



# *SOCIAL MEDIA*

# SALES PLAYBOOK

UNLOCK YOUR  
BUSINESS POTENTIAL  
WITH SOCIAL MEDIA

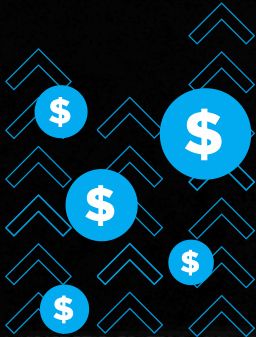
50 PROVEN  
CONTENT IDEAS

CENTRAL COAST  
MOVING & STORAGE'S  
CONTENT CREATION  
STRATEGY



AUSTIN  
HARBOROUGH

“ YOU'RE NOT JUST A MOVING COMPANY ANYMORE,  
YOU'RE A MARKETING & SALES COMPANY



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# Social Media Post CHECKLIST

## ► **POSTS (PHOTOS)**

- People like to see other **people**.
- Trucks and professional wrapping / stack still valuable but don't get as much positive feedback.
- You **must grab immediate attention** (“thumb-stopping”).
- Pull the copy from reviews and build a professional template to copy content from google or Yelp and make your reviews look pro!
- Search online to **add trendy music**.
- Tag people and don't be afraid to collaborate as well.
- Use **hashtags relevant to your target audience** and always tag the locations.
- Write compelling **captions that encourages interaction**.

# Social Media Post CHECKLIST

## ▶ **POSTS (VIDEOS)**

- Use a variety of **different team members** in your content. Yes this mean multiple takes with new team members.
- Pay attention to lighting, sound, angles, potentially **stage the scene.**
- Rent an **Airbnb** to do content or contact a client and offer an incentive to show up and make content.

## ▶ **STORIES**

- **Choose Media Type** (take new photo/video, choose from gallery, boomerang, etc).
- **Add IG Stories Features** (GIFs, music, stickers, brushes, filters, text, etc) Share Your Story for all) and/or share with particular audience.



# Social Media Post **CHECKLIST**

## ▶ **REELS / TIKTOKS**

- For your thumbnail, **create a custom single frame** of your video & add to first .1 second of video.
- Decide **length** of Reel (10, 15, 30 or 60 seconds).
- **PRO TIP:** Our average watch time is 12 seconds so 8-12 seconds is recommended for more views.
- Choose filter, touch up, music or other options.
- **Create an epic HOOK:** Check This Out! , Moving Pro Tip! , Your Don't Want To Miss This, etc.
- **Transcribe the words** you are saying into the caption.
- Hire someone on fiverr to create an **outro of your logo** or create a call to action: Share This Post, Comment, Follow Us. (call now is so old school and people dont go onto social media to hire services).

# Social Media Strategy CHECKLIST

## ► OVERALL STRATEGY

*Define your target audience and branding strategy*

- **Main Target:** Real estate professionals & referral businesses.
- **Secondary Target:** Millennials that engage with your social media content.
- **Goals:** To create engaging content that interests these audiences to further grow your brand.
- **Content Goals:** Informative, Engaging, Interesting, Insightful .
- **Define Your Company:** Clarify your brand's identity.



# Hunting & Farming

# CHECKLIST

## ► DAILY ACTIVITY

- **Hunting:** Following new referral sources, liking 3-5 photos of theirs, growing your funnel / audience.
- **Farming:** Commenting on posts with emojis or “congratulations” or use a catch phrase like “let’s goooo!” (relationship building).
- **Minimum Daily Activity:** (5-5-20 RULE) 5 comments on posts , 5 new connections, 20 likes to other posts per day.
- **Pro Tip:** Every time you take a sh\*t is the best opportunity to get these tasks done.

## ► WEEKLY ACTIVITY

- Updating our **Google reviews**, having teams in field send in content, creating **new content** with our phones, sending your social media manager **ideas** of posts you like.

# Social Media Strategy CHECKLIST

## ▶ MONTHLY ACTIVITY

- **Check Analytics:** Look at how well posts are doing.
- **Talk About Top Posts:** Discuss which posts got the most likes and comments.
- **Review Trends:** See what's popular right now in social media.
- **Plan Content Days:** Set aside specific days to create content.
- **Gather Feedback:** Get feedback from the team on content ideas they enjoy or think would work well.



