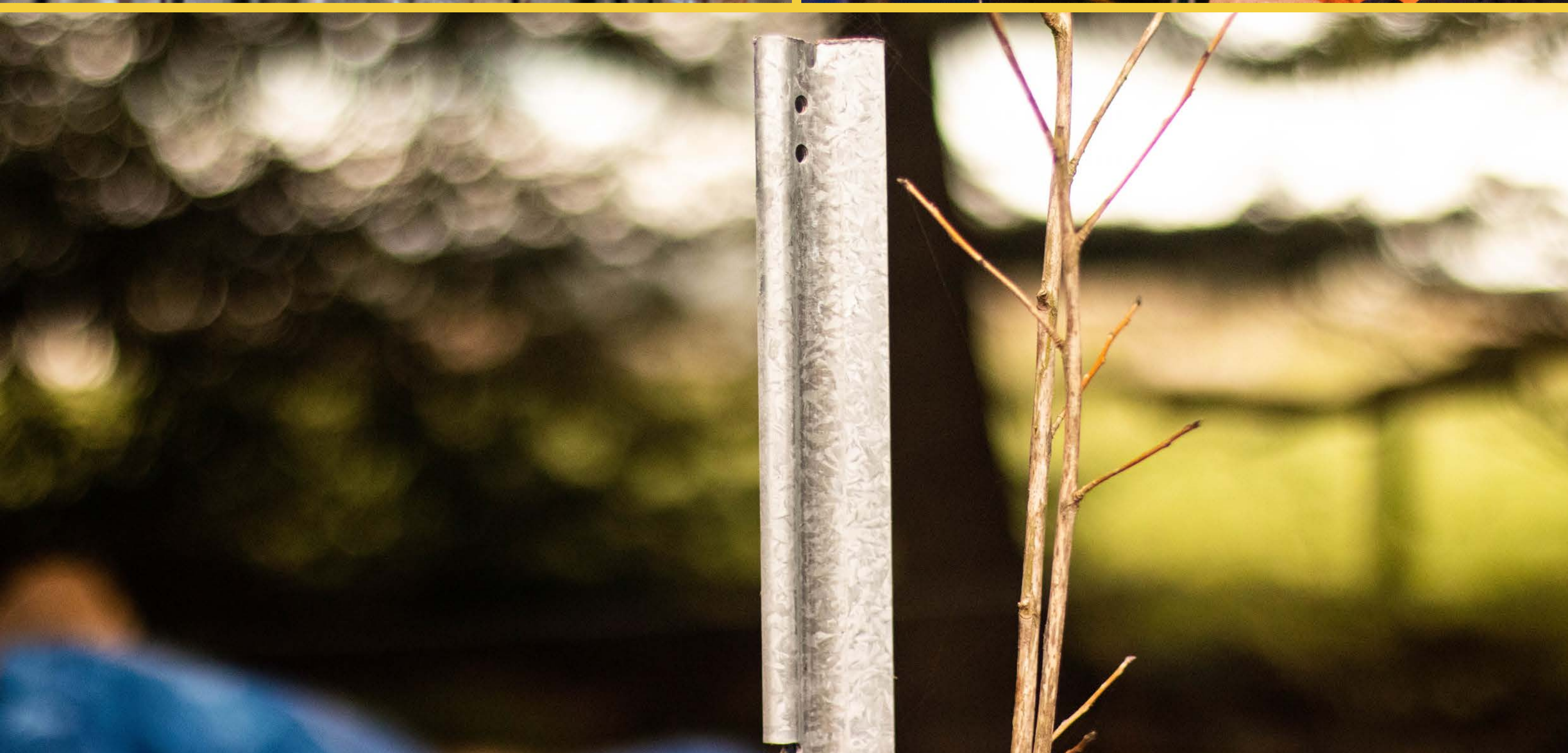




DAVELES

FENCING IN FAST-FORWARD

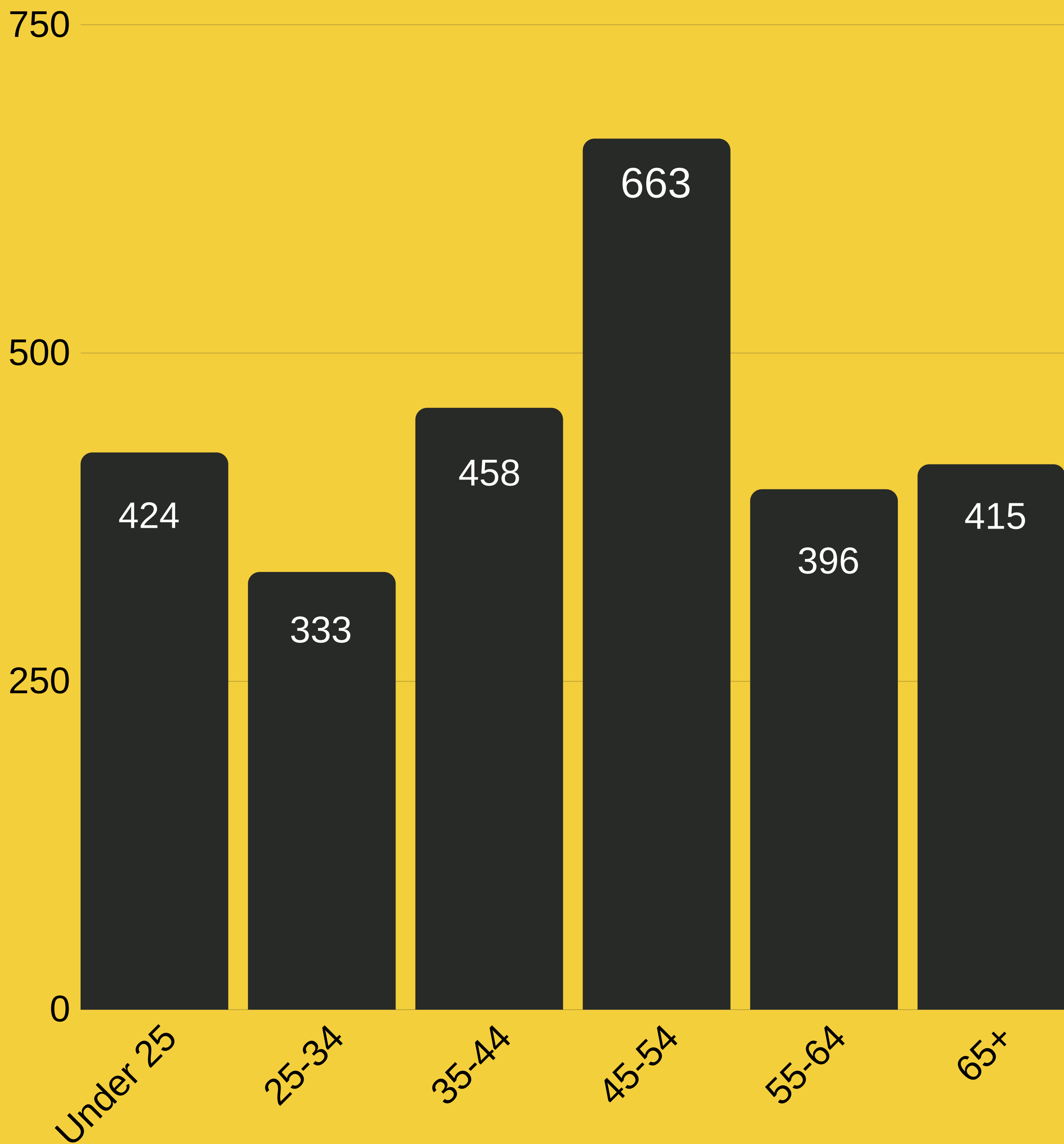
THE DIGITAL STRATEGY



FACEBOOK

YOUR MAIN SOCIAL PLATFORM

Unique Monthly Visitors to Facebook



(000) Nielsen Ratings

FACEBOOK

WHY FACEBOOK?

As you can see in the graph on the previous page. Facebook is hitting our key demographic when it comes to our monthly users. Around 1/4 of Kiwi users are aged between 45-54.

Facebook is also New Zealand's second most popular online website after the Google search page. It's safe to say that New Zealanders spend more time on Facebook than anywhere else online.

Kiwi's consume half of their media online alone. With 3/4 of New Zealanders checking social media every day.



TOP TIPS FOR FUTURE POSTS

Be useful: providing useful, helpful advice and information that is both appropriate for your brand and relevant for your customers. i.e. How to

Behind the scenes: Customers who follow brands through their social media channels often want to know more about the brand itself. Behind the scenes information can give the audience an insight into the company.

