

THE WARM THOUGHTS ADVANTAGE: POSTS THAT WORK

When it comes to social media, there is a difference between simply having a Facebook page and leveraging your social presence to attract followers in your area. Managing your social presence in a way that impresses your audience and gets them to interact with you is not something your typical sales person, CSR who is “always on Facebook,” or even marketing director necessarily understands.

At a recent PERC Can-Do Conference, speaker noted that having a social media specialist manage and monitor your company’s posts and pages can cost up to \$10,000 a month — significantly higher than a Warm Thoughts social media plan.

Q: WHY IS WARM THOUGHTS’ COST SO MUCH LOWER?

A: Based on our experience and success with dozens of fuel companies’ social media profiles, we know what works. And because there is no need to reinvent the wheel each time we post, we can control our costs to offer you a social media package that works — at a more budget-friendly price point.

Think of it this way: if you went to a lawyer for a home buyers’ agreement, they wouldn’t be drafting one from scratch for each individual client. In all likelihood, they’d already have an agreement on file that has been successfully used with other clients.

In the same way, Warm Thoughts has a wide variety of posts that have increased our clients’ social media effectiveness by over 700% and have proven successful in attracting more followers and driving engagement to their pages. And while we repurpose these posts, we do not duplicate them in your service area, so what we post is unique to your followers. The result? Fresh, effective content on a consistent basis.

Q: ARE ALL OF MY POSTS GOING TO BE REPURPOSED? ARE THERE OPPORTUNITIES FOR UNIQUE POSTS?

A: While some content may be repurposed, there is no company quite like yours — and showcasing what makes your business unique is also important to your social media strategy. We will work with you to create unique content that brings your stories to life.

PHOTOS

Many companies think that they need exciting photos to share on their pages — however, it’s more about being relatable and real. Photos of everyday on-the-job activities such as deliveries, installations, and repairs are a great way to show your followers what you do best. You can also post pictures of office happenings such as parties, retirements, and holiday outings to show your human side.

COMMUNITY INFORMATION

Being a local company has its benefits and we can take advantage of it by posting about events and causes in your area.

Whether it be about charity events or walks that your company is participating in, local food drives or other organizations that you support, we use your page to post about the things that matter locally. Upcoming fairs, festivals and holiday events are also a great way to engage the people in your community.

At Warm Thoughts, we create unique content strategies for over 75 social media profiles in the retail energy industry and have accumulated over 250,000 followers. With a laser focus on increasing followers, driving engagement and generating community connections, we can help your business grow. Call us and speak with Olivia, our Social Media Manager, if you have any questions.

