The Contractor Social Media Playbook

Simple posting plan for Instagram and Facebook that brings real inquiries

By the SmallBiz Marketing team
Contractor marketing specialists · 20+ years of marketing experience

smallbizmarketing.net

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Simple posting plan for Instagram and Facebook that brings real inquiries.

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PART 1

The essentials

The core steps, in order. Start here.

SECTION 02

Keep it simple

You don't need to post every day. Two good posts a week from real projects beats daily filler.

SECTION 03

Your first 60 minutes

- Update your bio with services, area and website link
- Pick your four best project photos to post this month
- Turn on notifications for messages

SECTION 04

What to post

- Before-and-after pairs
- Detail close-ups
- Short videos walking through a finished room
- Behind-the-scenes progress
- Client reviews as simple graphics

SECTION 05

Caption template

> *"[What we did] in [city]. [One detail the homeowner loved]. Planning a project? Request an estimate through the link in our profile."*

SECTION 06

Weekly plan

- Monday: progress photo or short video
- Thursday: finished project or before-and-after

SECTION 07

Profile setup

- Clear name and service area in the bio
- Link to your website's contact page
- Highlights for each service

SECTION 08

Turn followers into leads

- Reply to every comment and message within a day
- Send people to your website form, not long message threads

RECOMMENDED TOOL

Wix

Your website is where followers become estimate requests.

Visit Wix at wix.com →

SECTION 09

Checklist

- [ ] Bio and link updated
- [ ] Two posts scheduled this week
- [ ] All messages answered

PART 2

Going deeper

The strategy behind each step, with frameworks and diagrams.

SECTION 11

Deep dive: what makes contractor content work

People engage with transformations, process and people. Before-and-afters, short videos of a room reveal and behind-the-scenes clips of skilled work consistently perform better than polished graphics or generic tips.

Keep production simple. Vertical phone video, steady hands and good light are enough. A 15-second walkthrough of a finished shower can do more than a professional photo shoot.

- Transformations, process and people
- Short vertical videos of finished rooms
- Simple, real and consistent

SECTION 12

Deep dive: from follower to estimate

Social media builds familiarity; your website closes the deal. Every post should make it obvious how to request an estimate. Pin a post explaining your services and area, keep your link pointing to your contact page and reply quickly to every message with a friendly invitation to fill out the form.

- Pin an intro post with services and area
- Link to your contact page
- Reply within a day and point to the form

SECTION 13

Deep dive: saving time with batching

Spend one hour every two weeks preparing posts. Choose photos, write captions and schedule them using the platforms' built-in scheduling tools. Batching keeps you consistent without daily effort.

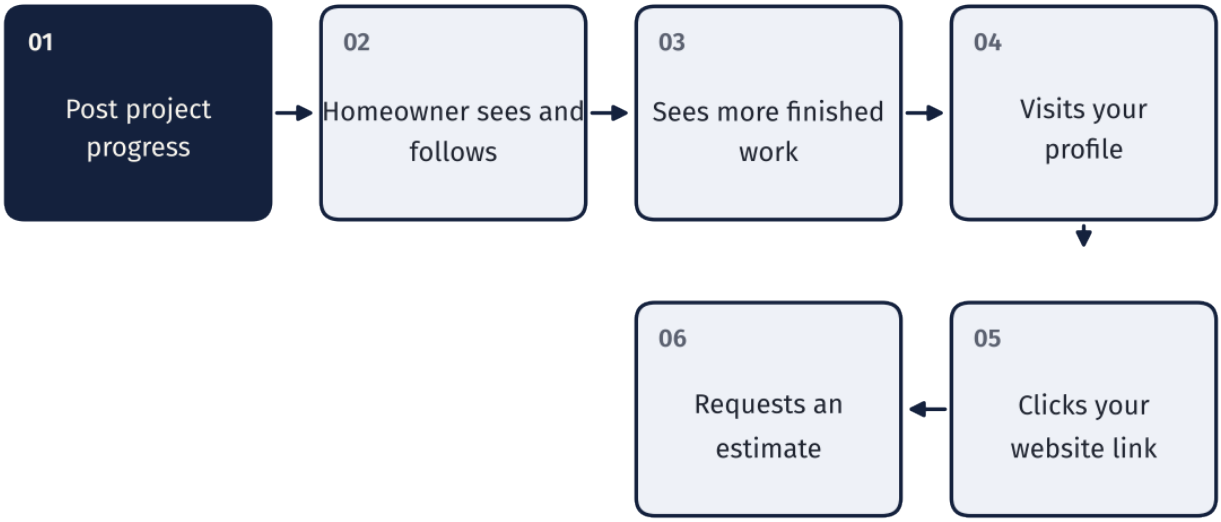
- One hour every two weeks
- Schedule posts in advance

