# A&S Gutters LLC Social Media Plan




**Created By: Bryan Guzman**

**IAM-3065-001**

## Table of Contents

**Situation Analysis: Client Profile and Client Audit……..Page 1**

**A&S Gutters LLC Competitive & Comparative Analysis……..Page 7**

**A&S Gutters LLC SWOT Analysis……..Page 17**

**Audience Analysis……..Page 19**

**Research: Connections and Industry Best Practices……..Page 22**

**Strategy and Tactics……..Page 25**

**Specific Platform Tactics……..Page 27**

**Evaluation……..Page 28**

**Conclusion……..Page 30**

**Sources……..Page 31**

**Author Profile and Executive Summary……..Page 32**

**Content Calendar……..Page 33**

## Situation Analysis: Client Profile and Client Audit

**Client Profile:**

A&S Gutters is a gutter cleaning and repair company based in LaVergne, Tennessee. Through their Facebook account, they like to show off all the work they could complete for clients. Some of their work has been on apartment complexes, hotels, private office buildings, and privately owned houses in the Brentwood area and the surrounding cities outside Nashville. Due to their heavy workload and inconsistent schedule, they can only post, for the most part, once every month if they have a chance. Through their Facebook Account, A&S Gutter has been posting pictures, videos, and reels of the houses, apartment complexes, private office buildings, and hotels where they could work. One of their primary market in this business would be to help the local Hispanic community. However, they would also like to work with owners of commercial buildings who might be looking for an alternative and adequate substitute for Leaf Filter, the main competitor in this niche business. One of the goals that A&S Gutters has for its social media platform would be to increase its presence among the people looking to have a better and more efficient value than what Leaf Filter has to offer for their new clients. A&S Gutters mentioned they can increase consistency in posting on their Facebook accounts. However, they also noted that it took a lot of work to develop new ideas on what to post and how to attract people's attention to their business.

**Client Audit:**

As of writing this, A&S Gutters, LLC. only has 175 followers and 172 page likes on their Facebook page. Which is the only platform on which they are present and active. A & S Gutters, LLC's activity level on their Facebook page needs to be improved

for better terms. I noticed that they posted multiple pictures of different jobs as a video in a single post. This could be improved by showing their audience on Facebook the job they had just completed that day. The fact that there isn't any contact number in the Intro section is worrying.

**A&S Gutters LLC.** is with **Amarilis Yamil Lamboy**.
January 12 ·

Cleaning, installation of gutter guards. Contact us for a quote




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Like Comment Share

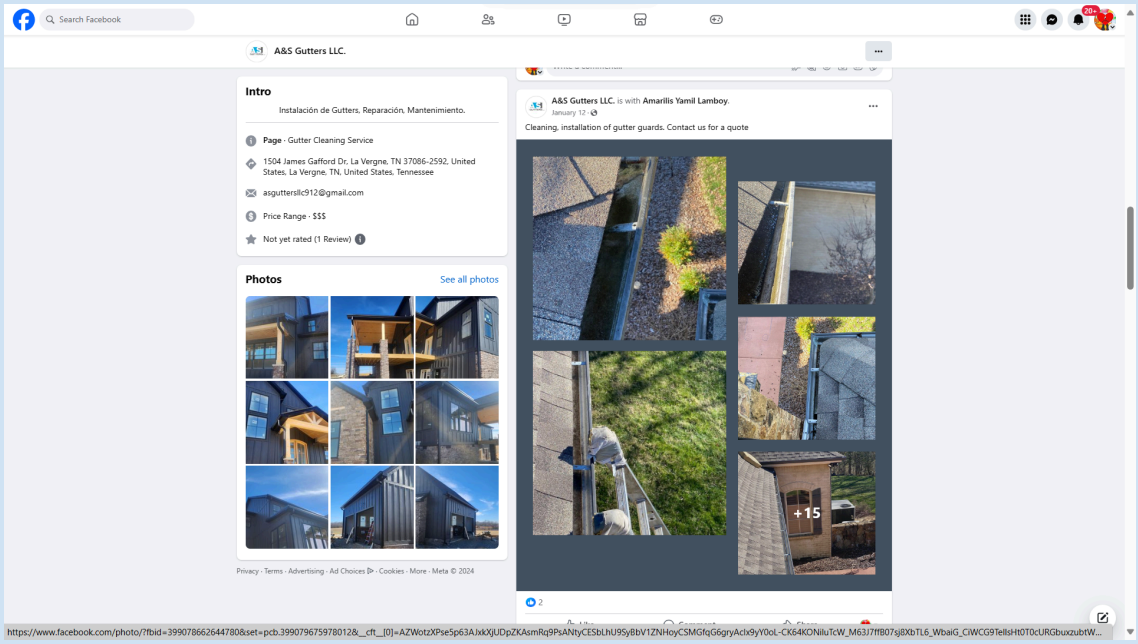



Regarding their posts, A&S Gutters LLC has some visible difficulty in making relatable, attention-getting posts that are easy to digest. One example would be a post in which they posted multiple jobs they had done. Their description says, “Cleaning, installation of gutter guards. Contact us for a quote.” Viewing this as a “potential client” made me think they are not very aware of the trends in social media when putting their contact information in. Understandably and realistically speaking, this can lead potential clients to believe they are not legitimate businesses or companies they can't fully trust to do a good job based on the money they pay. When it comes to the overall aesthetic of their post, I can say that the people running this social media account are having trouble making it more engaging to interact with; instead, they make it look like they don't know or are aware of what their potential clients might think of them based on their effort in making their social media presence more aesthetically pleasing and unique to engage with. Now, one of the most significant issues I have with this client is that they barely have a brand voice to go off with. Not only does this hinder their reputation in the gutter cleaning market, but it can also show that they are looking to make a lot of money easily

instead of showing their customers why they should pick them instead of Leaf Filter, which is a bigger and more efficient company for attracting potential clients and partners. Lastly, A & S Gutter's audience interaction is, at most, based on what I have seen without having admin access to their account, five likes in each post, and the least they have gotten would be 1 in multiple posts on their page.



