

Social Media Marketing Plan

Precision Fence Company

Presented by:
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Company Overview

- Founded: 2016 by John Michael McDonald
- Locations: Meridian, MS and Jackson/Flowood, MS
- Specialties: Residential and commercial fencing
- Product Types: Chain link, wrought iron, custom wood, automated gates, railings



Mission and Values



Mission:

“To deliver durable, custom fencing solutions with exceptional service and precision.”

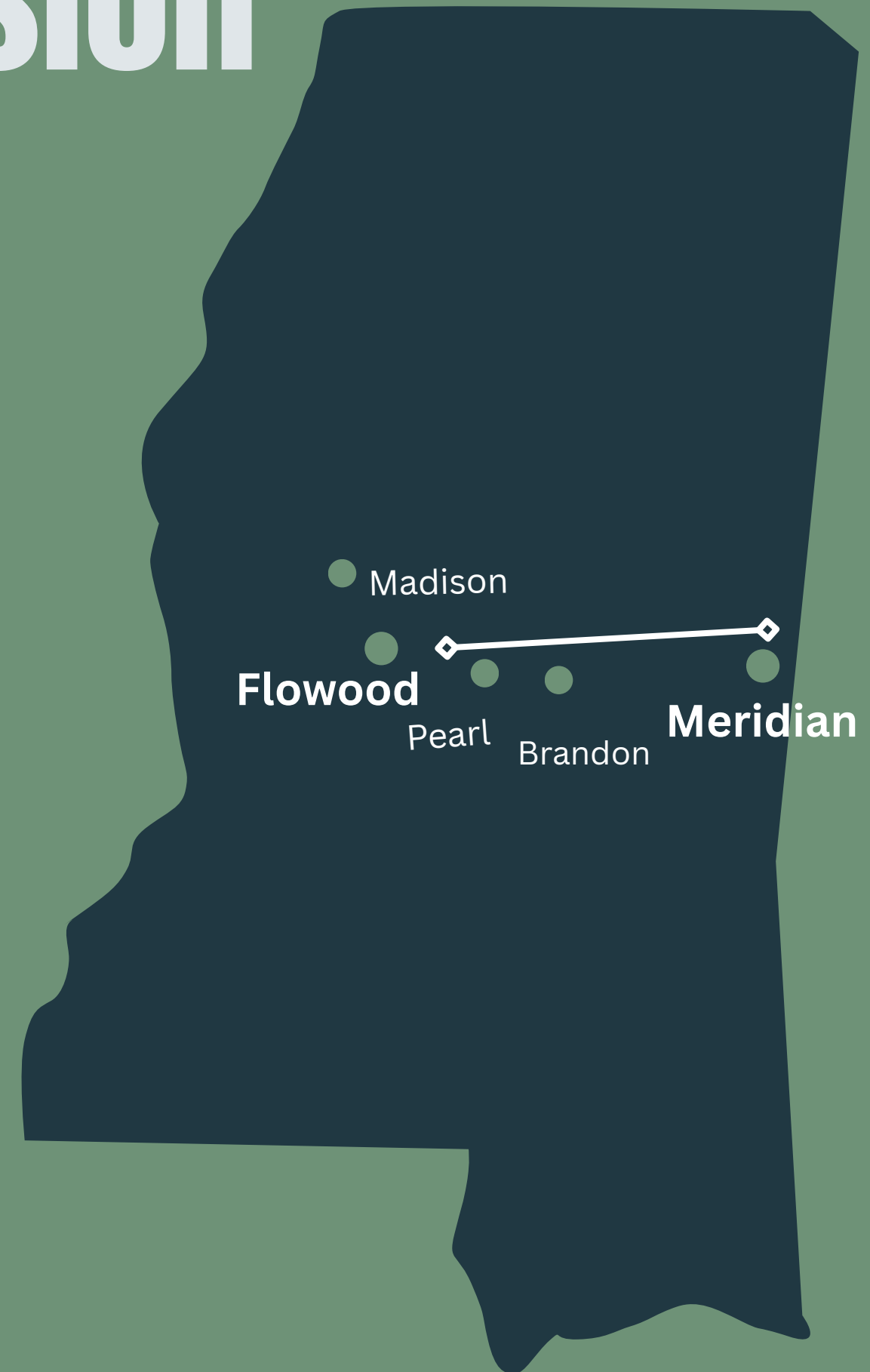


Core Values:

