



Unlock the Power of Social Media for Hardscapers

Step-by-step guide to transform your hardscaping business



My Goal For This Workshop

- 1. Dramatically Grow Your Local Awareness**
- 2. Create a Buzz that Dominates Your Market**
- 3. Give You a Simple, Repeatable System to Keep Building Momentum**
- 4. Provide a 100-Day Action Plan to Transform Your Business**



Welcome: Tired of Social Media Headaches?

- 1. Why not participating in Social Media fully is Holding Back your Growth?**
- 2. Feels Like It Takes Too Much Time and Effort?**
- 3. Wondering if Social Media Can Actually Work for Hardscapers Like You?**
- 4. Overwhelmed by Constant Changes and Trends?**

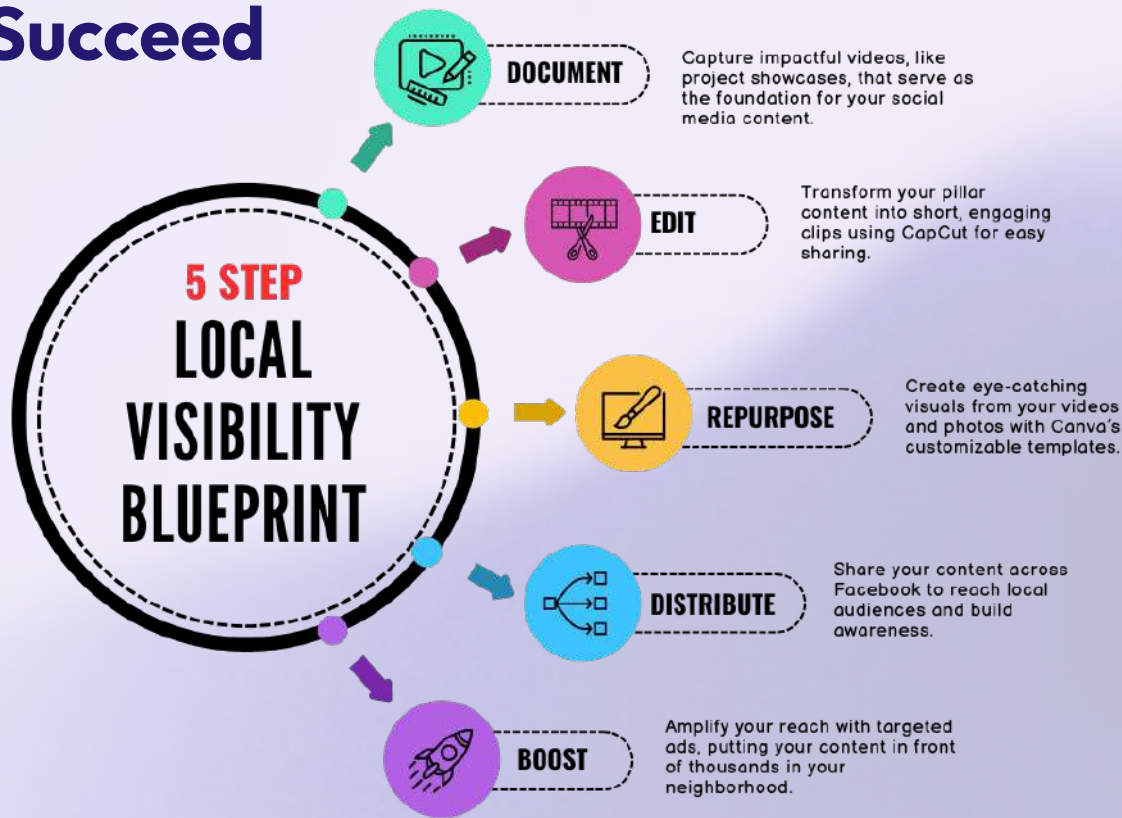
The Only Way to Succeed

1. Build Real Awareness That Brings in New Clients

- Dominate Your Local Market and “Own Your Backyard”
- Showcase the Great Work You’re Already Doing
- Turn Happy Clients into Raving Referrals
- Bring in new customers

2. And the Best Way to Make This Happen?

- Introducing the “**5 Step - Local Visibility Blueprint**”



Why should you listen to me?

Scott Empringham

The Billion Dollar Man

Achievement

\$1 billion cars sold for
OEM with a campaign in
13 months

Experience

Ford Motor Company,
McDonald's, and
thousands of small,
medium size businesses
all over the globe.





What We'll Cover Today

1

The Challenge

Why creating local awareness feels so hard and how NOT participating in social media is holding back your growth.

2

The Solution

Introducing the “Local Visibility Blueprint” – a simple 5 step framework to boost your visibility and drive new business.

3

Your Game Plan

Step-by-step guide to launch your 100-Day Plan and start seeing results.



Secret #1

The Power of a Simple Blueprint

"With the right blueprint, creating and sharing content can be easy, fast, and incredibly effective—even for busy hardscape contractors."





Many People Think...

“Social Media Takes Too Much Time”

- They believe they need hours each week to see any results.

“Social Media is Too Complicated”

- They feel they aren't tech-savvy enough to understand or effectively use social media for their business.

“My Audience Isn't Even on Social Media”

- They think their ideal customers—those interested in quality hardscaping—aren't actively scrolling.



The Truth is...

Social Media Can Be Quick and Effective

- With a structured plan, you only need 15-30 minutes a week to see results.

You Don't Need to Be a Tech Expert

- Platforms like Facebook and Instagram are user-friendly, and with a simple blueprint, anyone can use them effectively.