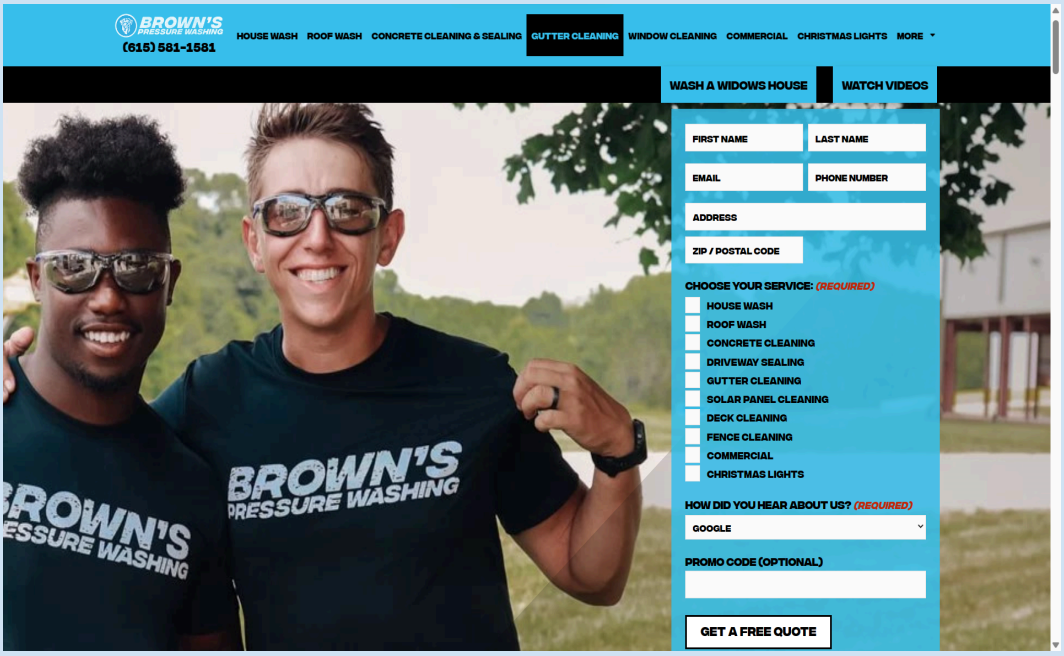

Only posts in which A & S Gutters have their contact information.




Screenshot of A&S Gutters LLC Facebook account.

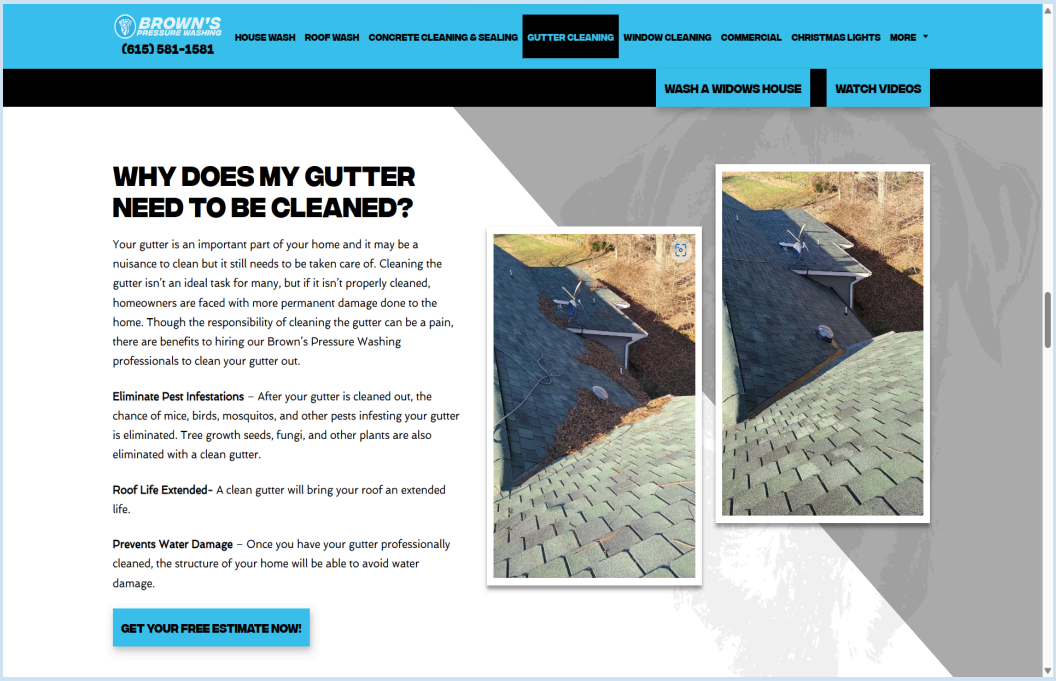
**A&S Gutters LLC Competitive & Comparative Analysis**

1. **Browns Pressure Washing**
    a. Website: Gutter Cleaning In Nashville, TN | Brown's Pressure Washing (brownspressurewashing.org)
    b. Facebook Page: https://www.facebook.com/BrownsPW/
    c. Instagram: https://www.instagram.com/brownspressurewashing/?hl=en
    d. One thing that Browns Pressure Washing does well is that its website tells potential customers what it specializes in. Right from the moment you go into their website. You are welcomed with a form that you can fill out. This form asks for the essential information you can find on any other website from a company specializing in yard work and anything related to gardening. One thing that stood out was that they listed all their services. Underneath this list is a section asking new customers how they heard about them. Lastly, it gives the potential customer to put in a Promo Code for their first quote.

e. 


f. One thing that A&S Gutters LLC can earn from this company is that it is an excellent idea to have an established website that potential customers can visit. This will allow them to see what services they provide and what results they can expect from such services.

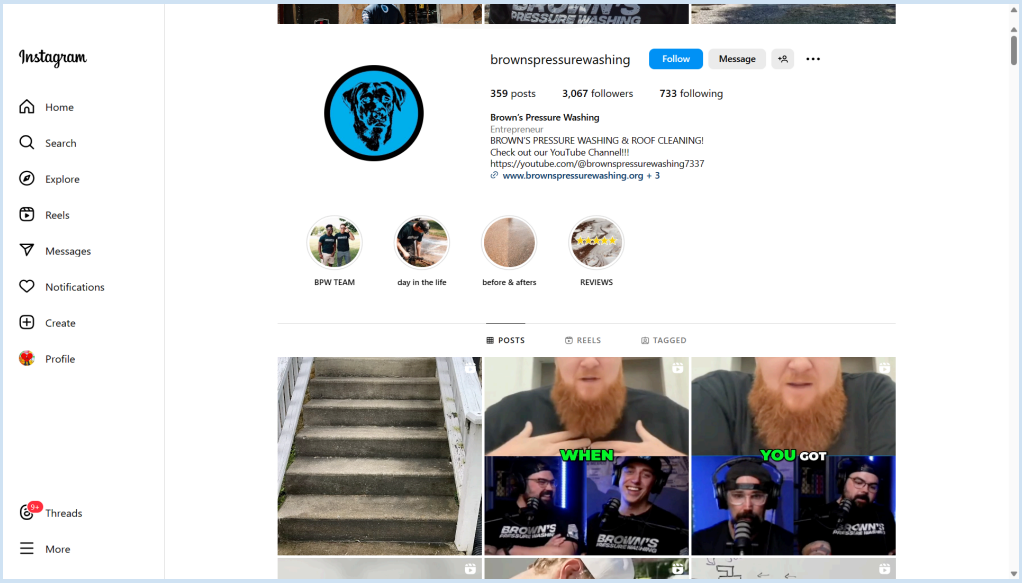
g. Another thing Browns Pressure Washing does well is show potential customers why they should clean their gutters and the benefits of such service to their homes and daily lives. I also liked that they showed before-and-after pictures of the same house from the same perspective. This indicates that they pay close attention to the small details, even when making informational posts for their digital platforms.

