
P03 Grow My Audience

£895 a month

Content and conversations working together, so no enquiry goes cold.

The problem

You have room to take on more work, but your pages are not helping you get it. Posts go out, messages sit unanswered, and you have no clear idea what is actually bringing people in. This turns your pages from something that just sits there into something that helps fill your job book.

What this package helps you achieve

- More content across both platforms, in more formats, reaching more people.
- A plan grounded in a clear view of two local competitors, adjusted every month based on what is actually working.
- Messages and comments answered on the same working day, so enquiries do not go cold.
- A clear picture, every month, of what is turning into enquiries.

Strategic direction

At the start, I audit your pages, research two local competitors, and build a plan around the jobs you want more of. From there, the plan is not fixed: each month I look at what got engagement, what got ignored, and what people responded to in your inbox, then adjust what gets posted and how messages are handled next month. You still approve everything, but the direction, and the reasoning behind it, is mine to manage and explain to you each month.

What success looks like

At this level, progress looks like enquiries coming through comments and messages, response times staying same-day, and a monthly report, built with an eye on two local competitors, that shows which posts are actually earning attention.

How this gets delivered

- Research into 2 local competitors at the start, feeding a content plan that adapts every month based on what is actually working, not what was planned three months ago.
- 12 posts, 8 designed graphics, 4 short videos and 4 swipe-through posts a month, every caption built around the exact words people search for your trade locally.
- Messages and comments answered for you, up to 2 hours a week, so a same-day reply goes out before an enquiry goes cold.
- A full monthly report and a 15 to 20 minute call, so the plan for next month is always grounded in this month's numbers.

What is included

- 2 platforms (Instagram and Facebook)
- 12 posts, 8 designed graphics, 4 short videos, 4 swipe-through posts a month
- Up to 2 hours a week answering messages and comments
- Full audit, bio rewrite, 2 competitors researched and 30-day starter plan at the start
- Content plan reviewed and updated monthly
- Full monthly report: growth, top 3 posts, next month's plan
- 15 to 20 minute monthly call

- 2 rounds of changes on any post
- Get Found in Google Search included (keyword research, search-optimised captions, monthly keyword report)

What I handle and what you provide

What I handle	What you provide
• Planning, writing, designing and posting • Competitor research and monthly plan updates • Message and comment replies within the agreed hours • Monthly reporting and the monthly call	• Job photos and footage as you go • Sign-off within 48 hours • Access through Meta's own permission system • A steer on anything outside standard replies, such as pricing questions or disputes

Not included: professional photography, videography and website work. Happy to quote separately.

Price and terms

£895 a month.

Setup fee. No setup fee on a 3-month plan, the £249 setup fee is waived completely. If you prefer one month first with no commitment, the setup fee is £249, credited back if you continue.

Payment: monthly in advance by bank transfer. Invoiced on the 25th, due by the last day of that month.

Term: 3 months. If you would rather try first, one month with no commitment. I check in at the end of month one and we decide together.

Approvals: 48 hours. Nothing goes live without your sign-off.

Access: always through Meta's own permission system. I never need your password and never take Admin or Full Control.

Add-ons available any time, add or drop month to month, just let me know before the 25th:

Add-on	Price	What it covers
LinkedIn	£149/month	Four posts a month with a designed graphic. For commercial work.
Extra short video	£40 each	One more video built from your footage or photos.
Extra hours answering messages	£25/hour	For busy months. Agreed before I do the hours.
Extra round of changes	£25 each	One more pass beyond your package rounds.

Ready to start?

Book a free 20-minute call.

I will tell you honestly if this is the right level for you.

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All prices in GBP. Not VAT registered. Prices held for 30 days from the date of issue.

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