

FS Trade



# Onsite Marketing Guide

This guide is not about going viral. It's not about dancing on camera or following trends. It's a practical system built around the work you already do, designed to make sure the right people in your area can find you, trust you, and choose you.

You don't need a production team. You don't need perfect lighting. You just need to show up and document your work.

- Part 1 – Why organic social media works for builders
- Part 2 – The best platforms, and how to use them
- Part 3 – The five types of content that generate enquiries
- Part 4 – Recording content without it becoming another job
- Part 5 – How to post consistently without the guesswork
- Part 6 – Strategy: turning content into actual leads
- Part 7 – Your 30-day content plan



## INTRODUCTION

# Let your work do the talking.

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You've built the reputation. You've got the jobs. Word of mouth still works — but it no longer works alone.

Before someone calls a builder today, they look them up. They scroll Instagram. They check Facebook. They look for photos of your work, read comments, and compare you to competitors. If they don't find you — or find nothing convincing — they move on.

This guide is not about going viral. It's not about dancing on camera or following trends. It's a practical system built around the work you already do, designed to make sure the right people in your area can find you, trust you, and choose you.

*The tradespeople winning the most work in this city are not always the most skilled. They are simply the most visible.*

You already do the hard part every single day. Here's how to make sure it gets seen.

### **What's inside:**

Bonus — Checklist, caption templates, and quick wins

## PART ONE

# Why social media works for builders

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People hire builders they trust. And trust, before the first conversation, now lives online.

When a homeowner repeatedly sees your projects — your process, your finished results, your team — they start to feel like they already know your business. That familiarity matters. It lowers the perceived risk of hiring someone new. It makes you feel like the safe choice.

The builder with active social media and the builder with none might be equally skilled. But one of them feels known. And known wins.

## **Consistency beats everything.**

The builders who win online are not the funniest or the most polished. They are the most consistent. Three posts a week, every week, for a year, will outperform ten posts a week for a month and then nothing.

Social media rewards reliability in the same way your customers do.

*Attention creates trust. Trust creates enquiries. Enquiries create revenue.*

You don't need a production team. You don't need perfect lighting. You need to show up, document the work, and let it compound over time.

## PART TWO

# Where to be, and why

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You don't need to be everywhere. Pick two platforms and use them well. Here's what works for builders.

## Instagram

The strongest platform for visual trades. Construction is inherently visual — before and afters, progress shots, finished reveals. Instagram was built for exactly this.

What performs well: Reels, project walkthroughs, before and after photos, time-lapses, and progress updates. Short video consistently outperforms static images. Even simple iPhone footage works well if the content is genuine.

Best for: Extensions, renovations, kitchens, bathrooms, landscaping, any transformation.

## Facebook

Underrated by younger tradespeople. Extremely effective for local service businesses. Homeowners in your area use Facebook groups to ask for recommendations — being active here means being found in those conversations.

What performs well: Completed projects, testimonials, local area posts, simple educational content.

Best for: Local reach, referrals, word-of-mouth amplification.

## TikTok

The highest organic reach of any platform. Educational and process-focused content performs particularly well. Builders who explain the process — not just show the result — grow quickly here.

Ideas that work: 'Three mistakes homeowners make before starting an extension.' 'What this crack in your wall actually means.' 'Why this job cost more than the quote.'

Best for: Reach, education-led content, personality-driven content.

## LinkedIn

Worth building if you work on commercial projects, want to develop partnerships, or are targeting developers and architects rather than homeowners.

Best for: Commercial work, industry credibility, business-to-business networking.

### **Start with Instagram and Facebook.**

Post consistently on both. Add TikTok once you have a rhythm. Build LinkedIn if commercial work is a goal.

# Five types of content that generate enquiries

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Most builders only post finished photos. That's a mistake. A polished final image is useful — but it tells nothing about who you are, how you work, or why someone should trust you.

The journey is what builds trust. Here are the five types of content that actually move people toward picking up the phone.

## 01 Proof content

*Show what you're capable of. This is the content that removes doubt.*

- Before and after transformations
- Completed project walkthroughs
- Drone footage of finished sites
- Close-up detail shots of craftsmanship

## 02 Process content

*Show how you work, not just what you produce.*

- Planning and preparation stages
- Structural work in progress
- Solving unexpected problems on site
- Site preparation and material delivery

## 03 Educational content

*Teach people what they don't know. It positions you as the expert they want to hire.*

- 'Three things to know before starting an extension'
- 'Why cheap quotes become expensive later'
- 'How to avoid delays during a renovation'

## 04 Personality content

*People hire people. Show who you are.*

- Team introductions
- A day-in-the-life walkthrough
- Behind-the-scenes moments
- Your story — why you do what you do

## 05 Client result content

*Let your past clients sell for you. Nothing is more convincing than someone else's trust.*

- Video testimonials
- Homeowner reactions on reveal day

- Written reviews shared as posts
- Before and after with the client's own words

## PART FOUR

# Recording it without it taking over your day

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You don't need a production team. You don't need a ring light. You need a phone, a habit, and about ten minutes spread across the working day.

The hardest part is building the instinct to reach for your phone when something is worth capturing. Here's exactly what to look for on every site visit.

## Your on-site content checklist

- Wide shots to establish the project — what it is, where it's at
- Close-up detail shots — this is where the craftsmanship shows
- Short video clips of the process, 15 to 30 seconds each
- Team footage — your crew working, concentrating, grafting
- Progress updates as the job develops, even quick 30-second walkthroughs
- The finished reveal — don't miss this, it's your best content

## The quickest video you can make

Point your phone at the site. Spend 30 seconds talking. Say what the project is, what stage you're at, and what's happening next. That's it. Unpolished walkthrough videos consistently outperform highly produced content because they feel real. Authentic beats perfect, every time.

