NEW CLIENTS**



WHY USE SOCIAL MEDIA ADVERTISING

- ▶ **Detailed Targeting:** Paid social media lets you control who sees your content – the targeting capabilities are truly incredible!
- ▶ **Objectives:** Facebook and Instagram also has the ability to optimize your social media content based on your objective. Whether you are looking to increase sales, drive traffic to a webpage, or generate more engagement, Facebook's system will provide you the best tools to reach your goal.
- ▶ **Cost:** Compared to traditional advertising, social media is a cost-effective way to market your business. Honestly, you just can't beat it!



139,399 views

thehavenly #Stayhome doesn't mean stop living.

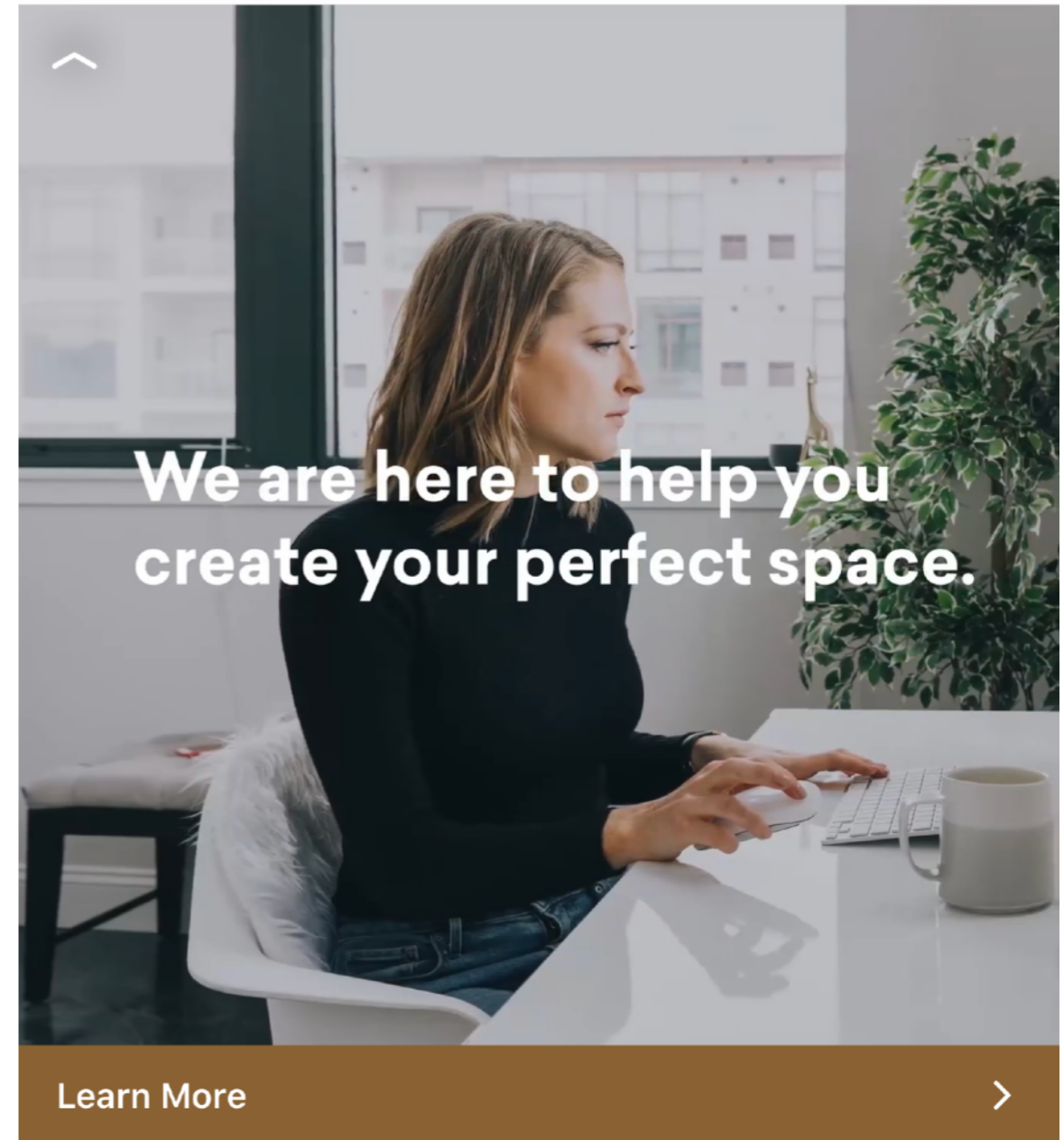
View all 80 comments

**WHAT DO YOU THINK THE
AVERAGE COST PER CLICK FOR
FACEBOOK ADS ACROSS ALL
INDUSTRIES IS?**



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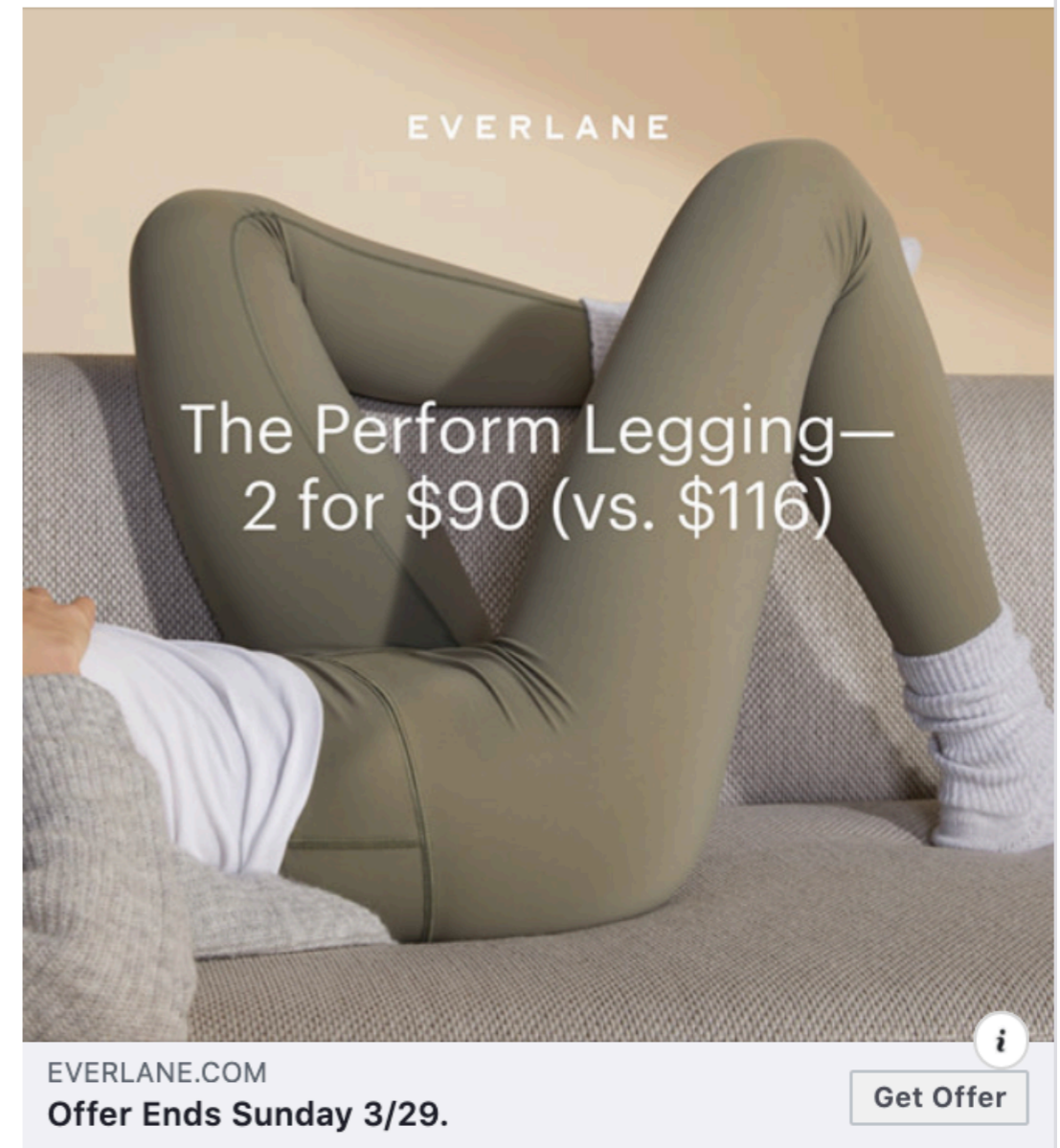
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thehavenly #Stayhome doesn't mean stop living.

