

SOCIAL MEDIA POST IDEA GUIDE

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ACHIEVE “TOP AUTHORITY” STATUS IN THE CLEANING INDUSTRY



Service **Autopilot**™

Valuable Content

Providing your leads and clients with valuable content helps your cleaning business achieve “top authority” status in the industry.

1. You've been cleaning your shower wrong... which means you're not getting as clean as you could be. Here's a trick to having a SQUEAKY CLEAN shower in NO TIME! [insert expert tip]



Visual: [insert pic from a recent, great-looking job]

Valuable Content

2. Ever wondered how house cleaners keep the glass shower door streak-free shine? [\[insert expert tip\]](#)

Visual: [\[insert pic from a recent, great-looking job\]](#)

3. Are you sick and tired of gross toilet bowl rings? Check out THIS! [\[insert expert tip\]](#)

Visual: [\[insert pic from a recent, great-looking job\]](#)

4. Have you ever been curious how us house cleaners make your household fixtures GLEAM?! Try THIS. [\[insert expert tip\]](#)

Visual: [\[insert pic from a recent, great-looking job\]](#)

6. Here's how you freshen up your mattress in a cinch! [\[insert expert tip\]](#)

Visual: [\[insert pic from a recent, great-looking job\]](#)

7. Quit hiring mediocre house cleaners for your home. Here's why [\[insert cleaning co. name\]](#) is different.

Visual: [\[insert pic from a recent, great-looking job\]](#)

8. Ever wondered how we house cleaners get scuffs off the floor? Here's the secret! [\[insert expert tip\]](#)

Visual: [\[insert pic from a recent, great-looking job\]](#)

Be a "Personal" Business

In order to stand out, give your leads and clients a humanistic element that puts the names with the faces of your cleaning business.



Visual: [insert pic of a team member doing an awesome job recently]

9. Meet [insert name]! She/he has been with [insert cleaning co. name] for [insert time]. She/he is awesome, because [insert specialty]!

Visual: [insert pic of a team member doing an awesome job recently]

10. Hey, my name is [insert your first name]. I've been cleaning houses for [insert time]. I started my business in [insert year]. My goal is to [insert goal]. I clean houses, because [insert reason]!

Visual: [insert pic of a team member doing an awesome job recently]

Be A "Lovable" Business

Showing your leads and clients why your happiest clients love you is a great way to convert more leads to sales and upsell existing clients!



Visual: [insert pic of your biggest fan]

11. Check out our #1 fan! [insert name] [insert why they're your #1 fan]

Visual: [insert pic of your happy client]

12. "[insert customer testimonial that's benefit-driven]" - [insert name]

Visual: [insert pic of your happy client]

Be A "Different" Business

Educate your leads and clients by telling them the benefits of signing up or upgrading to your services. Present problems they don't know they have, and solve them.



Visual: [insert pic of recent, great-looking jobs]

14. "When your environment is clean you feel happy, motivated and healthy." - Lailah Gifty Akita (Author) | Let us help YOU maintain a healthy lifestyle.

Visual: [insert pic from a recent, great-looking job]

Be A "Different" Business

15. Studies have shown a clean home has effects on your mood and well-being. Let us help you bring life back into your home.

Visual: [insert pic of your team in action]

16. "Your home is living space, not storage space." -Francine Jay (Author) | Let us bring love back into your living space.

Visual: [insert pic from a recent, great-looking job]



Life Hacks

Make your cleaning business useful and interesting to your leads and clients by providing them with life hacks that will help and intrigue them.



Visual: [insert pic of your amazing family at it's finest]

17. Juggling the kids versus cleaning the house can be a challenge. We housecleaners share the same struggles. [insert top 5 secrets in bullets]

Visual: [insert pic of your amazing family at it's finest]

Life Hacks

18. Get inside access to the best, most affordable household cleaning tools we housecleaners LIVE BY. [insert top 5 favs]

Visual: [insert pic of your team using the fantastic products]

19. We house cleaners work... like a lot. This is our #1 secret to keeping healthy and energized. [insert expert tip]

Visual: [insert pic of one of your team's awesome families at its finest]

20. These are our top 3 favorite tools we couldn't live without!

[insert top 3 tools]

Visual: [insert pic of your team using these cool tools]