# SOCIAL MEDIA CONTENT PLANNER

## ▶ **MONDAY**

- **CONTENT FOCUS:** 1 Reel from Austin's videos.
- Ensure that the content **aligns** with the **brand image**.
- 1 reel + 2-3 stories (stories can be from past posts).

## ▶ **TUESDAY**

- **CONTENT FOCUS:** Highlight positive Google reviews in a featured post.
- **1 photo or video** of the reviews only 1-2 sentences long (keep it short & sweet) + 3 stories (stories can be from past posts).
- Target **2-3 reviews** in carousel and using each of those for a story.
- **Engage** with **comments** and **interactions** from Monday's & Tuesdays posts.

## ▶ **WEDNESDAY**

- **CONTENT FOCUS:** About Us Type videos: Video From Team About Moving Topics or Daily Moving Lifestyle or Daily Tasks or About CCM or Moving Trucks , Operations Manager tasks, etc.
- **1 reel + 2-3 stories** (stories can be from past posts).
- Share **moving tips** while maintaining the brand messaging.
- Check the **content plan** for the following week.

## ▶ **THURSDAY**

- **Weekly Meeting** @ 1pm Pacific Standard Time.
- **CONTENT FOCUS:** Stimulating posts directed at other moving companies or real estate agents like asking them a **QUESTION:** what are challenges that your clients face while moving, Attention all realtors, Attention all moving companies! When is the best time to book movers, maybe a FAQ post.



## ▶ **FRIDAY**

- **CONTENT FOCUS:** 1 Reel from videos that is fun and exciting.
- Ensure that the **content aligns** with the **brand image**.
- **1 reel + 3 stories** (stories can be from past posts).

## ▶ **SATURDAY**

- Flexible with any unique **trendy ideas** that may be popular.
- Creative freedom to do a **meme post or something new**.

## ▶ **SUNDAY**

- Content about the geography or popular locations.
- What draws people to our area topics.
- Food , Wine, Travel, Social Events, Entertainment, Local Festivals, Local Events, Activities To Do, Fun Historical Facts, etc.
- **1 Post + 3 Stories.**

# APPS THAT ARE EASY TO USE

## **Canva**

To create custom reels, to use templates for posts, or even create templates for your future posts.

## **Giphy.com**

Create custom Instagram story “stickers” by creating a business account.

## **Captions**

To create subtitles for your content for a pro look.

## **Bitwarden**

Security code sharing for your social media credentials.

## **Google Docs**

Content strategies: ideal target profiles, content schedule, daily checklist, timesheets.

## **Google Drive**

For Content Folders example: CCM Media -> Raw Files -> Raw Photos / Raw Videos (In separate folders), we also store our training videos for posting in the drive, logos, etc.



# 50 PROVEN CONTENT IDEAS

1. Introduction to your company
2. Your founders story
3. Introduce yourself and your role
4. Introduce your sales team
5. Introduce your operations manager
6. Interview your team and why they love this job
7. Introduce your office
8. Introduce your moving trucks
9. Introduce the lift gate
10. Give a tour of your office
11. Now hiring video
12. What separates your company from others
13. Behind the scenes: stocking your moving trucks for the day
14. Behind the scenes: types of boxes
15. Behind the scenes: explains our quality of moving pads
16. Behind the scenes: what tools do we have in our trucks
17. Behind the scenes: what your warehouse looks like
18. Behind the scenes: what time does your team show up to work and arrive at a clients house
19. How to: buy a moving boxes
20. How to: using a dolly

- 21.** How to: wrap a dresser
- 22.** How to: prep a bed
- 23.** How to: wrap a bed
- 24.** How to: disassemble beds
- 25.** How to: wrap a couch
- 26.** How to: pack fragile items
- 27.** How to: pack utensils
- 28.** How to: use a lift gate
- 29.** How to: setting up door protection
- 30.** How to: setting up floor protections
- 31.** Holiday posts
- 32.** How you respond to damages
- 33.** About the experiences for clients
- 34.** What time should they expect movers to arrive
- 35.** When is payment do for a move
- 36.** What should clients do during a move
- 37.** How should clients prepare for a move
- 38.** What signatures do clients have to do before the move begins
- 39.** What does a walk through look like before and after the move happens
- 40.** Money Saving Moving Tips: Having your garage door open for the movers



