

# How To Generate More Repeat and Referral Business On Facebook

---







Broadcasting from Colorado





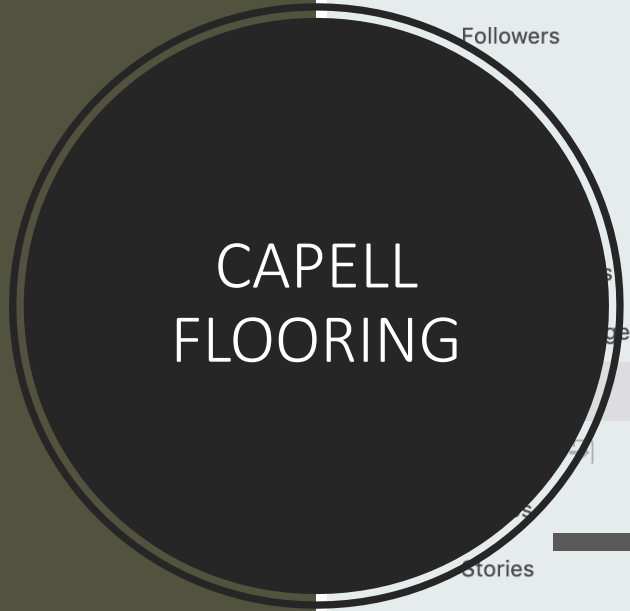


# Member Spotlight

## **Kathie Rice**

**Carillon Floor Center  
Clearwater, FL**

“I wanted more training for my sales staff. As a store, we've always catered to the middle and upper-tier client. We're more expensive than other stores, and I wanted the best approach for our clients. We really wanted to grow the business more and potentially continue expanding, so we needed a way to advertise that was different from what everyone else was doing. The principles of the Design Audit have been perfect for that. Flooring Success Systems has given us the ability to promote ourselves as the best.”



Overview	11/13/2019 9:03 AM	#CapellFlooring #IdaHome #WeLoveOurCustomers			13		0 0		
Ads	11/12/2019 10:07 PM	In honor of #WorldVeganMonth, watch this video that will help open			28		0 0		
Followers	11/11/2019 8:13 AM	Capell Flooring and Interiors is grateful to all of our Veterans today,			63		0 2		
	11/10/2019 10:04 PM	It's #TongueTwisterDay! A tongue twister is an elegant dance or a			18		0 0		
	11/09/2019 3:59 PM	Today 30 years ago, the #BerlinWall, often called the "Wall			71		0 2		
	11/09/2019 1:56 PM	Dear Friend, Hey, Maximilian the Turkey here. Thanksgiving is one of			37		0 0		
Stories	11/09/2019 11:48 AM	This Brazilian cherry looks smooth and exotic like it is...it is super hard.			75		6 0		
People	11/09/2019 11:29 AM	We had a couple engineered hardwood remodels this week that			61		4 0		
Messages	11/09/2019 11:19 AM	A little luxury vinyl plank to make a house look new again... #lvpflooring			61		1 0		
API	11/09/2019 9:27 AM	Capell Flooring and Interiors added a new photo.			38		0 0		
Orders									







Search



Jolyn

Home

Create



### Post Details



**Capell Flooring and Interiors** added a new photo to the album: Capell Flooring Logo Fun.



Published by Matt Capell [?] · November 9 at 9:27 AM · 🌐



#### Get More Likes, Comments and Shares

Boost this post for \$20 to reach up to 4,000 people.

**38**

People Reached

**0**

Engagements

[Boost Post](#)



Like



Comment



Share



### Performance for Your Post

**38** People Reached

**0** Likes, Comments & Shares *i*

**0**

Likes

**0**

On Post

**0**

On Shares

**0**

Comments

**0**

On Post

**0**

On Shares

**0**

Shares

**0**

On Post

**0**

On Shares

**0**

Post Clicks

**0**

Photo Views

**0**

Link Clicks *i*

**0**

Other Clicks *i*

#### NEGATIVE FEEDBACK

**0** Hide Post

**0** Hide All Posts

**0** Report as Spam

**0** Unlike Page

Reported stats may be delayed from what appears on posts



Over  
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Follow  
Likes  
Reach  
Page  
Page  
Action  
Post  
Event  
Video  
Stories  
People  
Messages  
API  
Order



Capell Flooring and Interiors is in Meridian, Idaho.

