THE FOUNDATION

BUILD OR UPDATE WEBSITE
OPTIMIZE FOR SEO
GOOGLE LISTING CLAIMED & CORRECTED
YELP, ANGIES LIST, THUMBTACK, EVERYWHERE
CLIENT MANAGEMENT SYSTEM
CREATE SOCIAL MEDIA ACCOUNTS
GET REVIEWS ON ALL PLATFORMS
CREATE STAGE 1 CONTENT FOR WEB/SOCIALS

THE FUN

POST DAILY TO INSTAGRAM (LINKED TO FB)
BTS/FUN, EDUCATIONAL, PROFESSIONAL/INFO
POST 3 STORIES PER WEEK SHOWING FACE
FOLLOW & LIKE 2 POSTS
JOIN THE CHAMBER/NETWORK
FUN BUSINESS GIVEAWAY

THE FINESSE

SET UP GOOGLE ADS CAMPAIGN
FB/INSTA: TRAFFIC, AWARENESS, RETARGET
TEST CREATIVES & AD COPY
GOOGLE LOCAL BUSINESS ADS
LEAD GENERATION SITES
CREATE COMMUNITY EVENT
GET SPONSORS AKA NEW FRIENDS