- **Craftsmanship:** Every fence reflects attention to detail and pride in the work.
- **Innovation:** From drone footage to automated gates, the company uses technology to lead.
- **Community:** Precision Fence is locally rooted and prioritizes customer relationships.
- **Responsiveness:** Customers trust Precision Fence to communicate clearly and show up professionally.

Market Placement & Expansion

- In 2024, Precision Fence expanded into the Jackson metro area, extending service from Meridian to Flowood along the I-20 corridor
- The new location strengthens reach across Brandon, Madison, Pearl, Ridgeland, and surrounding communities—allowing faster response times and broader market access.
- This expansion supports both residential and commercial growth, helping Precision Fence compete regionally and serve larger-scale projects.
- The company leverages in-house welding and certified contractors to ensure custom fabrication, quality control, and compliance—key differentiators in the fencing industry.



Precision Fence Company

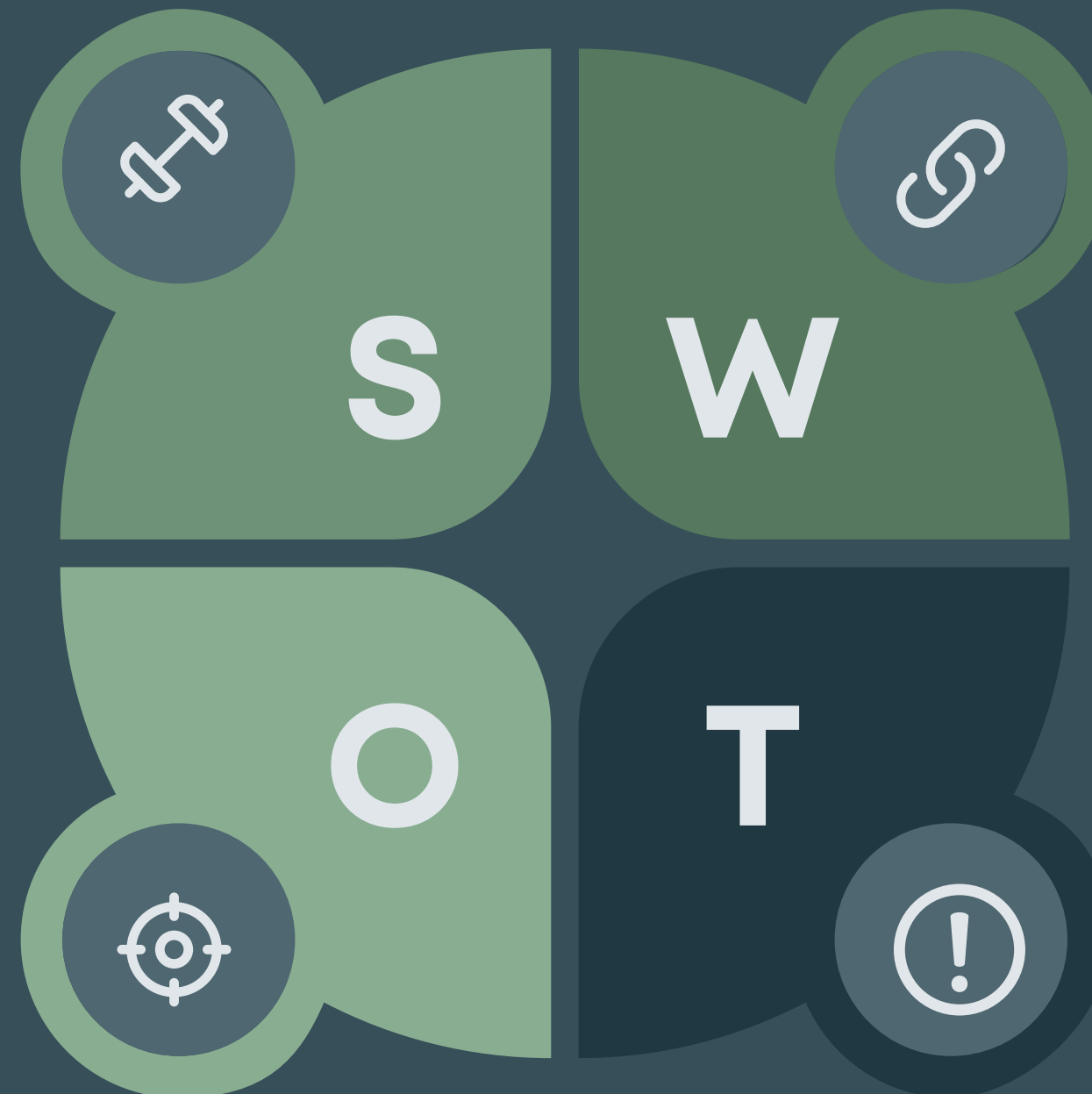
Comprehensive SWOT Analysis

Strengths

- Licensed fencing contractor in Meridian
- Exceptional customer service
- Custom solutions and in-house craftsmanship
- Competitive pricing
- Strong local reputation

Opportunities

- Expand commercial business
- Build brand awareness with marketing
- Offer custom and premium services
- Use SEO, drone content, and LinkedIn presence



Weaknesses

- Smaller brand recognition
- limited geographic presence
- Newer business
- Lack of Data Analytics

Threats

- Long-standing competitors like United Fence
- Economic downturns may slow construction demand
- Price competition from larger companies

Social Media Platform Audit

Facebook

- Active but inconsistent
- Local reach with project images

Instagram

- Rarely used
- High potential for visual storytelling

LinkedIn

- Not yet active
- Ideal for commercial growth

Website

- Strong visuals,
- needs SEO/blog





FACEBOOK Platform Overview

- Followers: 1,400+
- Posting Frequency: Weekly to bi-weekly
- Content Style: Primarily photo albums and project updates (completed fences, customer installs)
- Engagement Level: Moderate—posts receive likes and occasional comments from local clients
- Tone: Friendly and local, but lacks consistency and calls-to-action

Facebook

Home Video Shop Community



 **Precision Fence**
1.4K followers · 26 following

[Call Now](#) [Following](#) [Message](#)