Visual Impact: A picture can often resonate with your audience more than a text heavy post.

Ask questions: Ask questions of your audience, make them feel engaged with your brand. Make sure these questions are still relevant to the company.

CURRENT POST ANALYSIS

The posting to Facebook doesn't follow a specific rhythm and therefore lacks consistency.

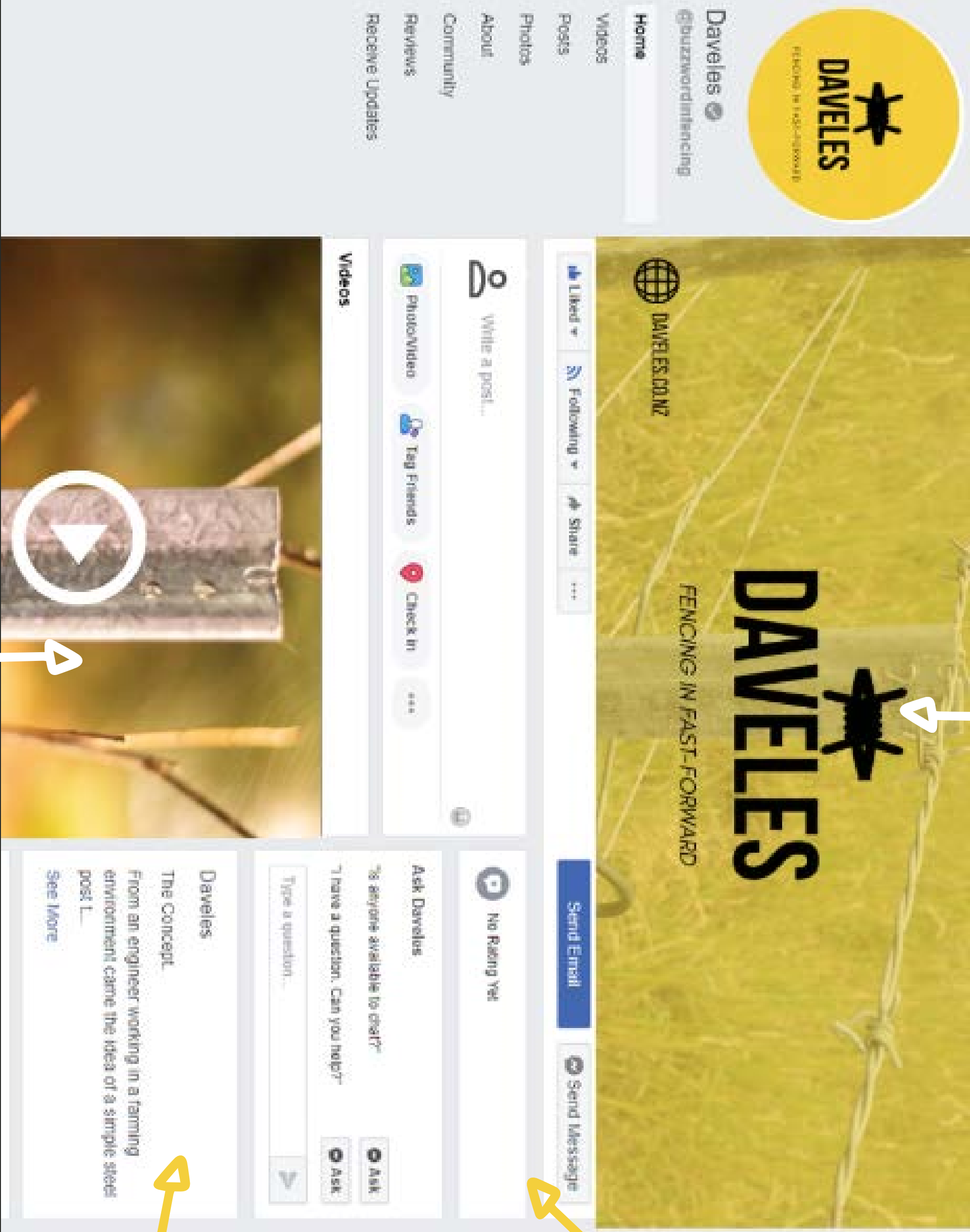
Your most audience engagement was on a post which shows one of your customers who shared a photo of the posts in use. This is a really good way of engaging with your audience

The current location of your page is @buzzwordinfencing. If this isn't the tag line you want to be associated with your brand. It would be best to change this to @Daveles or @Fencinginfastforward.