View all 80 comments

WHAT MAKES A GOOD AD?

- ▶ **A high-quality, relevant and eye-catching image or video:** Your creative should be thumb-stopping good — the visual you select is going to be the primary reason why someone stops and then reads.
- ▶ **A short description of the offer or value proposition:** Don't leave your target audience confused, and don't expect them to want to read about your offer.
- ▶ **One Call-To-Action:** Don't try to do too much in one ad.

An Everlane social media advertisement featuring a person lying on a couch wearing olive green leggings and white socks. The text 'EVERLANE' is at the top. The main text reads 'The Perform Legging— 2 for \$90 (vs. \$116)'. At the bottom, it says 'EVERLANE.COM Offer Ends Sunday 3/29.' and includes a 'Get Offer' button with an information icon.

EVERLANE

The Perform Legging—
2 for \$90 (vs. \$116)

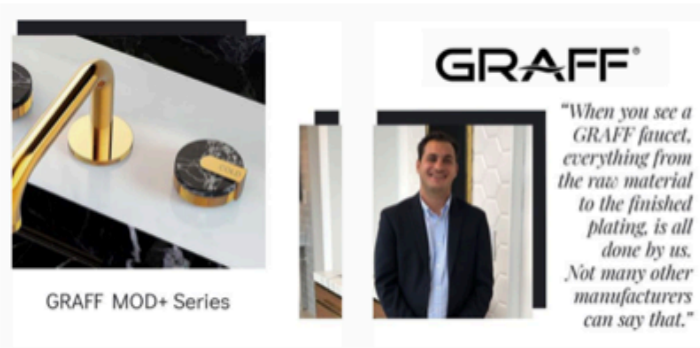
EVERLANE.COM
Offer Ends Sunday 3/29.