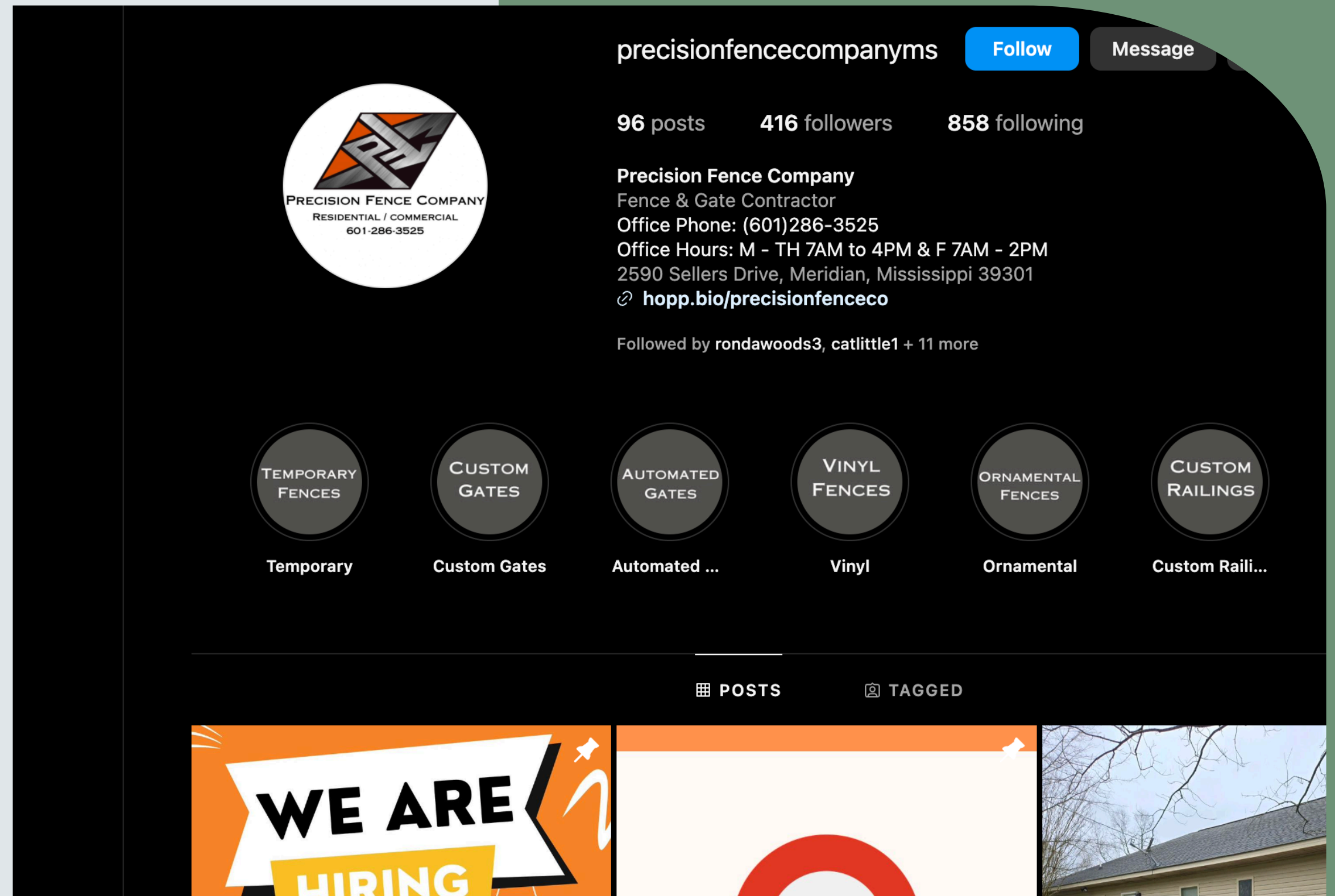
[Posts](#) [About](#) [Mentions](#) [Reviews](#) [Followers](#) [Photos](#) [More](#)

Intro
We have two locations, Meridian, Ms & Jackson, MS

Featured
Precision Fence is at Precision Fence

INSTAGRAM Platform Overview

- Followers: 416
- Posts: 96
- Posting Frequency: Infrequent and inconsistent
- Content Style: Mostly photos of finished projects, occasionally posted without hashtags or engagement features
- Tone: Neutral and professional, but lacks personality and visual curation



Audience Demographics by Platform

Audience demographics help Precision Fence tailor messaging and content to match the unique needs and preferences of each group. By understanding what motivates different audiences—such as trust and community for Facebook users, design inspiration for Instagram users, and professionalism for LinkedIn users—the company can create more targeted, effective posts. This approach builds stronger engagement, earns trust, and ultimately attracts both residential and commercial clients.

FACEBOOK

Facebook users, often homeowners ages 30–65, respond well to local success stories, testimonials, and visual proof of quality work. Messaging should focus on trust, family safety, property value, and reliability—often through photo albums, community involvement posts, and seasonal maintenance tips.

INSTAGRAM

Instagram users, typically aged 25–45 and more design-savvy, are drawn to visually curated content, before-and-after transformations, and trending materials. Precision Fence can engage this group through Reels, Stories, and inspirational design-focused posts with clean, modern aesthetics.

LINKEDIN

LinkedIn users, including commercial developers, contractors, and property managers aged 35–55, prioritize professionalism, efficiency, and reputation. Content for this group should include commercial project case studies, drone videos of large-scale installs, and posts that emphasize Precision Fence’s licensing, safety compliance, and project management capabilities.