- Reuse captions as templates

SECTION 14

The big picture: social media builds familiarity

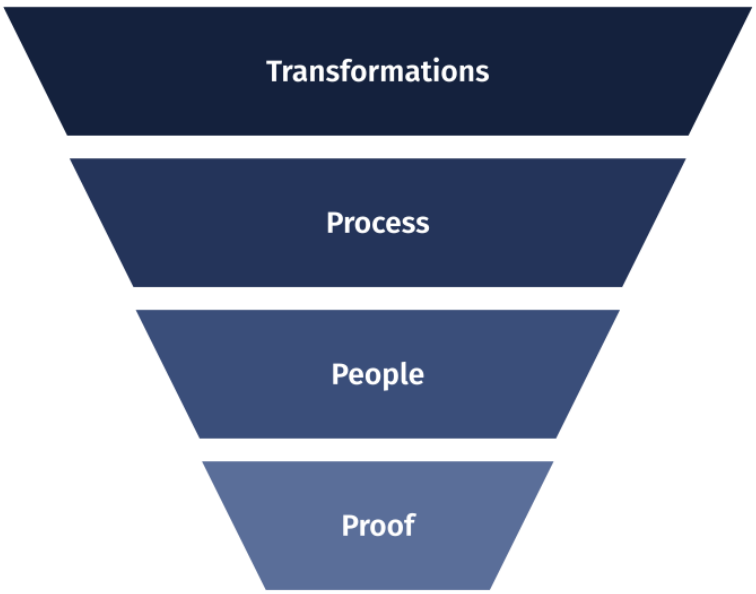
Most homeowners won't hire you from one post. But when they're finally ready to remodel, they remember the contractor whose projects they've seen for months. Social media keeps you top of mind; your website closes the deal.



How a follower becomes a client.

SECTION 15

What to post



before and afters

skilled work in progress

your team on the job

reviews and finished rooms

Four kinds of posts that work for contractors.

SECTION 16

Where to spend your time first



Get your profile and best content right before spending on ads.

SECTION 17

Real-world scenario: two posts a week (illustrative)

This is an illustrative example. Tony never posts because he thinks he needs to be on social media every day.

He commits to two posts a week: one progress photo or short video, and one finished project or before-and-after. He updates his bio with his service area and website link and pins an

intro post.

After a few months, past clients start sharing his posts, and new inquiries mention they've been following his projects.

The lesson: consistency matters more than volume.

SECTION 18

Troubleshooting: social media problems

Nobody engages	Post transformations and short videos rather than graphics and generic tips.
Followers but no inquiries	Make your website link and services obvious in your bio and captions.
No time to post	Batch posts every two weeks and schedule them in advance.

PART 3

Tools you can use today

Examples, templates, worksheets, calendars and trackers.

SECTION 20

Worked example: one project, four posts

EXAMPLE

Post 1: demo day photo. Caption: Out with the old in Roseville. Big transformation coming.

Post 2: waterproofing in progress. Caption: The part nobody sees but everything depends on.

Post 3: tile going in. Caption: 24x48 porcelain, perfectly aligned.

Post 4: finished room. Caption: Done. Curbless shower, heated floor and a very happy homeowner.

SECTION 21

Worksheet: your monthly plan

Projects to feature this month

Posting days and times

Who replies to messages

Your profile bio

SECTION 22

Common mistakes to avoid

- Posting only finished photos with no story
- Long captions full of hashtags
- Ignoring comments and messages
- Sending people to message you instead of your website form

SECTION 23

FAQ

Instagram or Facebook?

Use both with the same posts. Many homeowners in their 40s and older are active on Facebook.

Should I pay for ads?

Get your website and reviews in shape first. Ads work better when your profile looks strong.

30-DAY ACTION CALENDAR

30 days of social posting

Do one task a day. Tick the box in your head, or print this page and cross off each day as you go.