Get Offer

HOW TO CREATE A SOCIAL MEDIA CONTENT STRATEGY



CONTENT PILLARS = ALL ABOUT BALANCE



4:1

GETS IT DONE

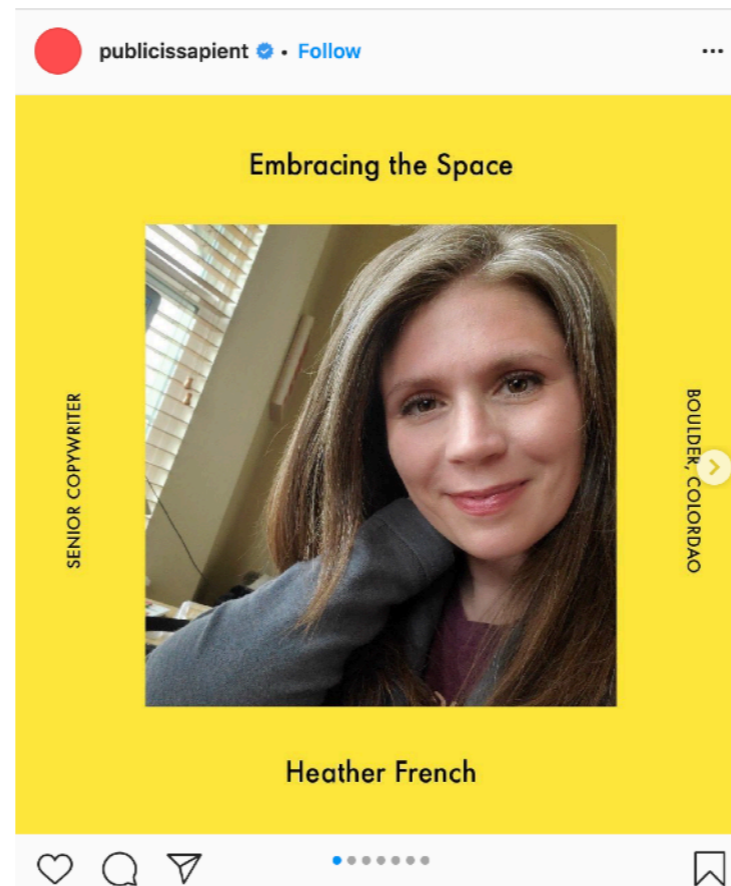
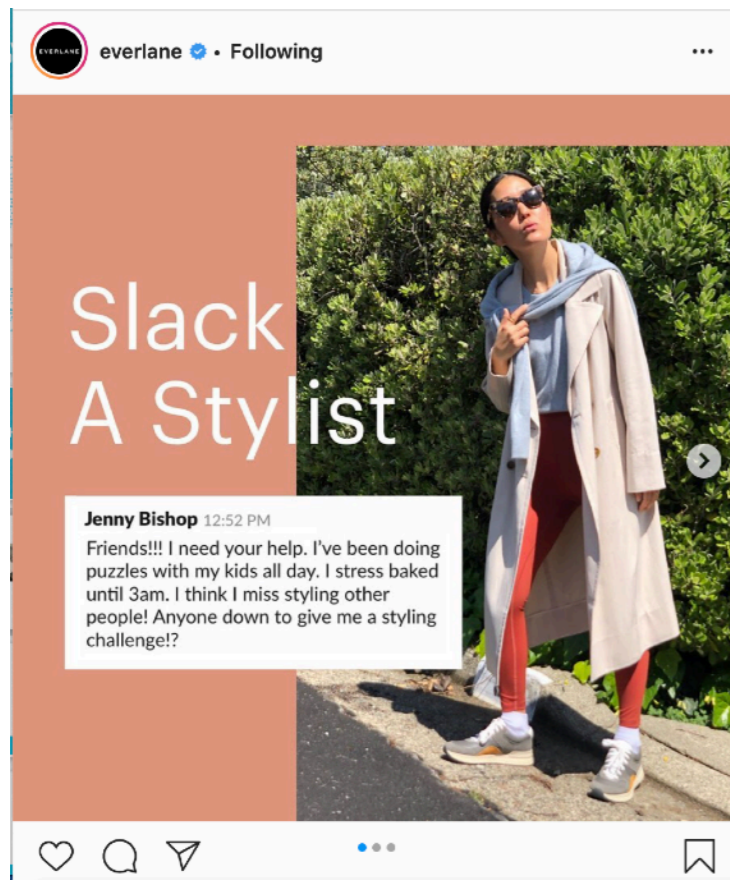
**FOR EVERY 4 POSTS ABOUT COMMUNITY/
PARTNERS/INDUSTRY DO 1 MORE SALES-
FOCUSED POST ABOUT YOUR BUSINESS**



