



Marketing that lays the groundwork for steady growth.

At Groundwork Digital Media, we help contractors and small local businesses get found on Google, look sharp online, and turn more clicks into booked jobs without the agency markup or month-long onboarding. We know you didn't start your business to spend weekends posting on Instagram or figuring out why Google isn't showing your profile. That's where we come in. We handle the digital side so you can stay focused on the work, and every month we show you exactly what's working and where you're growing.



Growth Package

What's Included

- Everything in the Starter package (landing page, Google Business Profile, social profiles, local SEO setup)
- Social media management : 4–8 branded posts/month (Facebook & Instagram)
- Ongoing local SEO & content updates
- Weekly Google Business Profile posts
- Review prompts to build your Google rating
- Monthly performance report (calls, clicks, rankings)
- Quarterly strategy check-in call



Growth

Package Pricing

Month-to-month - No long-term contracts
Cancel anytime

Includes everything in the Starter package plus ongoing social media management, local SEO, Google Business Profile posts, review prompts, and your monthly performance report.

\$500–\$700 / month

Questions? hello@groundworkdigitalmedia.com
(949) 534-1302



Landing Page

Our mobile-first landing page design captures the customer's eye with a hero section that will prominently feature a photo of your work or we can create one for you. Below that you will have a user-friendly grid layout highlighting your core services, making it easy for potential clients to navigate and understand your offerings.

The included Get a Free Quote CTA button ensures that visitors can instantly reach out in whatever method works best for your business. This landing page is built to do one thing: turn visitors into booked jobs. No fluff, just a clean mobile-first design that gets your phone ringing.

Everything on your landing page is customizable.

Landing Page Example



YOUR LANDSCAPING COMPANY

Turning your backyard dreams into a reality.
At Your Landscaping Company, we are
proud to offer the following services

CUSTOM LANDSCAPING

From planting and hardscaping to full backyard transformations, we make it look exactly how you envisioned it.

CONCRETE SERVICES

From driveways and walkways to patios and retaining walls, we pour and finish concrete that lasts.

LAWN CARE & MAINTENANCE

From weekly mowing to fertilization and weed control, we keep your lawn looking sharp all year long.

IRRIGATION SYSTEMS

We design and install smart irrigation systems that keep your lawn green without wasting water.