DAY 1 Update bio	**DAY 2** Add website link	**DAY 3** Pin intro post	**DAY 4** Pick 4 projects	**DAY 5** Post before photo
DAY 6 Story: demo day	**DAY 7** Post progress	**DAY 8** Reply to comments	**DAY 9** Post finished room	**DAY 10** Story: detail video
DAY 11 Post before-after	**DAY 12** Share a review	**DAY 13** Post team photo	**DAY 14** Reply to messages	**DAY 15** Post progress
DAY 16 Story: material choice	**DAY 17** Post finished room	**DAY 18** Share a tip	**DAY 19** Post before-after	**DAY 20** Reply to comments
DAY 21 Post video walkthrough	**DAY 22** Story: behind the scenes	**DAY 23** Post a review	**DAY 24** Post progress	**DAY 25** Check messages
DAY 26 Post finished room	**DAY 27** Post before-after	**DAY 28** Review what worked	**DAY 29** Schedule next posts	**DAY 30** Plan next month

SECTION 25

copy-ready templates

TEMPLATE · COPY AND CUSTOMIZE

Before-after caption

Before and after: [project] in [City]. [One detail the homeowner loved]. Planning a project? Link in our profile.

TEMPLATE · COPY AND CUSTOMIZE

Progress caption

[Stage] at our [City] project. This is the part nobody sees, and the reason our work lasts.

TEMPLATE · COPY AND CUSTOMIZE

Bio

[Trade] for [City] homeowners · [Specialty] · Licensed and insured · Request an estimate ↓

TRACKER

Monthly social results

Month	Posts	New followers	Messages	Estimate requests
Month 1				
Month 2				
Month 3				
Month 4				
Month 5				
Month 6				
Month 7				
Month 8				
Month 9				
Month 10				
Month 11				
Month 12				

SECTION 27

glossary

Story	A short post that disappears after a day.
Pinned post	A post that stays at the top of your profile.
Engagement	Likes, comments, shares and saves.

SECTION 28

Recommended tools

Every tool recommended in this playbook, in one place. Some links may be affiliate links; we only recommend tools we use or would set up for clients.

RECOMMENDED TOOL

Wix

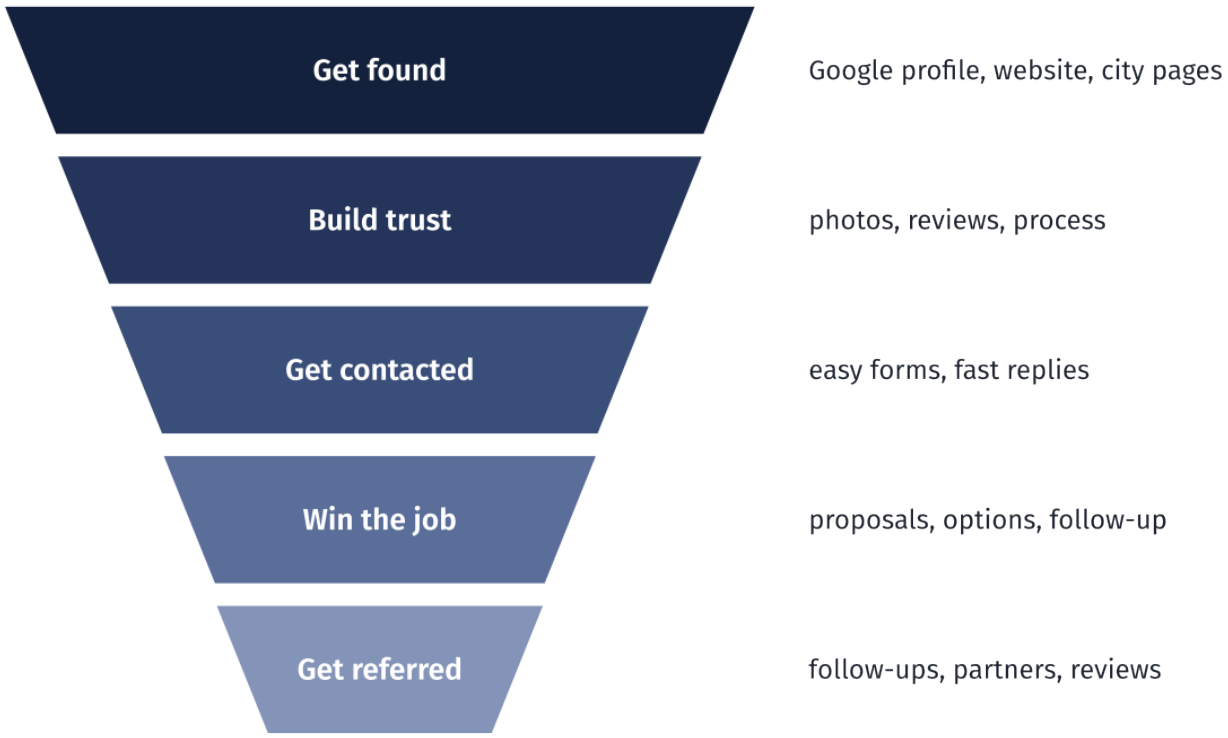
Your website is where followers become estimate requests.

