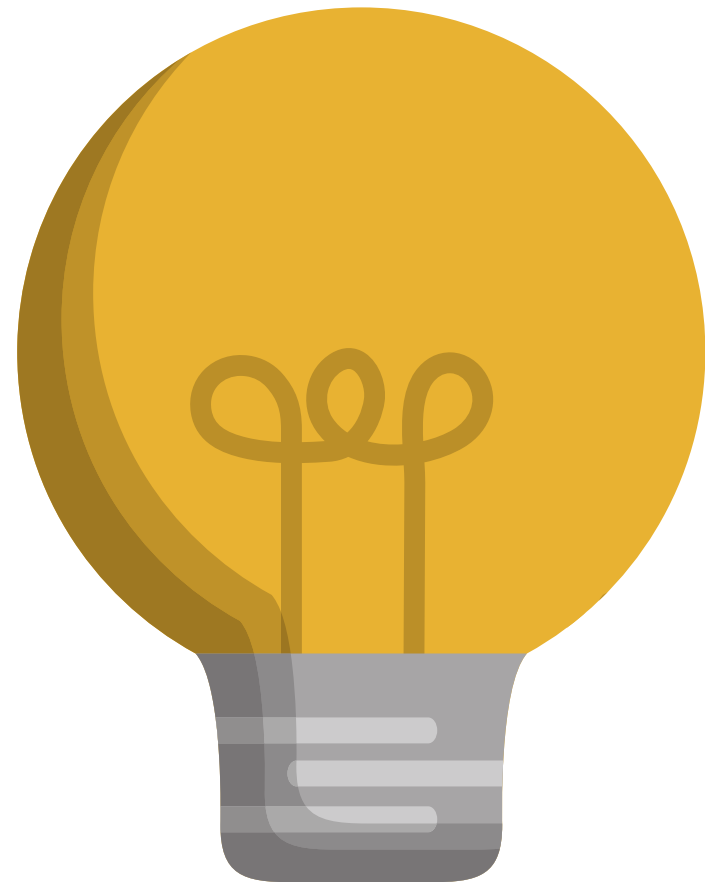


**SOCIAL
MEDIA
MARKETING
HELPS YOU
WIN NEW IAQ
CLIENTS**



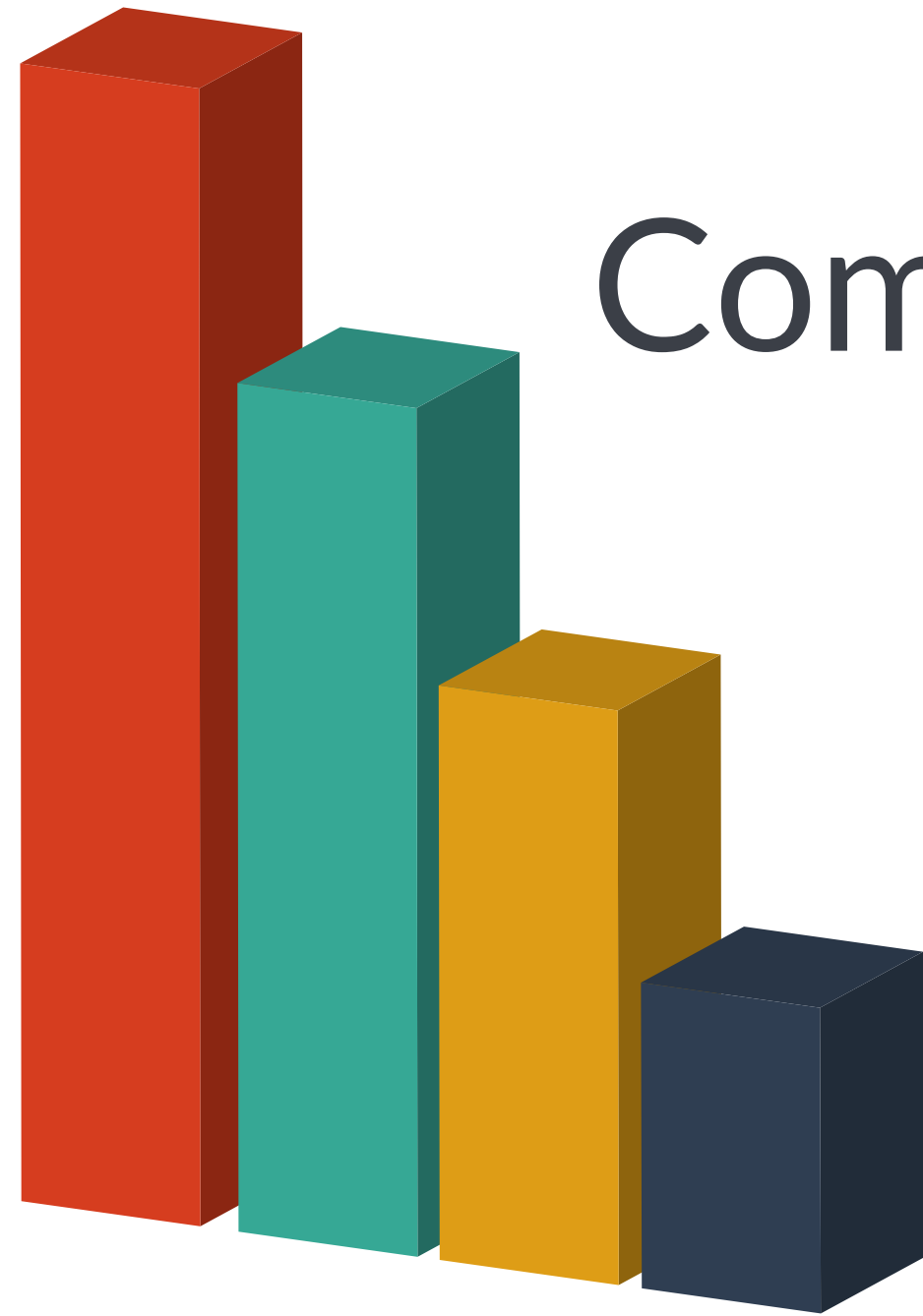


Earn new clients with a solid IAQ social media marketing plan. Create indoor air quality content and establish your online presence.