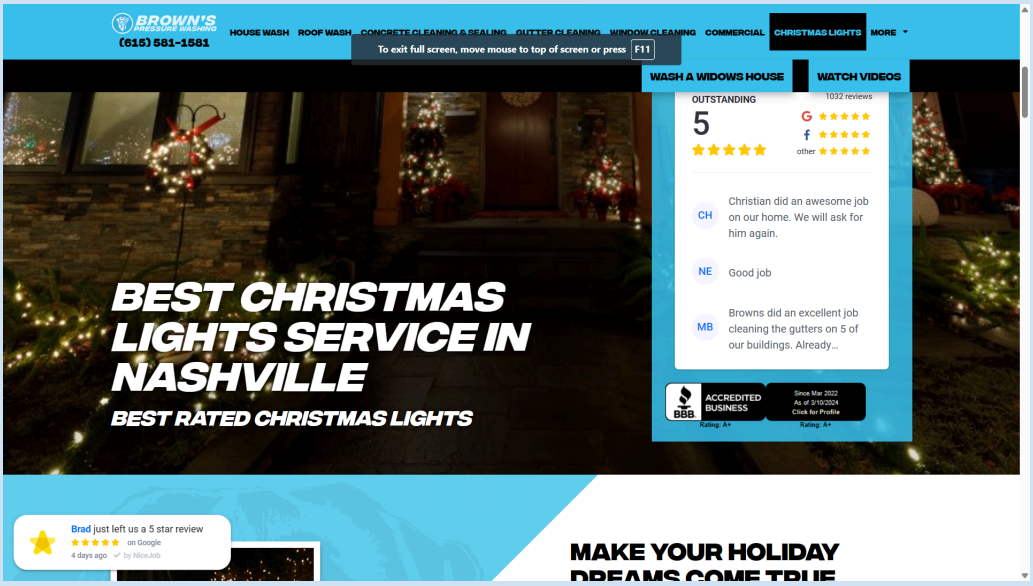
h. 


i. One thing that A&S Gutters LLC can take away from this is that when they post their work, they should focus on the before-and-after picture of a single home instead of the multiple ones they did. This can not only make it accessible for their potential clients to see how good they are, but it also shows that they are professionals and dedicated to their craft.

j. Lastly, one thing that I found to be great was that Browns Pressure Washing had different tabs on their websites dedicated to each service they provided. Not only did this make it easy to get to the portal page for the service you were looking for, but it also showed that they were willing to make their website accessible and easy to navigate. This tells me that Brown Pressure Washing is a company willing to do anything it might need to succeed within its competition. Another fascinating thing I found intriguing was how they used their Instagram account to communicate with

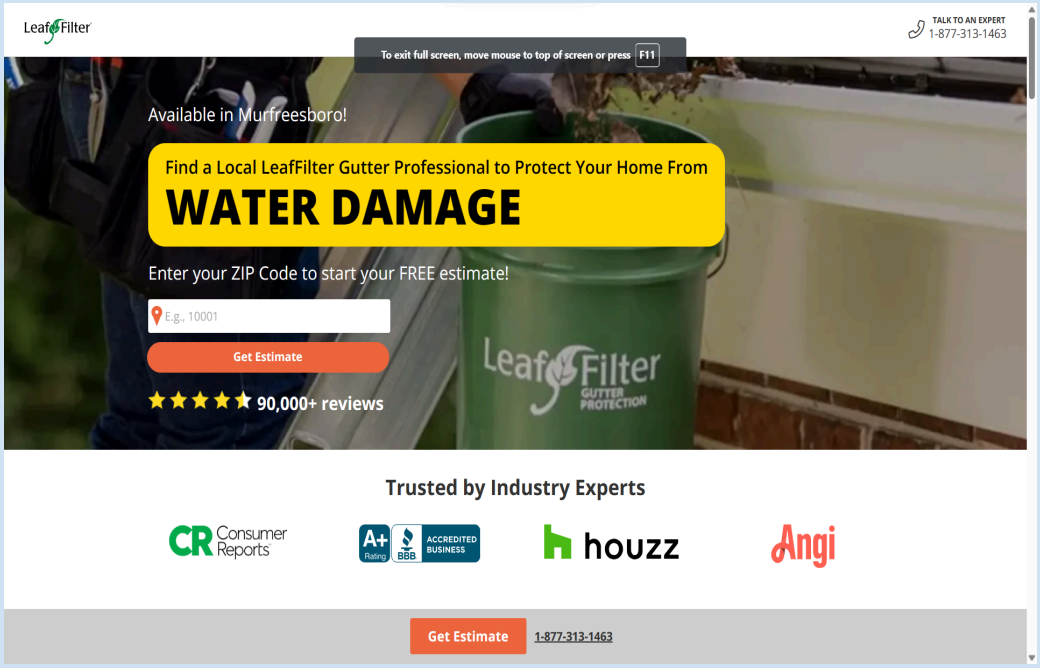
their community and demonstrate their day-to-day life while working in people's homes.

