

# Social Media Content Recipe For Plumbing & HVAC Companies

If you want to grow your Plumbing/HVAC business, and you're wondering what the "secret sauce" is that your competitors are using to find new customers -

It's really simple. People do business with people they KNOW, LIKE & TRUST.

We know this instinctively.

But exactly how do we get more people to know our Plumbing/HVAC company, AND like and trust us?

Great question... and without a doubt, by far the best and easiest route is online marketing.

Here at Prosperous Internet Marketing, we've worked with hundreds of contractors over the past ten years and we have tracked, documented, and split tested all types of online marketing for maximum effectiveness.

We believe social media is an excellent conduit to get more people to know you, like you and trust you.

Unfortunately most Plumbing/HVAC contractors either don't have the time, knowledge or skills to consistently and systematically design engaging posts on social media...

- At least not consistently enough to gain traction, let alone get verifiable leads.

So with that said, we have dialed in what we believe to be the most effective, most efficient social media content strategy ever for Plumbing/HVAC Contractors, and I'm giving it to you for free in this PDF.

All You have to do is follow the **R.E.C.I.P.E.** I've listed for you below.



Website ▾ Pay Per Click ▾ Search Engine Marketing ▾ Social Media ▾ Reputation

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**R**

Funny  
Jokes

Throwback  
Holidays

Recreational

2-3

Per Month

**E**

Facts & Trivia  
Trends & Research

Tips Tricks  
Case Studies

Educational

2-3

Per Month

**C**

Survey / Polls  
Fill In Blanks

This vs. That  
Ask Advice Or Questions

Conversational

2-3

Per Month

**I**

Quotes  
Before / After

Client Success  
Inspiring Images

Inspirational

1-2

Per Month

**P**

Discounts & Offers  
Live Events & Demos

Customer Reviews  
Webinars / Training

Promotional

1-2

Per Month

**E**

Behind The Scenes  
Personal Life

Featured Employees  
Mission / Vision / Values

Entrepreneurial

2-3

Per Month