Corey has shared some of the posts in to farming groups on Facebook. Which is really good but it would be best to either get the admins of the page to post the photo or to post as the business itself.

We created a new logo for Daveles which slightly alters the colour scheme but keeps in simplistic.

The @ location needs to be changed ito Daveles so the page is easier to find and isn't connected to the previous slogan.



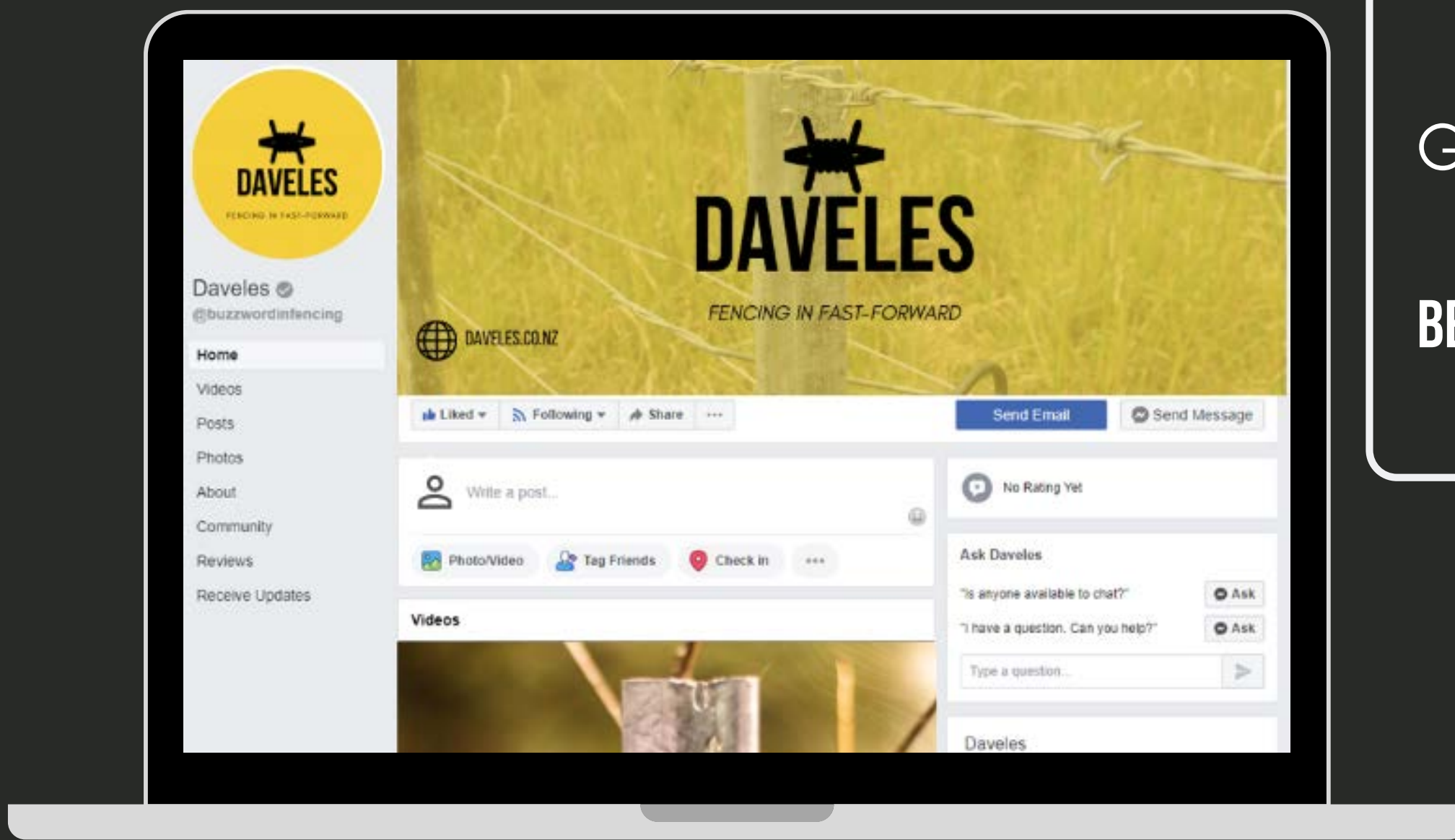
We created a new cover photo which is simplistic and keeps to the same theme as the logo. It also includes a link to the website.