Published by IG Capell Flooring and Interiors [?] · November 9 at 11:29 AM



We had a couple engineered hardwood remodels this week that we were able to get some photos.....here is the first one.

#showusyourfloors #capellflooring #engineeredwood @ Meridian, Idaho



Get More Likes, Comments and Shares

Boost this post for \$20 to reach up to 4,000 people.

61

People Reached

4

Engagements

Boost Post



Like



Comment



Share



61 People Reached

0 Likes, Comments & Shares *i*

0 Likes

0 On Post

0 On Shares

0 Comments

0 On Post

0 On Shares

0 Shares

0 On Post

0 On Shares

4 Post Clicks

2 Photo Views

0 Link Clicks *i*

2 Other Clicks *i*

NEGATIVE FEEDBACK

0 Hide Post

0 Hide All Posts

0 Report as Spam

0 Unlike Page

Reported stats may be delayed from what appears on posts



Post Details



Capell Flooring and Interiors is in Emmett, Idaho.

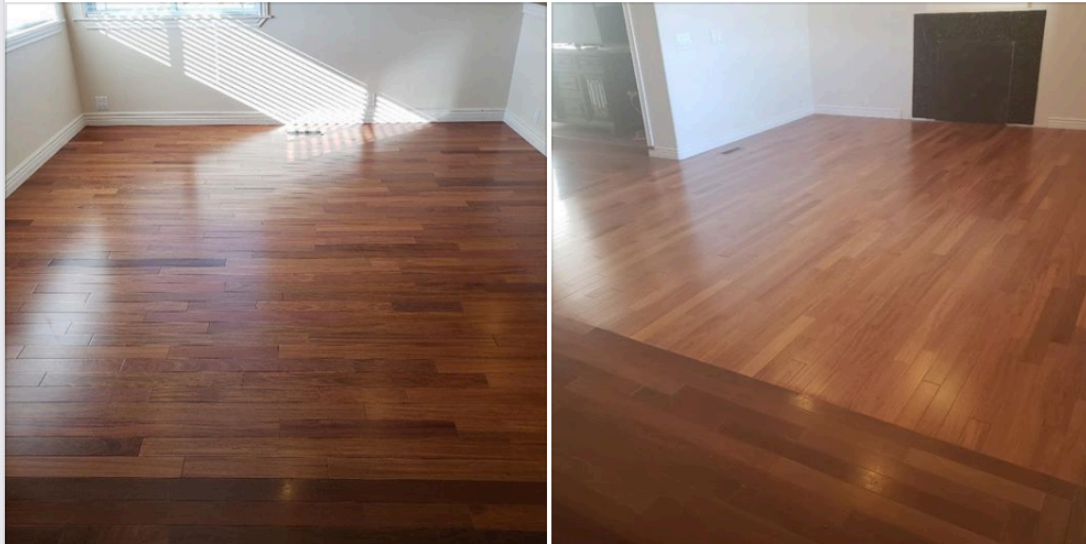
Published by IG Capell Flooring and Interiors [?] · November 9 at 11:48 AM



This Brazilian cherry looks smooth and exotic like it is...it is super hard.



#braziliancherry #capellflooring #emmettidaho #hardwoodfloors #showusyourfloors @ Emmett, Idaho



Get More Likes, Comments and Shares

Boost this post for \$20 to reach up to 4,000 people.

75 People Reached

6 Engagements

Boost Post

Performance for Your Post

75 People Reached

0 Likes, Comments & Shares

0 Likes On Post 0 On Shares

0 Comments On Post 0 On Shares

0 Shares On Post 0 On Shares

6 Post Clicks

3 Photo Views 0 Link Clicks 3 Other Clicks

NEGATIVE FEEDBACK

0 Hide Post 0 Hide All Posts 0 Report as Spam 0 Unlike Page

Reported stats may be delayed from what appears on posts





Search



Jolyn

Home

Create



Page

Ad Center

Inbox **20+**

Manage Jobs

Notifications **3**

**Insights**

More ▾

Settings **14**

Help ▾

Overview

Ads

Followers

10/18/2019  
8:51 AM



We Love Tile!



469



2  
3



View Promotion

10/16/2019  
1:01 PM



Push your limits – always!



323



6  
18



View Promotion

10/16/2019  
9:06 AM



A huge thank you to Don & Matt from the Paradigm



171



43  
19



Boost Post

10/14/2019  
9:59 AM



How's October treating you?



