

FREE GUIDE & PLANNER

The Small Business Marketing *Guide* & *Planner*

A plain-English plan for getting found, getting chosen and getting repeat customers — without spending all day on social media or a penny on ads.

5 SIMPLE STEPS

30 CONTENT IDEAS

30-DAY PLAN

FILL-IN WORKSHEETS

START HERE

Marketing isn't a mystery. It's a routine.

Most small business marketing advice is written for companies with a marketing department. You don't have one — you have a business to run. So this guide sticks to what actually moves the needle for a local or independent business: being easy to find, easy to trust, and easy to buy from.

HOW TO USE THIS

- ☐ **Read the 5 steps first.** Each is short. Together they're your whole strategy.
- ☐ **Fill in the worksheets as you go.** Print them or scribble on your phone — writing it down is the point.
- ☐ **Then run the 30-day plan.** One small task a day. Miss a day? Skip it, don't quit.
- ☐ **Repeat monthly.** Marketing works on consistency, not intensity.

THE 5 STEPS

- ☐ **1 · Nail your message** — say what you do so people instantly get it
- ☐ **2 · Own your Google profile** — where local customers actually look
- ☐ **3 · Post with a plan** — one platform, five post types, no burnout
- ☐ **4 · Turn customers into marketers** — reviews and referrals
- ☐ **5 · Build your home base** — a website and email list you own

One promise before we start: nothing in here needs a budget, an agency, or more than 30 minutes a day. If a tactic doesn't fit your business, cross it out. This is your plan, not homework.

Nail your message

Before Instagram, before flyers, before anything: can a stranger understand what you do, who it's for, and why you — in one sentence? If not, every other bit of marketing leaks. Use this formula:

"I help [who] get [result they want] without [thing they dread]."

e.g. "I help busy dog owners keep their dogs happy and worn out without giving up their lunch break." · "We help North East brides get flowers that look wild, not stiff — without florist-shop prices."

Who is your ideal customer? (be specific — "busy mums in Whitley Bay" beats "everyone")

.....

What result do they really want? (not your product — the outcome it gives them)

.....

What do they dread or worry about when buying?

.....

Now write your one-liner:

.....

Use it everywhere: your Instagram bio, your Google profile description, the top of your website, how you answer "so what do you do?" at the school gates. One message, repeated, is how small brands get remembered.

Own your Google Business Profile

When someone nearby needs what you sell, they don't scroll Instagram — they Google it. Your free Google Business Profile is the listing with the map, photos and reviews. Most small businesses set it up once and forget it. That's your opening.

- ☐ **Claim & verify your profile** — google.com/business. Takes 10 minutes; do it today if you haven't.
- ☐ **Pick the most specific category** — "Wedding florist" beats "Florist" beats "Shop".
- ☐ **Write your description using your one-liner** — from Step 1, plus the areas you cover.
- ☐ **Add 10+ real photos** — your work, your space, your face. Phone photos are fine; stock photos are not.
- ☐ **Check your hours, phone and website link** — wrong hours are the fastest way to lose a customer and earn a bad review.
- ☐ **Post an update once a week** — an offer, a finished job, a new product. Updates keep your profile "fresh" in Google's eyes.
- ☐ **Answer the Q&A section yourself** — add the 3 questions customers always ask, and answer them.
- ☐ **Reply to every review** — good and bad. Future customers read your replies, not just the stars.

Why this is Step 2, not Step 5: for most local businesses, Google is the highest-intent traffic you'll ever get — these people are already looking for you. Fixing this profile usually beats a month of posting.

Post with a plan, not a panic

You don't need to be everywhere. Pick **one** platform where your customers actually are (for most local businesses: Instagram or Facebook), post 3–4 times a week, and rotate these five post types so you never stare at a blank screen:

- 1 Proof** — finished work, before & afters, results, happy customers. The post that sells hardest. Show the thing, name the outcome, invite the next customer.
- 2 Process** — behind the scenes: the making, the prep, the van, the workbench. People buy from people; this is where they meet you.
- 3 Help** — answer a question you get asked every week. Helpful posts get saved and shared, which is how strangers find you.
- 4 Social proof** — a review screenshot, a kind message, a milestone. Let customers say what you can't say about yourself.
- 5 Ask** — a clear offer or call to action: book now, DM us, last two slots this week. If you never ask, followers never become customers.

Reels > static posts for reach right now. Same five post types — just film 15 seconds of it. No dancing, no trends required: point the camera at the work.

The 10-minute rule: after posting, spend 10 minutes replying to comments and commenting on local accounts. The algorithm rewards conversations, not broadcasts.

30 content ideas you can steal

- 1 A before & after of your latest job or product
- 2 "The question I get asked most is..." — answer it
- 3 Introduce yourself — who you are, why you started
- 4 A customer review, screenshotted and thanked
- 5 Your workspace, van, bench or kitchen — mid-job
- 6 3 mistakes people make when buying what you sell
- 7 What a typical day actually looks like
- 8 This week's availability — "2 slots left"
- 9 The tool/ingredient/material you swear by
- 10 A job you're proud of and the story behind it
- 11 Price transparency — "what £50 gets you here"
- 12 A local shout-out to another business you rate
- 13 How to look after / get the most from what you sell
- 14 Your origin story: the moment you went for it
- 15 Timelapse of the work, start to finish
- 16 "Things I wish customers knew before booking"
- 17 Poll or this-or-that: let followers pick
- 18 A win: milestone, anniversary, 100th order
- 19 Seasonal tie-in: what to book/buy before the rush
- 20 Myth-bust: the thing everyone gets wrong
- 21 Meet the team / the dog / the regulars
- 22 Packaging an order, with the customer's first name
- 23 "How it started vs how it's going"
- 24 The service nobody knows you offer
- 25 A quick tip that saves customers money or time
- 26 What makes you different — without slagging rivals
- 27 FAQ carousel: 5 questions, 5 slides
- 28 A "book now for..." post with a real deadline
- 29 Your favourite customer moment this month
- 30 Repost your best performer from 3 months ago

Turn customers into your marketing team

A recommendation from a real customer outsells anything you could ever post. But reviews and referrals rarely happen by accident — you have to build the ask into how you work.

