

Q & A for Quick Ways to Drive More Leads to Your Business with Dayna Springfield

What is my ROI going to be on my time spent on this?

First off, we want to show you how to do this in minimal amount of time; Aim for 1 hour each month. From there, if you met 300-500 new people from Google each year, you can measure the payback based on that. Of course, your best investment is taking care of great customers you have—so this adds into to all of that.

What are some ways I can save time doing this?

It's not a mystery during the year what will be blooming and when to plant things. In slow times, you can plan out a year worth of posts, leave space in the schedule for spontaneous posts. Organize photos into Albums on your phone or computer to pull from. Create a schedule calendar using Google Sheets, Excel, or an actual calendar.

Can I edit or delete a post?

Yes! When you're logged in, go to Posts on the left side. Find the post you want to edit. Click the 3 dots on the right side under the photo. Here you can edit or delete, or see what the post looks like on Search.

Can I use posts I've already done on other social channels?

Yes! Work smarter not harder. Change up the text a little, and you're done!

You talk about cities, how far away should I mention?

Mention cities in your area, or cities that you know you get customers from. Don't do too far away like 100 miles, but up to 30 miles in all directions is ok. Rotate when you mention cities, perhaps keep a list of what date what city was mentioned. Only mention up to 6 cities per post.

We're closed for 3 months; Do we still post?

Yes! You can post things like "excited for spring", what will be in stock when you open, a "Flashback" or "Throwback", we miss you—it's a great time to post ideas on planning tips, houseplants, succulents, décor, tools, and inspiration too.

How do people see my posts on Google?

When someone searches, say “plant nursery”, “nursery” or “garden center” you will be shown in the Google results, like the example of Homestead Gardens in Davidsonville. Once that is clicked on, your posts and other info will be shown as well.

I'm not a professional photographer, will my pictures look ok?

Yes! Just make sure your finger isn't in the way of the lens! We're lucky to have pretty amazing cameras right in our pocket with cell phones. And the more you take photos, the better you will become at it. Play with angles and light if you want to really get into it. But really, a “real life” picture is better than no picture.