656



7  
46



View Promotion

10/12/2019  
8:48 AM



Beautiful home with a clean, modern look



435



7  
1



View Promotion

10/09/2019  
8:57 AM



It's breast cancer awareness month! Help keep the women



51



0  
0



Boost Post

10/07/2019  
8:57 AM



Caring for our home is one of our natural human instincts.



316



0  
1



View Promotion

10/05/2019  
8:45 AM



Beautiful new basement!



995



11  
4



View Promotion

10/03/2019  
8:52 AM



What are your fall décor favorites?



40



0  
0



Boost Post

10/01/2019  
9:52 AM



Enjoy pizza month! Remember, never stop trying!



353

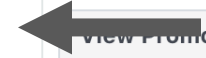
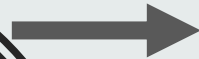


2  
6



View Promotion

PARADIGM INTERIORS





### Paradigm Interiors LLC

Published by Don Taylor [?] · October 16 at 9:06 AM · 🌐

A huge thank you to [Don](#) & [Matt](#) from the Paradigm Team. Thank you for being the best bosses ever! Teamwork makes the dream work. Happy Boss's Day to all you hardworking bosses out there!



### Performance for Your Post

**171** People Reached

**19** Reactions, Comments & Shares *i*

<b>14</b> Like	<b>9</b> On Post	<b>5</b> On Shares
-------------------	---------------------	-----------------------

<b>4</b> Love	<b>4</b> On Post	<b>0</b> On Shares
------------------	---------------------	-----------------------

<b>0</b> Comments	<b>0</b> On Post	<b>0</b> On Shares
----------------------	---------------------	-----------------------

<b>1</b> Shares	<b>1</b> On Post	<b>0</b> On Shares
--------------------	---------------------	-----------------------

**43** Post Clicks

<b>22</b> Photo Views	<b>0</b> Link Clicks <i>i</i>	<b>21</b> Other Clicks <i>i</i>
--------------------------	----------------------------------	------------------------------------

#### NEGATIVE FEEDBACK

<b>0</b> Hide Post	<b>0</b> Hide All Posts
<b>0</b> Report as Spam	<b>0</b> Unlike Page

Reported stats may be delayed from what appears on posts





Search



Jolyn

Home

Create



Page

Ad Center **7**

Inbox **20+**

Manage Jobs

Notifications **1**

**Insights**

More ▾

Settings **10**

Help ▾

Overview

Ads

Followers

10/25/2019  
9:00 AM



Some custom curve work without the unsightly metal.



1.1K



40  
36



View Promotion

10/24/2019  
8:00 AM



It's a year to the day when we got this amazing text



1.3K



63  
12



View Promotion

10/23/2019  
10:58 AM



Thank all of you!



624



7  
16



View Promotion

10/23/2019  
7:53 AM



Because we like to be professional AND have fun!



860



165  
58



Boost Post

10/22/2019  
8:00 AM



We couldn't decide if to put this for a #tbt or a



490



32  
7



Boost Post

10/21/2019  
8:00 AM



Another shout out to the Alicia Marie Nitschke and family for



2.1K



120  
45



View Promotion

10/19/2019  
1:57 PM



Technology is always a hot topic – we wondered what



296



1  
3



Boost Post

10/18/2019  
12:56 PM



Push your limits – always!



634



8  
22



View Promotion

10/17/2019  
8:55 AM



Here's to having a no-sniffle winter this year!



303



2  
4



Boost Post

10/16/2019  
8:54 AM



How's October treating you?



942



16  
43



View Promotion

LAVALLE FLOORING



# Post Details



**LaValle Flooring Inc.** is at **LaValle Flooring Inc.**



Published by lavalleflooringinc [?] · October 23 at 7:53 AM · Valley City, ND



Because we like to be professional AND have fun! Thank you Linda for taking a quick photo!

#flooring #floorwork #prisonersquats @ LaValle Flooring Inc.



### Get More Likes, Comments and Shares

Boost this post for \$20 to reach up to 4,400 people.

**860**

People Reached

**223**

Engagements

## Performance for Your Post

**860** People Reached

**58** Reactions, Comments & Shares *i*

**39**

Like

**26**

On Post

**13**

On Shares

**12**

Love

**6**

On Post

**6**

On Shares

**1**

Haha

**1**

On Post

**0**

On Shares

**4**

Comments

**2**

On Post

**2**

On Shares

**2**

Shares

**2**

On Post

**0**

On Shares

**165** Post Clicks

**115**

Photo Views

**0**

Link Clicks *i*

**50**

Other Clicks *i*

### NEGATIVE FEEDBACK

**0** Hide Post

**0** Hide All Posts





LaValle Flooring Inc. is 😊 feeling blessed in Valley City, North Dakota.