CONTACT US

www.reallygreatsite.com

1-800-555-5555



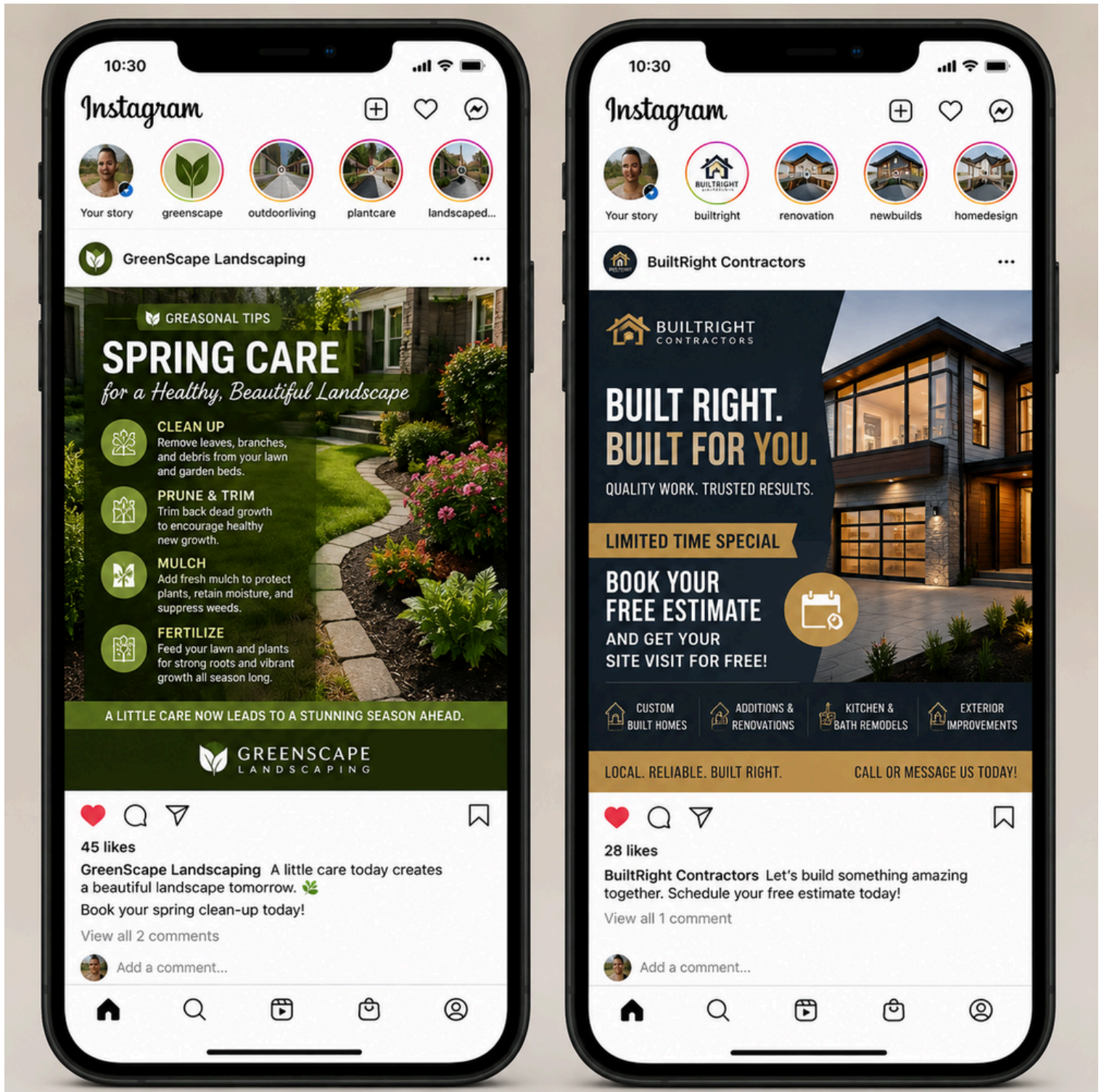
Social

Media Strategies

At Groundwork Digital Media, we take the guesswork out of social media by creating content that actually connects with your audience. Our approach is built around four core post types : before & after transformations, seasonal tips, client reviews, and company updates & specials. Each designed to serve a specific purpose in your content mix.

