

How to Sell More Decks Through Instagram

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@Deckfanatic on Instagram

Reading time: About 4 minutes

Why You Want to Read This

Unlike most people, YOU don't have an Instagram account because you're vain or you want the world to think you're living a lifestyle like A-Rod.

You have an Instagram account because you want to generate sales leads and referrals for your decking business.

Please keep this objective in-mind as you're going through this short guide.

It may also seem that there is a lot to do to make your Instagram efforts work for you. However, I'm going to show you how you can do this without spending any more time than you probably already do on Instagram.

So in order for you to turn Instagram into your own lead gen machine, you need to get three things right:

- 1. Your Bio (Profile)**
- 2. Your Content**
- 3. Your Follower base**

Let's start with the easiest...



Your Bio

This is the area in which you tell people what your account is about. It is the only place on Instagram where you can include a live link so make sure you take advantage of that. A link to your site or a special offer often works best.

If you want phone or email leads be sure to add your phone number and email address and Instagram will automatically create a Contact button on your account. This makes it much easier for prospects to get in-touch with you.

If your account name doesn't include important keywords like "deck builder" or even "decks" try to get those words into your name field. This is important as your account name and name fields are the only two places that Instagram looks at when deciding to show your account in their search results.

Last thing. Make sure that you setup your account as a business account rather than a personal account. This will give you better stats and a whole lot of other benefits. And it's free so you can't beat that.

Your Content

You can do everything else right but if you're not posting good content on a regular basis there isn't any reason for anyone to keep following you and your efforts will be in vain.

We're going to be covering three main components of your content here:

1. What type of content to post
2. When to post and with what frequency
3. The importance of Hashtags

What Type of Content to Post

A lot of contractors (and creative types in general) only want to post finished projects on their Instagram feeds. That is cool but unless you're pumping out 20 decks per month, that isn't going to work for you. You need to be posting consistently and more often if you want to keep your followers around.

Instead, here are some ideas for content and why they could work for you:

- **End of day progress reports.** People want to see things as they're coming together. This also lets you showcase the skills you possess and positions you as an expert. And guess what? People ALWAYS prefer to work with experts.
- **Personal stuff.** People do business with other people. Prospects want to see there are real people behind your brand and you're not just another soul-less corporation.
- **Memes, inspiration and jokes.** Think bigger than just decks. Your followers are most likely homeowners living in your service area. Post things about home and family, local events and your thoughts about them. Again, letting people get to know you really will go a long way.
- **Reposting stuff from other accounts.** As long as you clearly give credit, there is nothing wrong with posting cool stuff from other people on your account. Just NEVER claim the work as being your own if it isn't.

If you follow some of the guidelines above you should never run out of ideas for things to post.

When to Post and With What Frequency

Best practices dictate that you should make one post per business day. That could be a post on your feed or adding something to your story. That will be enough to keep people engaged on your page and keep your business top-of-mind.

Generally speaking the best time to post is either around 8am or 5pm your local time. However, check your own stats to see when most of your followers are spending time on Instagram. This alone can make a HUGE difference in your success.

The Importance of Hashtags

Hashtags are what people use on Instagram to find things. They are like keywords on Google and they can make a massive difference in how many people see your posts – especially if you're just starting out and have a smaller follower base.

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The secret really with hashtags is choosing the right ones for your business. You don't want to choose ones with massive search volumes like #love or #NYC because the chance of your post showing up for these is next to nil.

If you're not living in a huge city like New York or Toronto, a really good secret is to find local hashtags that people are searching for in your area. So #rochester or #coloradosprings would work well. There will also be others specific to your city or state that people will be using on a regular basis. Use this [free hashtag generator](#) to find them.

When you post, you can use up to 30 hashtags but **9 seems to be the optimum number**. If you want to add more, leave a comment containing your other hashtags on your own post immediately after you publish it. Make sure the hashtags are related to what you're posting. Not sticking to this rule is a great way to piss your followers off fast.

Last rule. Don't always use the same hashtags on every post. Doing so will get you stuck in Instagram jail and you don't want that. Mix up the hashtags as much as you can to keep your account safe.

Your Followers

It is no secret that your followers are the key to your success on Instagram. The entire platform is based on this concept. However, not all followers are created equally.

Your ideal follower is someone that a) **lives in your service area** b) has interest in **purchasing your services** OR c) likes what you do and is willing to **tell their friends how awesome you are**.

In other words, **they are prospects or potential evangelists for your business**.

I like how a lot of the deck builders follow and support each other on Instagram but that isn't going to bring home the bacon. You need real prospects following your account and you need enough of them to make an impact.

Growing your Following Base

There are essentially two ways you can get more deck sales from Instagram. You can build your account organically or you can pay for ads.

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Growing Your Following Base Organically

What we're talking about here is doing what needs to be done to get followers and turn a decent percentage of those followers into customers or evangelists for your brand. I.e. they share your stuff and tell their friends about you.

This process takes time but it is an excellent strategy over the long term.

There are two keys to making this strategy work. First, you have to post good content on a regular basis. We covered this earlier.

Second, you have to perform monotonous and tedious tasks to get other accounts to start following you. Specifically, this looks like finding large accounts (competitors, local bars, sports teams, etc.) that your ideal prospects might be following and liking and commenting on their posts and comments. Or going through the followers of these large accounts and following their followers.

Like I said, tedious. But it is worth it once your account starts to gain momentum and leads start coming in. Fortunately, it can also all be outsourced very cheaply.

Leveraging Paid Ads

The other approach is paying for ads. This method is faster but as you can guess, it costs money and you could be paying for a long time. However, social media ads are still cheap and if you're selling decks north of \$15,000 it is really hard not to see a positive ROI from them.

The catch is that Instagram (unlike Facebook) does not allow you to pay for followers so building your following has to be done manually as per above. Yes. There are some places online that sell you followers but man, **NEVER do that**. No good will ever come from paying for followers and it is more likely that you'll get your account banned.

There are a number of ways to use paid ads. You could promote a direct offer like "Coronavirus Special. We're offering decks for 25 percent off." These can work ok but you need to remember that people are not on social media to buy decks so your offer had better be pretty good.

Another way to use paid ads is by promoting your best content. That will get people liking your posts, visiting your profile, following your account and visiting

your site. It will also allow you to build up an audience of people that have interacted with your posts and you can place SUPER-CHEAP remarketing ads in front of them down the road.

Summary

There you have it. I tried to keep this as short as possible because I know you're busy.

There really are only three things that trip up deck builders when it comes to building a successful Instagram account. First, is knowing **what and when to post** which we've covered here.

Second is **getting enough of the right type of followers**. Even if you know exactly how to do this, the process is tedious and time-consuming. And you definitely have better things to do than like and comment on hundreds of other accounts you may not even care about.

Third is **finding the time to actually do all this stuff**. Knowing what to do is one thing but it doesn't do you any good if you don't implement it. If you recognize the potential in building your Instagram account properly but you don't have the time to do all of these things yourself (or you're smart and you simply don't want to), ask me about our Instagram Growth and Management services.

We'll take care of everything for you so you can simply focus on what you do best. **Selling new deck projects, building them and keeping your customers happy.**

[Get In-Touch to Learn More](#)

P.S. This may be obvious but it is worth mentioning. The strategy we covered here is a long-term play and requires some patience to implement. It may take time to grow your account and get it to the point where it will become a significant source of leads and referrals for your business.

If you're in a position where you need leads now, there are better places to invest your time and efforts. I have some strong opinions about what those are and

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which work best for most deck builders. Feel free to contact me to discuss these options.

Thanks for reading!

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