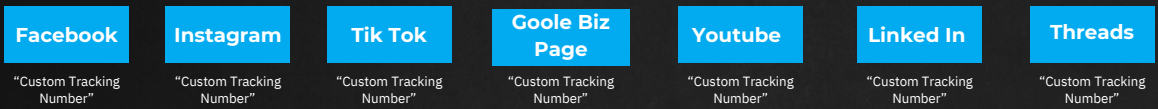
- 41.** Money Saving Moving Tips: Having your driveway clear for the movers
- 42.** Money Saving Moving Tips: Prepping appliances
- 43.** Money Saving Moving Tips: Color coordinated packing
- 44.** Money Saving Moving Tips: Leaving spare toilet paper for your movers
- 45.** Money Saving Moving Tips: Disconnecting electronics
- 46.** Money Saving Moving Tips: Putting boxes into garage for movers
- 47.** Money Saving Moving Tips: Diagram for destination home
- 48.** Types of best clients
- 49.** Types of most challenging clients
- 50.** Why our movers still workout daily instead of “never having to go to the gym”

# Referral Monetization STRATEGY

**Consistent Posts  
Every Day!**



## Social Media Platforms



**Referral Sources**

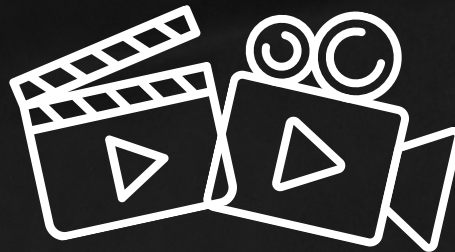


**Direct Client Contact**





# Content Creation STRATEGY



## 1 Content Capture



- Professional Photo Shoot
- Have Team Take Photos On Your Jobs
- Create Your Own Content On The Fly
- Reuse Older Content With A New Look

## 2 Save Content



Google Drive



## 3 Process & Editing Content



- DIY
- or
- Delegate To Virtual Assistant
- or
- AI assistant OPUS

Edit Content In Canva, Premiere or Photoshop



Run Through Captions App

## 4 Post To Platforms Separately



- Youtube
- Instagram
- TikTok
- Goole Biz Page
- Linked In
- X (aka Twitter)

## 5 Dual Posting



- Facebook
- Threads
- Google Updates
- Google Photos / Videos

# Social Media CONTENT PLANNER

## Monday:

- Content Focus: \_\_\_\_\_
- Instructions: \_\_\_\_\_
- Stories: \_\_\_\_\_
- Notes: \_\_\_\_\_

## Tuesday:

- Content Focus: \_\_\_\_\_
- Instructions: \_\_\_\_\_
- Stories: \_\_\_\_\_
- Notes: \_\_\_\_\_

## Wednesday:

- Content Focus: \_\_\_\_\_
- Instructions: \_\_\_\_\_
- Stories: \_\_\_\_\_
- Notes: \_\_\_\_\_

## Thursday:

- Content Focus: \_\_\_\_\_
- Instructions: \_\_\_\_\_
- Stories: \_\_\_\_\_
- Notes: \_\_\_\_\_

## Friday:

- Content Focus: \_\_\_\_\_
- Instructions: \_\_\_\_\_
- Stories: \_\_\_\_\_
- Notes: \_\_\_\_\_

## Saturday:

- Content Focus: \_\_\_\_\_
- Instructions: \_\_\_\_\_
- Stories: \_\_\_\_\_
- Notes: \_\_\_\_\_

## Sunday:

- Content Focus: \_\_\_\_\_
- Instructions: \_\_\_\_\_
- Stories: \_\_\_\_\_
- Notes: \_\_\_\_\_

### POST GOALS:

#### Photos

- Likes (Goal \_\_\_\_\_)
- Comments (Goal \_\_\_\_\_)
- Share (Goal \_\_\_\_\_)

#### Videos

- Likes (Goal \_\_\_\_\_)
- Comments (Goal \_\_\_\_\_)
- Shares (Goal \_\_\_\_\_)
- Views (Goal \_\_\_\_\_)

#### Analytics

- Accounts reached (Goal \_\_\_\_\_)
- Accounts engaged (Goal \_\_\_\_\_)
- Profile activity (Goal \_\_\_\_\_)



AUSTIN  
YARBOROUGH

# TIME TO RUN A NEW PLAY.

GROW YOUR SOCIAL MEDIA  
INFLUENCE

BUILD A LASTING  
SOCIAL MEDIA FUNNEL

DELEGATE AND SCALE

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