Encourage customers to leave reviews of the company. These can work as testimonials.

You could include the new 'about me section' in this area of the page.

Posts are able to be pinned to the top of the page so when customers first look at the page you make sure they see something first.

Facebook Tools



Fonts:

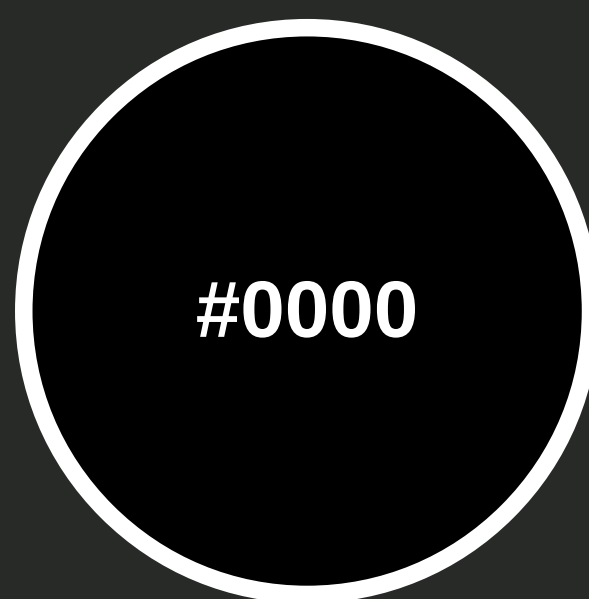
Glacial Indifference
- Body of text

BEBAS NEUE
- Headlines and logos

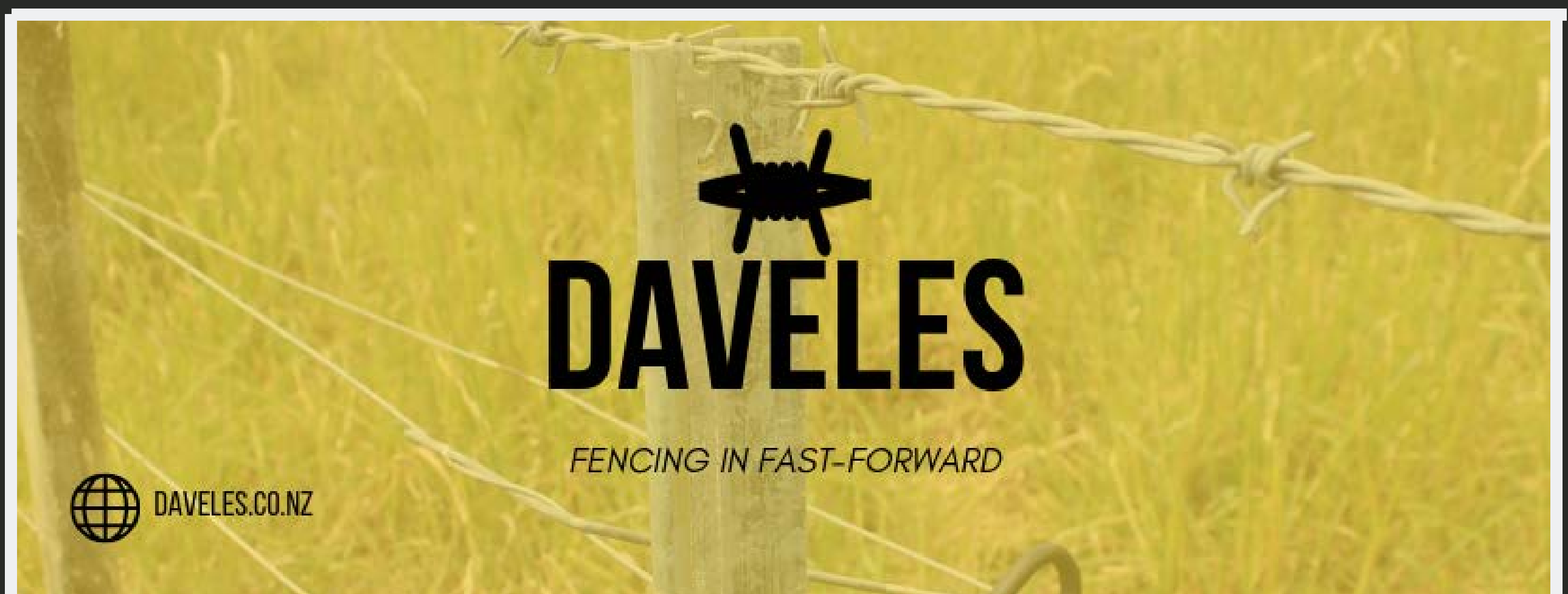
Logo




Colour Theme - Made with Canva.com



Banner




FACEBOOK POST EXEMPLARS



Daveles

Exciting things are coming here at Daveles check out our website to see our new features.
Daveles.co.nz






Daveles


"We are Daveles, a Canterbury fencing business run for farmers, by farmers. Our steel fence posts are durable and easy to install..





Daveles

Here at Daveles, we pride ourselves on being a customer-oriented company. We can custom make our fence posts to your requirements up to a height of 2.7m