Published by Norberto A. Rivera [?] · October 21 at 8:00 AM · 🌐

Another shout out to the [Alicia Marie Nitschke](#) and family for choosing [Cali Bamboo](#) Redefined Pine flooring for their new home! Night and day difference! 🤩



**2,132**  
People Reached

**165**  
Engagements

[Boost Again](#)

**2,132** People Reached

**45** Reactions, Comments & Shares *i*

**37** Like | **37** On Post | **0** On Shares

**5** Love | **5** On Post | **0** On Shares

**3** Comments | **3** On Post | **0** On Shares

**0** Shares | **0** On Post | **0** On Shares

**120** Post Clicks

**72** Photo Views | **0** Link Clicks *i* | **48** Other Clicks *i*

**NEGATIVE FEEDBACK**

**0** Hide Post | **0** Hide All Posts

**0** Report as Spam | **0** Unlike Page

Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.



LaValle Flooring Inc.  
@lavalleflooring

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Liked | Following | Share | Edit Page Info

Send Message

Search for posts on this Page

LaValle Flooring Inc. is feeling lucky at City of Valley City. Published by Jolyn Armstrong · November 8 at 8:31 AM · Valley City, ND

The best compliment you could pay us is your recommendation! Congratulations to our Neighborhood Adviser Mega Trivia Winner Judy Gumke, who got a \$25 gift certificate to The Lunchbox Café!



456 People Reached | 39 Engagements | Boost Post

15 Likes | 4 Comments

Like | Comment | Share

Most Relevant | Write a comment...

Christie Torgerson The pictures I've seen of the work your business has done is awesome, The local community is very lucky to have a business like yours in town.

Visitor Posts

**Adriana Vazquez**  
June 12 at 12:14 PM

3 Likes

Like · Comment · Message

**Adriana Vazquez**  
May 20 at 4:23 PM

Olga Clark Sagvold

3 Likes

Like · Comment · Message

**Scott Maurer**  
August 31, 2018 at 3:26 PM

1 Comment

Like · Comment · Message

English (US) · Español · Português (Brasil) · Français (France) · Deutsch





LaValle Flooring Inc. is 🤔 feeling inspired in Valley City, North Dakota.

Published by Norberto A. Rivera [?] · October 8 · 🌐

Another #tiletuesday! Bet you thought that was vinyl or hardwood, huh? Nope! 😊

For anyone looking for the design genius behind this pic, contact Kari Jo Sauer with Kreative Designs by Kari, LLC , can't recommend her strongly enough!



🟢 **Get More Likes, Comments and Shares**  
Boost this post for \$20 to reach up to 4,400 people.

### Performance for your Post

901 People Reached

63 Reactions, Comments & Shares ⓘ

42 Like On Post 0 On S

13 Love On Post 0 On S

8 Comments On Post 1 On S

0 Shares On Post 0 On S

77 Post Clicks

14 Photo Views Link Clicks ⓘ 63 Oth

#### NEGATIVE FEEDBACK

0 Hide Post 0 Hide All Posts

0 Report as Spam 0 Unlike Page

Reported stats may be delayed from what app



North Dakota.  
Published by Norberto A. Rivera [?] · October 25 at 9:00 AM · 🌐  
Some custom curve work without the unsightly metal. How? With Z Bar of course! 😊

Can't beat Tuftex Carpet and Armstrong Pryzm Flooring!

#design #interiordesign #flooring #tiles #home #architecture #interior



LaValle Flooring Inc.  
Carpet & Flooring Store

Learn More

1,110 76

36 Reactions, Comments & Shares ⓘ

31 Like On Post 0 On Sha

4 Love On Post 0 On Sha

1 Comments On Post 0 On Sha

0 Shares On Post 0 On Sha

40 Post Clicks

17 Photo Views Link Clicks ⓘ 22 Other C

#### NEGATIVE FEEDBACK

0 Hide Post 0 Hide All Posts

0 Report as Spam 0 Unlike Page

Insights activity is reported in the Pacific time zone  
activity is reported in the time zone of your ad acc



**House extension**

Sweet remodel :)

🌱 **Get More Likes, Comments and Shares**  
Boost this post for \$20 to reach up to 4,400 people.

