



A Simple, Three-Stage Social Media Growth Plan for Local Businesses That Want Steady, Sustainable Growth

Local businesses don't need flashy marketing — they need consistency, clarity, and content that feels human. We help you show up online in a way that's manageable, honest, and built for long-term growth.



Why Social Media Still Matters for Local Businesses



Be Visible Where People Already Are

Help local customers recognize your business and feel familiar with you before they ever walk through the door.



Create Real, Meaningful Interaction

Give people simple ways to interact with your business online — questions, comments, and messages that build trust over time.



Stay Present Without Feeling Overwhelmed

Show up consistently with clear, helpful content — without social media taking over your day or becoming another source of stress.



Stage 1 - Social Media Basics for Local Businesses

What This Stage Focuses On

Building Familiarity and Trust

- Two primary platforms (Facebook and Instagram)
- 4–5 thoughtfully planned posts per week
- A kickoff conversation and light ongoing check-ins

How We Approach Content

- Simple, real photos that reflect your business
- Content adjusted to fit each platform naturally
- A steady posting rhythm that's easy to maintain

What You Can Expect

- A clear, professional online presence
- Increased trust from local customers
- Easier discovery when people search for businesses like yours

Stage 2 - Building Momentum and Local Visibility



Everything from Stage 1, Plus More Support

All the foundational support from Stage 1, with added focus on visibility and traction.



Improving How Your Business Shows Up on Google

We help strengthen your presence on Google Search and Google Maps so local customers can find you more easily.

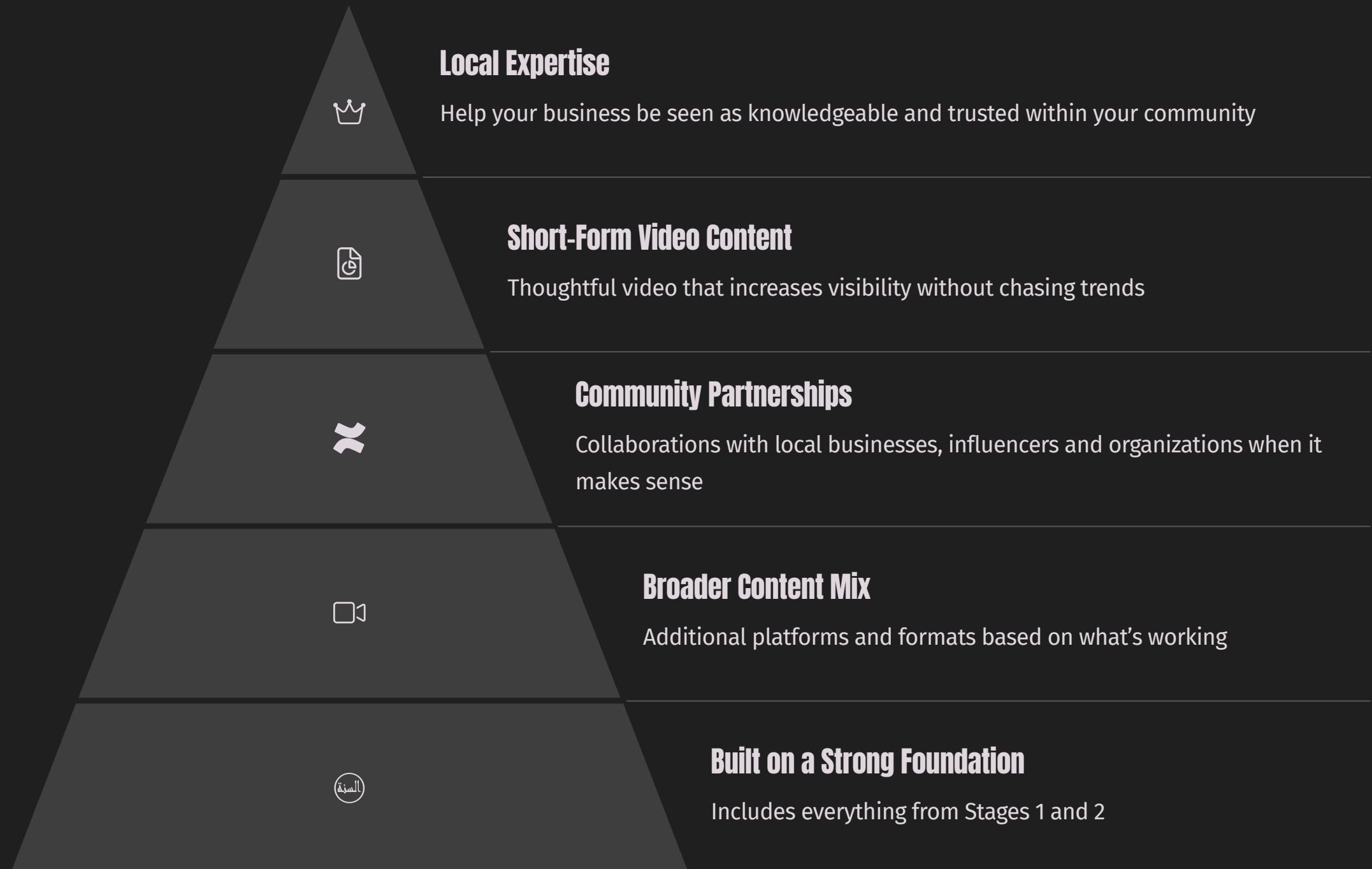


Clear, Understandable Insights

Simple reporting that shows what's gaining traction — without overwhelming you with numbers.

For businesses that want more direction, visibility, and support — without adding complexity.

Stage 3 - Expanded Reach and Deeper Engagement



Not every business needs this level of support — we explore it only when it genuinely fits.



Launch Support for a Strong Start



Professional Photos and Video

Clean, professional photos and short-form video for ongoing marketing use.



Clarifying Your Brand Direction

A focused working session to clarify your message, tone, and how you want your business to be perceived.



Setting Up Measurement That Makes Sense

Advanced tracking setup so you can understand what's working without getting buried in data.



Supplementary Materials

Website, brochures, flyers, postcards, and direct mail campaigns

One-time project support, offered when a business needs additional help getting started.

How the Stages Build on Each Other

Feature	Stage 1	Stage 2	Stage 3
Monthly Content Sessions	✓	✓	✓
Facebook, Instagram	✓	✓	✓
Google Search & Maps Visibility		✓	✓
Google Tools + Analytics		✓	✓
Influencers + Partnerships			✓
Tiktok + YouTube			✓

Each stage builds on the last. We help you choose what makes sense based on your business, not a preset path.





Let's Talk About What Makes Sense for Your Business

3

Stages

Support that grows with your business, one step at a time

5+

Platforms

We focus on the channels that matter most for your customers

100%

Care

Dedicated to your brand's growth and success

If you're curious what a simple, supportive next step could look like, we'd love to talk. We'll help you decide what makes sense — even if that means starting small.

Your Risk-Free First Step: A 4-Week Trial

Ready to see if our approach is a good fit? We offer a simple, no-cost 4-week trial so you can experience how we work without pressure.



4-Week Exploration

Work together for four weeks to see how our approach fits your business.



No Commitment

There's no obligation to continue — you decide what makes sense after the trial.



Evaluate & Refine

At the end of four weeks, we review what worked, what didn't, and what the next step could be — if any.

The goal isn't to rush a decision — it's to give you clarity. If it feels like a good fit, we can talk about what comes next. If not, you'll still walk away with insight and progress.

