

# how social media has helped us sell garage doors

## Real Stories of Sales Gained From Facebook and Houzz

By Scott O'Neill



It wasn't my intention, but I have found that being active on social media such as Facebook can make an impact on your garage door business.

It started when I posted a story on Facebook about a woman who was crushed to death in a tragic motorized garage door incident. I didn't share the story to get business; I shared it because it's a topic I care about. But it ended up bringing me several new customers who wanted a garage door problem fixed.

One such customer was Brian, a Facebook friend of mine. He had a stairway that led right into the trajectory of a swing-out one-piece garage door. Since he was concerned about the safety of his wife and two little ones, he asked for my advice. I recommended a nice mid-level sectional steel door, and he bought it. Problem solved.

### "Share" to Grow

I shared that experience on my Facebook page, and it brought new customers again. Paul, another Facebook friend, saw the post and said it reminded him that his wife had been nagging him to deal with their dented steel door.

Since he was already a Facebook friend, I didn't need to go through the initial vetting process of selling my company or myself. That post triggered a sale that probably wouldn't have happened 10 years ago. Paul's family is now happy with their newer, stronger, and safer garage door system.

### Social Testimonial

Another Facebook friend, Tamara, learned about our company solely through Facebook. After she bought

two new custom carriage doors for their 100-year-old family property, she was so elated that she shared a photo and the following post on Facebook:

*"Woohoo, we have garage doors at the ranch! It's one project at a time around here, and this one will be nice for the winter. Thank you to Scott, Harry, and Jeff at Madden Doors with Scott O'Neill and Madden Door Garage Doors."*

The last line was critical because it provided a direct link to my page and to our company's Facebook page. Those links brought more awareness to our company and helped to continue the selling cycle.

In addition to these sites, a new site called Houzz has become a powerful tool for home design and construction professionals. It's now a huge online community that helps more than 20 million homeowners and home improvement professionals find each other.

Through Houzz, we've found many new clients for high-end projects by posting images of successful sales of high-end doors. We take Houzz so seriously that we have a direct link to it from the home page of our company's website.

### Socializing

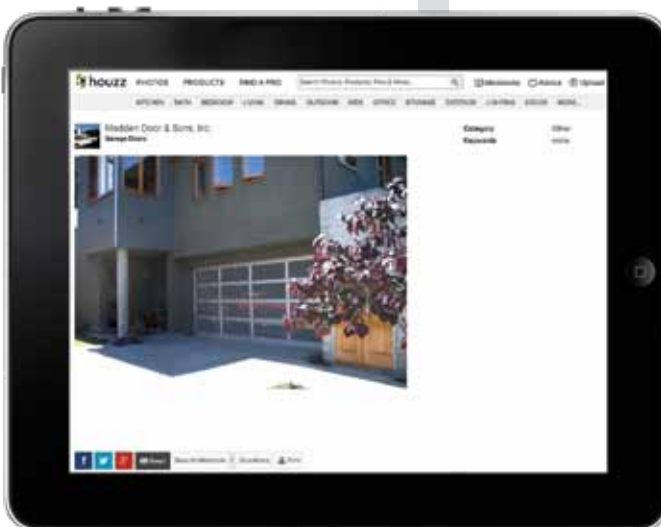
Besides the sales advantages of

social media, I've enjoyed encountering people in my social world who loved our products and service. These sites bring another level of personal satisfaction to my profession of doing a good job for the people in my community.

In my view, using social media is not an

option in 2014. It's a necessary form of advertising that I recommend to all garage door companies. ■

*Scott O'Neill has been in the garage door business since 1986 and a sales manager since 1992 at Madden Door, Martinez, Calif.*



### It's Like Free Advertising!

Besides Facebook, there are many more social sites, including Twitter, Pinterest, Instagram, and Tumblr. They all allow you to post images that enhance your company's exposure. It's like an unpaid advertisement for your brand.