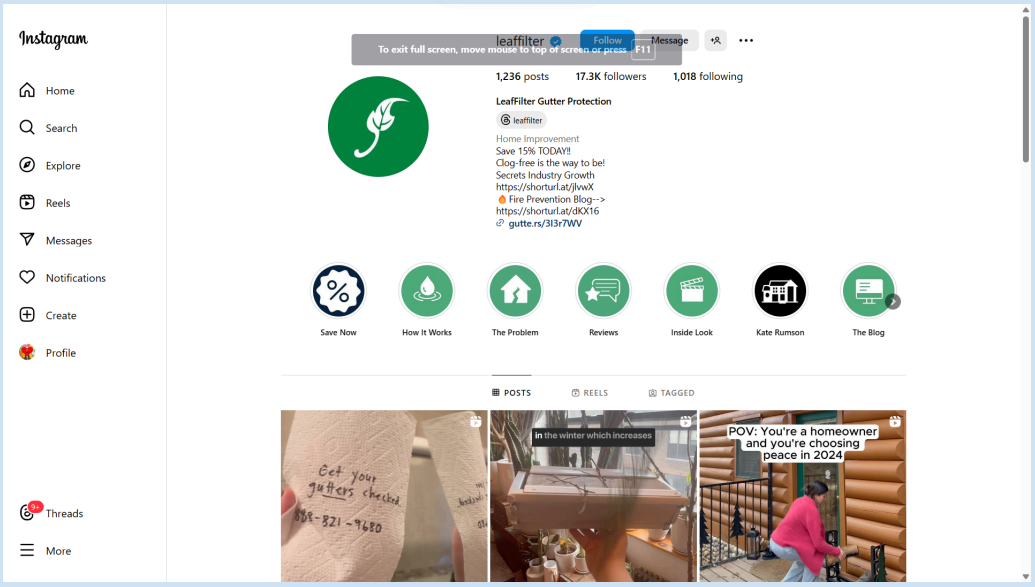
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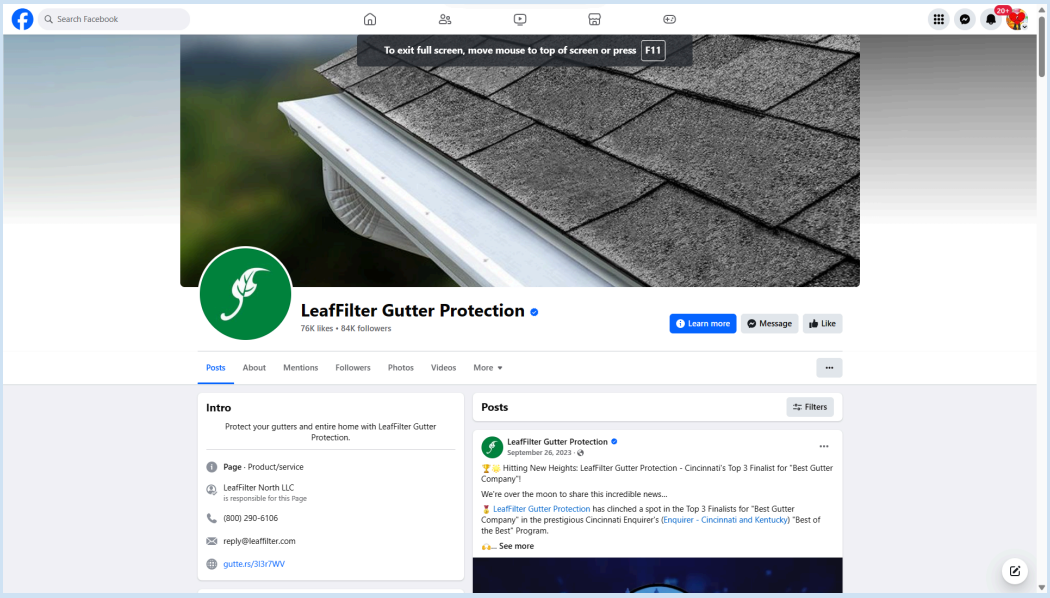




l. One crucial thing that A&S Gutters LLC can learn from this company is that showing how the community feels and what they do in their daily jobs will help gather people’s attention and help their company get the reputation and fame it deserves within the local community.

2. **Leaf Filter**
    a. Website: [Water Damage | LeafFilter]
    b. Facebook: [https://www.facebook.com/LeafFilter]
    c. Instagram: [LeafFilter Gutter Protection (@leaffilter) • Instagram photos and videos]
    d. One thing Leaf Filter does well on its social platforms and website is getting people's attention by showing where it is available nearby, what amount of money it can save on its first appointment, and the awards and networking opportunities it has had through its business.



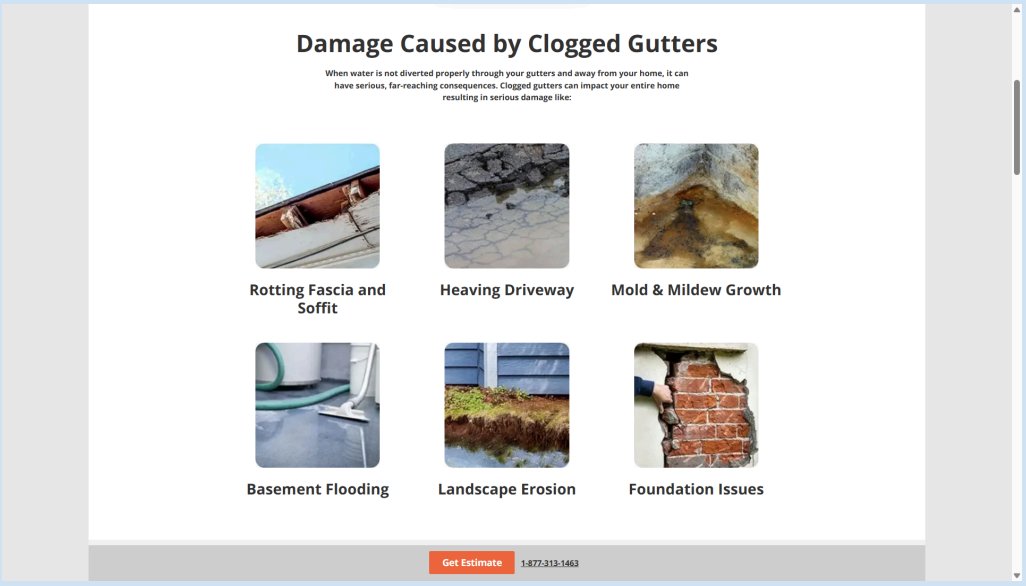
e. 

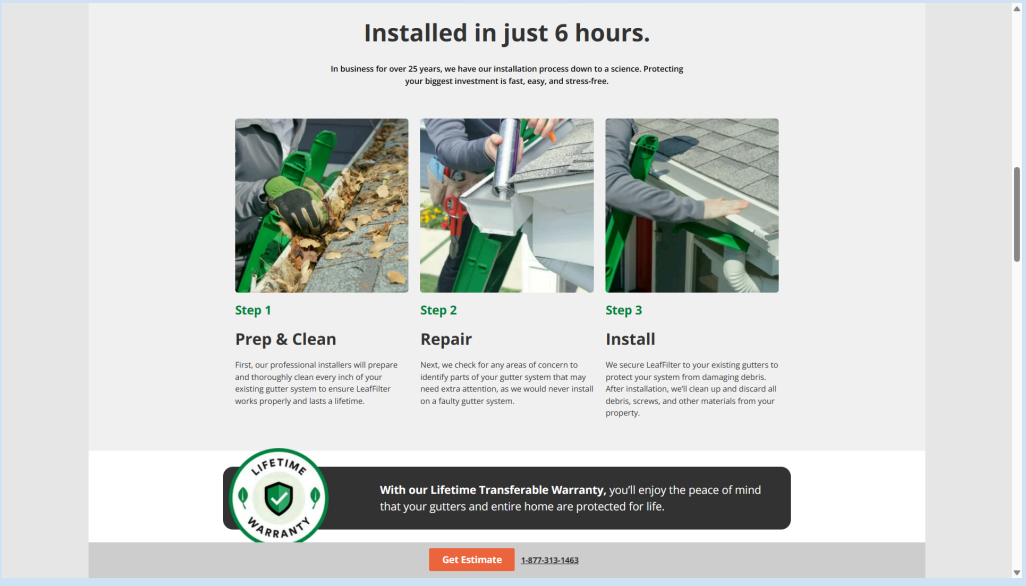




f. One crucial thing that A&S Gutters LLC can learn from a nationally known brand, such as Leaf Filter, is that to attract more customers, they need to get people's attention by either giving them a deal on their first appointment, showing people where they are available in their state, and most importantly, showing off any awards they might receive through their hard work.

g. Another thing that Leaf Filter does really well is walking its potential customers through how they fix broken gutters and install gutters that keep debris from trees and birds away from the gutters for good. I also liked that they showed the negative impact of not cleaning gutters properly.

h.



