



# Social Media Tips for Lighting Companies

# The Best Social Media Strategies for More Lighting Leads

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Lighting businesses have a bright advantage over other product- and service-based providers when it comes to promotion. Unlike HVAC installers, pest control experts, and other home services professionals, lighting companies can demonstrate exactly how a space is improved with their products. All it takes is a side-by-side comparison of an area before the new lights and after them. The pictures tell the tale.

If an image is worth a thousand words, a lighting business can write a book in no time. But turning a stunning image into marketing collateral on social media sites takes a significant amount of thought and time — which no busy lighting business has an abundance of. Creating a fun, engaging social media presence that attracts new lighting customers is no easy task, but the rewards are substantial with a well-executed plan.



Do your local competitors interact with their customers via social media? Many have tried to bolster sales and brand recognition with an aggressive approach, only to fizzle out after a few weeks or months. If you're able to set realistic goals and map out the steps necessary to achieve them, you'll set yourself apart from the competition by showing interested buyers that you have a lot to share.

What would you have to convey to an audience of interested buyers? What tips and tricks have you learned over the course of your career that you'd be willing to divulge? If you can dream up compelling, honest nuggets of information along these lines to distribute on your social channels, the leads will follow.

## 5 Ways to Shore Up your Lighting Business' Social Strategy

Let your ultimate goals guide the content you create. While you're at it, consider these best practices for optimizing your social media strategies:





### 1. Map out a social media calendar.

Knowing what and when you'll post on your various social channels is instrumental to a successful campaign. When do sales typically sag? What are the busy seasons? Tailoring your content around both slow and steady times will help you craft the right content at the right time, but make sure to allow opportunities for spontaneous posts as well.

Many lighting companies have hit the ground running on a social media plan only to run out of steam because the blueprint wasn't thorough enough. In time, you'll learn the best days of the week (and even times of the day) when content seems to resonate best. Keep detailed notes and modify the calendar's future months accordingly.



### 2. Update your website's landing pages.

Your social media strategy is ultimately meant to entice potential customers to your website for more information. Do you have the content that visitors expect? You'll want to have robust landing pages that offer educational content about all things lighting as well as plenty of chances to contact you. Go the extra step of optimizing landing pages for mobile, because that's how the majority of users access both social media and other websites. Your website is often your best sales enablement tool in today's digital-first world, so invest the necessary time and money to make it stand out from the competition.



### 3. Research the competition.

How do you stack up against other lighting businesses in your area? If you don't know for sure, some research is in order. Make a list of all the other players in the space and perform a regular audit on their social media content (every three to six months is a good cadence to start with). Borrow ideas that are working well and take note of posts that fall flat. This will help inform how you can get closer to your audience. If a particular channel is overloaded with content from your competitors but others are low on lighting content, think about focusing on those lesser-used platforms to maximize your reach.



### 4. Get granular with audience details.

It's difficult to know what to say when you don't know exactly who you're speaking to. Do you understand your customer demographics? It's high time to learn them if you don't. Dive into the nitty-gritty of your desired audience (such as income, job, location, and age) to help you determine what content might resonate best with them on your social media channels. The conversations you spark will lead to brand affinity and advocacy.



## 5. Test your campaigns thoroughly.

Don't assume that you'll get your social media strategy completely right the first (or second or third) time through. Building a successful campaign is a process, which is why A/B testing is so helpful. Try a few things out and measure their success against each other. This way, you'll learn what content your audience craves and where you should put the majority of your efforts.

Try sending test posts out to a select few contacts and track the results with data analytics. Eventually, the most effective content will rise to the top, and you'll be able to zero in on the material that drives the most conversions, likes, and shares. To this end, it's important to experiment with content on several platforms. Don't stick to one channel; a multichannel approach to your social media strategy helps you identify where the true opportunities lie.

## CMG Local Solutions Can Help Illuminate Your Social Media Strategy

Drafting, crafting, and executing a successful social media strategy is a big undertaking, and one that requires a lot of patience and creativity to accomplish. Thankfully, you don't have to struggle with the task alone. CMG Local Solutions is an industry leader when it comes to devising robust social media strategies and fine-tuning your unique messaging. And we know exactly which channels work best — and produce the most revenue — thanks to our multitouch attribution analysis. If you want more brand awareness, increased sales, and higher revenue, a partnership with CMG Local Solutions can make a world of difference.

**Why wait another minute? [Contact us today](#) to learn how we can work together to make your social media efforts shine and pad your bottom line.**