**1,019**  
People Reached

**67**  
Engagements

[Boost Post](#)

**39** Reactions, Comments & Shares *i*

**22** Like | **17** On Post | **5** On Shares

**6** Love | **5** On Post | **1** On Shares

**3** Haha | **3** On Post | **0** On Shares

**4** Comments | **3** On Post | **1** On Shares

**4** Shares | **3** On Post | **1** On Shares

**28** Post Clicks

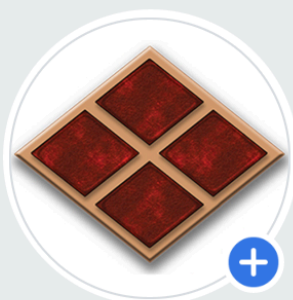
**8** Photo Views | **0** Link Clicks *i* | **20** Other Clicks *i*

**NEGATIVE FEEDBACK**

**0** Hide Post | **0** Hide All Posts  
**0** Report as Spam | **0** Unlike Page

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# LaValle Flooring Inc.

@lavalleflooring

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Thank you [Gina Thornton](#) and [Jarin Thornton](#) for allowing us to do the work in your home! We've gotta say, our favorite part of this project was the stairs. You get the hardwood look and the softness of carpet. 🙌



Search for posts on this Page

### Visitor Posts



**Adriana Vazquez**

June 12 at 12:14 PM



3 Likes

Like · Comment · Message



**Adriana Vazquez**

May 20 at 4:23 PM

Olga Clark Sagvold

3 Likes

Like · Comment · Message



**Scott Maurer**

August 31, 2018 at 3:26 PM

1 Comment

Like · Comment · Message

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## LaValle Flooring Inc.

Carpet & Flooring Store

Send Message

4,569

People Reached

766

Engagements

Boost Again

LaValle  
Flooring's  
Competitor

Valley Flooring

VALLEY FLOORING

VALLEY FLOORING  
BY HOME DESIGN CENTER

Like Follow Share ...

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Write a post...

Photo/Video Tag Friends Check in ...

Valley Flooring  
November 4 at 12:56 PM · 🌐

Stop in and see us this Saturday, November 9th for in store specials

Search for posts on this Page

Visitor Posts

Jenn Dooley  
June 17, 2015 at 12:21 PM 🌐

Join Jenn McLachlan and Brooke Winson today broadcasting LIVE on Classic KSJB!

Like · Comment





Valley Flooring  
@ValleyFlooringbyHDC

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Valley Flooring  
November 4 at 12:56 PM

Stop in and see us this Saturday, November 9th for in store specials during Ladies Day.

**Winter SALE**  
**15% Off**  
*Lighting Lamps*  
*Mirrors Bar Stools*  
*Rugs Home Decor*  
*and Sale Items*

Thru 12-28-19  
Items must be in stock - some restrictions apply.

*Gift Certificates available.*

Monday-Friday 8:00 AM-5:00 PM  
**Now open Saturday 9 AM-2 PM**  
**(Jamestown only - thru Dec. 28th)**

HOME DESIGN CENTER 701.253.8176 VALLEY FLOORING 701.845.2419  
 209 1st Ave S - Jamestown, ND 351 Main St E - Valley City, ND

**Cabinets - Countertops - Flooring - Plumbing**

1 Share

Like Comment Share

Write a comment...

Search for posts on this Page

Visitor Posts

Jenn Dooley  
 June 17, 2015 at 12:21 PM

Join Jenn McLachlan and Brooke Winson today broadcasting LIVE on Classic KSJB!

Like · Comment

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### Valley Flooring

@ValleyFlooringbyHDC

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#### Valley Flooring

October 23 at 11:20 AM · 🌐

This fall plan on having your holiday memories with your family and friends on the softest carpet on the market. Stop by Valley Flooring and check out Mohawk's SmartStrand Silk Reserve carpet patterns or your home. #mohawkflooding #smartstrand 😊



358 Views

#### Mohawk Flooring

October 23 at 10:30 AM · 🌐

Like Page

Paint, pets and messes are no match for Mohawk's SmartStrand stain-resistant carpet featuring ColorMax technology. Keep those macaroni art projects pet will stand up to pretty much anything. Shop the collections [y/33Vfllr](#)

Like  
Mohawk Flooring

1

Like

Comment

Share



Write a comment...