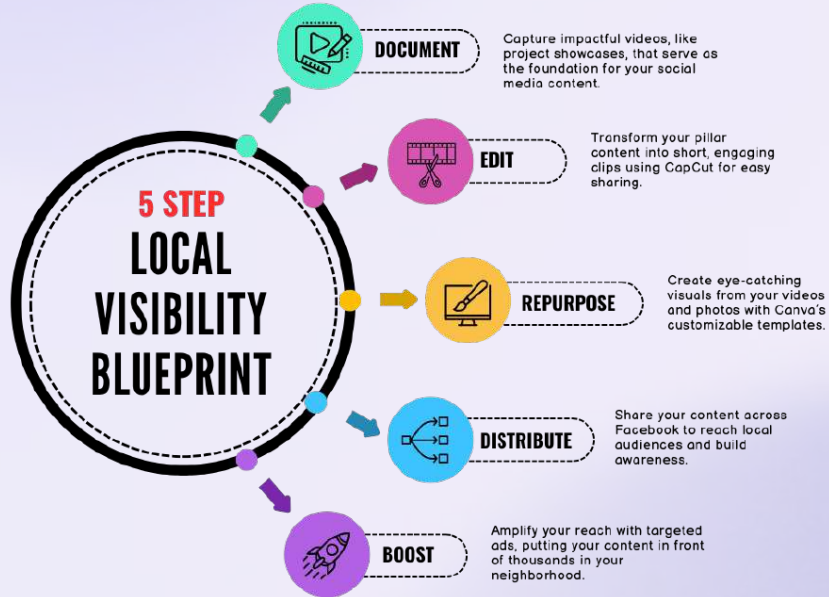
Your Audience *Is* on Social Media

- 77% of adults aged 30-64 use Facebook, and most have significant disposable income—exactly the customers who invest in quality hardscaping.

Secret #2

How to Easily Create Compelling Content, Boost Engagement, and Build Local Awareness—Without Struggling to Find the Right Words, Creating Content Every Day, or Using Complicated Software

Step 1 – Document don't create

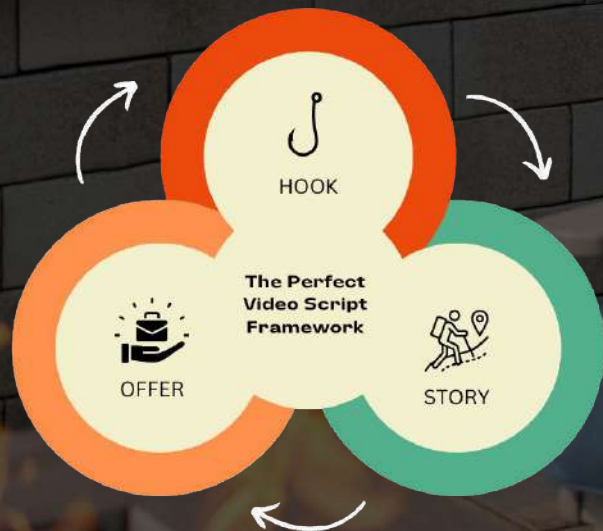


How to Create (Document) “Pillar Content”

Start with ONE Video (3-5 Minutes)

- Behind the Scenes
- How To..
- 3 Secrets...
- Top 5 Design Trends for 2025

SAMPLE SCRIPT



“How Do I Structure The Video?”

Hook

Are you a [ideal customer] struggling with [pain point] and just want [dream outcome]?

Story

Hi, I'm [Name] from [Company], and [Credibility Statement]. ["I believe statement" about their current situation and how you can help them achieve their dream outcome]

Offer

Comment or DM for a free estimate.

SAMPLE SCRIPT

Hook:

“Are you a resident of [Neighborhood/Local Area] and considering transforming your backyard, but can’t decide on the right design and layout? Here are the top 3 considerations before you get started.

Story:

"Hi, I'm [Your Name] from [Your Company]. I've been helping homeowners in [Neighborhood/Local Area] bring their outdoor living visions to life for over [Number of Years/Number of Jobs in Area/Authority Statement]. When it comes to creating a beautiful, functional space that will last, working with the right contractor—and the right materials—makes all the difference.

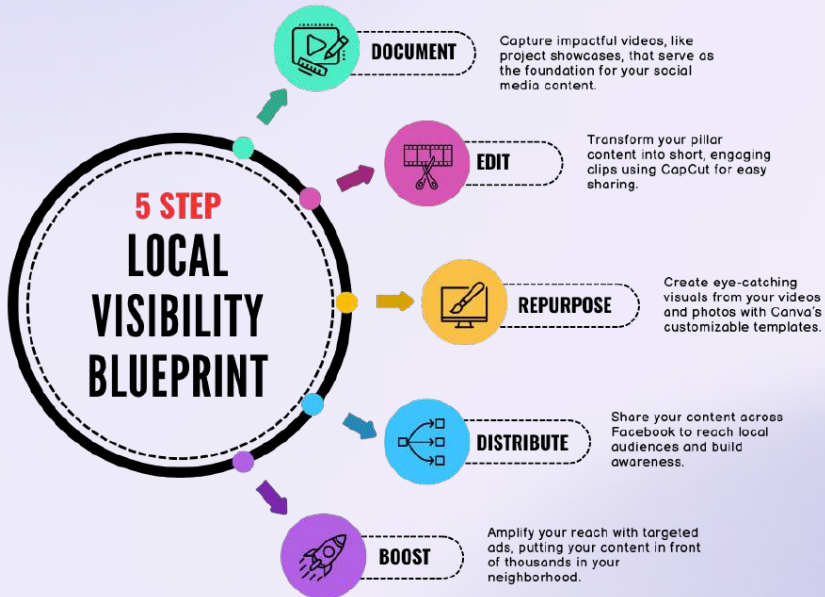
Here are a few questions to consider when making your decision: (feel free to customize the questions) features, 3D design, colour