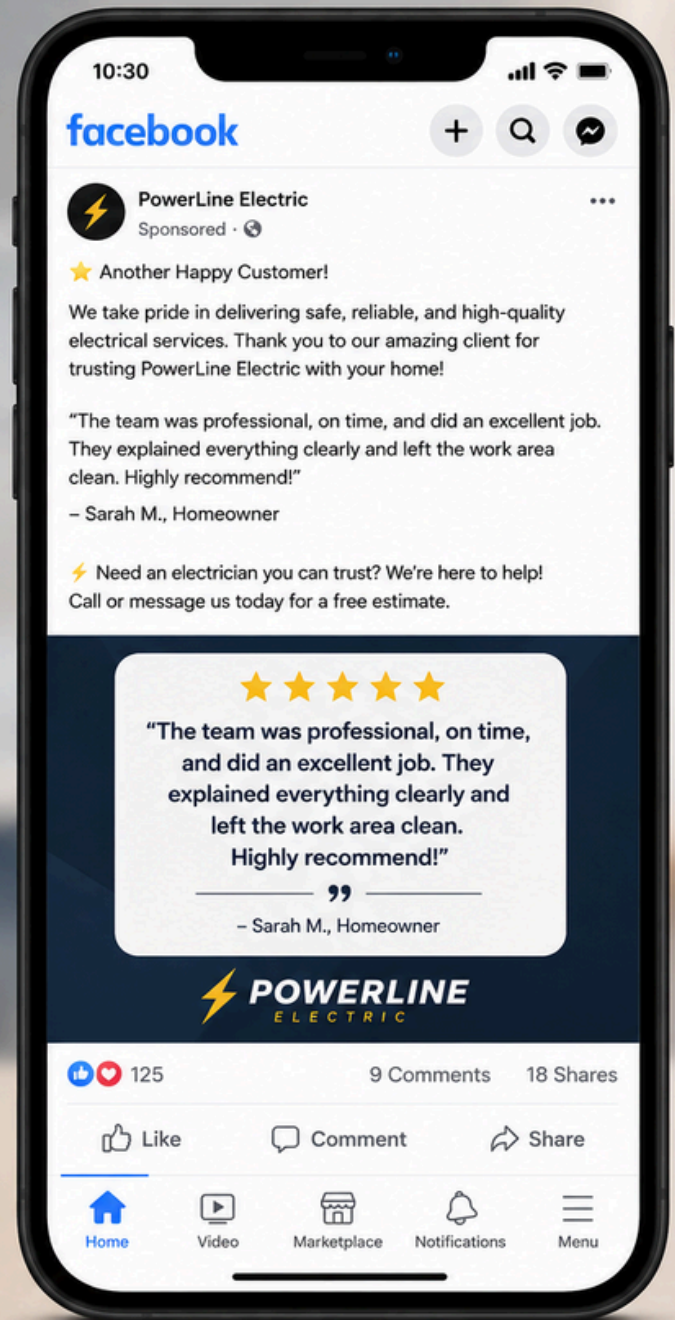
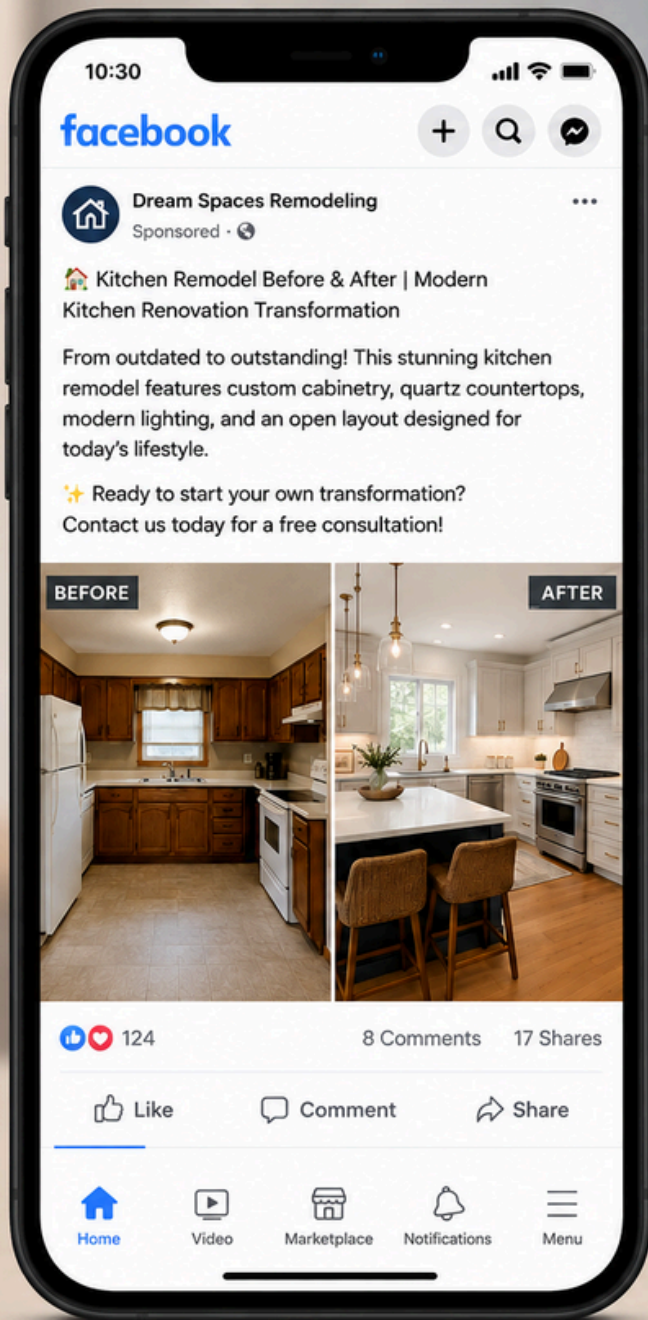


Instagram Post Examples



Company updates keep your followers in the loop on what's new, what's on sale, and why they should choose you. Seasonal tips position you as a knowledgeable, trusted resource in your industry no matter what field you're in.

Facebook Post Examples



Before & after posts showcase the real results your business delivers. Client reviews and testimonials build credibility and social proof. Together, these four pillars create a well-rounded, consistent presence that keeps your brand top of mind and your audience engaged.



Google Business Profile : What you will receive.

