

**Social Media
For Pole Base
Manufacturers**

Key Takeaways

- Think of social media as a community where you can connect and expand your business with new clients, but also where you can continue to foster relationships with existing customers.
- You can spend money advertising in social media, but having a presence in these digital communities alone can help your business grow.
- Over the last few years, there has been a boom in the social media activity of precasters, engineers, contractors and project owners.
- Customer service can be provided through social media by responding to inquiries, addressing concerns, and providing helpful information.





Pole Base | LIGHT POLE BASES

275 followers

34m • 🌐

Pole Base light pole foundations and universal bases (sometimes referred to as “pre-engineered”) 🏗️ aren't that different. Both offer a product that can be delivered to your site and installed the same day, so you can avoid possible weather issues and the hassle of scheduling a ready-mix truck delivery 🚚 to pour labor-intensive, time-consuming cast-in-place bases.

But there are a few differences between Pole Base light pole foundations and universal bases, and they may just matter to you and your project. 🧑‍🔧

Learn more about the differences 📄 <https://pb.direct/ugTs9>

[#polebase](#) [#concrete](#) [#development](#) [#lighting](#) [#contractor](#)



Where to Start

- Decide what platforms you want your company presence on. LinkedIn and Facebook have been best for Pole Base
- Make sure that your profile pictures, cover photos, and any details are consistent across profiles
- Create a bio that quickly summarizes your business
- Post weekly, bonus points if you post several times a week
- Include the appropriate links in your “about” sections

Adding to Your Posts

- Use at least a handful of hashtags (#) in your posts
 - A hashtag is used to identify content on a specific topic. Example of industry hashtags are: #precast, #concrete, #polebase, or #development
- Tag the location and other relevant accounts
- Add some personality to your posts by including emojis in the captions



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275 followers

6d · 🌐

Pole Base performs in regions with high winds🌪️, including weather hotspots like Florida and other coastal locales🌊. Pole Base design and embedment recommendations have been established based on wind gusts of 90 mph (40 m/s) over three seconds at 33 ft (10 m) above the ground.

The engineer working on your project can easily design🔧 Pole Base units using site-specific wind loads, including very large loads where needed. Your local Pole Base producer can manufacture longer bases to offer additional wind support in some instances through increased embedment.

Read more ➡️ <https://pb.direct/ugTs4>

[#polebase](#) [#wind](#) [#development](#) [#commerical](#) [#concrete](#) [#contractor](#)



Engage with specifiers and engineers on platforms like LinkedIn and Meta (Facebook and Instagram) by sharing content that emphasizes the advantages of precast concrete and participating in relevant discussions.

End-users often share photos and videos of completed projects. This gives you an opportunity to request to that content in your own advertising, or just simply share them to your own page so people can see more of your products.

Highlight your staff and what is happening behind the scenes at your plant or dealer yard. Your audience will build relationships with you through your profiles and feel a deeper connection to your team.

Engagement on Social Media



Community Management

Community Management is the process of **engaging** audiences across social media networks to increase **brand loyalty** and grow **authentic connections**.

You manage your community by:

- Reacting and responding to comments or messages you receive
- Engage with similar accounts, businesses, or people you know



Pole Base

Published by Hootsuite · March 15 ·

Drake is on the road and in Cincinnati, OH!

Checking in from a Pole Base Project produced by Bell Precast for a UDF Gas Station!

[#polebase](#) [#development](#) [#build](#) [#sitelighting](#)



Social Media Management

If you decide to invest in social media management, we recommend Hootsuite.

You **can choose to invest** in a social media manager or scheduling software, or spend money on advertising or boosting posts. But you can also **keep it simple** and inexpensive while seeing results by managing it yourself.



sproutsocial

Networking on the Network

A way to think of people posting about your products or services is like a testimonial. If their following sees a post about how efficient it was to install your product or how good it looks, then they could be more inclined to reach out about also using what you produce. Social media holds the power to increase demand.

Potential customers can peruse your social media accounts to see project examples, the customization of your products, and get inspiration for their own projects.



Georgia-Lina Precast • 1st
Precast Concrete Manufacturer
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Another Pole Base | LIGHT POLE BASES project completed! Check these out at the new Parker's Kitchen on Mike Padgett HWY in Augusta GA!

Give us a call @ (803)-232-1911 for a quote on your next project! 💡

#polebase #precastconstruction #sitelighting #parkinglotlighting
#georgialinaprecast #CSRA



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**Thank
you!**

**Reach out with
questions!**