**WHAT CONTENT WILL GARNER
THE MOST ENGAGEMENT**



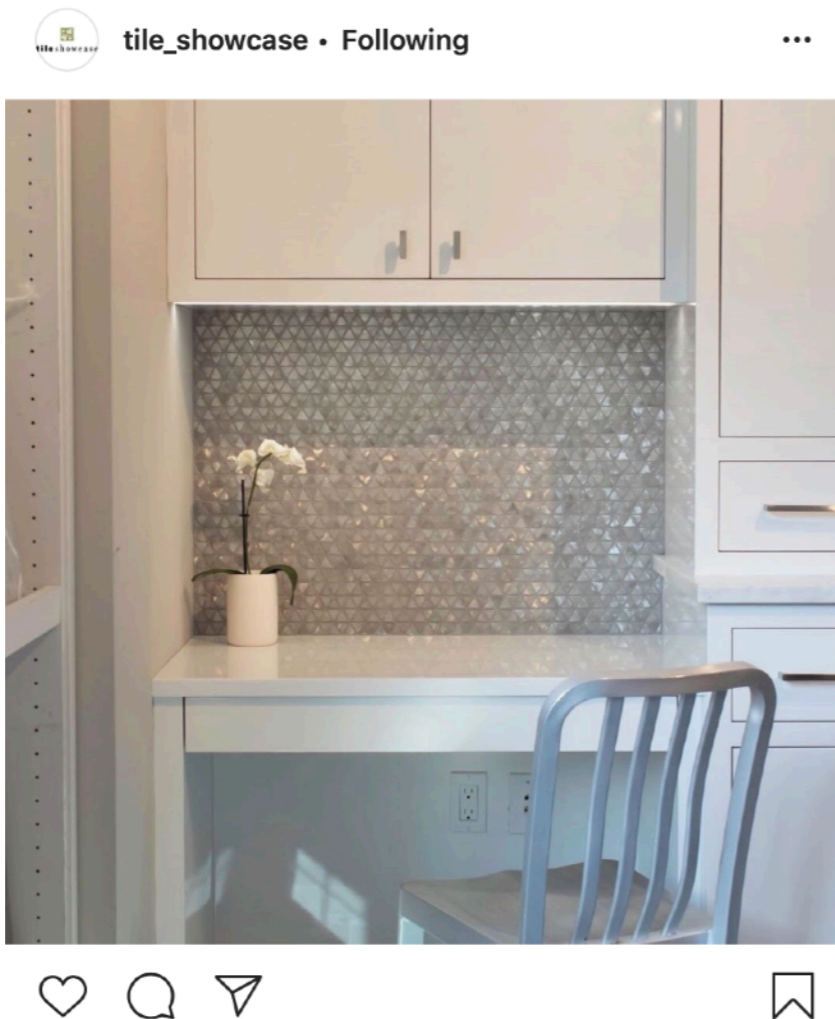
HIGHLIGHT YOUR TEAM



Especially if you have a team that services clients on a normal basis, use this opportunity to feature them on your feed — trust us, people want to see them!



SPOTLIGHT PROJECTS AND PRODUCTS



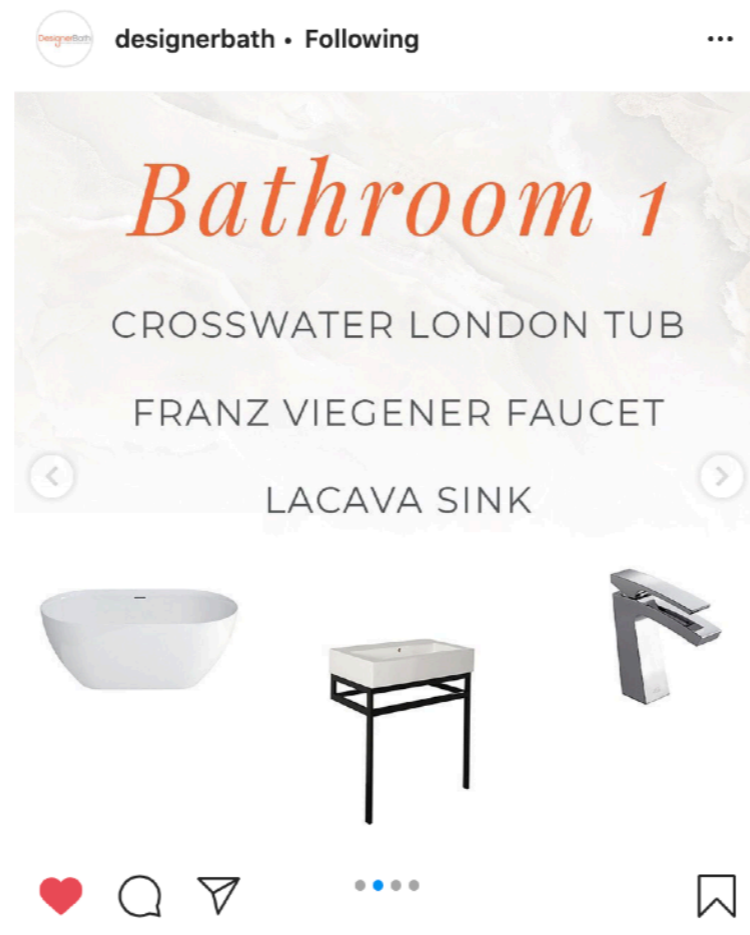
Spruce up your work from home space with some gorgeous tile from @akdo_usa. 🌟