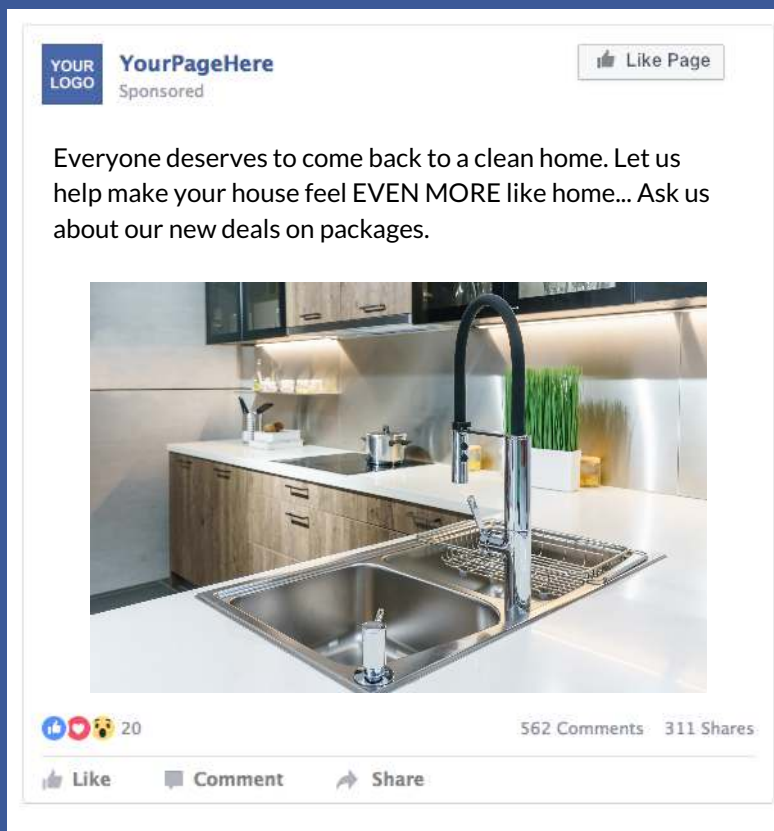
21. These popular products just don't work... and they're probably in your home. [insert 5 worst products]

Visual: [insert pic of your team trying to use these "not-so-cool" tools]



Benefits

In order to raise your retention rates and grow your cleaning business, you need to upsell your clients. Let your clients know what they're missing out on, and list the benefits of upgrading their services.



Visual: [insert pic from a recent, great-looking job]

24. Everyone deserves to come back to a clean home. Let us help make your house feel EVEN MORE like home... Ask us about our new deals on packages.

Visual: [insert pic from a recent, great-looking job]

Benefits

25. You're busy juggling the kids around. You shouldn't have to clean the house too. Upgrade your package TODAY. You deserve it.

Visual: [insert before and after pics from a recent, great-looking job]

26. A clean home is a necessity. Not a privilege. You work hard. And you deserve to have it without doing MORE work. Treat yourself by upgrading to one of our exclusive deals.

Visual: [insert before and after pics from a recent, great-looking job]

27. Have you upgraded yet? We're offering new, exclusive, budget-friendly plans, because we care about your home.

Visual: [insert client's family pic from a recent, great-looking job]

Benefits

28. Are you tired of picking up after the kids? Tired of scrubbing the toilets? It's time for an upgrade. Ask us about our packages, and let us help you, right now!

Visual: [insert before and after pics from a recent, great-looking job]