- **Question 1:** ‘What features are most important in your space?’ There are many stunning elements that can be included in an outdoor living space – waterfalls, fireplaces and firepits, outdoor kitchens, seat walls – but too much can be overwhelming. We have the experience to help you prioritize the right elements that works with the design and the space.
- **Question 2:** ‘What color is on trend?’ We start with the color of your house brick and work with Unilock products which are offered in a wide range of styles and colors to suit any aesthetic. From a high contrast design to a monochromatic look, we specialize in tailoring each design to reflect your personal taste and the style of your home.
- **Question 3:** ‘What will the final project look like?’ We know a backyard transformation is a big investment, that’s why we give our clients a 3D design using Uvision to help you visualize the design, so you know exactly what you are getting.

Offer/CTA:

"Want to discuss these questions and more for your own backyard transformation? Contact us today for a free consultation. We'll walk you through all the most important questions you'll want to ask and provide expert insights to ensure your project is set up for success from day one. Let's make your dream outdoor space a reality!"

Step 2 – Edit Your Content Into Bite-Size Chunks with CapCut



How to Edit Your Video Into Bite-Size Chunks



Download CapCut

Access all CapCut tutorials

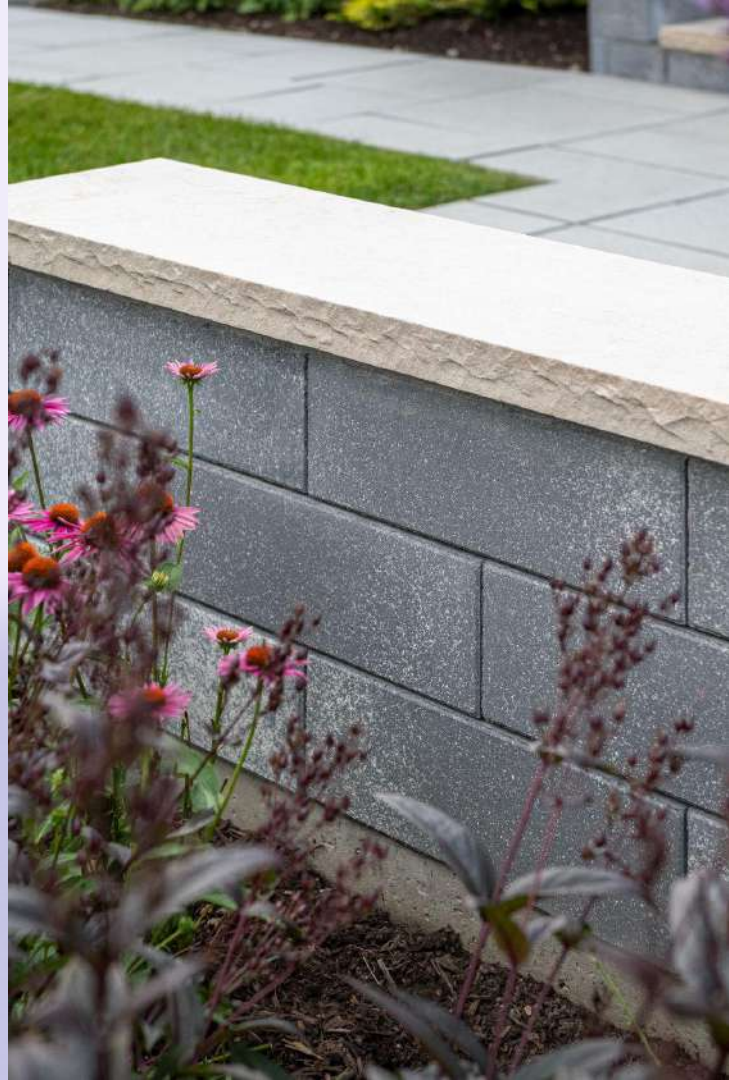
Many People Think...

- **“Editing Takes Too Long”**
 - They feel editing is a time-consuming process.
- **“I Don’t Know How to Use Editing Software”**
 - They believe editing tools are too complicated.
- **“I Need Expensive Software to Look Professional”**
 - They assume professional-looking edits require costly tools.
- **“Editing Won’t Make a Difference”**
 - They think editing isn’t necessary for effective content.