I could really use this set up right now! The color will brighten any gloomy quarantine day, and even more with a good glass of wine!

When highlighting your work, be sure to be sensitive to the current climate and use copy that is relatable.

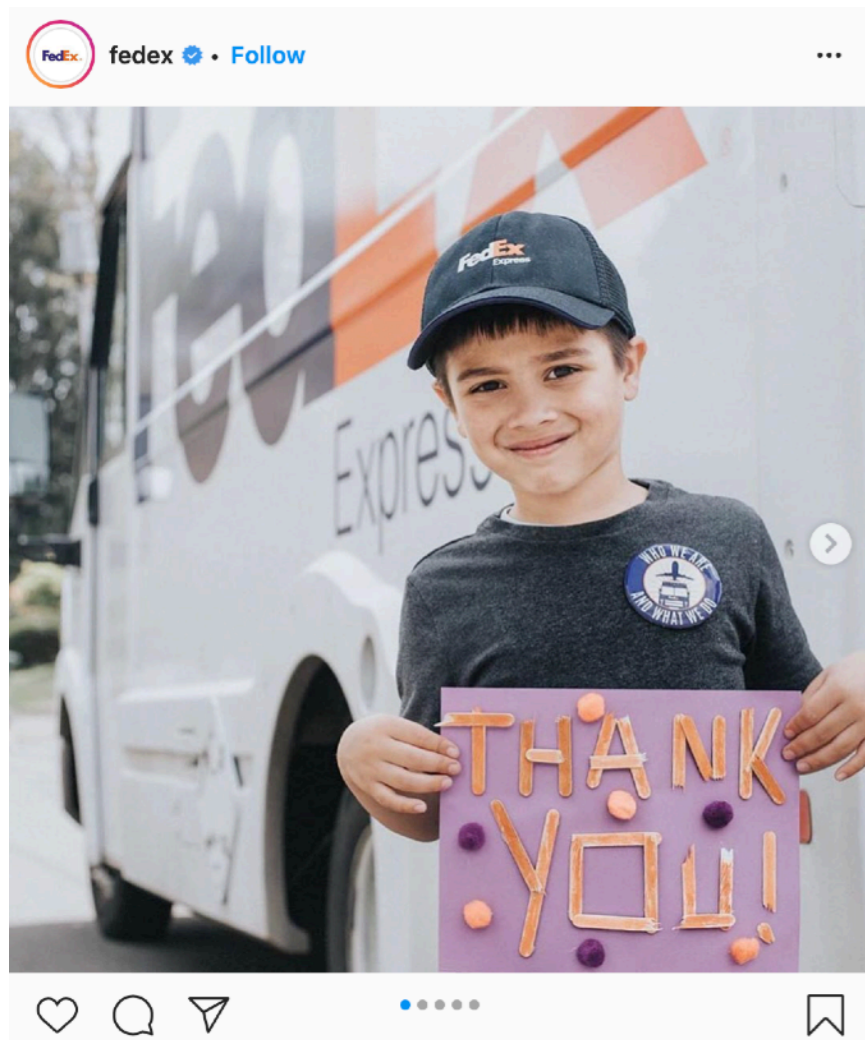
SPOTLIGHT PROJECTS AND PRODUCTS



Get creative to show off your products
and engage your audience!