SET BUSINESS GOALS

Focus on one campaign at a time, set realistic goals, start small, learn what works, and develop your social marketing plan from there.





Common Social Media Goals

- Increase brand awareness
- Generate more leads
- Grow your audience
- Amplify engagement
- Boost web traffic

RESEARCH YOUR AUDIENCE

Never assume your audience. Great businesses research their target audience and the nuances of each platform. For example, what works on Facebook, will not on Twitter.





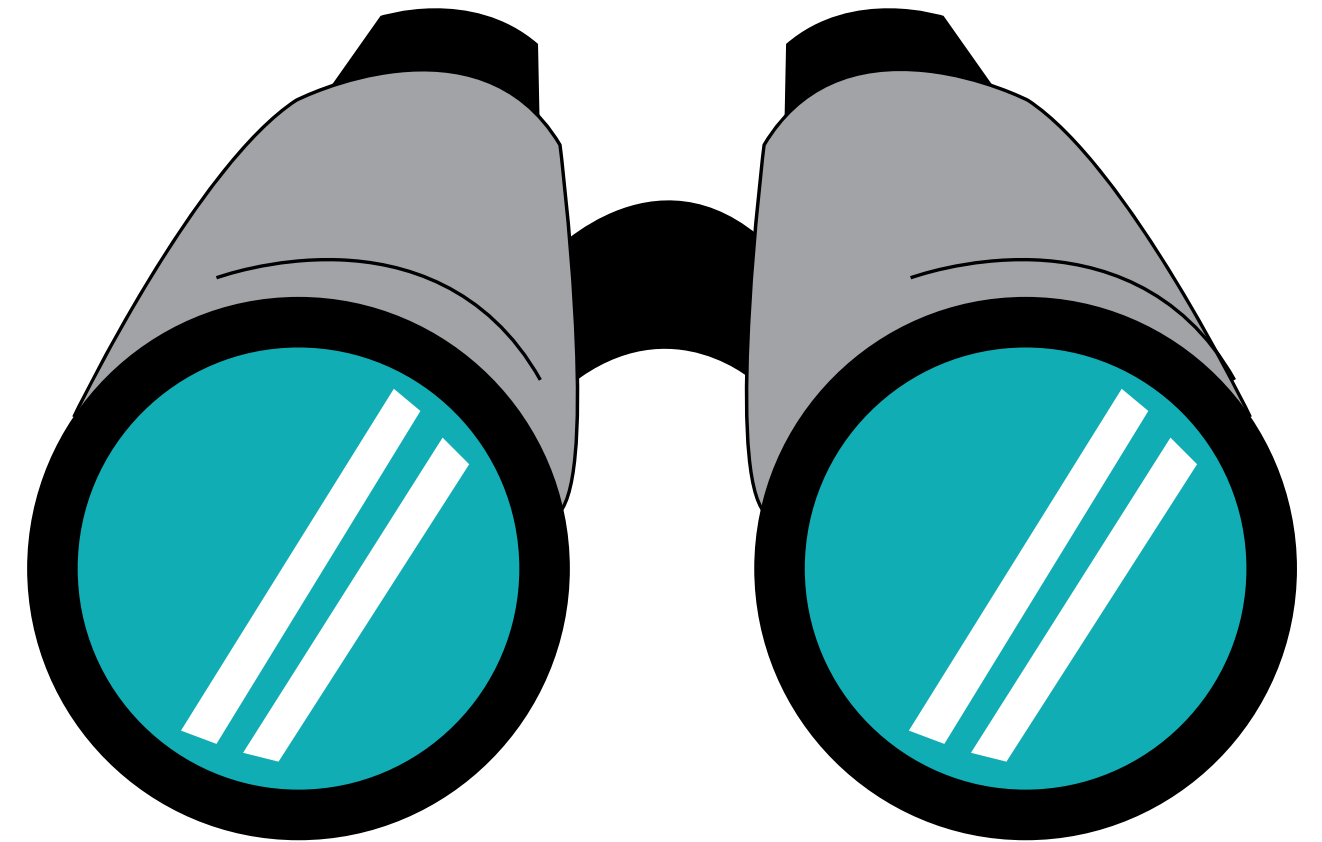
FOCUS ON THE DATA

Social media data is more than just likes or follows. Dig deeper into the metrics and the data that aligns with your business goals. This includes:

- **Reach**
- **Clicks**
- **Engagement**

CHECK YOUR COMPETITORS

- What are they doing that's working?
- What's not working?
- What can you do better?





OTHER SOCIAL TIPS

- Create social media content unique to your region/climate.
- Identify issues your customers experience - humidity control, specific pollutants, etc - address these problems and solutions in your content.

ESTABLISH YOUR IAQ SOCIAL MEDIA STRATEGY

[READ ARTICLE](#)

[CONTACT US](#)

