



MARKETING SYSTEM PROPOSAL

Marketing System Proposal

The foundations every serious trade or service business is built on. Built in two weeks.

Prepared for	Reuben Williams
Business	RW Groundworks
Location	Helston, Cornwall, TR13
Plan	Starter — £197/mo
Turnaround	14 working days from kick-off
Date	21 April 2026
Valid until	5 May 2026
Prepared by	Jonny Shapland — BuildMyService

Your business audit: <https://reports.buildmyservice.co.uk/rw-groundworks.pdf>

Your client portal: <https://clients.buildmyservice.co.uk/reuben-williams/>

Welcome to BuildMyService Starter

BuildMyService is the marketing system built specifically for trade and service businesses. The Starter plan is your foundation — a custom SmartSite that ranks in local search, an integrated lead inbox, automated review collection, missed-call recovery, and full local SEO. Built in 14 days. Paid monthly. Yours to keep growing.

Your Starter plan includes:

- Custom-built SmartSite (not a template) — mobile-fast, SEO-optimised, custom domain, SSL, hosting
- ReviewLoop — one-click review automation with AI replies and auto-social posts
- Missed Call Text Back — automatic SMS within 30 seconds of any missed call
- Speed-to-Lead Automation — instant SMS conversation when a lead submits your quote form
- BuildMyService App — unified inbox + CRM + pipeline on mobile and desktop
- Local SEO + Google Business Profile optimisation
- Google Analytics 4, Meta Pixel, Google Search Console — full tracking installed
- Ongoing support, monthly optimisation

Cut through the bullshit

Let's cut through the bullshit. The old model is dying: paying an agency thousands for a static website, then thousands more for ads, then watching most of your leads slip away because nothing's actually catching them.

BuildMyService is the new wave of marketing. You're not paying for a website — you're paying for a marketing machine. A system that captures every lead the moment it arrives, answers them instantly, books them in, follows up automatically, and gets smarter every month. Built once. Running for years. Growing your business while you're on the tools.

The SmartSite is just the foundation. What you're really paying for is everything running on top of it — the automations, the AI, the reviews, the campaigns. That's the machine. That's what scales you.

How we win for you

Four priorities. Every system we build serves one of these. Together they own your local market.

PRIORITY 1

Get you found locally

Local SEO + Google Business Profile + SmartSite

We build your SmartSite and optimise your Google Business Profile so you show up fast — at least the top 3 — when local people search for your trade. Every search in your service area becomes a chance to win the lead.

≡ **Top 3 local search results capture ~75% of clicks**

PRIORITY 2

Build a review moat around your business

ReviewLoop automation

Every job becomes a review request. We protect you — anything less than 5 stars stays private so you can sort it out. AI replies to every review and auto-posts your 5-star reviews to your social channels. You build a Google review moat your competitors can't catch up to.

≡ **87% of customers check Google reviews before calling a local business**

PRIORITY 3

Catch every lead — even when you can't pick up

Missed Call Text Back + Speed-to-Lead automation

If you miss a call, the caller gets an automatic SMS within 30 seconds. If a lead fills your quote form, an instant SMS conversation starts before you've even seen the notification. The leads you'd otherwise lose stay engaged until you can call back.

≡ **85% of missed-call customers don't leave voicemail — they call your competitor instead**

Your 14-day build plan

Here's exactly what we're building for you in the first 25 days. Every system below is built, configured, and live by the time we hand over.

SmartSite — your custom website

What we build: We design and build your website from scratch — not a template. Mobile-first, SEO-optimised page structure, custom domain, SSL, hosting, lead-capture quote form wired into your inbox and the speed-to-lead automation.

What it does for you: When local people search for your trade, your SmartSite is what they land on. It's faster than competitor sites, ranks better in Google, and turns visitors into quote requests.

Local SEO setup

What we build: Keyword research mapped to your specific service area, on-page SEO across every page, schema markup, sitemap submission, Google Search Console connected.

What it does for you: You start showing up on Google for the searches your customers actually do — '[your trade] near [your area]' — without paying for ads. Free traffic, every day, forever.

Google Business Profile optimisation

What we build: We claim, verify, and fully optimise your GBP — categories, services, hours, photos, products, posts, FAQs. Wired into your SmartSite so reviews flow through correctly.

What it does for you: Your GBP is the #1 driver of local leads. Optimised properly, you appear in the Map Pack — the box at the top of local search results — for searches in your area.

