
P04 Industry Leader

£1,395 a month

Daily presence and local authority, so you are the name people already know.

The problem

You want to be the business people in your area name without needing to check. That takes more than a handful of posts a month, it takes daily presence, tracked competitors and messaging fast enough that nobody waits. This is the level built for that.

What this package helps you achieve

- Daily presence across both platforms, so your business is seen constantly, not occasionally.
- A plan grounded in three local competitors, tracked every month, so you always know where the gap is for you.
- Up to 4 hours a week on messages, comments and local outreach, so enquiries are answered fast.
- A detailed monthly picture of how you compare locally and which content is earning its place.

Strategic direction

At the start, I audit your pages and research three local competitors in depth. From there, I track those competitors every month, watching what is working for them as closely as what is working for you, and adjusting what gets posted, when, and how messages are handled, based on both. I flag where I think time or content is being wasted so it can be redirected, and the plan changes monthly based on what the numbers, yours and theirs, actually show.

What success looks like

At this level, progress looks like daily visibility building local recognition, a widening gap between you and the three competitors I track every month, and a report each month that shows exactly which content and which response times are earning attention and enquiries.

How this gets delivered

- Research into 3 local competitors at the start, tracked every month afterwards, so I always know what is working locally and where the gap is for you.
- 16 to 20 posts a month, with at least 6 short videos and 4 swipe-through posts, all written to show up in search, not just in the scroll.
- Up to 5 Stories a week and up to 4 hours a week on messages, comments and outreach, so you show up daily and nothing sits unanswered.
- A detailed monthly report and a 30-minute call, plus WhatsApp access, so the plan keeps sharpening against both your numbers and the competitors I track.

What is included

- 2 platforms (Instagram and Facebook)
- 16 to 20 posts a month, including at least 6 short videos and 4 swipe-through posts
- Up to 5 Stories a week (from your photos and clips)
- Up to 4 hours a week on messages, comments and outreach
- 3 competitors researched at the start, then tracked every month
- Full audit, bio rewrite and 30-day starter plan at the start
- Detailed monthly report: local comparison, top-performing post types, next month's plan

- 30-minute monthly call
- WhatsApp access during working hours
- 2 rounds of changes on any post
- Get Found in Google Search included

What I handle and what you provide

What I handle	What you provide
• Planning, writing, designing and posting, daily • Competitor research and monthly tracking • Messaging and outreach within the agreed hours • Monthly reporting and the monthly call	• Job photos and footage regularly, ideally by Thursday each week for that week's Stories • Sign-off within 48 hours • Access through Meta's own permission system

Worth knowing. Stories depend on you sending photos and clips. If nothing arrives by Thursday, that week has no Stories. Everything else runs without further input from you.

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

Price and terms

£1,395 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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