*Done is better than perfect. Most tradespeople never post because they overthink it. Your customers care about seeing real work, real consistency, and real professionalism — not Hollywood production values.*

## Phone settings worth knowing

### SETTINGS TO USE

- Natural light whenever possible
- Vertical format — film the way people hold their phone
- 1080p resolution — good quality, manageable file size

### THINGS TO AVOID

- Keep the lens clean — it makes a bigger difference than you'd think
- Slow, steady movement rather than fast pans
- No zooming — move closer instead

## PART FIVE

## Posting consistently — without it becoming another job

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You don't need to post every day. You need to post reliably. Showing up three times a week, week after week, beats ten posts one week and silence the next. Consistency is what builds an audience — and what keeps your business in people's minds.

### MINIMUM — TO STAY VISIBLE

- 3 posts per week
- 3–5 stories weekly

### IDEAL — TO GROW STEADILY

- 1 short-form video per week
- 1 project carousel or before and after
- 1 educational or tip post

## A caption formula that actually works

Three things. What the project is. What challenge you solved. What they should do next.

### Example caption:

#### **Extension completed in Allerton, Liverpool.**

We opened the rear of the property to create a larger kitchen and dining area — proper natural light throughout, exactly what the family needed.

*Got a project in mind? Send us a message and let's talk it through.*

Always include a location. 'Extension completed in Allerton, Liverpool' is infinitely stronger than 'Another one done.' Local relevance is what gets you found by the right people.

## Repurpose everything

One project can create weeks of content. A single kitchen renovation, properly documented, can become three Reels, five story posts, a testimonial clip, a before and after carousel, an educational video, a TikTok, and a Facebook update. Document once. Post multiple times.

### PART SIX

## Strategy — turning content into actual leads

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Social media isn't about chasing views. For a tradesperson, it's about making sure that when someone in your area needs the work you do, they find you, trust what they see, and feel confident enough to get in touch.

*When someone needs a builder, they should search your name, find active accounts, see quality work, and feel they already know you. That is what content does.*

## The 80/20 rule

80% — VALUE CONTENT	20% — PROMOTIONAL CONTENT
<ul style="list-style-type: none"><li>— Project updates and progress shots</li><li>— Tips, advice, educational content</li><li>— Behind-the-scenes moments</li><li>— Client testimonials and results</li></ul>	<ul style="list-style-type: none"><li>— Availability or upcoming slots</li><li>— Direct offers or promotions</li><li>— Calls to action for enquiries</li></ul>

Too much selling pushes people away. Earn the right to ask by consistently offering something worth watching first.

## How content turns into enquiries

### 1 — Awareness

Someone discovers your content for the first time — a Reel, a share, a search result.

### 2 — Familiarity

They keep seeing quality work, consistently. Your name starts to feel familiar and trustworthy.

### 3 — Validation

They check your reviews, your past projects, your comments. They're building confidence before they commit.

### 4 — Enquiry

When the time is right, they message you — not a competitor they've never seen. Consistency shortened this process dramatically.

Most people watch for a long time before they reach out. They're not ignoring you — they're building trust quietly. Keep showing up.

## PART SEVEN

# Your 30-day content plan

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Use this as your starting blueprint. Do it for one month. By day 30 you'll have a rhythm, a bank of content, and a clearer sense of what works for your business.

## Week One — Get started

Day 1	Introduce your business — who you are, where you work, what you do
Day 2	Show a current project — even a quick 30-second walkthrough
Day 3	Share one thing homeowners should know before starting a renovation
Day 4	Introduce your team — put faces to the business
Day 5	Post a before and after from a recent job

## Week Two — Build momentum

Day 6	Site walkthrough — what's happening on your current job
Day 7	Talk through a material or tool — keep it practical and simple
Day 8	Share a customer testimonial
Day 9	Post one useful tip relevant to your trade
Day 10	Post a time-lapse of the day's work

## Week Three — Go deeper

Day 11	Show a challenge you solved on site — how you found it, how you fixed it
Day 12	Progress update on a current project
Day 13	Answer a question you get asked regularly
Day 14	Close-up detail showcase — the finishing work you're proud of
Day 15	Behind-the-scenes moment — something people don't usually see

## Week Four — Compound the habit

Day 16	Renovation advice — something you wish clients knew before work begins
Day 17	Spotlight a local project — name the area, tag the location
Day 18	Post about your team culture — what makes working with you different
Day 19	Share a written customer review as a post
Day 20	Transformation reel — your best project from the past month

Repeat the structure each month. The content changes — the jobs are always different. The rhythm stays the same.

## BONUS

# Quick wins and checklists

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## This week

- ✓ Record five short clips on your current site
- ✓ Post one before and after from a recent job
- ✓ Share one quick practical tip
- ✓ Upload three Instagram stories across the week

## Every post should have

- ✓ A strong opening — something that makes someone stop scrolling
- ✓ Clear visuals — real work, real site, real people
- ✓ A simple explanation of what they're looking at
- ✓ A local reference — area name, geotag, or both
- ✓ A call to action — tell them what to do next

## Mistakes to avoid

- Only posting finished photos — show the process too
- Sounding corporate — speak the way you'd talk to a customer on site
- Not showing faces — people connect with people, not just brickwork
- Posting in bursts then disappearing — consistency always wins
- Ignoring comments and messages — engagement tells the algorithm your content is worth showing
- No call to action — always give people somewhere to go next