

# A Must See **16** Point Checklist

*What types of things should pest companies be posting on their social media pages if your goal is engagement, thought leadership and most importantly lead generation?*

### Here's a 16 point checklist to follow:

- 1** Ask a question - Are you more interested in green pest control or are you comfortable with the use of traditional pesticides when a pest problem exists?
- 2** Post a 'fill in the blank' - e.g. Fill in the blank: The pest I am most afraid of is \_\_\_\_\_
- 3** Give special Facebook fan-only discount - List a bonus discount code only available to your Facebook fans.
- 4** Add Company News - about your business, such as job openings, promotions, and milestones.
- 5** News about the industry your business is in. Pestworld.org is a great resource.
- 6** Links to articles on your blog - every time you post a new article, update your fans with the link to your business blog page, and a question related to the article topic
- 7** Photos - Show photos of your products, office, staff or in-store events.
- 8** Friday 'Funnies' - Search for funny pics on Google images related to your brand and post on Friday mornings to give your fans a laugh before the weekend.



## 16 point checklist - continued

**9** Polls - set up polls asking for your fans opinions on subjects in the news, or topics directly related to your products or services.



**10** Videos - If you have produced any videos for your products, training videos or other promotional videos, add them to YouTube and share the links from Facebook.



**11** Links to your other social media pages - eg. 'Like us on Facebook? Don't forget to follow us on Twitter @Yourbusinessname!'



**12** Ask questions that are related to your product or service (e.g. Do bed bugs only infest dirty, cluttered homes?)



**13** Caption contests - Upload photos or images related to your industry and ask fans to write funny captions to win a prize.



**14** Give away free stuff - Encourage fans to share their great experiences with your products/services, and in exchange send them a free promo gift such as a t-shirt or pen with your company's branding on it.



**15** Think seasonally - eg. If its termite season list warning signs and pictures of termites, in the winter talk about signs of rodent infestations and winter proofing their homes.



**16** Include random (but interesting!) trivia - find interesting facts about pests, pictures of unusual pests or pest currently in season in your area and post them.



*Follow this list above - but more importantly - BE CONSISTENT!*

Think like an athlete - Social Media marketing results 'happen' when you feed the machine with the right content and do it consistently every single day.

Create helpful, educational content that positions your pest management company as a thought leader and you'll meet and exceed your marketing goals this year!

### Need Help with Your Social Media Marketing?

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