Brand Voice

Precision Fence is more than a contractor—it's a trusted partner in both backyard privacy and commercial perimeter security. The brand voice reflects reliability and craftsmanship while evolving to speak the language of contractors, project managers, and residential clients alike.

Tone & Personality

- Trustworthy and Approachable – like a dependable neighbor who treats your property like their own
- Skilled and Professional – confident from years of experience, without being flashy or boastful
- Adaptable and Forward-Thinking – traditional values with a modern edge, embracing innovation and commercial standards

Audience Balance

- Residential Clients: The voice is warm, conversational, and service-oriented—focused on safety, design, and community
- Commercial Clients: The voice becomes more structured and authoritative—focused on deadlines, logistics, and professionalism

Situational Voice in Action

- Initial Inquiries: Welcoming, clear, and helpful
- Project Updates: Professional, timely, and detail-focused
- Community Engagement: Friendly, supportive, and proud
- Issue Resolution: Calm, empathetic, and solution-oriented





Precision Fence Company Social Media Action Plan

Establish a Cross-Platform Content System with Weekly Themes

Implement a consistent content calendar across Facebook, Instagram, and LinkedIn, posting 3–4 times per week. Build the calendar around branded weekly themes like:

- “Fence of the Week”
- “Pro Tip Tuesday”
- “Behind the Build”
- “Drone Day” This rhythm ensures content variety, keeps the audience engaged, and makes content creation manageable. Tailor each post’s format and tone to match the platform’s audience while reusing core visual assets to save time.

Expand Content Production and Amplify Visual Storytelling

Capitalize on Precision Fence’s strongest asset—quality craftsmanship—through compelling visuals:

- Use drone footage, time-lapses, and team spotlights for visual storytelling
- Repurpose customer feedback into branded testimonial graphics
- Highlight custom installs like ADA-compliant railings or automated gates
- Share blog posts like “Modern Fence Designs for 2025” or “How to Choose the Right Fence” to educate and convert. These formats showcase scale, precision, and professionalism in ways that resonate on each platform.

Social Media Plan

Align Platform Messaging with Audience Expectations

Customize messaging by platform to reflect what each target demographic values most:

- Facebook: Build trust and visibility with homeowners (ages 30–65) through testimonials, before/after photos, and local engagement.
- Instagram: Engage younger homeowners (ages 25–45) with design-driven posts, Reels, and Stories that show transformations, materials, and behind-the-scenes moments.
- LinkedIn: Attract B2B leads like developers and project managers (ages 35–55) by sharing commercial case studies, certifications, and large-scale project visuals. This targeted strategy builds stronger relationships, trust, and conversions.

Launch LinkedIn and Boost Website SEO with Educational Content

Create and maintain a LinkedIn business page to capture commercial opportunities. Post 1x/week and position Precision Fence as a licensed, reliable contractor for commercial and government projects. In parallel, add a blog section to the website:

- Post 1–2 articles per month with SEO-optimized titles
- Topics: design trends, material comparisons, seasonal maintenance tips
- Share blog posts across all platforms to boost reach and search visibility. This will increase Precision Fence’s discoverability and support long-term lead generation.

Implementation Plan & Performance Tracking

Assign Roles

- Designate an internal team member or hire a part-time social media coordinator
- Split duties: one person for visuals, one for scheduling and reporting

Tools to Use

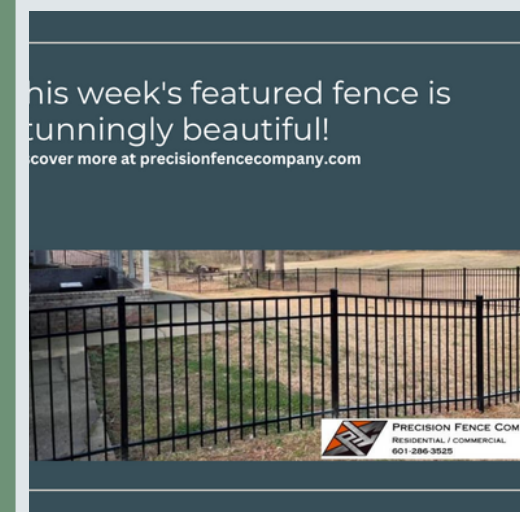
- Canva – Branded graphics and post templates
- Meta Business Suite – Schedule & manage Facebook + Instagram content
- LinkedIn Dashboard – Weekly updates for commercial audience
- Google Analytics + Platform Insights – Track engagement, traffic, and inquiries

