

Practical support. Clear priorities.

AI-assisted marketing and business support, with human review and agreed client approval.

	ESSENTIALS	GROWTH	BUSINESS PARTNER
Monthly fee	£499	£1,199	From £2,499
One-off setup	£599	£1,299	From £2,499
Designed for	Consistent content and clear visibility of what needs attention	Active marketing, advertising and enquiry support	Broader marketing, customer administration and workflow support
Social content each month	8 original pieces	16 original pieces	30 original pieces
Social channels	Up to 2	Up to 3	Up to 4
Email campaigns each month	2	4	Up to 8
Ad management	Not included	Meta. Up to 2 active campaigns	Meta and Google. Up to 4 active campaigns combined
Website and search	Monitoring and recommendations	Local SEO where relevant, plus up to 2 hours of website improvements monthly	Growth services plus advanced conversion tracking and analysis
Review and reporting	Weekly summary and monthly action tracker	Weekly summary, action tracker and monthly review call	Weekly business report, action tracker and monthly strategy meeting

A clear plan from the start

Every package includes a jointly developed 90-day improvement and content plan. Setup covers the business brief, agreed account connections, reusable content and email templates, and reporting baseline checks. We agree the priorities before delivery begins.

Monthly quantities are totals for each package. They replace lower-tier quantities. See the next page for operational allowances, client responsibilities and separate costs.

What is included in delivery

Clear responsibilities keep the work focused and the costs predictable.

Enquiries, outreach and automation

Essentials: flag unanswered enquiries and booking issues. Replying and resolving cases are outside the package.

Growth: up to 30 routine inbox reply drafts and 20 researched outreach or follow-up drafts monthly. Includes booking and conversion analysis and one eligible Google Business Profile.

Business Partner: one scheduled inbox review each working day, up to 100 routine conversations handled and 40 researched outreach prospects with personalised drafts monthly. One inbox and one booking or sales system.

Business Partner includes up to three standard workflows at setup and one small workflow improvement monthly, plus competitor and opportunity research. Email sequences can use that workflow allowance, with up to three messages per standard sequence. Complex integrations are quoted separately.

Content that reflects your real business

We plan topics, write captions and email copy, and create branded static posts and carousels using your real photographs and approved brand assets. We do not use AI-generated post images. One piece adapted across channels counts as one piece; a carousel counts as one piece.

You supply accurate offers, prices, dates, photographs, permissions and monthly business updates. We turn those materials into campaigns for your approval. One consolidated revision round is included per content batch and one per email campaign. Missing information or delayed approval may move the schedule.

Email campaigns and video

An email campaign includes copy, agreed-template formatting, link checks, approval, scheduling and reporting. One creative sent once to an agreed audience counts as one campaign. A separate resend or substantially different version uses another allowance. Sending frequency follows your audience and goals.

Within the content total, simple video editing is limited to 1 / 2 / 4 clips monthly by tier, each up to 60 seconds from up to five minutes of supplied footage. Filming, long-form video and substantial editing are separately quoted. A videographer supplies finished edits; quotes include agreed coordination.

Costs and commitments

Advertising spend is separate and paid directly by you. Standard agency delivery software is included. Your email marketing and booking subscriptions, dedicated software and exceptional usage are separately agreed. Blog writing, website rebuilds, substantial list repairs, migrations and specialist production need a separate scope.

Proposed terms: initial three service months, then 30 calendar days written notice. Notice can be given during the initial term. Setup and the first monthly fee are payable before onboarding; later fees are payable monthly in advance. One business, website and location. Supply monthly material by the 20th and approve drafts within two working days. Final scope, dates, terms, VAT and total payable are confirmed in your written proposal. Results depend on your offer, audience, budget and data.

Next step: complete the onboarding questionnaire. We will recommend a package and agree the first priorities. Any pilot arrangement or introductory price will be documented separately.