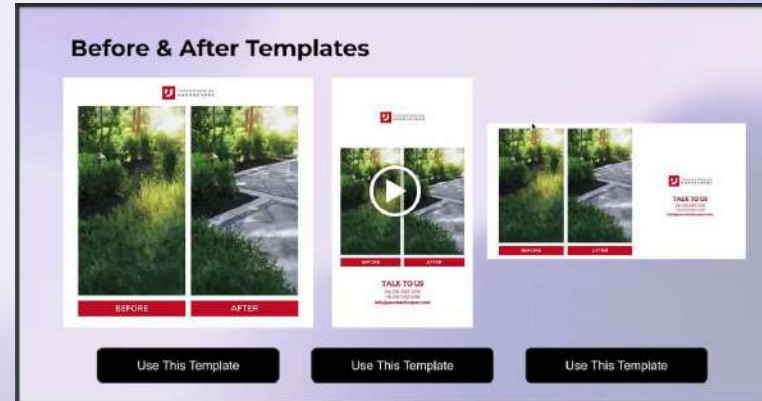
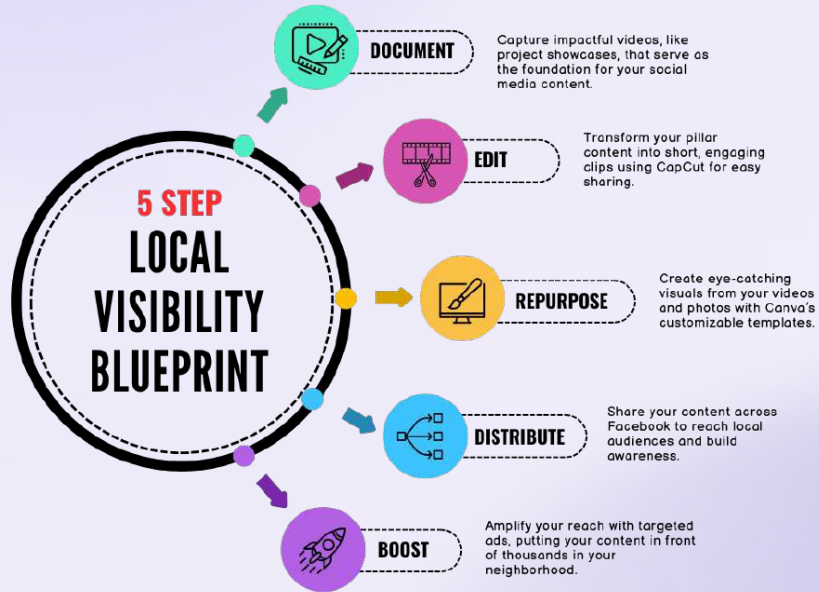
The Truth Is... With CapCut

- **Editing Can Be Quick**
 - With CapCut, you can edit a video in minutes, right from your phone.
- **Simple Tools for Beginners**
 - CapCut's user-friendly features are designed for anyone to pick up and use.
- **Free and Professional-Looking**
 - CapCut is free and packed with features to create polished videos.
- **Editing Boosts Engagement**
 - Adding captions, effects, and trimming excess makes your content more appealing.



Step 3 – Design/Repurpose Eye-Catching Visuals with Canva

How to Create Eye-Catching Images With Canva



Use Canva

Watch Quick Tutorial

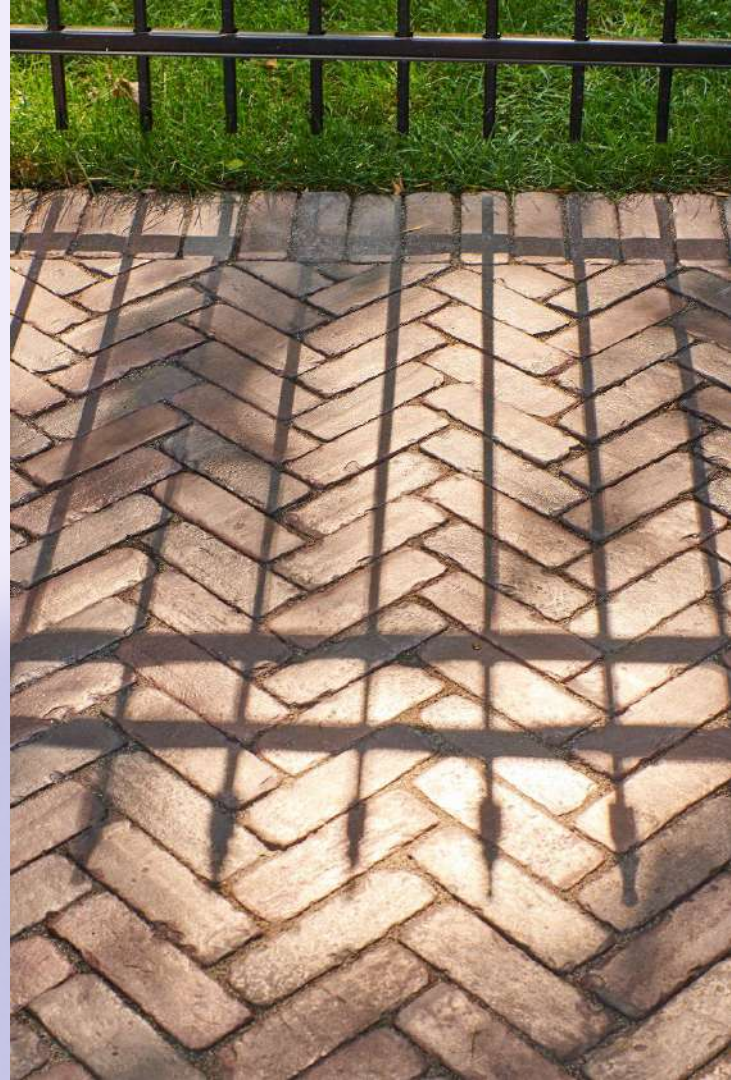
Many People Think...

- **“I’m Not a Designer”**
They feel they lack the design skills to create attractive content.
- **“Design Software Is Expensive”**
They assume professional design tools are costly.
- **“It Takes Too Much Time”**
They think creating a graphic will take longer than it’s worth.
- **“Good Graphics Won’t Make a Difference”**
They don’t realize that eye-catching visuals are key for engagement.