Review Cycle

- Plan content 1 month in advance
- Hold weekly content check-ins
- Analyze performance monthly to adjust strategy

Precision Fence Company

@precisionfencecompany



Content Calendar & Posting Schedule

A content calendar is an essential tool for maximizing the potential of social media and ensuring that your business effectively connects with its target audience.

<div>week 1</div> <div>Share your brand mission</div> <div>01</div>	<div></div> <div>Share your brand vision</div> <div>02</div>	<div></div> <div>Interactive polls</div> <div>03</div>	<div></div> <div>Interactive questions</div> <div>04</div>	<div></div> <div>Behind the scenes</div> <div>05</div>	<div></div> <div>Share Your Products</div> <div>06</div>	<div></div> <div>Weekend themed posts</div> <div>07</div>
<div>week 2</div> <div>Skincare Tips</div> <div>08</div>	<div></div> <div>Wellness Tutorials</div> <div>09</div>	<div></div> <div>Share Testimonials</div> <div>10</div>	<div></div> <div>Share Reviews</div> <div>11</div>	<div></div> <div>User Generated Content</div> <div>12</div>	<div></div> <div>Customer Stories</div> <div>13</div>	<div></div> <div>Weekend themed posts</div> <div>14</div>
<div>week 3</div> <div>Product Highlight</div> <div>15</div>	<div></div> <div>Community Spotlight</div> <div>16</div>	<div></div> <div>Interactive polls</div> <div>17</div>	<div></div> <div>Interactive questions</div> <div>18</div>	<div></div> <div>Special Offers</div> <div>19</div>	<div></div> <div>Product Highlight</div> <div>20</div>	<div></div> <div>Weekend themed posts</div> <div>21</div>
<div>week 4</div> <div>Special Offers</div> <div>22</div>	<div></div> <div>Wellness Tutorials</div> <div>23</div>	<div></div> <div>Share Testimonials</div> <div>24</div>	<div></div> <div>Interactive questions</div> <div>25</div>	<div></div> <div>Behind the scenes</div> <div>26</div>	<div></div> <div>Customer Stories</div> <div>27</div>	<div></div> <div>Skincare Tips</div> <div>28</div>
<div>week 5</div> <div>Reflection of the Month</div> <div>29</div>	<div></div> <div>Community Spotlight</div> <div>30</div>					

WEEKLY CONTENT PLANNER

Week One - Trust In Craftsmanship

JUNE 2025

Monday - 2nd

Facebook 10:30 am
LinkedIn 9:30am



- Facebook: Fence of the Week – Spotlight a beautiful residential fence with customer praise.
- LinkedIn: Commercial project update – Highlight specs for a business fence recently completed.

Tuesday - 3rd

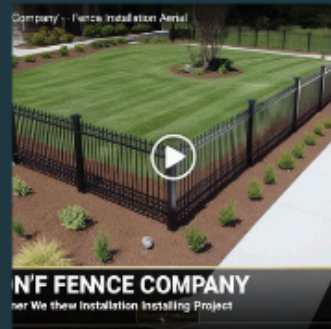
Facebook 10:30 am
Instagram 11:00 am



- Pro Tip Tuesday: Share quick advice (e.g., "3 Signs It's Time to Replace Your Fence")
- Instagram Story/Reel: Quick maintenance demo or customer fence walkthrough.

Wednesday - 4th

Instagram 11:00 am
Facebook 10:30 am



- Instagram: Time-lapse install Reel showing a fence project from start to finish.
- Facebook: Photo album or progress post ("Halfway through this security fence build!")

Thursday - 5th

LinkedIn 9:30 am
Instagram 11:00 am



- LinkedIn: Educational post – "Why commercial properties need licensed fencing contractors."
- Instagram: Blog share Reel or infographic ("Best materials for commercial security fencing").

