



# 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.



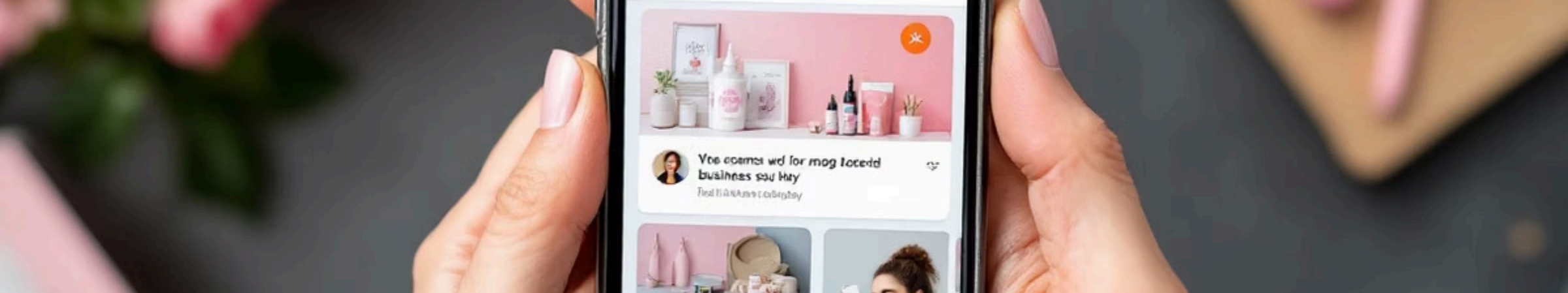
## Create Real, Meaningful Interaction

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.

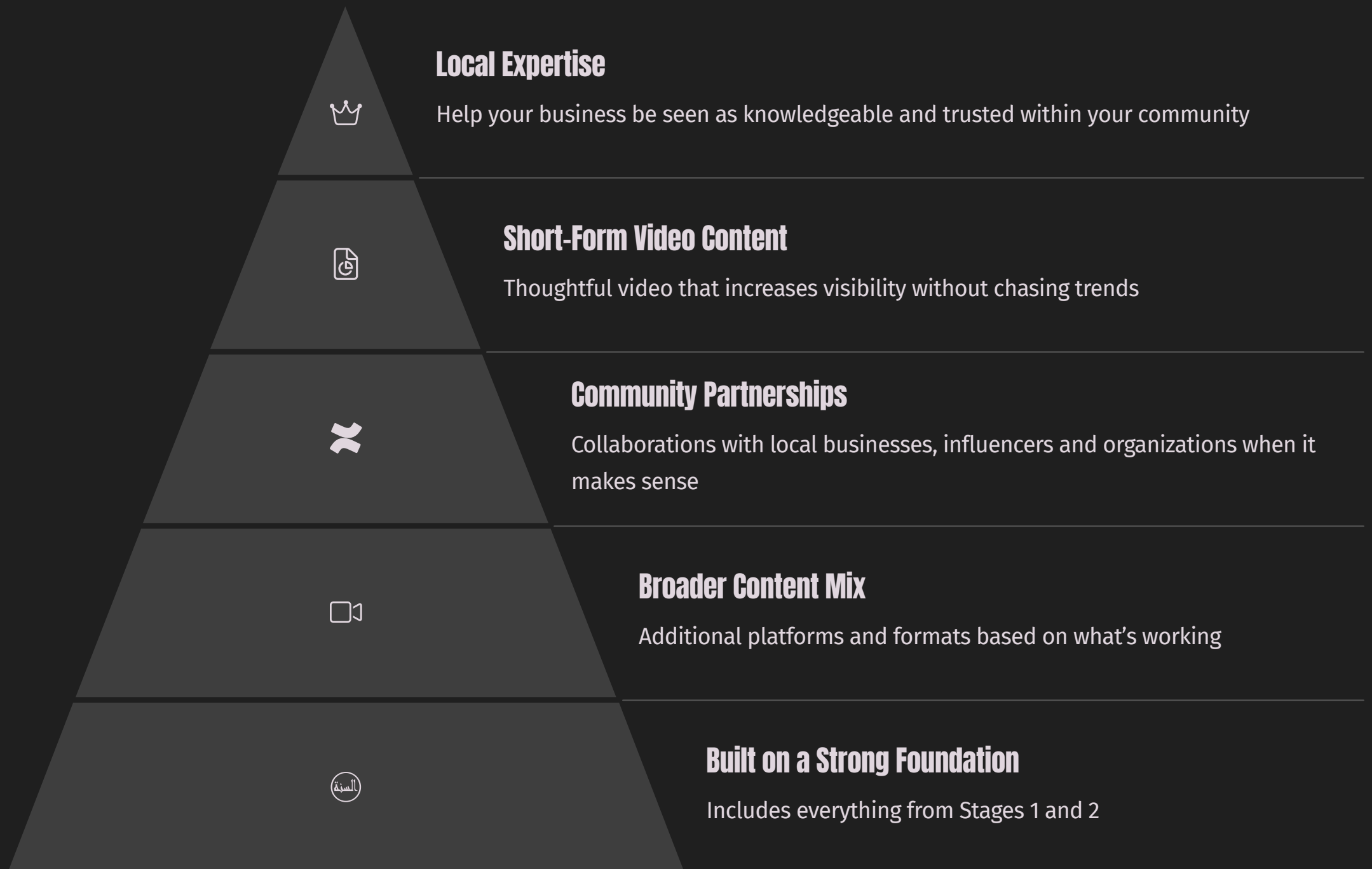


## Clear, Understandable Insights

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.