ReviewLoop — review automation

What we build: We install ReviewLoop and wire it into your sub-account. Every job ends with a one-click trigger that sends review requests via SMS + email, with weekly follow-ups for 4 weeks. AI responds to every review. 5-star reviews auto-post to your social channels.

What it does for you: Your Google reviews compound week-over-week. AI replies build engagement. Your 5-star reviews get amplified to your followers. You become the most-reviewed business in your area.

Missed Call Text Back

What we build: We connect your business phone to an automation that sends an SMS within 30 seconds of any missed call: 'Sorry I missed your call, how can I help?' followed by a follow-up directing them to your quote form.

What it does for you: 85% of people don't leave voicemail — they call your competitor. This catches them before they move on. Even 2 missed calls a week recovered = ~£2,400/mo at average job value.

Speed-to-lead automation

What we build: We wire your SmartSite quote form into an instant SMS conversation flow. The second a lead submits the form, they get a text starting a real conversation.

What it does for you: The #1 reason trade and service businesses lose jobs is slow response. By the time you check email, the customer has called your competitor. This kills that problem dead.

BuildMyService App

What we build: We set up your mobile + desktop app — unified inbox (Facebook, Instagram, SMS, email all in one place), pipeline view, contact database, calendar.

What it does for you: One app shows you every lead, every message, every job stage. No more flicking between 5 apps trying to find the customer who messaged you last Tuesday. Nothing falls through the cracks.

Google Analytics 4 setup

What we build: We install GA4 across your SmartSite, configure conversion tracking for quote-form submissions, calls, and any other key events.

What it does for you: You see exactly where your traffic comes from, which pages convert, and what marketing actually moves the needle. No more guessing. Data-driven decisions every month.

Meta Pixel installation

What we build: We install the Meta Pixel across every page of your SmartSite and configure it for conversion tracking on Facebook + Instagram.

What it does for you: Every visitor to your site is captured for future Facebook/Instagram retargeting. When you're ready to run paid ads, you've already got a warm audience to retarget — they convert 5–10x higher than cold.

Google Search Console setup

What we build: We connect your SmartSite to Google Search Console, submit your sitemap, verify the property, and link it to GA4.

What it does for you: Google starts indexing your site faster, you see exactly which keywords you're ranking for, and you get alerts the moment Google flags any technical issue. Your SEO foundation is monitored continuously.

Full Setup & Configuration

What we build: We configure everything for you — scripts, automation flows, integrations, GBP, tracking. You don't touch a thing. We hand you a working system.

What it does for you: An agency onboarding fee of £500–£1,500 is standard. You get the full setup included.

14-day delivery timeline

We don't use templates. Every SmartSite is built from scratch around your business — your services, your service area, your brand, your customers. Turnaround is 14 working days from kick-off.

From kick-off to launch — 7 phases over 25 working days:

Phase	Days	What happens
Onboarding & discovery	1	Kick-off call, brand assets gathered, GBP access requested, login details collected.
Local SEO research	2-4	Competitor analysis, keyword mapping, site structure planned around how your customers actually search.
Site copy & strategy	5-8	Page-by-page strategy, SEO-optimised copy in your voice, FAQ planning. You review and approve.
Build week — site + automations	9-12	Your SmartSite is built. ReviewLoop, Missed Call Text Back, Speed-to-Lead automation, and BMS App all configured.
QA, tracking, GBP optimisation, launch	13-14	Final QA, GA4 + Meta Pixel + Search Console wired, GBP optimised, your full system goes live.

Every month after launch

Your monthly fee isn't just for software hosting. It covers all the automations and systems that compound month-over-month — the secret weapons that keep scaling your business while you're on the tools.

• **Priority kickoff task:** Transfer your [rwgroundworks.com](https://www.rwgroundworks.com) domain to a Cloudflare or Namecheap account that YOU own — reclaiming full control from your previous social media provider. This is step one before we can properly manage your site's SEO and infrastructure.

• **Priority kickoff task:** Call Google directly to reinstate and re-verify your Google Business Profile — your GBP is currently suspended, and getting it back live is critical for local search visibility in Helston and across Cornwall.

• Ongoing SEO growth, portfolio additions, and image refreshes as your projects progress — we keep your site reflecting the real scale of the work you're doing.