Friday - 6th

Facebook 11:00 am
Instagram Stories 10:00 am



- Facebook: Customer Thank You Post ("Thanks to the Johnson family in Madison for trusting us!")
- Instagram Story: Fun team picture, quote, or fun fact about the company.

Saturday - 7th

Instagram Reel 11:30 am



- Drone flyover of a freshly completed backyard or commercial fence project.
- Use relaxing background music for higher engagement.

Sunday - 8th

Facebook 9:30 am



- "Sunday Spotlight": Feature a fun story about a recent install or a team member's role in the success.

WEEKLY CONTENT PLANNER

Week Two - Behind the Build

JUNE 2025

Monday - 9th

Instagram 11:00 am
Facebook 11:30 am



- Instagram Post: Behind-the-Scenes Equipment Showcase (carousel of 3-5 tools)
- Facebook Post: Quick video clip or single post showing tools laid out ("Precision starts with the right tools.")

Tuesday - 10th

Facebook 11:00 am
Instagram 10:30 am



- Facebook Post: Start-to-Finish Project Album (5+ images showing each project phase)
- Instagram Story: Quick tour of a job site setup (boots, fencing, site layout)

Wednesday - 11th

Instagram 11:30 am
Facebook 11:00 am



- Instagram Reel: Time-Lapse Fence Install (30-second sunrise-to-completion video)
- Facebook Post: Share Reel link with a short caption ("From first post to final panel – all in a day's work!")

Thursday - 12th

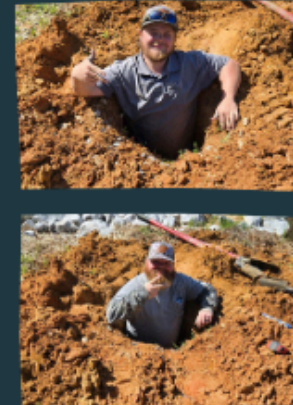
Facebook 11:00 am
LinkedIn 9:30 am
Instagram 11:30 am



- Facebook Post: Material Spotlight – Wood vs. Vinyl (image grid comparison)
- LinkedIn Post: Educational Post – Choosing the Right Material for Commercial Security
- Instagram Story: Poll: "Which material do you like best? Wood or Vinyl?"

Friday - 13th

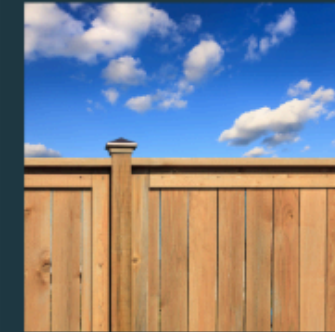
Facebook 10:30 am
Instagram Story 1:00pm



- Facebook + Instagram Story: Team Friday!
- Fun photo of install crew or quote graphic ("It's not just a fence, it's a foundation for memories.")

Saturday - 14th

Instagram Reel 10:30am
Facebook Story 11:30 m



- Instagram Reel: Drone footage from recent residential install (focus on craftsmanship details)
- Facebook Story: Tease drone video ("Flying over another Precision project today! 🚁")

Sunday - 15th

Facebook 10:00 am
Instagram 11:00 am



- Facebook Post: Sunday Spotlight - Thank a recent client or share a client testimonial image
- Instagram Post: Quiet aesthetic photo of a finished project with gratitude caption

WEEKLY CONTENT PLANNER

Week Three - Commercial Spotlight

JUNE 2025

Monday - 16th

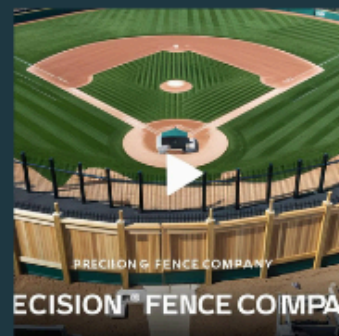
LinkedIn Post +
Instagram Post



- LinkedIn Post: "Did You Know We Have Two Locations so that we can offer our services in multiple locations?"
- Instagram Post: Commercial fencing in action – workers installing a massive gate.