Search for posts on this Page

#### Visitor Posts



#### Jenn Dooley

June 17, 2015 at 12:21 PM · 🌐

Join Jenn McLachlan and Brooke Winson today broadcasting LIVE on Classic KSJB!

Like · Comment

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### Valley Flooring

@ValleyFlooringbyHDC

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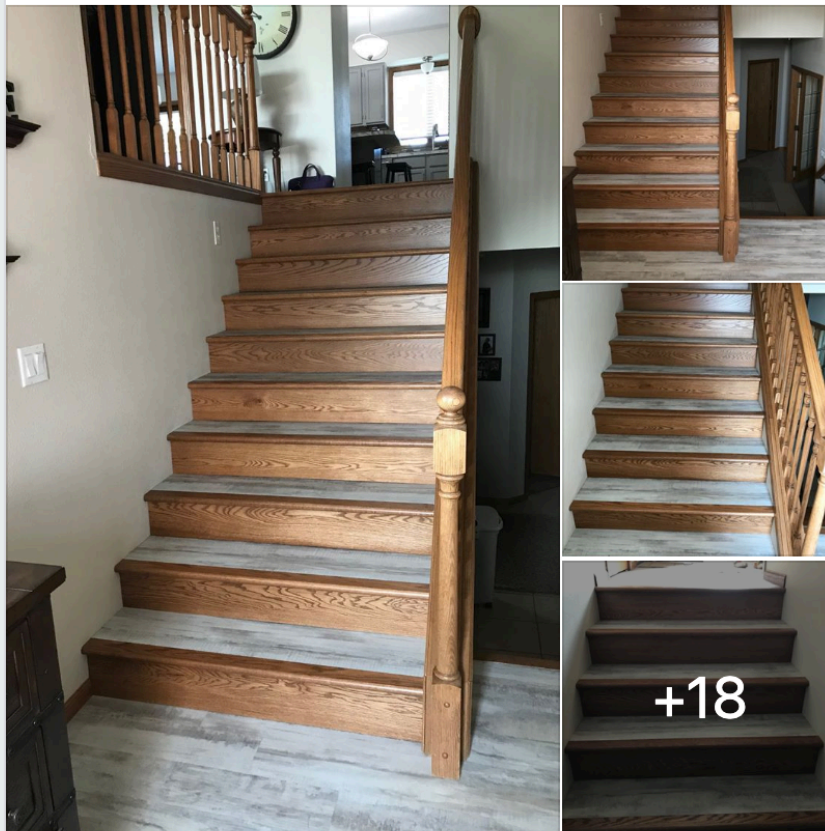
Send Message



### Valley Flooring

September 13 · 🌐

For one of our latest projects we had Lance Coit from LANCO Flooring install on this project for our customer. Loved how this cape cod look came together nicely. This is the perfect mesh of our customer's differing blend of styles. Nothing is impossible to accomplish when it comes to personalizing your home. One of my favorite things about this project was designing their grand split staircase & entry way. Loved how this all came together... Beautiful work, Lance! Way to go! ✨ — feeling blissful.



7

2 Shares

Search for posts on this Page

### Visitor Posts



Jenn Dooley

June 17, 2015 at 12:21 PM 🌐

Join Jenn McLachlan and Brooke Winson today broadcasting LIVE on Classic KSJB!

