
P02 Stay Visible

£599 a month

Consistent proof across both platforms, so a recommendation turns into a call.

The problem

Someone recommends you, and before they ring they look you up on both Facebook and Instagram. If one looks active and the other looks abandoned, it undoes the recommendation. This package keeps both platforms working together, so what they find matches the work you actually do.

What this package helps you achieve

- Both platforms looking active and consistent, not just one.
- A content plan grounded in what is actually working for at least one local competitor, not guesswork.
- More proof formats in front of people: photos, video and step-by-step posts.
- A monthly view of what is actually working, not just what has gone out.

Strategic direction

At the start, I audit both your pages, research one local competitor to see what is and is not working for them, and build a single content plan for both platforms together, so Facebook and Instagram support each other rather than duplicating the same post twice. Photos and offers carry more weight on Facebook, visual proof and video work harder on Instagram. That balance is set once, at the start, and held steady through the month.

What success looks like

Across two platforms, progress looks like both pages staying active together, content that reflects what you know is working for at least one local competitor, and a monthly summary that tells you plainly what worked and what to change.

How this gets delivered

- The same audit and plan-building at the start, plus research into 1 local competitor, so the plan reflects what is actually working in your market.
- 10 posts a month on both platforms from your job photos, with captions built to be found locally, plus 8 designed graphics a month for the offers you want in front of people.
- 2 short videos and 1 swipe-through post a month, the formats people actually save and send on.
- Bio and highlights refreshed monthly, with a summary each month on what worked and what to change.

What is included

- 2 platforms (Instagram and Facebook)
- 10 posts a month, built from your job photos
- 8 designed graphics a month for services and offers
- 2 short videos a month from your footage or photos
- 1 swipe-through post a month
- Full audit, bio rewrite, 1 competitor researched and 30-day starter plan at the start (2 weeks)
- Monthly summary: numbers, what worked, what changes next
- 2 rounds of changes on any post

What I handle and what you provide

What I handle	What you provide
• Planning, writing, designing and posting across both platforms • Bio and highlights refresh • Competitor research and starter plan • Monthly summary and recommendations	• Job photos and any footage as you go • Sign-off within 48 hours • Access through Meta's own permission system

Worth knowing. Messages are not answered for you at this level. The content plan is set at the start and stays fixed, it is not rebuilt monthly.

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

Price and terms

£599 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
Get Found in Google Search	£79/month	Monthly keyword research, search-optimised captions, keyword report.
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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