SHOW YOUR COMMUNITY SOME LOVE



lauren_holleran_team • Following
Cambridge, Massachusetts

HOW TO LOVE & SUPPORT SMALL BUSINESSES FOR FREE

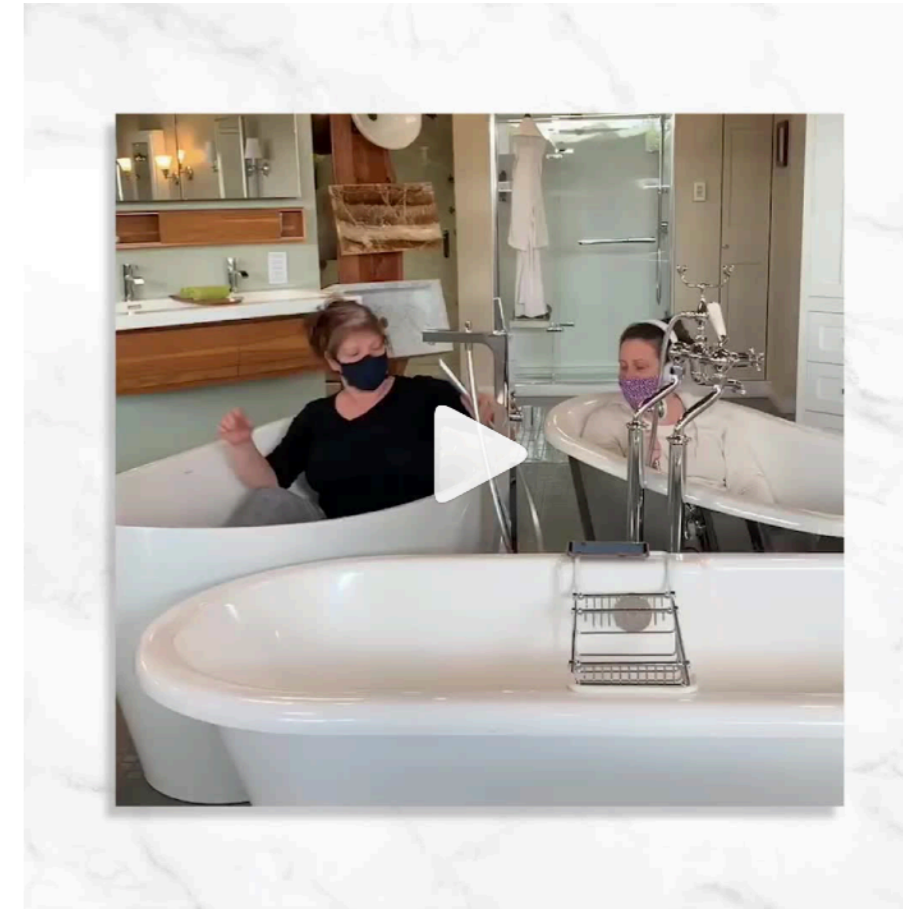
Share a post	\$0
Like their posts	\$0
Tag a friend in the comments	\$0
Comment something nice	\$0
Shout them out in your own post	\$0

Instagram post from lauren_holleran_team with a dark blue background. The text reads "HOW TO LOVE & SUPPORT SMALL BUSINESSES FOR FREE". Below this is a list of five ways to support small businesses, each with a "\$0" price tag.



You have a unique opportunity here to help people and lift people up.