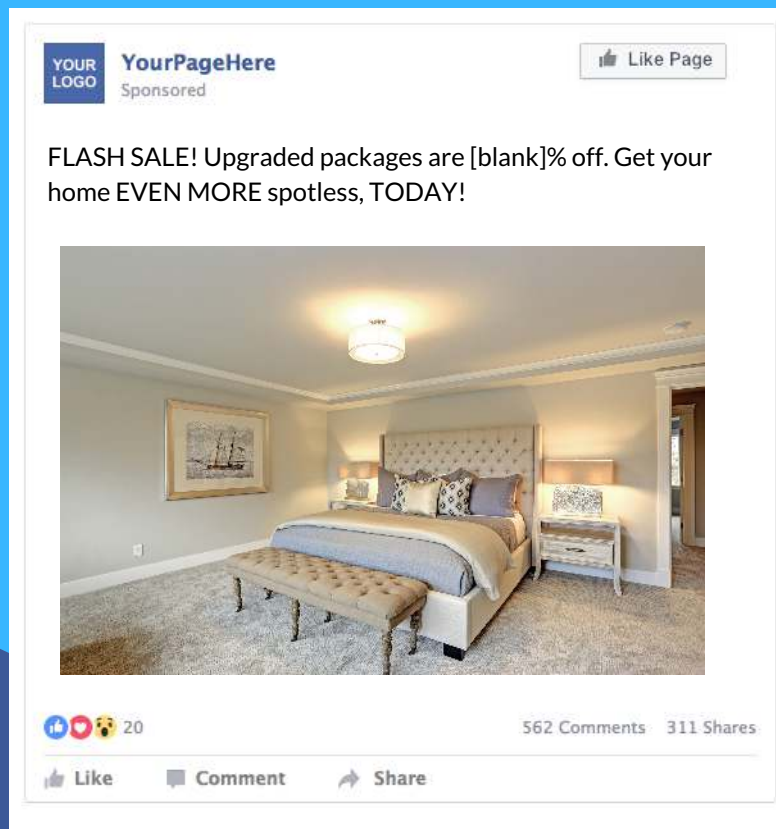
29. After a long day, when you come home from work - you still have to parent. But you don't have to clean. Let us help you take up the slack this week. Upgrade your package NOW.

Visual: [insert before and after pics from a recent, great-looking job]

30. Wouldn't it be nice to come back to a CONSISTENTLY, sparkling, clean home? So, let's make it happen... today. You're due for an upgrade!

Visual: [insert before and after pics from a recent, great-looking job]

If you want to grow your cleaning business, you're going to have to create incentives for leads to convert and clients to upgrade. Running exclusive deals and sales that reward them for engaging with you on social media can help.



Visual: [insert pic from a recent, great-looking job]

31. FLASH SALE! Upgraded packages are [blank]% off. Get your home EVEN MORE spotless, TODAY!

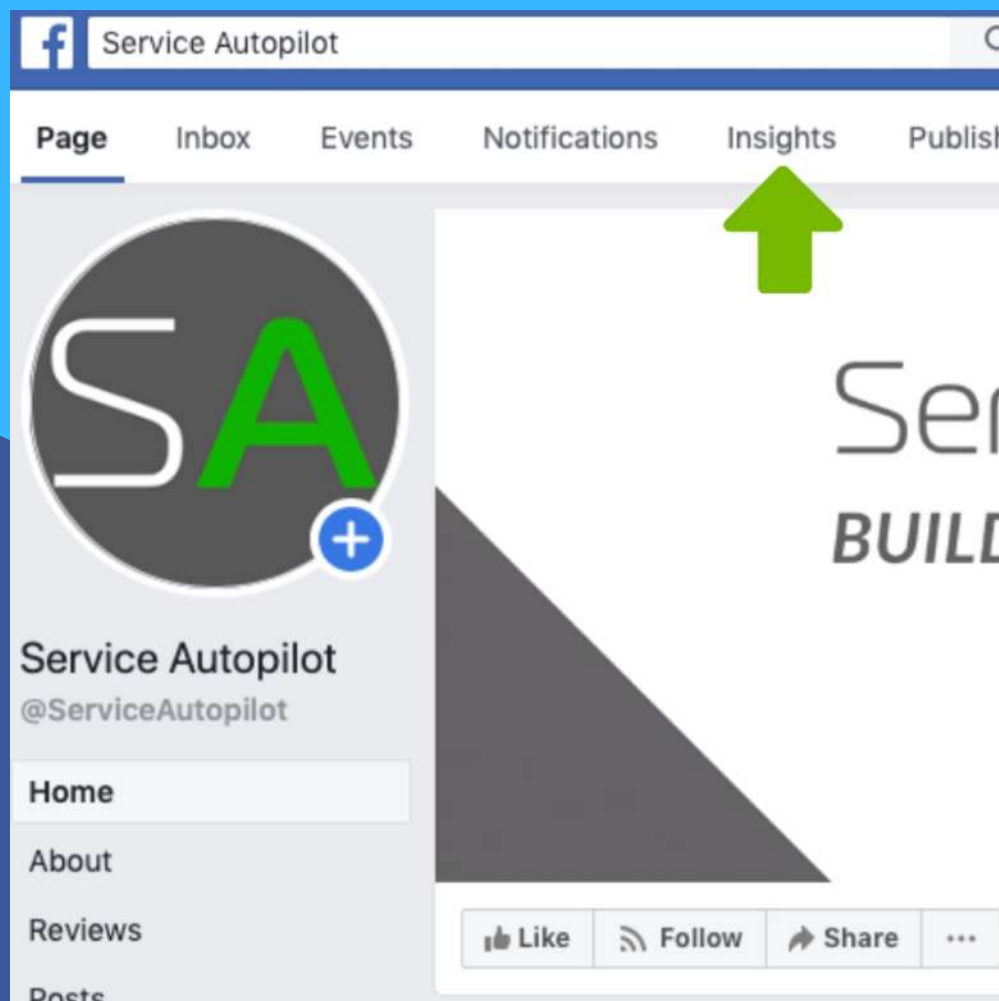
Visual: [insert before and after pics from a recent, great-looking job]