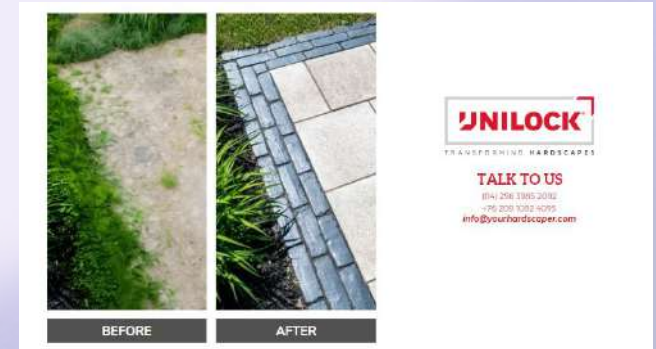
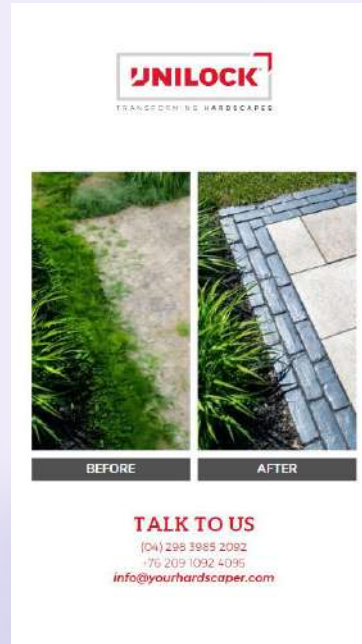
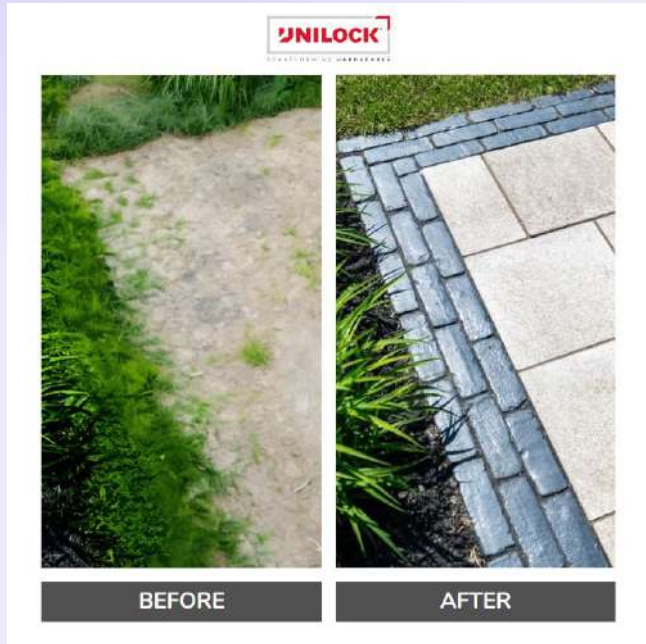


The Truth About Canva

- **Anyone Can Create Beautiful Designs**
Canva's drag-and-drop simplicity makes design accessible to everyone.
- **It's Free**
Canva offers a free version packed with templates and tools to get started.
- **Quick Templates Save Time**
Canva's pre-made templates let you design quality visuals in minutes.
- **Visuals Stop the Scroll**
Bold, appealing graphics attract attention and boost engagement across platforms.



Before & After Templates



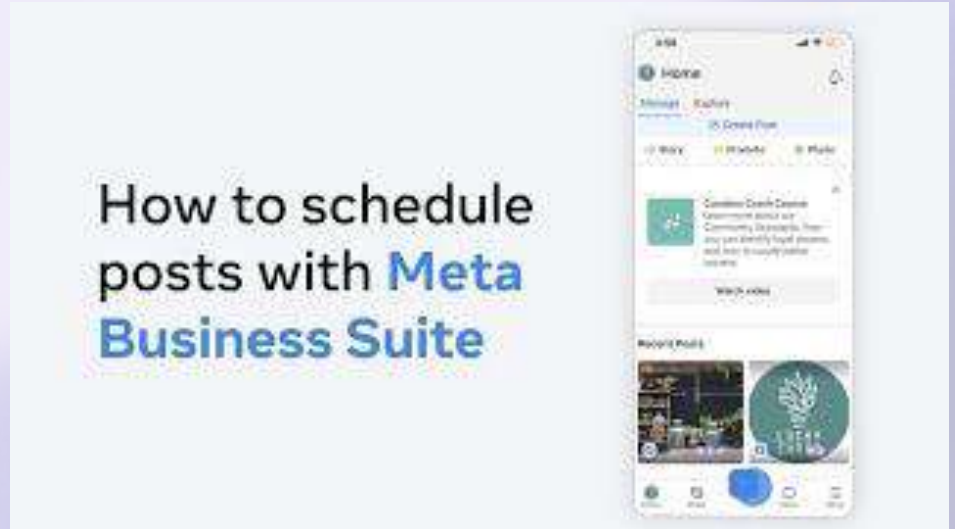
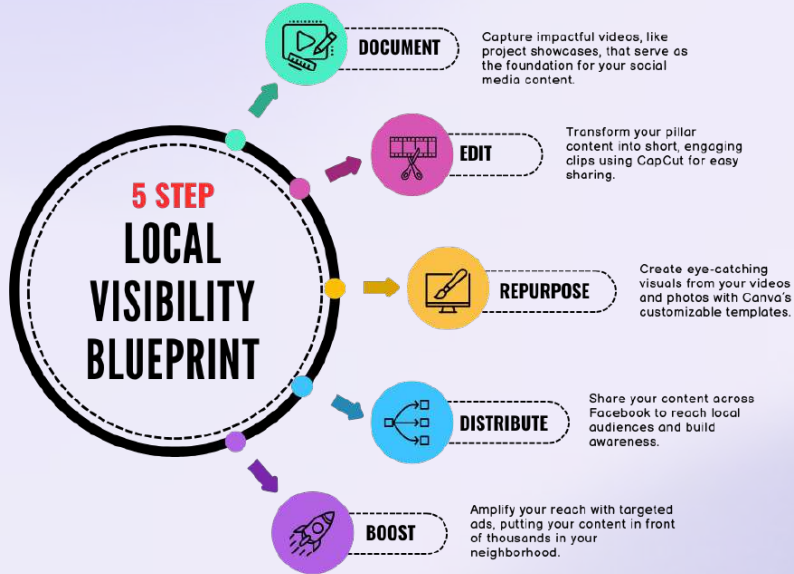
Use This Template

