



MARKETING SYSTEM PROPOSAL

Marketing System Proposal

Total pipeline capture. AI handles the leads you can't. Built in three weeks.

Prepared for	Sample Customer
Business	Example Trade Business
Location	Cornwall, United Kingdom
Plan	Growth — £297/mo
Turnaround	21 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/sample-business-audit.pdf>

Your client portal: <https://clients.buildmyservice.co.uk/sample/>

Welcome to BuildMyService Growth

BuildMyService is the marketing system built specifically for trade and service businesses. The Growth plan adds AI to the foundations — AI Voice Agent + AI Chat on your site, an AI Receptionist catching the calls you can't pick up, and a 12-month referral campaign system targeting your past customers. Built in 21 days. Paid monthly. Yours to keep growing.

Your Growth 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
- AI Chat Assistant + AI Voice Agent on your site, trained on your business, 24/7
- AI Receptionist — catches missed calls + out-of-hours calls, qualifies leads, sends to quote form
- Custom AI Training (your AI knows YOUR business — services, prices, areas, FAQs, tone)
- One-Click Marketing Campaigns — 12-month referral system to your past customers (4 touch points per past customer per year)
- Lead nurture sequences — automated follow-up on stalled leads
- Ongoing support, optimisation, and priority support (24-hour response)

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

Convert leads instantly, automatically

AI agents + AI Receptionist + speed-to-lead automation

Your site has an AI Voice Agent and AI Chat that answer customer questions 24/7. The AI Receptionist catches the calls you can't pick up and qualifies the lead. Missed call text-back catches the rest. Speed-to-lead automation starts an SMS conversation the second someone fills your quote form.

≡ **Most leads who don't get a reply within 5 minutes go straight to a competitor**

PRIORITY 4

Re-engage your past customers on autopilot

One-Click Marketing Campaigns

We set up a 12-month referral campaign system. Every 3 months your past customers get a campaign — a discount, a referral offer, a seasonal touchpoint.

≡ **4 touch points per past customer per year — past customers buy 5x more than cold leads**

Your 21-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.

AI Voice Agent on your site

What we build: We embed an AI voice agent on your SmartSite, trained on your services, pricing, service area, and FAQs. Customers can talk to it like a real person, 24/7.

What it does for you: Customers who prefer to talk get answered instantly — even at 10pm. The agent qualifies the lead and sends them to your quote form. You wake up to warm leads.

AI Chat Assistant on your site

What we build: We embed an AI chat window on your SmartSite, trained on the same data as the Voice Agent. Customers who prefer typing get instant answers.

What it does for you: Most visitors leave a website within 10 seconds if they can't find what they need. The AI grabs them, answers their questions, and converts them before they bounce.

AI Receptionist (missed-call + out-of-hours mode)

What we build: We configure your AI Receptionist to pick up the calls you can't — missed calls and out-of-hours calls. The AI qualifies the lead, answers their questions, and sends them to your quote form (so the speed-to-lead automation takes over). You stay in control of the calls you can answer; the AI only picks up your slack.

What it does for you: You stop losing leads to voicemail and missed calls. The AI sounds professional, qualifies properly, and feeds the lead straight into your pipeline. Like having a part-time receptionist that works for free.

Custom AI Training

What we build: We train all your AI agents on YOUR business — your services, pricing, service area, brand voice, FAQs. Not a generic chatbot — a digital version of you that knows your business inside out.

What it does for you: Customers get accurate, on-brand answers to anything they ask. No 'Sorry I can't help with that.' Higher conversion, fewer questions you have to answer yourself.

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: Even with the AI Receptionist, this is the belt-and-braces — every missed call gets a text back too. 85% of people don't leave voicemail. This catches them.

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 (full pipeline)

What we build: We set up your mobile + desktop app with full pipeline capture — unified inbox (Facebook, Instagram, SMS, email all in one place), advanced pipeline view, contact database, calendar, and automated lead nurture sequences.

What it does for you: One app shows you every lead, every message, every job stage. Stalled leads get auto-nudged. Nothing falls through the cracks.

One-Click Marketing Campaigns

What we build: We build a 12-month automated campaign system targeting your past customers. Every 3 months, they get a campaign — referral offer, discount, seasonal touchpoint. 4 touch points per past customer per year.

What it does for you: 4 campaigns a year × every past customer on your list = a steady drip of re-engagement opportunities. As an example: with 100 past customers, that's 400 re-engagement touches a year. Past customers buy 5× more than cold leads.

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, and link it to your Google Ads account if you're running ads.

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 5–10× 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, AI training. 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, plus £2,000+ for AI configuration. You get all of it included.

21-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. Your AI agents are trained on YOUR business — services, prices, areas, FAQs, tone of voice. Turnaround is 21 working days from kick-off.

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

Phase	Days	What happens
Onboarding & discovery	1-2	Kick-off call, brand assets gathered, GBP access requested, login details collected, AI training inputs gathered.
Local SEO research & keyword strategy	3-5	Competitor analysis, keyword mapping, site structure planned around how your customers actually search.
Site strategy & content plan	6-7	Page-by-page strategy, conversion architecture, FAQ planning.
Copywriting + AI training corpus	8-12	Every page written in your voice, optimised for search and conversion. AI agent training data prepared (services, prices, FAQs, tone).
Build week — site + AI + automations	13-18	Your SmartSite is built. AI agents trained and embedded. AI Receptionist configured. ReviewLoop, missed-call back, speed-to-lead, and One-Click Campaigns configured.
QA, tracking, GBP optimisation, launch	19-21	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, AI services, and systems that compound month-over-month — the secret weapons that keep scaling your business while you're on the tools.

- ReviewLoop running every job — Google reviews compounding week-over-week, AI replies + auto-social on autopilot
- AI Voice + Chat agents live on your site 24/7, answering customer questions and qualifying leads
- AI Receptionist catching every missed + out-of-hours call, sending qualified leads to your pipeline
- Missed Call Text Back catching every call you don't answer (belt-and-braces with the Receptionist)
- 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
- One-Click Marketing Campaigns running quarterly to your past customer base — 4 touch points per customer per year
- Lead nurture sequences auto-nudging stalled leads
- Local SEO maintained as Google updates — your rankings stay protected
- Google Analytics + Search Console + Meta Pixel monitored continuously
- Hosting, SSL, security patches, software updates, AI tuning — all handled
- Priority support — 24-hour response

The SmartSite is just the foundation. What you're really paying for every month is the marketing systems running on top of it — the AI, the automations, the reviews, the campaigns. They're what scale your business while you're on the tools.

Where we go from here

Growth gives you the full pipeline — every lead caught, every call answered, every past customer re-engaged. Once we've proven this works for your business (more leads, more bookings, more 5-star reviews), we have ways to take it even further. No pressure, no upsell calls — just here when you're ready.

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 into your calendar, a full subscription/membership product line for your business, an AI quoting assistant that handles enquiries end-to-end, or another bespoke workflow specific to your operation. Whatever your highest-leverage automation is — we build it for you.

Layer in Paid Ads packages

Once your bucket is fixed (the system catches every lead — that's what Growth gives you), 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

£997 setup (invoiced separately)

£297/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 marketing systems running on top of it — the AI, the automations, the reviews, the campaigns. They're what scale your business while you're on the tools.

Pay & start your build



Scan to start your £297/month subscription.

<https://buy.stripe.com/aFacN51Sb2AXgpWcVo8ViOn>

Setup fee of **£997** 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/sample-business-audit.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/sample/>



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, AI services, and 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 (priority response on Growth).
- 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.