Like · Comment

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+18



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Like Follow Share

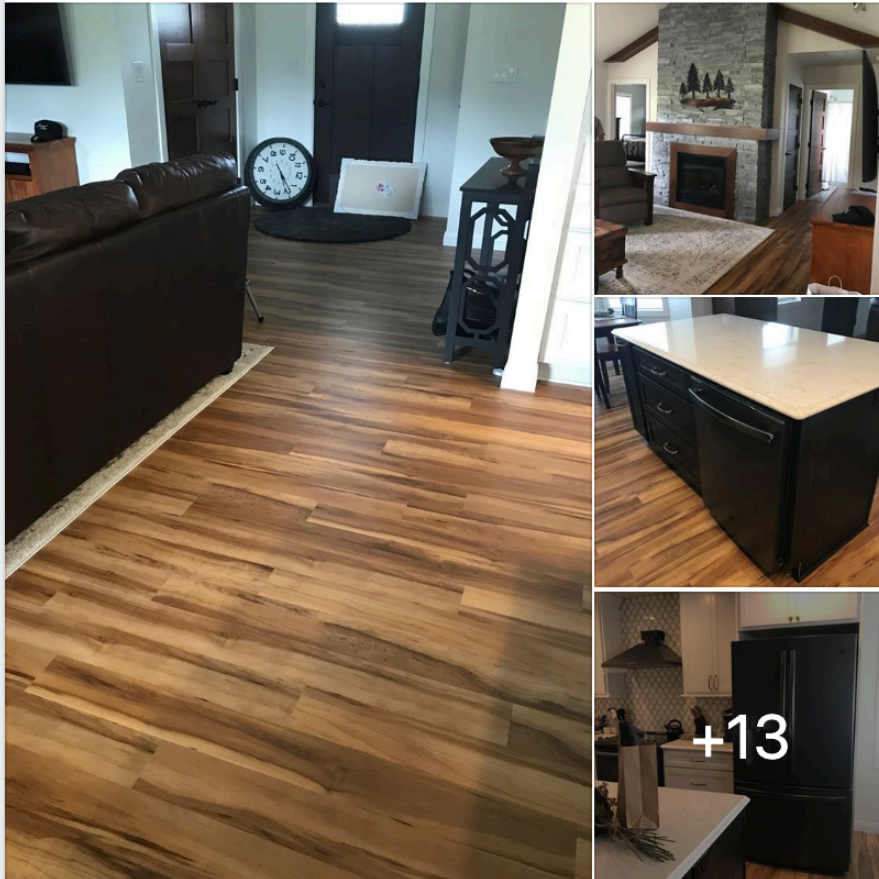
Send Message



Valley Flooring is 😊 feeling accomplished.

August 2 · 🌐

Okay folks... gotta share about this fun project we did for this customer's new build. Love how it all turned out! My favorite bit is the genuine marble backsplash in the kitchen. Love, love, LOVE it! Go team! 😊



15

5 Comments 2 Shares

Like

Comment

Share

Search for posts on this Page

Visitor Posts



Jenn Dooley

June 17, 2015 at 12:21 PM 🌐

Join Jenn McLachlan and Brooke Winson today broadcasting LIVE on Classic KSJB!

Like · Comment

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### Valley Flooring

@ValleyFlooringbyHDC

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Send Message

Most relevant is selected, so some replies may have been filtered out.

Search for posts on this Page

#### Visitor Posts



Jenn Dooley

June 17, 2015 at 12:21 PM

Join Jenn McLachlan and Brooke Winson today broadcasting LIVE on Classic KSJB!

Like · Comment

English (US) · Español · Português (Brasil) · Français (France) · Deutsch

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Valley Flooring

July 24 · 🌐

Come by and check out our awesome deals for CRAZY DAYZ!!! Your options are fantastic to choose from! Stop by y'all! 😊

**CRAZY DAYS**

Stop in for big savings at our Valley City and Jamestown stores!!

**BAR STOOLS HOME DECOR**  
**CABINETS LIGHTING**

**10% IN STOCK CARPET**  
Wednesday, July 24th only

**CARPET REMNANTS**  
**VINYL REMNANTS**  
**CERAMIC TILE**

**CLICK LOCK & GLUE DOWN**  
**VINYL PLANK**

 <p>351 Main Street E Valley City, ND 701-845-2419 Hours: 8am-5PM Monday - Friday</p>	 <p>209 1st Ave S Jamestown, ND 701-253-8176 Hours: 8am-5PM Monday - Friday</p>
---	--



Like

Comment

Share



# POSTING BEST PRACTICES



## Posts that get the most engagement

Anything that can draw back the curtain – team images etc

Images of your clients – especially images of you celebrating your clients for just being part of your ‘tribe’