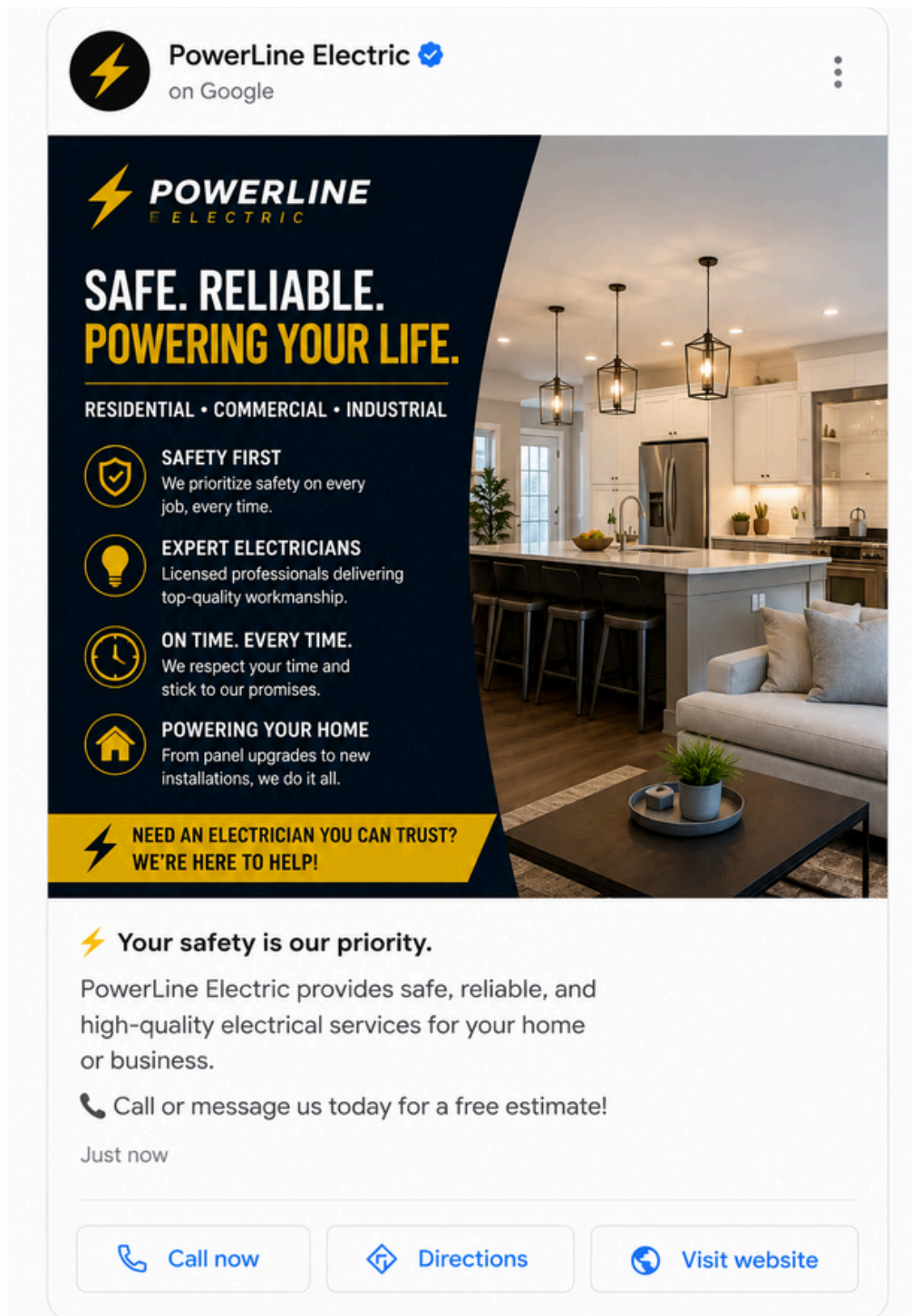
Fresh Weekly Posts

- Highlight recent projects to showcase expertise and creativity
- Share seasonal tips that resonate with client needs
- Promote special offers to engage new and returning customers

Customer Engagement

- Foster relationships through responding to reviews promptly
- Encourage satisfied clients to leave positive ratings
- Utilize photos to attract and captivate potential customers

Google Business Profile Example



A well-optimized Google Business Profile can significantly boost visibility. Featuring engaging posts, high-quality photos, and regular updates keep customers informed and engaged. Our strategy emphasizes maintaining a high rating and active interaction, which enhances credibility and encourages potential clients to choose your services.

Monthly Performance Report

Every month, you'll receive a comprehensive performance report covering all of your digital marketing channels in one place. From Google Analytics to your social media platforms, we pull together the data that matters most...website traffic, page views, follower growth, post reach, engagement rates, and more. We walk you through the wins, flag areas of opportunity, and use those insights to guide our strategy for the month ahead. It's our way of making sure you're always in the loop, confident in where your investment is going, and set up for continued growth.





What we need from you

- Business Name, address, phone number, and website if you have one.
- A short Bio or “about us” description for your business.
- List of services your offer and the areas you service.
- 10-20 of your work photos. (job site, your team, before and afters.)
- Your logo and any brand colors.
- Login access to your socials if you have them.
- Any promotions, specialties, or seasonal offers you want to highlight.

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