GET MORE REVIEWS

- ☐ **Ask at the happy moment** — when they say thanks, that's your cue. Not a week later.
- ☐ **Make it one tap** — save your Google review link and text it: "It'd mean a lot if you left us a quick review — takes 30 seconds."
- ☐ **Aim for 2 a week** — steady beats a one-off blitz; Google notices recency.
- ☐ **Reply to every one** — two sentences, use their name, mention the job.

GET MORE REFERRALS

- ☐ **Just ask** — "if you know anyone else who needs this, I'd love an intro" converts surprisingly well.
- ☐ **Reward it** — £10 off / free add-on for both sides. Keep it simple enough to explain in one text.
- ☐ **Team up locally** — find 2–3 businesses with your customers but not your product. Swap recommendations.
- ☐ **Stay in touch** — past customers refer when you're fresh in mind. That's what Step 5 is for.

Write your review-request text message here (then save it as a phone shortcut):

Build a home base you own

Instagram can change its algorithm overnight. Your website and your email/contact list are the only marketing assets you actually own. They don't need to be fancy — they need to exist and do their job.

YOUR WEBSITE NEEDS EXACTLY FIVE THINGS

- ☐ **Your one-liner at the top** — a visitor should know what you do in 3 seconds, before any scrolling.
- ☐ **One obvious button** — Book, Call, Get a quote. One action, repeated down the page.
- ☐ **Real photos and real reviews** — proof beats polish every time.
- ☐ **Prices or "from" prices** — hiding prices loses more customers than it filters.
- ☐ **Fast + mobile-first** — most visitors are on their phone, on the bus, deciding in seconds.

Start a simple list. Collect emails or numbers at every sale ("want a reminder when slots open?"). Then send one useful message a month — availability, offers, tips. One monthly email to 200 past customers beats 30 posts shouting into the feed.

No website yet — or embarrassed by yours?

That's literally what we do at Wrensites: fast, good-looking one-page sites for local businesses, sorted in days not months. No pressure — but the door's open:

wrensites.co.uk

Your 30-day marketing plan

One small task a day, 15–30 minutes. Tick the circle when it's done. The suggested task is printed faintly — cross it out and write your own if it doesn't fit.

Day 1 Write your one-liner (Step 1 worksheet)	Day 2 Claim / update your Google profile	Day 3 Add 10 real photos to Google	Day 4 Put your one-liner in every bio	Day 5 Post: introduce yourself
Day 6 Save your Google review link to your phone	Day 7 Text 3 happy past customers for reviews	Day 8 Post: proof — recent work or product	Day 9 Answer 3 FAQs on your Google Q&A	Day 10 Post: answer your most-asked question
Day 11 Reply to every review you've ever had	Day 12 Post: behind the scenes	Day 13 List 3 local businesses to team up with	Day 14 Message one of them about swapping referrals	Day 15 Post: share a customer review
Day 16 Halfway check: what's had a response so far?	Day 17 Post: a clear offer or availability	Day 18 Ask 2 more customers for reviews	Day 19 Film 15s of your work for a reel	Day 20 Post the reel. Reply to all comments
Day 21 Google update post: offer or recent job	Day 22 Post: 3 mistakes people make when buying	Day 23 Start your list: add email ask at checkout	Day 24 Post: this week's availability	Day 25 10 mins engaging with local accounts
Day 26 Post: proof — before & after	Day 27 Draft one simple email to past customers	Day 28 Send it	Day 29 Fill in your numbers tracker (next pages)	Day 30 Review the month; book next month's plan

Weekly content planner

Photocopy or reprint this page each week. Fifteen minutes on a Sunday saves you five mid-week panics — pick from the five post types (proof · process · help · social proof · ask) and the 30 ideas list.

Week beginning:

Monday

POST IDEA

TYPE / FORMAT

Tuesday

POST IDEA

TYPE / FORMAT

Wednesday

POST IDEA

TYPE / FORMAT

Thursday

POST IDEA

TYPE / FORMAT

Friday

POST IDEA

TYPE / FORMAT

Weekend

POST IDEA

TYPE / FORMAT

This week's one "ask" post (offer / availability / booking push)

Reviews to request this week (names)

Monthly goals & numbers

You can't improve what you don't glance at. Once a month, five minutes, fill in this table. Don't chase every number — watch enquiries and customers most. Likes don't pay invoices.

WHAT TO TRACK	THIS MONTH	LAST MONTH	NOTES
Enquiries (calls, DMs, forms)			
New customers / bookings			
Google reviews (total)			
Google profile views			
Followers (main platform)			
Best-performing post			
Email / contact list size			

One marketing goal for next month (make it a number)

One thing to stop doing (because it's not working)

A good month isn't "went viral". It's: more enquiries than last month, two new reviews, and you posted consistently without hating it. Stack a few of those and the compounding takes over.



You've got the plan. **Now *give it 30 days.***

Consistency is the whole trick. Follow the steps, run the plan, and in a month you'll have a sharper message, a working Google profile, a content routine and your first reviews rolling in.

And when you're ready for a website that turns all this attention into bookings — that's us. Fast, beautiful one-page websites for local businesses, live in days.

wrensites.co.uk

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