Use This Template

Use This Template

Step 4 – Distribute Content on Meta

How to Distribute/Share Content Easily & Quickly on Meta

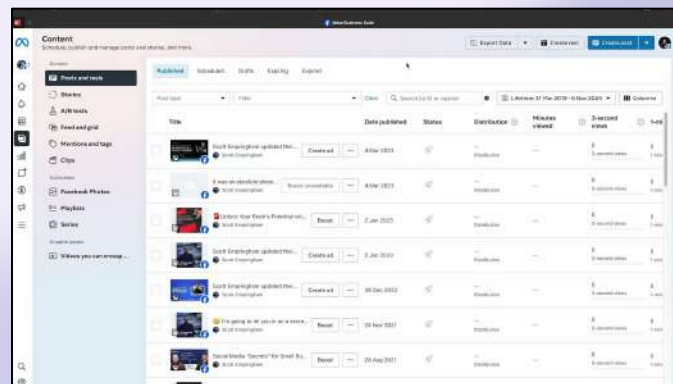


Watch Video

Step 5 – Boosting Your Content for Maximum Reach with Meta

How to Boost Your Content & “Own Your Backyard”

- Door Hangers On Steroids
- Precise neighborhood targeting



Watch Video

Download Audience Data

Many People Think...

- **“Boosting is Expensive”**
They assume running ads on social media requires a big budget.
- **“Only Big Brands Benefit from Ads”**
They believe ads don’t work for small, local businesses and only favor larger companies.
- **“My Posts Don’t Need Boosting”**
They feel organic reach is enough, underestimating the power of paid boosts.
- **“It’s Complicated to Set Up”**
They think targeting local audiences with ads is difficult to set up and manage effectively.



The Truth is...

- **Boosting is Affordable**

With as little as \$50, you can reach thousands of potential clients in your area.

- **Perfect for Local Businesses**

Meta's geo-targeting lets you reach specific neighborhoods, making it ideal for small, location-based businesses.

- **Boosting Amplifies Your Reach**

Paid boosts significantly increase visibility, putting your content in front of people who may not see it organically.

- **Simple, Targeted Setup**

Meta's tools make it easy to create a geo-targeted boost that brings you more qualified, local leads without hassle.



Secret #3

How to Launch a Simple, Effective 100-Day Social Media Plan That Builds Your Brand—Without Overwhelm, Guesswork, or a Big Time Commitment

Take the 100-Day Challenge

- ❑ **Post 2X per Week for the Next 100 Days** – Use consistent posting to stay top of mind in your community.
- ❑ **Choose from the 30+ Hook, Story, Offer Frameworks** – Select a framework that resonates with your message to create engaging content.
- ❑ **Use Canva Templates & Start a Free Trial** – Use Canva's customizable templates for easy, professional-looking visuals. Try the free trial to explore premium features.
- ❑ **Edit with CapCut** – Start a free CapCut account to quickly edit videos, add captions, and create micro-content clips.
- ❑ **Boost Your Content 4 Times During the 100 Days** – Allocate a small budget (suggested: **\$50** per boost) to extend your reach to local homeowners.
- ❑ **Use Top Industry Hashtags and the Supplied 100 Day Content Calendar**– Tag with #Unilock, #transformation, #outdoorliving, #beforeandafter to build a unified brand presence.
- ❑ **Include a Call-to-Action in Every Post** – Drive engagement by encouraging viewers to like, comment, or schedule a consultation, ensuring every post works toward business growth.

Engage and Inspire:

25 Proven Content Ideas to Connect with Local Homeowners

Hook: "Looking to replace that asphalt driveway?"

Story: Showcase driveway project before and after images.

Offer: "Message us for a free design consultation."

Hook: "Thinking about an outdoor kitchen but can't visualize it?"

Story: Show outdoor kitchens designed with Uvision and the final results.

Offer: "Reach out for a 3D design."

Hook: "Here's how we transformed a plain walkway into something outstanding."

Story: Highlight a recent walkway project before and after.

Offer: "Contact us for a free consultation."

Hook: "Top 3 hardscaping features clients overlook."

Story: Showcase fire pits, waterfalls, and seating walls.

Offer: "Message us for a free estimate."

Hook: "Want a backyard ready for summer?"

Story: Share how you helped a client build their dream outdoor space.

Offer: "Message us for a free design consultation."

Hook: "Thinking about a new patio? Here's what to consider."

Story: Highlight patio designs and trends featuring Unilock products.

Offer: "Reach out for a personalized patio design!"

Hook: "Transforming dull yards into outdoor oases is our specialty."

Story: Show a before-and-after of a recent project.

Offer: "Contact us for a free consultation."

Hook: "Do you know the top 3 patio design trends this year?"

Story: Showcase your top 3 patio projects featuring Unilock products.

Offer: "Let's discuss your vision—book a call with us!"

Hook: "Create your perfect staycation at home."

Story: Share a client's transformation story that turned their backyard into a relaxation spot.

Offer: "DM us for a free 'Staycation' design."

Hook: "A dream outdoor kitchen, right in your backyard."

Story: Describe a functional outdoor kitchen you built using Unilock products.

Offer: "Let's design your outdoor kitchen together!"