HAVE FUN



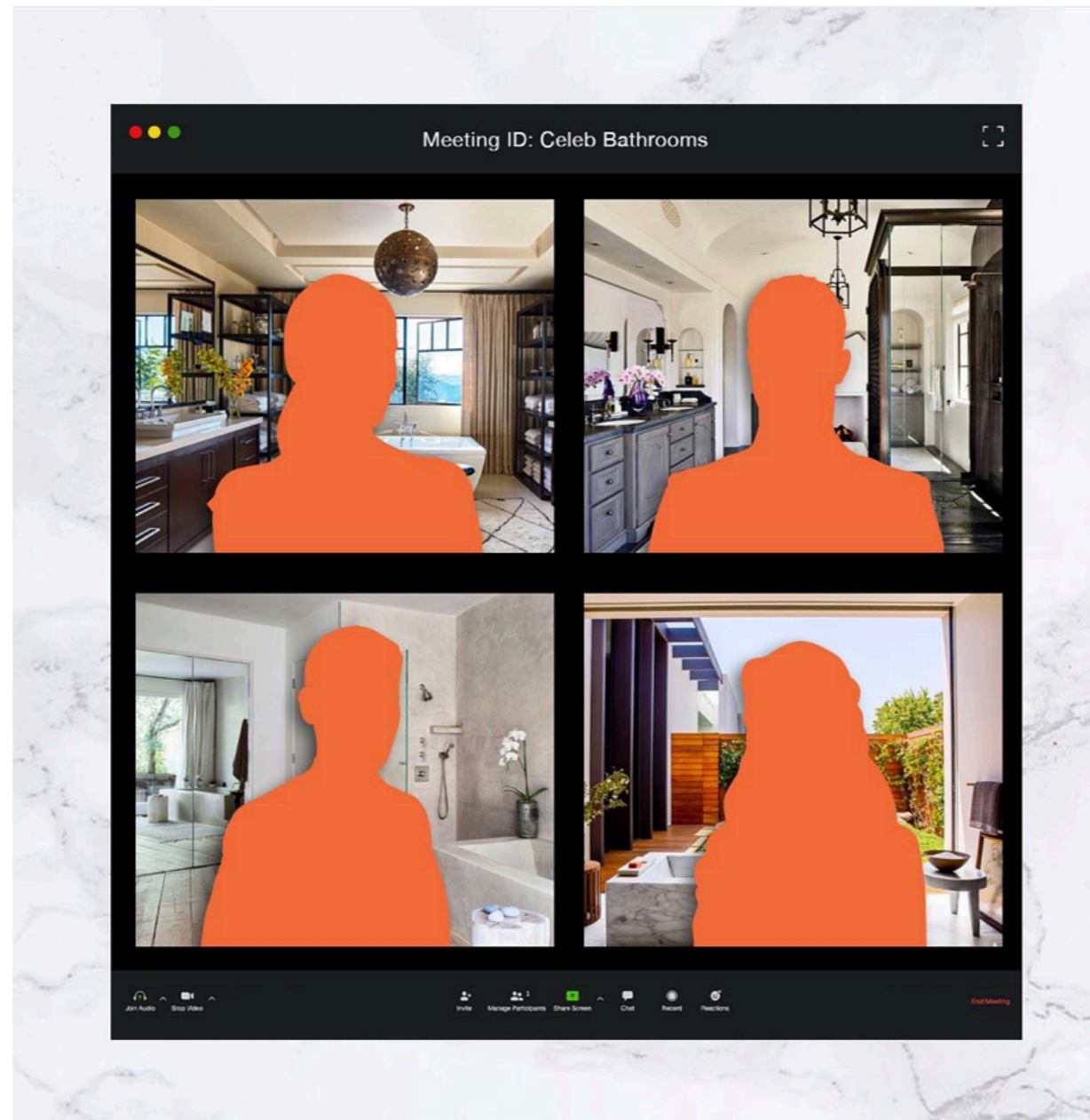
Hop on social media trends and have some fun! It's easy to tie them back into the design industry.



HOW WOULD YOU USE ZOOM BACKGROUNDS FOR A POST FOR YOUR COMPANY?



designerbath • Following



FREE SOCIAL MEDIA CONSULTATIONS

- ▶ If you have any specific, further questions about posting on social media at this time, Metter Media is offering free consultations!
- ▶ Email us at info@mettermedia.com to set yours up



EVERY BUSINESS HAS A STORY.

Let us work hand-in-hand with you to tell it online.

QUESTIONS?

THANK YOU!

Please let us know if you have any questions.