Visit Wix at wix.com →

SECTION 29

Bonus: the contractor marketing system on one page

Every playbook in this series fits into one simple system. Homeowners find you, trust you, contact you and refer others. Each part supports the next.



The five stages of contractor marketing and the tools for each.

SECTION 30

Bonus: your weekly marketing hour

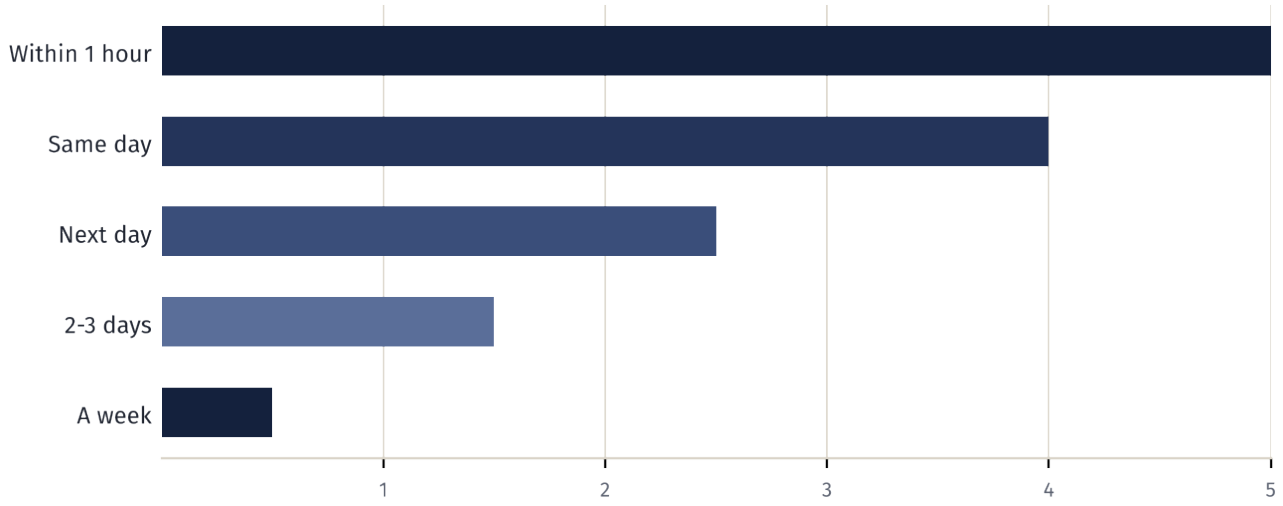
You don't need a marketing department. One focused hour a week, done consistently, beats occasional bursts of effort.

- First 15 minutes: answer every new lead and message
- Next 15 minutes: send review requests for finished jobs
- Next 15 minutes: upload new project photos to your website and Google
- Last 15 minutes: work on one improvement from your current playbook

SECTION 31

Bonus: how fast to reply to a lead

Homeowners often contact several contractors at once. The first professional reply makes a strong impression.



Our view of how reply speed affects your chances of winning the job, rated 1 to 5. Based on experience, not a study.

SECTION 32

Bonus: master checklist

- [ ] Website with a page for each main service
- [ ] Contact form on every page
- [ ] Google Business Profile complete and active
- [ ] Review request after every job
- [ ] Real project photos added monthly
- [ ] Pages for your top cities
- [ ] Job management software for quotes and payments
- [ ] Follow-up with past clients and partners
- [ ] One marketing hour every week

SECTION 33

Bonus: when to get help

Doing it yourself works if you have the time. If your calendar is full of jobs, it's often worth having a professional set up the foundation so you can focus on the work you do best. SmallBiz Marketing builds premium contractor websites and Google setups and can run your monthly marketing for you.

ABOUT SMALLBIZ MARKETING

SmallBiz Marketing builds premium websites and Google visibility for home-improvement contractors. Our team brings 20+ years of marketing experience, and every playbook is built from the same systems we use for client websites.

Rather have it done for you?

We build premium websites and Google setups for contractors, live in 5 days. Tell us about your business through the contact form at smallbizmarketing.net/contact.

Contact us →

Contractor website	$2,495
Website + Google setup	$3,495
Monthly growth plan	$995/mo

Some links in this playbook may be affiliate links. We only recommend tools we use or would set up for clients. Tool features and pricing change; check each company's site for current details.