Benjamin Moore®

Digital Best Practices Guide for Contractors

Benjamin Moore is committed to the success
of the professional painter. We offer more than just our products,
brand and technical support. We also look for ways to help you develop
your business. Every contractor business can benefit from
a social media strategy, which is why we offer the
following best practices.

f Why use Facebook?

Facebook has more than 1.5 billion users across all demographics, so creating and managing a Facebook business page is likely to get you noticed. Facebook business pages can help you:

• Increase your business' visibility

• Establish expertise by posting in Facebook groups dedicated to your industry

• Interact with followers

• Encourage others to Like or follow your business page to increase credibility

• Add a button to Like your page on your website

• Interact with those who post on your page to establish a connection

• Advertise your business

• Reach Facebook users through paid advertising initiatives you can only access through a Facebook business page

Content Suggestions

Creating unique content for your Facebook page is extremely important. Making a content schedule at the beginning of every month can help organize your thoughts and guide the types of posts you want to create. See below for some suggestions for content you should consider:

• Current deals or promotions

• Content from your website to drive users back to your website

• Before and after photos highlighting jobs you recently completed

• Videos you create yourself or videos from other sources that you think your audience will find interesting

• Quotes from customer testimonials or reviews

• Stories about your local community

When creating content, keep in mind that the recommended image sizes and best practices for posting vary by social channel. Here are some additional content recommendations for Facebook:

• The copy within the post is an important component, but be mindful of length. Though Facebook does not have a set limit of characters, it is important to keep your copy short and to the point.

• Try to keep copy within 40–80 characters to see highest engagement.

• Unlike posts, Facebook Ads do include set character limits, so be sure to follow guidelines to ensure your ad gets approved.

• There should be a clear call to action (CTA) on each post.

• Time of day matters. Experience suggests optimal times to post to Facebook include 11 a.m. and 1–2 p.m., but check your audience insights to see when your followers are most active.

• Post regularly so people are used to seeing your content several times a week.

• Consider the following list of sizes to help the overall performance of your posts:

     • Profile photo: 180x180

     • Cover photo: 820x462

     • Link image: 1200x630

     • Image post: 1200x630

     • Event image: 1920x1080

     • Video: 1280x720

     • Facebook ad: 1200x628

     • Facebook video ad: 1280x720

     • Maximum Facebook video length: 240 minutes

Community Management

Vital to your success on Facebook is to engage with your followers and build your community.
Here are a few recommendations for providing a good customer experience to your audience:

• Keep your tone personable, authentic and neighborly—be professional and informative,
  and inspire creativity.

• Respond to questions, comments and concerns in a timely manner. Don't leave questions
  unanswered, and always say thank you to compliments.

• Be sure to check your direct messages inbox regularly, as users may want to contact
  you directly instead of leaving a comment on a public post.

• There is no need to respond to comments with no substance or relevance to the post.

• Keep in mind when responding to comments and posts that they are public for all to see.

Additional Resources

To learn more about Facebook, take a look at the links below:

Managing Your Facebook Page

Understanding Audience Connections

Facebook Business Ads

Create Your Page Here

Why use Instagram?

People come to Instagram for visual inspiration, and that includes content from brands and businesses. Instagram has more than 1 billion users across all demographics, so creating and managing a business account is likely to help you reach a wider audience.

Instagram business accounts can help you:

• Increase your business' visibility

• Interact with followers to build a community

• Advertise your business to reach additional users

Content Suggestions

Creating unique content for your Instagram page is essential. Making a content schedule at the beginning of every month can help organize your thoughts and guide the types of posts you will create. For Instagram, it's beneficial to post content both to your feed and to your Stories. Here are some suggestions for content you should consider:

• Inspirational home shots

• Before and after photos highlighting jobs you recently completed

• Behind-the-scenes content that highlights either your business or events you attend

• Videos you create yourself or that you think your subscribers will find interesting, especially how-to content

• Direct quotes from customer testimonials or reviews

• Announcements of new products, services, promotions, deals and discounts

• Stories about your local community

• Where appropriate, posts with a call to action (CTA), such as calling you to schedule an appointment or place an order

When creating content, keep in mind that the recommended image sizes and best practices for posting vary by social channel. Here are some additional content recommendations for Instagram:

• In-feed Instagram post images should be square, 1080x1080.

• Instagram stories should be vertical with a resolution of 1080x920 and a ratio of 9:16.

• In-feed images should be high-quality and visually appealing.

• Instagram stories content can have a less produced feel.

• Time of day matters. Experience suggests optimal times to post to Instagram include before 10:30 a.m., at 12 p.m., or from 7–10 p.m., but check your audience insights to see when your followers are most active.

• Post regularly, so people are used to seeing your content several times a week.

• Incorporate hashtags to increase the discoverability of your content but try to limit to 2 or 3 key hashtags to avoid appearing like spam.

Community Management

Vital to your success on Instagram is to engage with your followers and build your community. Here are a few recommendations for providing a good customer experience to your audience:

• Keep your tone personable, authentic and neighborly—be professional and informative, and inspire creativity.

• Respond to questions, comments and concerns in a timely manner. Don't leave questions unanswered, and always say thank you to compliments.

• Be sure to check your direct messages inbox regularly, as users may want to contact you directly instead of leaving a comment on a public post.

• There is no need to respond to comments with no substance or relevance to the post.

• Keep in mind when responding to comments and posts that they are public for all to see.

Additional Resources

To learn more about Instagram, take a look at the links below:

Getting Started on Instagram

Creating a Business Profile on Instagram

Content Creation Tips

Advertising on Instagram