Hook: "Beautiful yard transformation in under a month."

Story: Outline the timeline of a recent project.

Offer: "Message us for a quick-turnaround quote."

Hook: "Looking for a greener hardscape design?"

Story: Talk about eco-friendly materials and a project on a permeable base.

Offer: "Ask about our green design options."

Hook: "Top 3 questions homeowners ask about hardscaping."

Story: Address common client questions with examples.

Offer: "Have more questions? Reach out today."

Hook: "Maximizing your outdoor space is our specialty."

Story: Showcase a small yard transformation project.

Offer: "Message us for a space-saving design consult."

Hook: "Custom hardscape designs tailored just for you."

Story: Highlight a unique project with specific client elements.

Offer: "Schedule a design consultation today."

Hook: "Turn your backyard into an entertainment zone."

Story: Share projects featuring outdoor kitchens, fire pits, and seating walls.

Offer: "Get a free design consult."

Hook: "Ever dream of a fire pit in your backyard?"

Story: Discuss a recent fire pit installation.

Offer: "Get a custom fire pit design consultation—free!"

Hook: "3 secrets to a stunning, low-maintenance outdoor space."

Story: Offer tips on choosing designs, features, and materials for easy upkeep.

Offer: "Book a consultation to see how these secrets apply to your space."

Hook: "Questions to ask your hardscaper before starting a project."

Story: Share the right questions and how your company meets those expectations.

Offer: "Get a free consultation to learn more about our unique approach."

Hook: "Boost your curb appeal with quality hardscaping."

Story: Share a transformation that maximized curb appeal with Unilock products.

Offer: "Book a free assessment to explore curb appeal ideas."

Hook: "3 ways hardscaping boosts your home's value."

Story: Describe the aesthetic and financial benefits of smart hardscaping choices.

Offer: "Request a value-focused consultation to start your transformation."

Hook: "The guide to finding the right contractor for your project."

Story: Share your experience and tips for choosing a reliable contractor.

Offer: "Schedule a free project review to get started with confidence."

Hook: "Considering an outdoor fire pit? Here's what you should know."

Story: Explain how fire pits add function and ambiance to outdoor spaces.

Offer: "Contact us for a free fire pit design consultation."

Hook: "Your guide to choosing the perfect pavers."

Story: Detail the benefits of different Unilock pavers for various settings.

Offer: "Get a free material guide and consultation."

Hook: "The power of lighting in transforming your landscape."

Story: Showcase a project where lighting enhanced the atmosphere.

Offer: "Book a free lighting consultation today."

10 More High-Impact Angles to Drive Engagement and Leads

1.

Hook: "Maximize Your Investment with Durable Hardscaping"

Story: Share a project where quality materials minimized maintenance costs.

Offer: "Book a consultation to see long-lasting options for your space."

2.

Hook: "Transform Your Yard with Eco-Friendly Hardscaping"

Story: Showcase a project using permeable materials for sustainability.

Offer: "Ask about our green solutions tailored for your property."

3.

Hook: "Top Design Trends in Outdoor Living Spaces"

Story: Highlight popular trends with Unilock's latest product features.

Offer: "Explore these trends with a free consultation."

4.

Hook: "Curious About Hardscaping Costs?"

Story: Break down the cost factors using a recent project as an example.

Offer: "Contact us for a transparent quote."

5.

Hook: "Make Your Backyard Safe for Kids and Pets"

Story: Show family-friendly features in a recent installation.

Offer: "Ask about creating a safe outdoor space for your loved ones."

6.

Hook: "Outdoor Kitchens: Bring Your Entertaining Outside"

Story: Showcase an outdoor kitchen project that's ready for any season.

Offer: "Let's design a custom outdoor kitchen for you!"

7.

Hook: "Maximize Small Spaces with Smart Design"

Story: Demonstrate a compact yard transformation with optimal layout.

Offer: "Message us to explore space-saving hardscape ideas."

8.

Hook: "Boost Your Home's Value with Curb Appeal"

Story: Highlight a front yard transformation and its visual impact.

Offer: "Get a free consultation for a curb appeal makeover."

9.

Hook: "Ever Considered a Fire Pit? Here's Why You Should"

Story: Showcase a cozy outdoor setup featuring a fire pit addition.

Offer: "Book a fire pit consultation today."

10.

Hook: "Ready for a Hassle-Free Outdoor Space?"

Story: Highlight low-maintenance features for a stress-free yard.

Offer: "Contact us to plan your easy-care outdoor design."