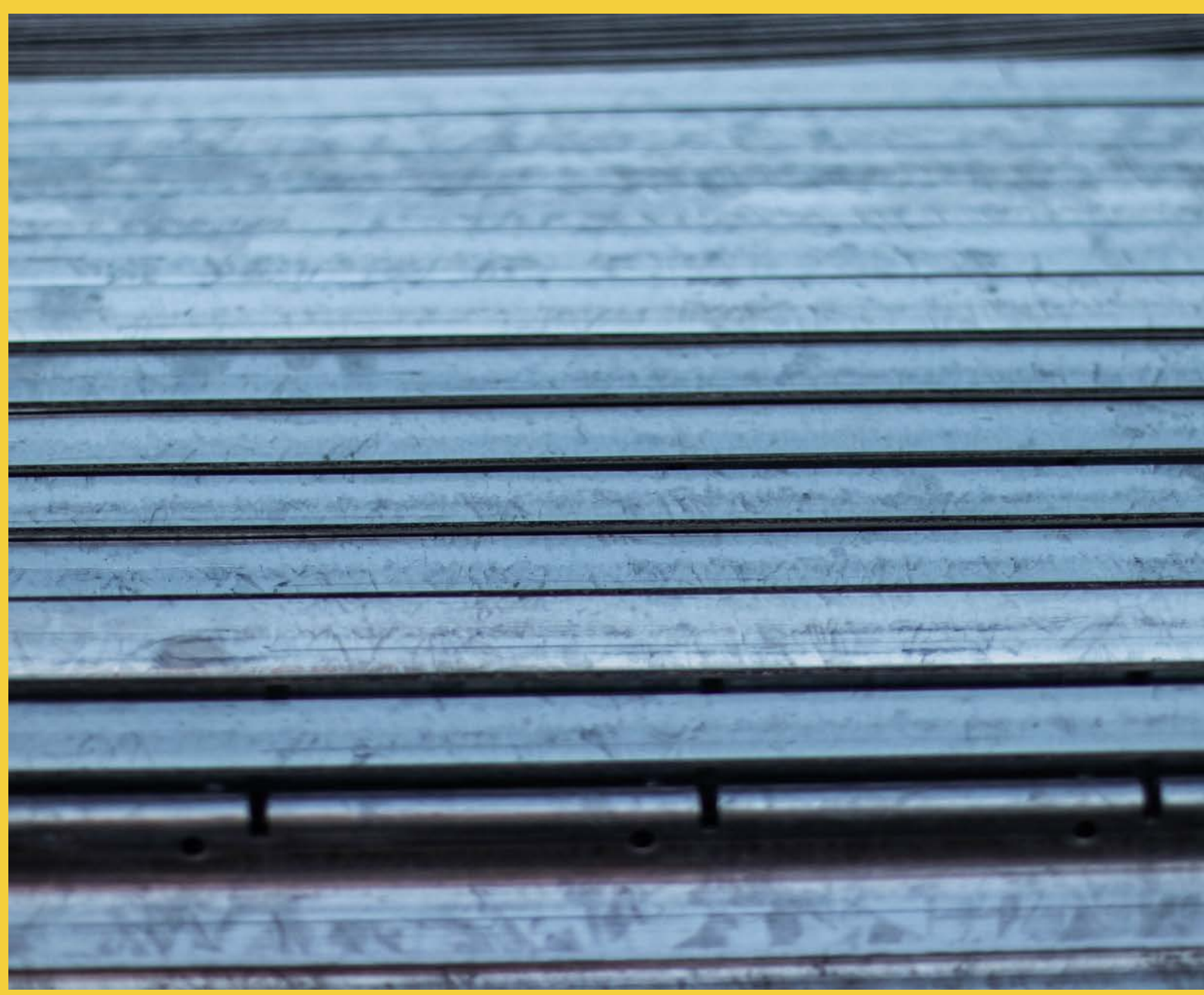




Daveles

Daveles is a Canterbury business run by Dave, Les and Corey an engineer, a farmer and a marketer. Having had multiple years of experience, we understand the industry. With so much to do on the farm, we've come up with a way to install fences quickly





Google Business

Why Google Business?

Our recommendation is that you should create a Google Business account for your company.

This will help you to generate more exposure of the company. A google business profile will allow you to show potential customers your contact information and opening hours.

It will also allow for google reviews of your company which can work as voluntary testimonials.

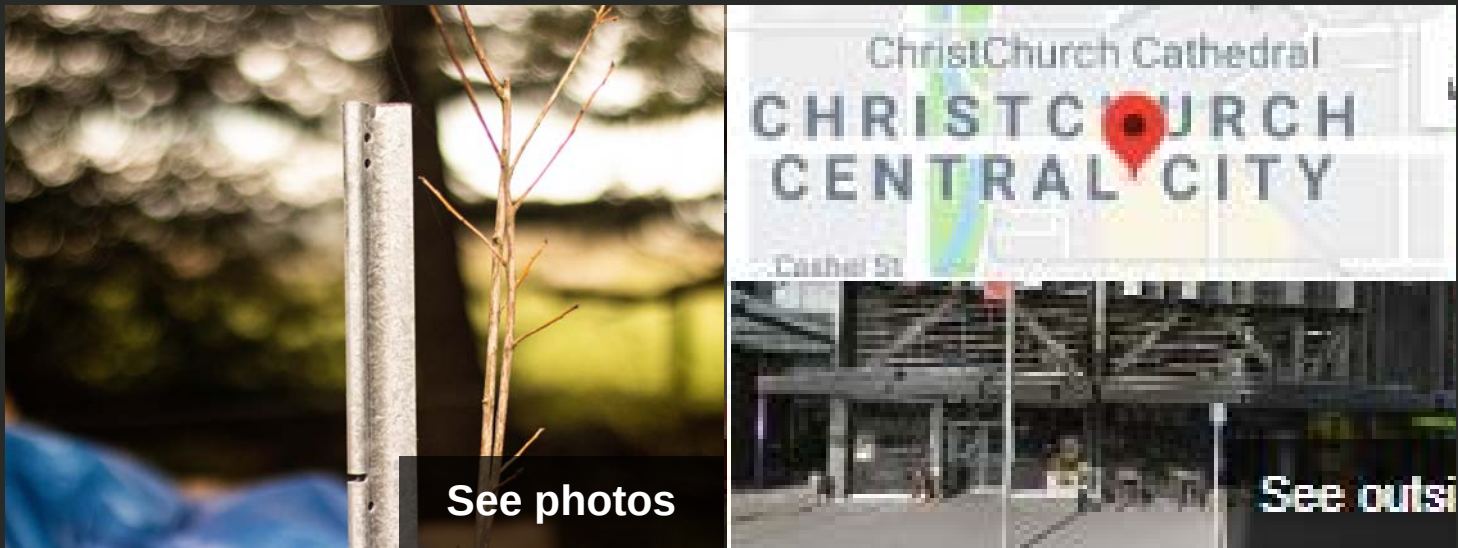
Do we need a seperate business account for Daveles?

While you may already have set uup a Smartweld google business account. It would be best to have a Daveles fence post account too.

This way we can seperate the companies and allow for Daveles to grow as an indiidual company.

This can also be confusing for the customer when they search on Google for Daveles and they find Smartweld instead without it explicitly saying they are a connected business.





[See photos](#)[See outside](#)

Daveles Ltd

[Website](#)[Directions](#)[Save](#)

4.8

★★★★★

410 Google reviews

store in Christchurch

Address

70 Shortland St, 1, Christchurch Central City, Christchurch 8011

Hours:

Closes soon: 6PM · Opens 9AM Wed ▾

Phone:

03-379 2882

Suggest an edit

Events

Tue, 20 Aug

6:00 pm

Rangiora Farm Show

Know this place?