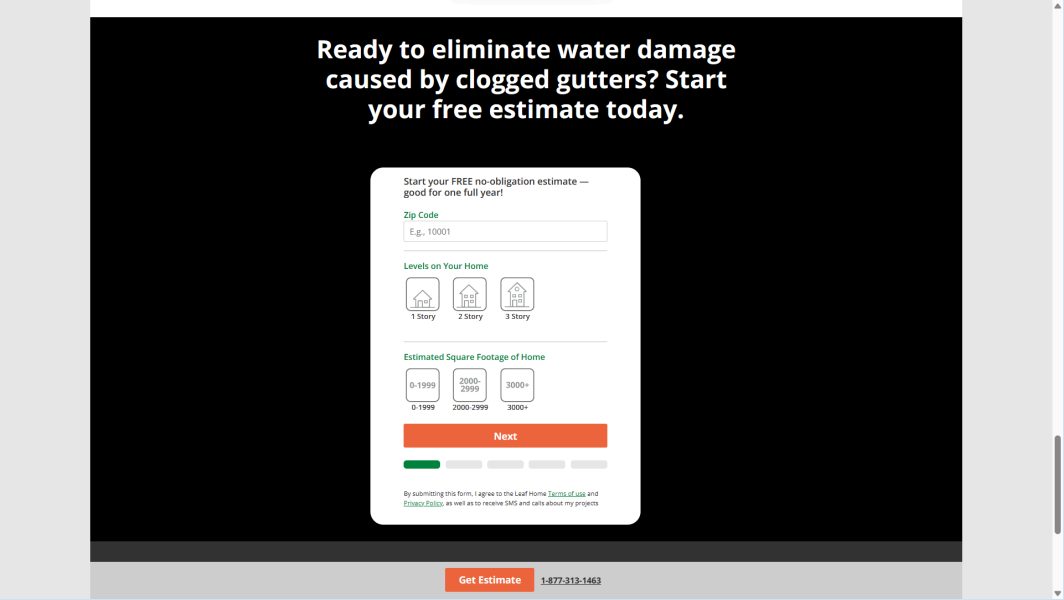




i. One essential thing that A&S Gutters LLC can learn from how Leaf Filter has their website structured is the importance of showing how things will

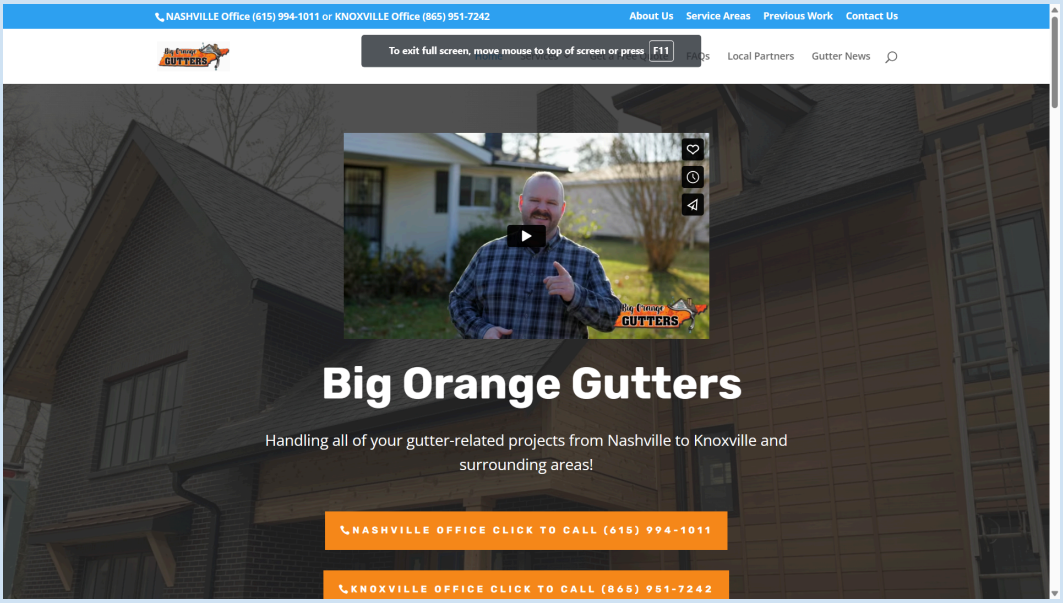
be done. Not only does this build the trust of their customer even more. But it could also give people an idea of why having clean gutters in their house is very important. Not only will this show their audience how knowledgeable they are in their craft, but it will also show people that A&S Gutters LLC is not a company that is looking to make a lot of money the easy way.

j. Lastly, just like Brown Pressure Washing, Leaf Filter directs potential clients to its portal to get a free estimate of how much Leaf Filter services will cost in their homes. The unique styling and color theme show that the form is based on the background color.

k.




l. A&S Gutters LLC can learn from Leaf Filter that color theming on their future website will matter as much as the content they post. Not only will choosing a color that helps represent their brand be difficult, but they need to think of how their overall brand voice will be represented in the color theming they choose for their website and social platforms.

3. **Big Orange Gutters**
    a. Website: [Big Orange Gutters | Gutters From Nashville to Knoxville, TN]
    b. Facebook: [https://www.facebook.com/bigorangegutters/]
    c. Instagram: [Big Orange Gutters (@bigorange_gutters) • Instagram photos and videos]
    d. Like Browns Pressure Washing and Leaf Filter, Big Orange Gutters has its social platform laid out so that potential customers can easily navigate and quickly find the services and offers they are offering. This shows that not only did Big Orange Gutters follow the successful formula that both Browns Pressure Washing and Leaf Filter had in mind. They showed that they could one-up their competition by having an introductory video of their owner talking to potential customers about why they should choose them over the leading competition, Leaf Filter.
    e. 

f. A crucial thing that A&S Gutters LLC can learn from Big Orange Gutters is that communication between its owners and its audience will be the most significant key factor in making it more successful among the companies in its business. Since they want to target the Hispanic community the most, leadership should go out of their way and show them how they will help them and their house in the long term. One-to-one communication between owners and clients will build a solid sense of loyalty to their brand. Clients, especially those in the Hispanic community, will see how hard-working they are and, most importantly, how trustworthy of a company they can be.