- ReviewLoop running every job — Google reviews compounding week-over-week, AI replies + auto-social on autopilot
- Missed Call Text Back catching every call you don't answer
- Speed-to-lead automation converting every quote-form submission within 30 seconds
- BuildMyService App keeping every lead, message, and job in one place — across all channels
- Local SEO maintained as Google updates — your rankings stay protected
- Google Analytics + Search Console + Meta Pixel monitored continuously
- Hosting, SSL, security patches, software updates — all handled, never your problem
- Standard email support — response within one working day

The SmartSite is just the foundation. What you're really paying for every month is the automations and review systems running on top of it. They're what scale your business while you're on the tools.

Where we go from here

Starter is the right place to begin — strong foundations, predictable system, real value for £197/month. Once we've shown you what BMS can do (leads coming in, reviews stacking up, automations humming), we have higher tiers and add-ons that take it further. No pressure, no upsell calls — just here when you're ready to scale.

Step up to Growth — £297/mo

Everything in Starter, PLUS AI Voice Agent + AI Chat on your site (24/7 lead qualification), an AI Receptionist that catches your missed and out-of-hours calls, One-Click Marketing Campaigns running quarterly to your past customer base, and full custom AI training on your business. This is total pipeline capture — no leads slip.

Step up to Premium — £497/mo + £1,997 setup

Everything in Growth, PLUS one White Glove Custom AI Build of your choice. Could be an AI Receptionist that books direct, a full subscription/membership product line, an AI quoting assistant, or another custom workflow your business needs. Bespoke build by us, around YOUR highest-leverage automation.

Layer in Paid Ads packages

Once your bucket is fixed (the system catches every lead), paid ads multiply what's already working. We have ad management packages built specifically for trade and service businesses — Meta + Google Ads, fully managed, with conversion tracking already wired into your SmartSite from day one. We don't run ads until your foundations are solid — it's the whole 'fix the bucket first' philosophy.

Your investment

£497 setup (invoiced separately)

£197/month subscription

Prices shown are inclusive of all charges. BuildMyService is not currently VAT registered — no VAT is added to your subscription or setup fee.

The SmartSite is just the foundation. What you're really paying for every month is the automations and review systems running on top of it. They're what scale your business while you're on the tools.

Pay & start your build



Scan to start your £197/month subscription.

<https://buy.stripe.com/eVq14ngN54J56PmaNg8Vi0o>

Setup fee of **£497** invoiced separately. Kick-off call booked within 24 hours of subscription payment.

What happens next

The moment your subscription is live, two things go live for you. Here's where to find them.

1

Read your full business audit

Your full business report — the baseline of where you are right now. Click through to view it. It's a clear breakdown of every gap we're going to close in the build (visibility, reviews, conversion, follow-up). This is where we're starting from.

Your business audit:

<https://reports.buildmyservice.co.uk/rw-groundworks.pdf>



2

Follow your build live in your client portal

Your client portal is where every research file, every page of copy, every design asset, every gate sign-off goes — in real time. Local SEO is priority one (it's how we get you ranking locally and pulling in leads), so the keyword research, GBP optimisation, and content plan all land in the portal first. You see exactly where your build is at, every day.

Your client portal: <https://clients.buildmyservice.co.uk/reuben-williams/>



Download BuildMyService

Your CRM, inbox, pipeline, and review system — available on every device. Once your subscription is live, log in with the credentials we send you and you're up and running in two minutes.

MOBILE APP

Phone & Tablet

Manage leads, reply to enquiries, and send review requests — all from your pocket.

- iPhone (App Store)
- Android (Google Play)

DESKTOP APP

Mac, Windows & Linux

Full-screen dashboard for when you're at the desk. Same system, bigger view.

- macOS
- Windows
- Linux



Watch the 2-minute setup walkthrough

Scan the QR code or visit the link — pick your platform, install in seconds, log in, and you're ready.

<https://buildmyservice.app/download>

Terms

What's covered, how cancellation works, and what's yours. No legalese.

- Your monthly fee covers ALL software, hosting, support — and the automations + systems that scale your business month-over-month.
- The SmartSite is the foundation. The marketing systems running on top of it are what you're really paying for.
- Rolling monthly — cancel any time with 30 days' notice. No long-term lock-in.
- Your setup fee covers the one-off custom build (waived in some cases — see your invoice line). Invoiced separately from your monthly subscription.
- Support: WhatsApp + email response within one working day.
- Your domain, GBP, content, and customer data remain yours. We build it for your business, not ours.
- These commercial terms are subject to our full Master Service Agreement, available on request. By proceeding with payment, you accept the terms set out in this proposal.