



Beginner Agency Blueprint

Services Breakdown

Smart Marketing Services for Local Businesses

It is important to understand the full range of services we can offer small businesses.

This guide breaks down the core service categories you can offer to local clients, from web design and lead generation to automation and branding.

These services not only solve real problems for business owners, they also give you multiple ways to package and price for recurring revenue.

Digital Presence & Website Services

Most local businesses either don't have a website or have one that's outdated and underperforming. This is your chance to lead with quick wins: redesign, cleanup, or optimize for conversions. Focus on mobile responsiveness, clear calls to action, and integrating things like online booking or lead forms. Upsell with ongoing maintenance or SEO add-ons.

Lead Generation & Advertising

Paid ads are the easiest way to generate fast results, but only if the strategy is dialed in. Start with one offer, one funnel, and one clear audience. Local Google Ads or Facebook Lead Forms work great for service businesses. Use this to prove ROI early and secure longer-term retainers. Bonus: layer in call tracking or CRM integration to show results clearly.

Email & SMS Marketing

Most small businesses collect emails or phone numbers and do nothing with them. That's your opening. Create automated email or text sequences that bring people back in (birthday offers, promos, appointment reminders). Set it up once, and it works for them forever. Easy to deliver, high perceived value, and a great recurring service.

Content & Social Media

Most owners hate doing this and it shows. You're not trying to "go viral", you're keeping their brand active and visible. Weekly posts, event promos, or behind-the-scenes content builds trust. Offer content calendars and monthly post batches. It's an easy retainer service, and if you add engagement (like comment replies), it increases stickiness.

Branding & Creative

For businesses with weak or inconsistent branding, offer a visual reset. Logo upgrades, brand colors, fonts, menus, and signage; these all matter. This is a great one-time service that opens the door for follow-up work on website or social. Position this as making them "look like they actually care."

Analytics & Strategy

This is where you stand out from "just another marketer." Most clients don't know what's working. Build simple dashboards or monthly reports. Show performance, recommend next steps, and position yourself as a partner and not a vendor. Strategy sessions can be sold as one-offs or bundled with other services.

AI & Automation Services

This is your differentiator. Automate follow-ups, appointment reminders, review requests, or even chatbots on their website. Business owners want to save time, and automation does exactly that. Many of these are “set it and forget it” for you, while looking like magic to your client.

Specialized Local Services

Think beyond digital. Help promote events, manage their Google Business Profile, or get listed in local directories. You can even pitch local PR or partnerships. These hyper-local touches often get overlooked, and that’s where you come in with easy wins they can see in the real world.

Which Service To Offer?

The key to offering services is to **solve real problems**, and not shoehorn a service into a problem.

Forcing a prospect to buy something they don’t need will usually result in you doing business with them only once.

Then you lose them forever.

Use the table below to marry common problems with an appropriate se

Show results fast and position yourself as a long-term growth partner, not just another vendor. In this way, you build trust and value, and the owner is more than happy to keep you on a very short list of paid partners.

Over time, these services can stack into monthly retainers, performance-based deals, or even full marketing management. Keep it lean, keep it local, and focus on helping businesses grow.

Help your clients grow, and your consulting business & agency will grow right alongside them...

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Common Problem	Recommended Service(s)	Why It Works
"We don't get enough new customers."	Lead Generation Ads, Landing Pages, Local SEO	Focuses on visibility + conversion. Shows direct path to ROI.
"Our website is outdated / people can't book easily."	Website Redesign, CRO, Booking Integrations	Fast visual win + improves function.
"We're not showing up on Google."	Local SEO, Google Business Optimization, Review Generation	Helps them show up on local searches + gain trust.
"We don't have time for social media / our posts aren't working."	Social Media Content & Calendar, Engagement Management	Removes a time burden and replaces it with visibility and consistency.
"We tried ads before and they didn't work."	Funnel Strategy + Ad Redesign, Call Tracking, Analytics Dashboard	Fixes the offer, targeting, and tracking. Shows you're not guessing.
"We want more repeat business / better customer retention."	Email & SMS Marketing, Birthday Clubs, Coupon Campaigns	Automates follow-up + builds a database of loyal customers.
"Our reviews are bad or we're not getting enough."	Reputation Management, Review Automation, SMS Requests	Fixes trust issues + helps with search ranking.
"Nobody knows about our events or promos."	Email Campaigns, Social Posting, Local Event Promo	Builds awareness using direct + organic channels.
"We don't know what's working or how to measure success."	Analytics Dashboard, Monthly Reporting, Strategy Sessions	Builds trust and authority through data clarity.
"We look unprofessional / don't have consistent branding."	Brand Identity Kit, Logo Design, Menu + Flyer Design	Visual upgrade. Easy one-off or entry service.