**A&S Gutters LLC SWOT Analysis**

- Strengths
    - A&S Gutters LLC's strength is its willingness to post about its job on social media. They have also shown some basic editing skills when making short-form videos on their Facebook page. It is not only comforting to know that they are willing to make an effort to attract people of all ages to their page. However, they showed they were eager to learn a new skill and show their specialty and crafts in repairing and cleaning gutters for people who might need them.
- Weaknesses
    - A weakness that A&S Gutters LLC can't seem to hide is that they don't know who their audience is. This is shown by the posts, some written in English while others in Spanish. This shows their unorganized nature as a company because they are still determining who they might want to work with within the community. Another area for improvement they display is that they need an established website where their potential customers can see the pricing and services they offer as a company. This would hurt them in the long run by making people believe that they are not a trustworthy company they can bring into their hands.
- Opportunities

    - One ample opportunity that A&S Gutters LLC has is the ability to become an attractive option among the Hispanic community for companies specializing in gutter cleaning and repair. This can help them succeed due to their natural ability to connect deeply with their customers rather than the others in the area. This will also help them because Hispanics tend to be more trustworthy of fathers in their communities. However, they also fear being taken advantage of due to their inability to speak fluent English.
- Threats
    - One thread that A&S Gutters LLC has to deal with would be the idea of breaking into a market heavily dominated by Leaf Filter and other companies that are much bigger in the Nashville area. This threat can be overcome only if they are willing to show people in their community why they should be picked rather than Leaf Files, Browns Pressure Washing, or Big Orange Gutters.

**Audience Analysis**

- Name of Audience Group:
    - Word of Mouth Customer
- Key Audience Characteristics:
    - The characteristic of this audience would be people who might be talking to the owner's wife. And during a random conversation. They might need a cheaper option to do the same service as companies like Leaf Filter, Big Orange Gutters, and Browns Pressure Washing LLC. Through this, the owner’s wife will go out of her way and make an offer to that person, offering them an affordable price and the guarantee that they will have better results than if they decided to go with any of the more prominent companies mentioned above. The media habit of this audience, which is primarily white, would be 83% of the population uses YouTube daily, 69% use Facebook daily, Instagram is used just by 47% of the population, and lastly, Pinterest and TikTok are used by 35% and 33% of the population respectively according to Pew Research Center.
- Key Messages to Communicate to This Audience:
    - One key message that A&S Gutters LLC needs to communicate to its audience is that they are a company still in its infancy. This would help them not only with their reputation but also help their audience understand why they do things the way they do. If they don't, they risk losing business

or, worse, having their image and reputation ruined due to people in their audience seeing how they do things and questioning their company's ethics.

- Name of Audience Group:
    - Hispanic Community in the Nashville area and the surrounding communities.
- Key Audience Characteristic:
    - This specific audience comprises people of Hispanic ethnicity who live in Nashville and the cities outside of the Nashville area. They tend to be reserved while also depending on their friends and family to make decisions that will help them in the long term. Their trust in products is based on hearing other people's experiences in their communities. This audience is also known to be a very religious group whose beliefs are based on the ideology that makes up Roman Catholicism (55%), Protestant (22%), and other Christian (3%), according to Pew Research Center,  which A&S Gutters LLC can use to seem relatable to them as a company and as a benefit for their community based on their religious affiliation and the relatable cultural similarities they may have with people who are from different parts of Latin America, like Mexico (57.71%), Puerto Rican (8.69%), Cuban (3.48%), and other Hispanic or Latino (30.11%) in Tennessee according to neilsberg.com. Most people in the audience that A&S Gutters LLC will be interacting with will be middle-aged

people. Meaning they are between the ages of 40 to 60.  Their economic range is about $63,750.00 per year, according to ZipRecruiter.com.

- Key Messages to Communicate to This Audience:
    - One thing that would be important to communicate with this audience would be the fact that they are religious, part of the Christian faith, just like most of them are. A&S Gutters LLC should also focus on the fact that their pricing model should be based on what most people in the community are trying to tap into, which is near the average $63,750 yearly range. This can also be supported by telling their potential customer that they will do the same job as the more prominent companies at a fraction of their price. It would also be helpful if they showed their customers in their specific communities that they have a website and social media page, like their Facebook account, which they can access to see what they have been able to do in their field of expertise. Lastly, one essential fact they cannot forget to mention would be the idea that they are there to help people have a better quality of life in their homes and show them why it's essential to clean their gutters and protect them from all the falling debris that may come from nearby trees in their neighborhood.

## Research: Connections and Industry Best Practices

### Connections

A group of brands A&S Gutters LLC should connect with are Five Points Roofing, SecureLawn, and Reed's Remodeling. These three brands are a good connection point for A&S Gutters LLC because they already have experience in breaking out in markets that are not accessible to smaller groups like A&S Gutters LLC. Reed's Remodeling is a good connection that can help A&S Gutters LLC the most because it can help them grow as a business and a local company here in Tennessee. Another reason A&S Gutters LLC should connect with Reed's Remodelling is that they may be able to become an affiliate of Reed's Remodeling. That will allow them to get more work in their field without the hassle of trying to find customers daily. Secondly, A&S Gutter should also consider connecting with SecureLawn because they already have the experience and expertise of the different types of customers in the Middle Tennessee area. This would also allow A&S Gutters LLC to learn from a big and established local company how to make content online to attract customers to their business. Lastly, A&S Gutters LLC should connect with these two companies first because it can allow them to learn some tips and tricks to help them succeed in their business besides making content on their online platforms. Such as how to market their business to the right people, make excellent connections with customers, and make their business flourish in an ever-evolving market.

### Industry Best Practices

The best social media practice that A&S Gutters LLC can do in their industry is to focus on posting on Facebook as their primary social media platform. Based on what their competitors are doing. I have seen that the three big companies that A&S Gutters LLC is competing against have found more successful posts on Instagram than on platforms such as Facebook, Twitter, and TikTok. Some specific posts that A&S Gutters LLC can post on their Facebook page would be reels about how they do their work step by step. That could include showing the POV of a worker cleaning the gutters and installing the mesh that blocks the leaves from getting inside the gutter. They can also make reels about Downtown Nashville, showing how workers enjoy their free time after they have completed their job for a client. A&S Gutters LLC and also include testimonials from previous clients they have worked with in the past. Some potential hashtags that A&S Gutterls LLC can use on their Facebook page would be #LeafFileterAleternative, #NashvilleGutterCleaning, #NashvilleBusinesses, #Hispanics, #FamilyOwned, #SaveABuck, and #GuttersInstallation. Some hashtags that have worked for Leaf Filer are #LeafHome, #LeafFilter, #gutters, and #gutterinstall. For Big Orange Gutters and Brown’s Pressure Washing, both businesses haven't been using the hashtag function in their posts on Facebook. This, in turn, gives A&S Gutters LLC a competitive advantage against Big Orange Gutters on Facebook, which will help their brand grow more rapidly than Big Orange Gutters and Brown’s Pressure Washing have done so on their respective social pages. Lastly, one more tip of advice recommended for A&S Gutters LLC to follow on their Facebook page would be to: 1. Be consistent with the content they are posting on their Facebook page. 2. Add value to each post they make on their social media campaign. According to a blog by Julia Mann on