Pro Tip!

In order to find out when you should post on social media, take a look at Facebook Insights. Your posts will do so much better, if you release them when your audience is online.

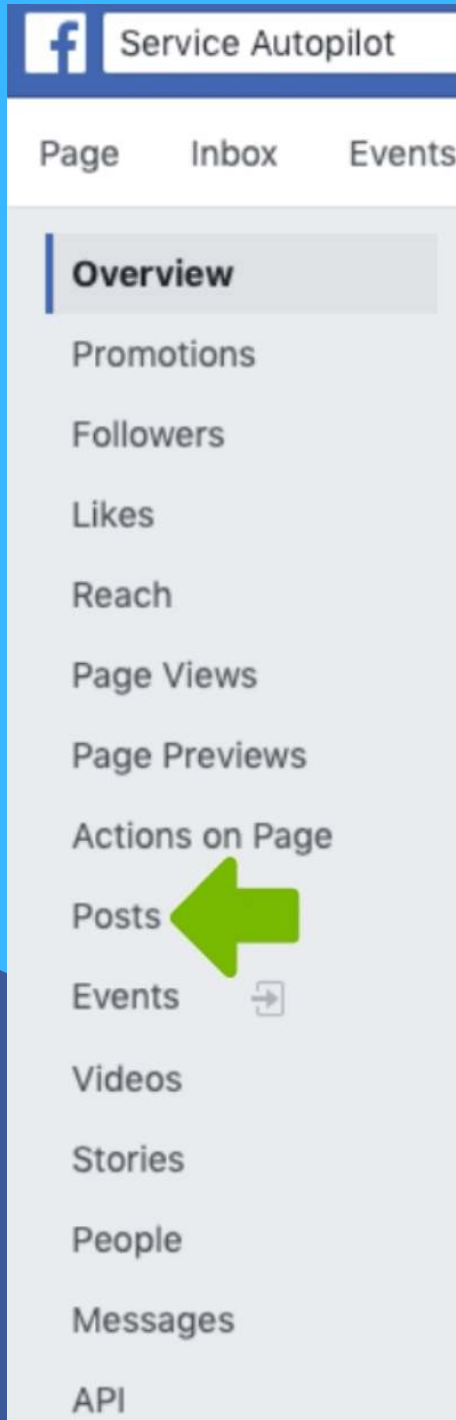
Here's how to find it:

Step 1: Click "Insights"



Pro Tip!

Step 2: Click "Post"



HEAVY MONTHLY POSTING SCHEDULE

01	02	03	04	05	06	07
Sales / Upgrade		Valuable Content		Personable Content		Engagment Starter
08	09	10	11	12	13	14
Life Hack		Valuable Content		Quote/ Testimonial		Sales / Upgrade
15	16	17	18	19	Introduce Entire Team <small>(exchange post for family intro if a solo op)</small>	21
	Sales / Upgrade		Valuable Content			28
22	23	24	25	26	Introduce a Team Member	
	Life Hack		Valuable Content			
29	30	31				
Sales / Upgrade		Valuable Content				

Please Note: Based on your cleaning business' needs, pick a light or heavy schedule.

LIGHT MONTHLY POSTING SCHEDULE

01	02 Valuable Content	03	04 Sales / Upgrade	05	06	07
08	09 Valuable Content	10	Introduce Entire Team (exchange post for family intro if a solo op)	12	13	14
15	16	17 Valuable Content	18	19 Quote/ Testimonial	20	21
22	23	24 Valuable Content	25	26 Sales / Upgrade	27	28
29	30 Valuable Content	31				

Please Note: Based on your cleaning business' needs, pick a light or heavy schedule.