100-Day Sample Content Calendar

Week	Post 1	Post 2
1	Introduction: Meet Your Team & Story	"Why Choose Us" - Highlighting your point of difference and partnership with Unilock.
2	Project Highlight: Before & After Photos	Tips for Creating an Outdoor Oasis - mention top features.
3	"Our Process" - Step-by-Step of Your Workflow	Client Testimonial Spotlight.
4	Q&A: Top 5 Questions We Get About Hardscaping	Hook-Story-Offer: "Ever wonder how to transform a dull backyard into a dream space?"
5	Introduction: Showcase a Key Team Member	Common Hardscaping Myths & How We Help Dispel Them.
6	Unilock Product Feature: Elegance Line	Hook-Story-Offer: "Thinking of a new patio? Here's what you should know."
7	Client Story: Transforming a Backyard in your neighborhood	"How to Boost Home Value with Hardscaping" - Education-focused post.
8	"Why We Love Working in [Local Neighborhood]"	Photo Post of a Recently Finished Project with Unilock Pavers.
9	FAQs: Debunking Myths About Hardscaping	Hook-Story-Offer: "3 questions to ask before choosing a contractor"
10	Unilock Product Showcase: Poolside Pavers	Social Proof: Share Customer Review & Thanks
11	The Top 3 Trends in Outdoor Living Spaces	Hook-Story-Offer: "Dreaming of a backyard transformation?"
12	"Behind the Scenes": A Day in the Life of Your Crew	Showcase: Before and After of a Hardscaping Project
13	Share a Seasonal Tip: Preparing for Winter/Spring	Hook-Story-Offer: "Considering an outdoor upgrade? Don't miss this."
14	Local Spotlight: Feature a Neighborhood or Area You Serve	Unilock Product Feature with Benefits and Use Cases.
15	Customer Story: How Hardscaping Changed Their Home Life	5 Tips for Low-Maintenance Hardscaping.
16	Meet the Team: Feature Another Team Member	Hook-Story-Offer: "Is your outdoor space missing something?"
17	Q&A: How We Work with Local Homeowners	Highlight a Unique Design You've Created Recently
18	"Our Design Process" - Educate on How You Approach Projects	Hook-Story-Offer: "Want a space to relax and entertain?"
19	Project Highlights Reel: Quick Video of Recent Jobs	Unilock Product Education: Paver Benefits.
20	Testimonial Share - Show Social Proof	Hook-Story-Offer: "Ready to upgrade your outdoor space?"
21	Seasonal Maintenance Tips	Fun Post: "What's Your Dream Outdoor Feature?"
22	Unilock Product Spotlight: Eco-Friendly Options	Hook-Story-Offer: "The easiest way to boost home value!"
23	Share a Local Event You Support or Sponsor	Showcase: Time-Lapse of a Hardscaping Transformation
24	Client Story: Share a Happy Customer's Experience	5 Key Benefits of Quality Hardscaping.
25	"Why We Do What We Do" - Share Your Passion	Hook-Story-Offer: "Thinking about a new patio? Here's what to consider."

100-Day Sample Content Calendar

Week	Post 1	Post 2
26	Showcase Unilock's Most Popular Products for Your Area	Highlight: How Hardscaping Complements Landscaping.
27	Pro Tips: Simple Upgrades to Refresh Your Outdoor Space	Hook-Story-Offer: "Want to make your neighbors jealous?"
28	Customer Appreciation Post	"Our Favorite Project This Season" - Showcase.
29	Unilock Product Feature: Custom Pavers	"Top 3 Tips for Creating a Kid-Friendly Yard."
30	Milestone Post: Celebrate Your Work and Local Support	Hook-Story-Offer: "Building your dream outdoor space? Here's how."
31	"Did You Know?" Post: Unique Benefits of Hardscaping	Highlight How You Add Value Beyond Installation.
32	Share an Industry Stat that Connects with Your Audience	Testimonial or Review Share.
33	5 Secrets to a Low-Maintenance Yard	Hook-Story-Offer: "Ever wonder how to create a backyard retreat?"
34	Favorite Local Resources for Homeowners	A Day on the Job: Showcase your Crew's Work Ethic.
35	Customer Story: Their Hardscaping Journey	Product Feature with Benefits for Outdoor Living.
36	How Hardscaping Enhances Home Life	Hook-Story-Offer: "Want a low-maintenance, beautiful yard?"
37	"Why We Chose Unilock" - Brand Feature	Project Showcase: Best Project of the Month
38	Highlight a Client Story & Experience	"3 Questions to Ask Before Hardscaping"
39	Share a Fun Fact About Hardscaping	Hook-Story-Offer: "Upgrade your outdoor space in weeks!"
40	Unilock Product Showcase: Elegance Line	Thank You to Local Partners and Supporters
41	Local Spotlight: Showcase a Happy Client in Your Neighborhood	Seasonal Maintenance Reminder Post
42	Celebrating a Year in Business: Thank Your Customers	Hook-Story-Offer: "Turn your backyard into a dream retreat"
43	Quick Video of Recent Project Transformation	Hook-Story-Offer: "The secret to an outdoor space you'll love"
44	Share Your Brand Values and What Sets You Apart	Product Feature: Your favorite Unilock product to work with
45	Client Story: Show How Hardscaping Enhanced Their Lifestyle	Hook-Story-Offer: "What's holding back your outdoor transformation?"
46	Showcase a Seasonal Feature: Winter/Summer Tips	Fun Facts About Your Business - Personal Connection
47	Educational Post: Long-Term Value of Quality Hardscaping	Hook-Story-Offer: "Dreaming of a perfect outdoor space?"
48	Recap of Your Best Work This Season	End of Season Thank You to Your Community
49	Highlight a Local Partnership or Event	Hook-Story-Offer: "Considering a hardscape project? Here's why local matters!"
50	"Year-End Highlights: Our Top Projects of the Year"	"Thank You to Our Clients and Partners for an Amazing Year!"

Need Help?

10X Your Leads. Cut Marketing Costs. And Regain Control.

In 100 Days or Less

[Click Here To Get Help](#)



Custom AI Marketing Strategy



DAILY - 24/7 VIP WhatsApp Support



Non-Negotiable Weekly Tasks



WEEKLY - Group Coaching Calls



Lifetime Access to 10-Day AI course



MONTHLY - 1:1 Progress Tracking



Access to 50+ Training Videos

**BONUS: USE CODE "UNILOCK"
TO UNLOCK \$997 Value
FREE BONUS: 12 Week Social Media Course**



Resources Page

Download CapCut

Access all CapCut tutorials

Canva Before & After Template

Canva Website

Watch Canva Tutorial

How to Boost on Meta

Download Audience Data

100X in 100 Days

OR

Need Help?



SCAN THE CODE

Thank you.