guildquality.com, this will help add value to A&S Gutters LLC as a brand and who they are as a family-owned business. 3. Measure the engagement they get on the posts they make on their Facebook page. This, also according to Julia Mann from guildquality.com, will help A&S Gutters LLC know what type of content people in their audience like to engage in, what time of day people like to view their content, and how they need to address their audience, depending on which age group interacts with their page, so that they can easily explain their information in a way that their audience can understand and consume. 4. A&S Gutters LLC should encourage its customers to post reviews about their services on social media. According to Julia Mann from guildquality.com, this will help not only A&S Gutters LLC build connections with their customers. However, their Facebook page will also help A&S Gutters LLC to see how people have reacted to their work on social media. Based on the posts that their clients make, A&S Gutters LLC can share, with permission from the original poster, how their clients have been delighted by the service that A&S Gutters LLC has provided them. 5. A&S Gutters LLC is highly encouraged to be themselves. According to Julia Mann's blog post on guildquiality.com, this will help A&S Gutters LLC show people how they are in real life, which will help them show to the public that they are not some big corporation that is looking just to make as much money as they possibly can in a particular season of the year. Also, Julia Mann mentions that small companies like A&S Gutters LLC should not try to fit in with what is trending on social media at the time. This can lead to people in their audience having mixed feelings about who they are as a brand and what they stand for as a business.

## Strategy and Tactics

### Objectives

A&S Gutters will increase its brand outreach to the Hispanic community in Nashville by growing engagement on Facebook posts by 10% by December 2024.

This is to provide the opportunity to help A&S Gutters LLC become a cheaper alternative to Leaf Filters in Nashville and the surrounding cities.

Improve social media branding and standing by 5% for a successful business model that will compete against big brands like Leaf Filter, Big Orange Gutters, and Bown's Pressure Washing.

### Messaging Strategy and Recommendations

In this section, A&S Gutters will find helpful tips on what type of post they can make on their Facebook page, such as a reel, a carousel post, and a post showing a picture of their employee with a testimonial telling potential customers how amazing it is to work for A&S Gutters LLC. By following this, A&S Gutters is expected to increase its social media branding by about 15%. This will help them improve their business as a whole and shape their reputation and social media standing compared to companies like LeafFilter, Big Orange Gutters, and Brown's Pressure Washing.

### Post #1:

For this first post, A&S Gutters LLC should create a Facebook reel showing a time-lapse of their employees cleaning, repairing, and installing gutter protectors. This post can be accompanied by a song by Bad Bunny or any other well-known Hispanic

artist across Latin America. The following hashtags would be recommended to use: #gutterrepair, #cleangutters, #sprigcleaning, #badbuuny, and #localbusinesses.

**Post #2:**

For this second post, A&S Gutters LLC should consider making a carousel post on their Facebook and Instagram accounts. Through this post, A&S GuttersLLC should show its audience the facts to help its business grow. Such as what the benefits of choosing A&S Gutters LLC instead of Leaf Filter will be for their potential customer. A&S Gutters LLC should also show some pictures of their previous work with previous clients. Such as a before and after image showing how dirty and broken the gutters were and, later on, how clean they made it look. The hashtags they can use in this post can be the same ones used for the reel video that was recommended before.

**Post #3:**

For this last post, A&S Gutters LLC should post a picture of their employees on Instagram, showing off how hard they have worked and how their lives have changed by working for them. Through this post, A&S Guttters LLC can show potential customers why they should be trusted. Not only will they be able to show the raw side of their business, but they will also help people in the community know that they are a company that allows their employees to have a successful career in a work environment that is healthy and fun to work with. The hashtags that can be used in this post are the same ones that were recommended. They could also include hashtags such as #familybusiness, #funworkenvironment, and #worklifebalance.

## Specific Platform Tactics

### Facebook Tactics:

For Facebook, it is recommended that A&S Gutters LLC make their page more friendly and easy to access for those close to being middle-aged. This could also help people who are not really good at using social media easily find the information they are looking for in an easy and accessible way. This could improve their presence among the Hispanic community by being available on a platform that most people in the Hispanic community use daily to get their news or keep up with friends and family members. Another thing that I recommend for A & S Gutters LLC is to have both Spanish and English as the languages they use in their posts. This could also help people not part of the Hispanic community find what they are all about and buy their services. A last measure of tactics they could use on Facebook is to make things simple to read and consume. This is recommended because people who use Facebook as their daily social media platform tend to be between 45 and 65. This age group is characterized by people who cannot read very well or might still struggle with English as a language years after coming to the United States for a better life. For these reasons, it is recommended that A&S Gutters LLC make an effort not just to make their social media pages easier to go through. Still, they should also focus on how to best deliver their content to Facebook and Instagram efficiently and productively. Another thing that would help A&S Gutters LLC increase its presence on Facebook would be changing its banner and profile pictures to images that best describe its brand voice. Lastly, I would write

their about section on Facebook in Spanish and English so that people in the Hispanic community and outside of it know what A&S Gutters LLC is all about.

## Evaluation

A&S Gutters can monitor their social media reach by using one of the following platforms at the beginning of its social media campaign. Such platforms include Buffer, Hootsuite, and SocialPilot. Firstly, one of the features that Buffer provides that will benefit A&S Gutters LLC when starting their social media campaign is the feature that allows its users to manage and schedule when posts will be posted on a specific platform. This is a perfect platform that A&S GUtters LLC can use when starting their social media campaign because it's affordable at a starting price of $6 to $120. The second platform that A&S Gutters recommends is Hootsuite. This is not only because it is recognized as one of the leading platforms that social media managers use in their careers but also because it is recognized as one of the leading platforms that social media managers use in their careers. But because it has educational content that will help A&S Gutters in the future. Another reason A&S Gutters should consider Hootsuite as their primary social media management platform is that it has many more features that will help them than Buffer. The financial plans that Hootsuite has range from $99 to $249. Finally, the last platform A&S Gutters is recommended to use is SocialPilot. This platform is known to be one of the leading platforms that TikTok creators use when creating content. But, they also offer services that will help A&S Gutters in their social media campaign on Facebook as their platform of choice. The pricing models for SocialPilot start at $25.50 and go up to $170 per month.

When measuring which post was successful, we need to make sure that we are aware of what we posted on Facebook. For example, if a post with Bad Bunny music ended up getting more likes than a post with zero music in it. Your audience likes posts that include music that people in the Hispanic community like. We can measure if a post was successful online by how many times it was shared. A good rule for thun=mb when starting would be to have a baseline of 100 likes per post if a post reaches this metric at any time. A&S Gutters will be able to know that that post was successful and that it reached the right audience.

