TRESTUDIOS



START STRONG ONLINE

Simple ways to grow your business on social media and Google, for owners who are doing it themselves.

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GET FOUND ON GOOGLE

When someone nearby needs what you sell, they search for it. Before you post anything, make sure they can find you, and that what they find is accurate.

CLAIM YOUR GOOGLE BUSINESS PROFILE

It's free, and it's what shows up on Google Maps and on the right side of search results. Once it's claimed:

- ✓ Fill in your hours, phone and website
- ✓ Write a short description in plain words
- ✓ Keep your hours updated for holidays
- ✓ Choose the category that fits best
- ✓ Add real photos of your work, team and space
- ✓ Post an update or photo now and then

ASK FOR REVIEWS, EVERY TIME

Reviews are the first thing new customers read. Most happy customers will leave one if you ask and make it easy.

- ✓ Ask in person right after a job goes well, then text or email your review link
- ✓ Reply to every review, good or bad, politely and by name
- ✓ Never pay for reviews or post fake ones; Google removes them

KEEP YOUR DETAILS THE SAME EVERYWHERE

Your business name, phone number and address should match on Google, your website, Facebook, Instagram and any directory you're listed on. Mismatched details confuse customers.

QUICK WIN Search your business name on Google right now. Is your phone number right? Are your hours current? Fix anything that's off today.

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SHOW UP ON SOCIAL MEDIA

You don't need to be everywhere. You need to show up, regularly, where your customers already spend their time.

START WITH ONE OR TWO PLATFORMS

Pick where your customers are. Doing one platform well beats doing four badly. Make sure your bio says what you do, where you are and how to reach you, with one clear link.

PICK A PACE YOU CAN KEEP

Posting a few times a week, every week, does more than posting every day for two weeks and then disappearing. Put it in your calendar like any other job.

STUCK FOR IDEAS? TRY THESE

Behind the scenes
Show how the work actually gets done.

Before and after
Simple, and people love it.

Answer a common question
If one customer asks, many are wondering.

Meet the team
People buy from people they feel they know.

Customer shout-out
Celebrate a happy client (ask first).

A day on the job
Quick clips from start to finish.

A useful tip
Something small from your trade they can use.

Local news
Events, sponsorships and community moments.

BE SOCIAL

Reply to comments, answer messages and engage with other local businesses. Social media works best as a conversation, not a billboard.

QUICK WIN Write down 10 questions customers ask you all the time. Each one is a post you already know how to answer.

MAKE YOUR CONTENT LOOK GOOD

Your phone is good enough to start. These basics will make what you post look cleaner and easier to watch.

FILM VERTICAL

Hold your phone upright. That's how people watch on Instagram, TikTok and Facebook.

FIND GOOD LIGHT

Face a window or film outside in shade. Avoid bright light behind you; it turns you into a silhouette.

WIPE YOUR LENS

Phone cameras live in pockets. A quick wipe fixes most blurry, hazy footage.

KEEP IT STEADY

Use two hands, lean on something, or pick up an inexpensive tripod.

GET CLEAR SOUND

Get close to whoever's talking and find a quiet spot. Bad sound makes people scroll faster than bad video.

START WITH THE GOOD PART

Skip the long intro. Open with the result, the problem or the most interesting moment.

ADD CAPTIONS

Lots of people watch with the sound off. Most apps can add captions for you.

LOOK LIKE YOURSELF

Use the same colours, logo and tone each time so people recognize you at a glance.

QUICK WIN Film a 15-second clip of something you do every day, with a window in front of you. Watch it back with the sound off. Would you understand it?

TURN FOLLOWERS INTO CUSTOMERS

Likes are nice. Calls, messages and bookings pay the bills. Make it easy for people to take the next step.

SAY WHAT TO DO NEXT

End posts with one clear ask: call, book, send a message or visit your site.

REPLY FAST

A quick answer to a message or comment often decides who gets the job.

MAKE CONTACT EASY

Your phone number, booking link and location should be one tap away on every profile.

WATCH WHAT MATTERS

Notice which posts bring in calls and messages, not just likes, and do more of those.

STAY IN TOUCH

With permission, keep your customers' emails and send the occasional update or offer. Past customers are your easiest repeat business.

THANK AND ASK

After a great job, say thanks, ask for a review and ask who else they know who could use you.

READY FOR MORE?

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This guide covers the basics. When you want content and marketing built to bring in new business, our team in Val Caron can take it from here.

Book a free marketing consult

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