Answer quick questions

Questions & answers

See all questions (14)

Ask a question

Reviews from the web

Facebook

4.8/5

44 votes

Yellow.co.nz

4.5/5

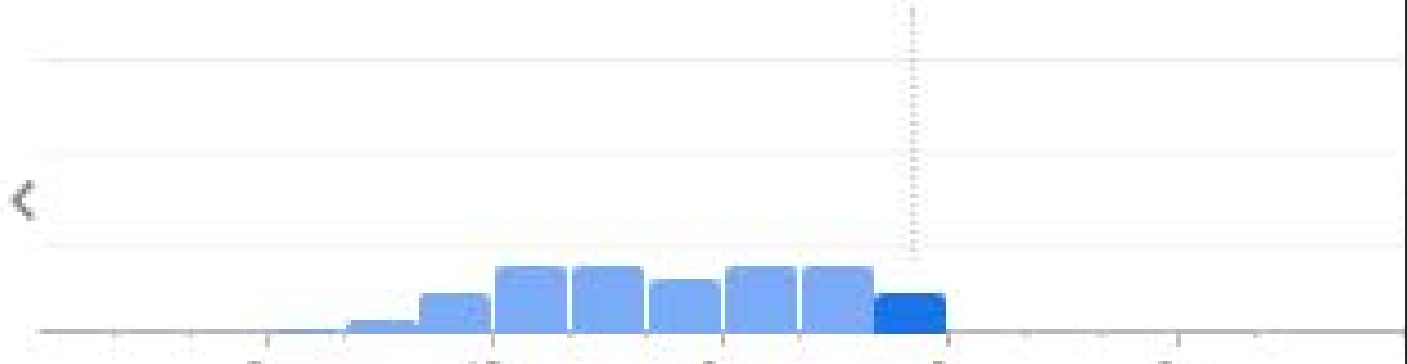
13 reviews

Popular times

?

Tuesdays ↕

5 pm: Usually not busy



Your webpage should be the first thing to show up because of your unique name. It would be good to make your sub pages drop down like this.

Your facebook account should be able to show as the next thing underneath

You can upload your own photos of your company and product so this would be a place you could include the photos we have taken for you. Customers are also able to leave photos they've taken.

This is what a google business account will look like.

Customers are also able to give you a rating and leave a review of your business which works like a testimonial.

You can include handy information for your customers such as contact info and your opening hours.

If you organise events these can be included on your profile such as if you are attending an A&P show.

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4.8 ★★★★★ 410 Google reviews

Book store in Christchurch

Address: 120 Hereford St, Christchurch Central City, Christchurch 8011

Hours: **Open** · Closes 6PM ▼

Phone: 03-379 2882



[Suggest an edit](#)

Events

Tue, 20 Aug 6:00 pm

Poetry Launch | Deadpan by James Norcliffe

Know this place? Answer quick questions



Posting Calendar

2019 SEPTEMBER						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6	7
8	9  	10	11	12	13 	14
15	16	17	18 	19 	20	21
22	23	24	25	26	27 	28
29	30	1	2	3	4	5

9th:

You receive content

13th:

Upload written and audio content to the website

18th:

First post about updated website

19th:

Contact NZME sales teams to discuss ads for Hokonui and Newstalk ZB

27th

Facebook: Les profile video

2019 OCTOBER						
SUN	MON	TUE	WED	THU	FRI	SAT
29	30	1	2	3 	4	5
6	7	8	9	10	11	12
13	14	15 	16	17	18	19
20	21	22	23 	24	25	26
27	28	29	30 	31	1	2

3rd

Facebook post: which side of the fence are you on?

15th

Facebook second post

23rd

Facebook: Corey profile

30th

Behind the scenes of Daveles

2019 NOVEMBER						
SUN	MON	TUE	WED	THU	FRI	SAT
27	28	29	30	31	1	2
3	4 	5	6	7	8	9
10	11	12	13	14 	15	16
17	18	19	20 	21	22	23
24	25	26	27	28 	29	30

4th:

Facebook: third post

14th:

Facebook: Dave profile video

20th:

Facebook: 'Honey it's fancy day' video

28th:

Facebook: Fourth post