## Conclusion

In conclusion, A & S Gutters LLC should get a perfect start in its social media campaign with the information from this social media plan. A good rule of thumb to remember is that even if the social media landscape changes within the next few months. They should always see what's trending and how people are finding success online. Lastly, with this in mind, it is highly encouraging that A&S Gutters keeps a consistent schedule when creating content online. If this is followed to the tee, A&S Gutters is going to find themselves successful when creating content online and see the benefits of making such content in their business as a whole, which will, without a doubt, grow to the levels of LeafFilter, Big Orange Gutters, and Browns Pressure Washing today.

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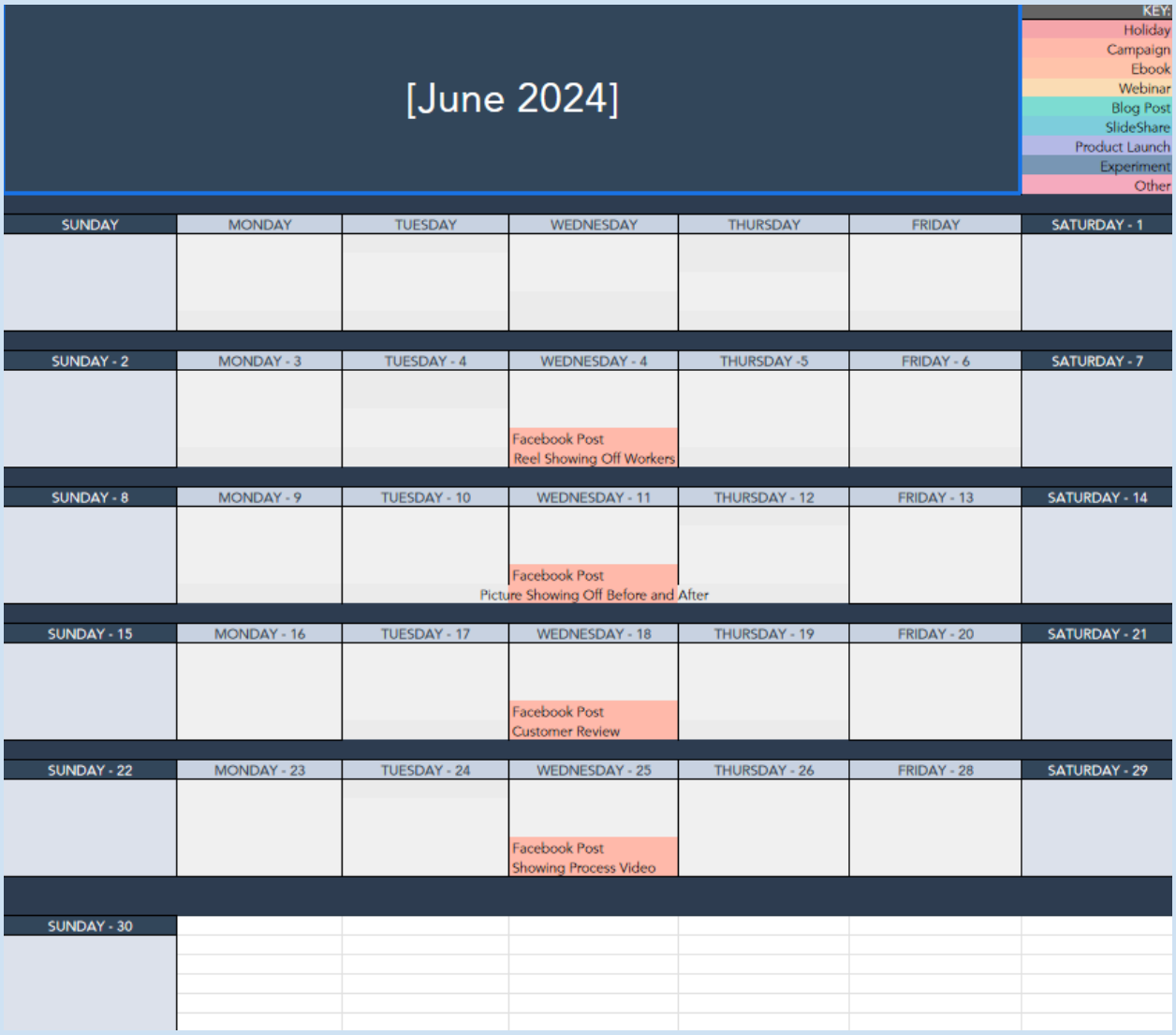
## Author Profile

My name is Bryan Guzman, and I am a Senior at MTSU majoring in Interactive Media. Throughout my college career, I have always had the dream to help people in any way possible. One of my drives is my family and friends. They have pushed me above my comfort zone, inspiring me to do things I like, such as learning a little engineering design and astronomy, and things that have made my life more joyful, such as music and art.

## Executive Summary

In this document, A&S Gutters LLC will find things that will help you increase your social media standing on Facebook, such as a Client Profile and Audit, Competitive and Comparative Analysis, SWOT Analysis, Audience Analysis, Connections and Industry Best Practices, Strategy and Tactics, Messaging Strategy and Recommendations, and Specific Platform Tactics. With these things in mind, A&S Gutters will find tips that will help them improve their social media presence and overall standing to improve their business reach and marketing efforts.

## Content Calendar



| [June 2024] | | | | | | KEY: |
|---|---|---|---|---|---|---|
| | | | | | | Holiday |
| | | | | | | Campaign |
| | | | | | | Ebook |
| | | | | | | Webinar |
| | | | | | | Blog Post |
| | | | | | | SlideShare |
| | | | | | | Product Launch |
| | | | | | | Experiment |
| | | | | | | Other |

| SUNDAY | MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY - 1 |
|---|---|---|---|---|---|---|
| | | | | | | |
| SUNDAY - 2 | MONDAY - 3 | TUESDAY - 4 | WEDNESDAY - 4 | THURSDAY -5 | FRIDAY - 6 | SATURDAY - 7 |
| | | | Facebook Post<br>Reel Showing Off Workers | | | |
| SUNDAY - 8 | MONDAY - 9 | TUESDAY - 10 | WEDNESDAY - 11 | THURSDAY - 12 | FRIDAY - 13 | SATURDAY - 14 |
| | | | Facebook Post<br>Picture Showing Off Before and After | | | |
| SUNDAY - 15 | MONDAY - 16 | TUESDAY - 17 | WEDNESDAY - 18 | THURSDAY - 19 | FRIDAY - 20 | SATURDAY - 21 |
| | | | Facebook Post<br>Customer Review | | | |
| SUNDAY - 22 | MONDAY - 23 | TUESDAY - 24 | WEDNESDAY - 25 | THURSDAY - 26 | FRIDAY - 28 | SATURDAY - 29 |
| | | | Facebook Post<br>Showing Process Video | | | |
| SUNDAY - 30 | | | | | | |