Tuesday - 17th

Facebook +
Instagram Reel



- Facebook Post: Drone Flyover of Commercial Property (showcase full scale)
- Instagram Reel: Short drone Reel teaser ("Precision from every angle.")

Wednesday - 18th

Instagram Carousel +
Facebook Post



- Instagram Carousel: Commercial Entry Gate Types (wood, iron, custom security gates)
- Facebook Post: Share carousel with a CTA ("Need a secure custom entrance for your facility? Let's talk.")

Thursday - 19th

LinkedIn +
Facebook Post



- LinkedIn Post: Certifications & Commercial Credentials post (badge/graphic + narrative about B2B compliance)
- Facebook Post: Short "Why hiring a licensed fencing contractor matters" tip.

Friday - 20th

Facebook Story +
Instagram Stories



- Instagram Story: Job Site Sneak Peek – early stages of commercial install
- Facebook Story: Share behind-the-scenes set up at a business or facility

Saturday -21st

Instagram Reel +
Facebook Post



- Instagram Reel: Drone fly-through of a secured business perimeter project
- Facebook Post: Highlight security benefits of fencing ("Protecting assets. Enhancing properties.")

Sunday - 22nd

Facebook



- Facebook Post: Commercial Client Appreciation Post ("Thanks to XYZ Logistics for trusting Precision Fence!")

WEEKLY CONTENT PLANNER

Week Four - Fencing Tips & Trends

JUNE 2025

Monday - 23rd

Facebook +
Instagram Post



- Facebook Post: Pro Tip Tuesday Early Post (graphic about maintaining a wood fence in summer heat)
- Instagram Story: Quick maintenance checklist poll ("Did you seal your fence this year? Yes/No")

Tuesday - 24th

Facebook +
Instagram Carousel



- Instagram Carousel Post: Fence Trends for 2025 - Materials: Cedar, horizontal panels, mixed wood/metal
- Facebook Post: Share a single image from carousel teasing "Top 3 Trends This Year"

Wednesday - 25th

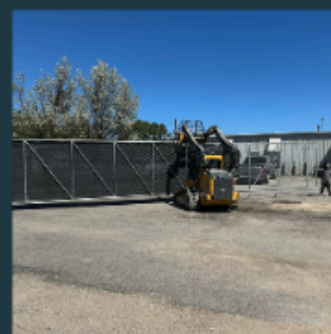
Instagram +
Facebook



- Instagram Reel: Blog Share Reel Client FAQ Answer ("How long does a fence installation typically take?")
- Facebook Post on FAQs - "How long does install take?"

Thursday - 26th

LinkedIn +
Instagram Reel



- LinkedIn Post: Blog Share focused on material selection for commercial security fencing

Friday - 27th

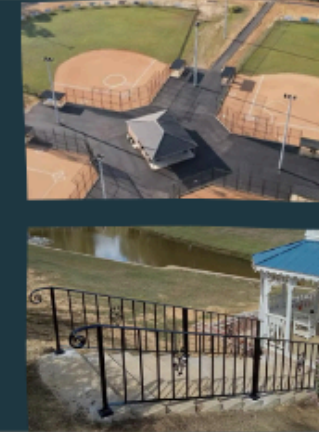
Facebook +
Instagram Stories



- Instagram Story: This or That poll (Wood vs. Vinyl, Privacy vs. Picket fencing)
- Facebook Story: Client review quote post ("We love our new fence from Precision Fence!")

Saturday - 28th

Instagram Reel +
Facebook Post



- Instagram Reel: Drone Highlight of a unique fence design ("Fences that stand out — and protect.")
- Facebook Post: Saturday Spotlight: Unique fencing features Precision Fence offers

Sunday - 29th

Instagram +
Facebook



- Facebook Post: Thank You Post — recap of June projects ("Another amazing month in the books! Thanks to our clients and community!")
- Instagram Post: Quiet Sunday vibe photo of a beautiful finished backyard fence