

## How to Increase Sales with your Shed & Outdoor Structures

Dealers for J&M Woodworks have many advantages including Amish built quality, support, and the tools and training needed to increase sales in social media.

Social media marketing offers one of the strongest platforms to target people in your geographic area. We are going to show you some marketing pointers within the strongest social media platforms. Keep in mind that the images within the backroom can also be used within your marketing.

**Facebook:** If you have a Facebook account, the question is do you have a business account. If not, you need one to market effectively in Facebook. Once you are signed into your Facebook account, follow this link to set up your business page.

<https://www.facebook.com/business/pages/set-up>

While Facebook goes through many changes, certain things stay consistent. Joining groups of people that are within your targeted geographic area is one of them.

Keep in mind that your product line dictates that you find homeowners. Therefore you are looking for any groups that might indicate they have homeowners in the geographic area you are targeting. As an example if you put homeowners in Yonkers, NY (Your county and state) and then click on groups, you will find groups of homeowners in whatever geographic area you placed into the search.

Now just put in the geographic area you are targeting and you will find a lot more groups of people in that area, join them all.

We highly suggest you join at least 50 plus groups. These are the people you will be marketing to. Let's take a look at how that might work.

As people start approving you for the groups, you can start interacting with those people. You can also start posting images of the sheds and other outdoor structures that you are trying to promote.

Within a couple of weeks you will have many groups that you can now market to. Once every week or two go into each group, upload an image into the post, and add some text below the ad that might read:

Your business name offers beautiful backyard sheds that can be delivered directly to your home. For more information visit our site at [www.yourcompany.com](http://www.yourcompany.com).

When you deliver a shed or other structure, be sure to take pictures and let your groups know that you just had a delivery in ABC area. If you are located in this area, give us a call to customize your own shed.

Hopefully you are starting to get the point. By placing images and text into those groups you will have a lot of people start to follow you as well as interacting. This will lead to a great deal more exposure and customers.

**LinkedIn:** Here is another very strong social media platform for the shed and outdoor structures, why? Simply put LinkedIn offers a strong demographic customer, many who own a business and even more that earn a six figure income and are homeowners.

I know there is a bit of work to setup a business page but believe me it does not take very long at all. Here again is a link to get your business page established with a very strong platform in LinkedIn.

<https://www.linkedin.com/help/linkedin/answer/710/creating-a-linkedin-page?lang=en>

While Facebook is a very strong platform for you, LinkedIn I believe is just as strong and maybe even a bit stronger. You will get customers with a bit of consistent marketing as shown above. Let's take a moment to review your marketing in LinkedIn as we did with Facebook.

There are two main ways to find customers in LinkedIn. First you can connect with people and second you can join groups. It all starts again with the search bar. If you want to find groups, click on the dropdown or where it says people and find groups. Click on groups and place a keyword in the search bar. For example if you are in Yonkers, NY you may want to find lawyers, business owners, and other high demographic prospects. Simply put your keyword like business owners, now choose the location you are targeting, and start joining those groups.

You can find people in your geographic area the same way. Just put business owners in the search, connect your geographic area, and you will have thousands of people that you are able to connect with.

When connecting with people simply click connect, write them a short note letting them know that you would like to connect, and send your request.

As you gain groups and people that you are able to market to, it is time to do the same thing we did in Facebook. You can click on the image to upload a shed or other structure, and put your business name and a link to your website or a phone number for those who might have an interest.

There are many other platforms that can be used such as Twitter, YouTube, and Pinterest. I understand that as a business owner your time to market is limited. For that reason we strongly suggest utilizing the two platforms above in the manner that has been explained. These strategies are proven and effective if you simply implement them on a consistent basis.

If you have questions or need assistance with your marketing, you may call our firm at 717-406-7380.