Images of flooring – before / after & completed installations



## Ways to help boost engagement and reach

Boost posts

Tag posts – both clients and products

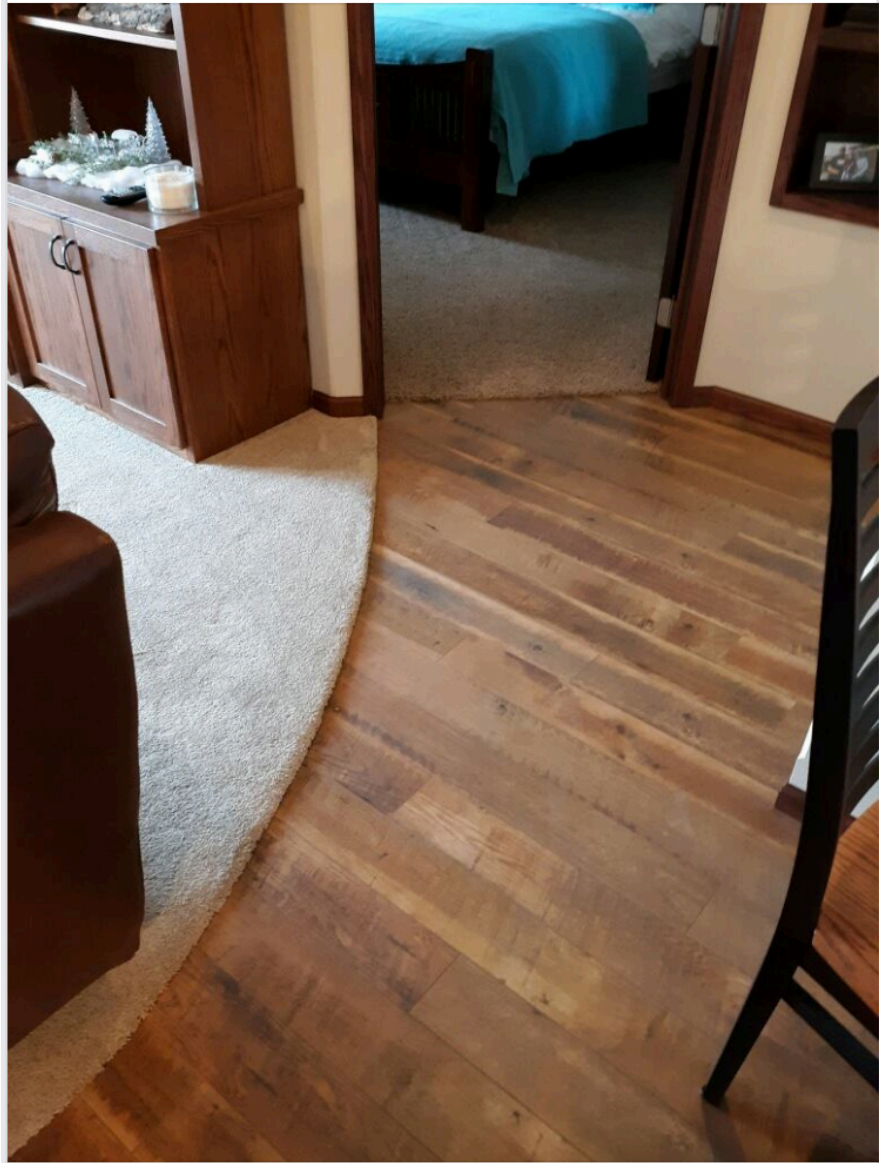
Genuine good content regardless of the above



# Photo tips and tricks

---

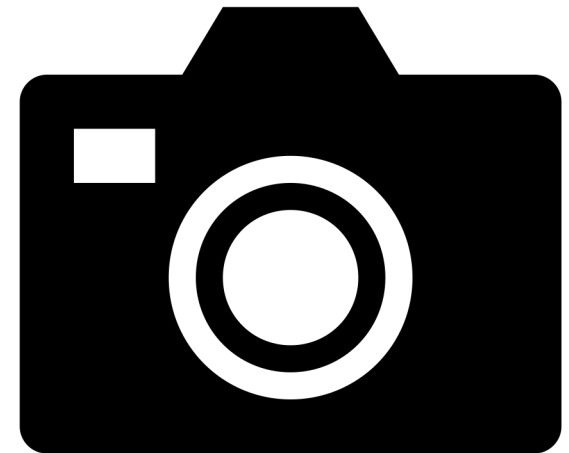






## GETTING THE BEST PHOTOS

- Your team should ALWAYS have a way to take pictures on the fly
- Take before/after pictures from the same angle
- Make sure room is not too bright, or too dark
- Lighting:
  - Easiest lighting tip: Take pictures with a light source behind you
  - Lighting angles in a room can add to the image – but only ask more competent team members to do this.





Q&A



If you'd like us to  
implement all  
this for you...

## Digital Floor Dealer

Call Us  
877-887-5791



Facebook marketing



Review generation



Lead capture/Perfect Floors Guide



Investment: \$997 Set Up, \$497/mo.