



MARKETING SYSTEM PROPOSAL

Marketing System Proposal

Built to win you local search. Built to convert every lead. Built to scale you for years.

Prepared for	Sample Customer
Business	Example Trade Business
Location	Cornwall, United Kingdom
Plan	Premium — £497/mo
White Glove Build	AI Receptionist for Your Trade Business
Turnaround	25 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 Premium

BuildMyService is the marketing system built specifically for trade and service businesses. We don't sell websites — we build the complete marketing machine that captures leads, converts them automatically, and grows your business in the background. The Premium plan is the full system: every automation, every AI service, the custom website, ongoing optimisation, and one bespoke White Glove custom AI build of your choice. Built in 25 days. Paid monthly. Yours to keep growing.

Your Premium plan includes:

- Custom-built SmartSite (not a template) — mobile-fast, SEO-optimised, custom domain, SSL, hosting
- AI Voice Agent + AI Chat Assistant on your site, trained on your business, 24/7
- ReviewLoop with AI replies and auto-social posts — your Google reviews compound
- Missed Call Text Back + Speed-to-Lead automation — every lead caught and warmed
- BuildMyService App — unified inbox + CRM + pipeline on mobile and desktop
- One-Click Marketing Campaigns — 12-month referral system to your past customers
- Local SEO + Google Business Profile optimisation
- Google Analytics 4, Meta Pixel, Google Search Console — full tracking installed
- One White Glove Custom AI Build of your choice
- Monthly support, optimisation, and ongoing maintenance

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 + speed-to-lead automation

Your site has an AI Voice Agent and AI Chat that answer customer questions 24/7. Missed call text-back catches every call you can't answer. Speed-to-lead automation starts an SMS conversation the second someone fills your quote form — before you've even seen the notification.

≡ **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. With 100 past customers, that's 400 re-engagement opportunities a year, on autopilot.

≡ **Past customers are 5x more likely to buy than cold leads**

Your 25-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.

Custom AI training

What we build: We train both 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: 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.

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. Your existing customer base becomes a recurring revenue stream on autopilot.

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 5–10x 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.

Custom AI Build (one of your choice)

What we build: Your one bespoke white-glove build — could be an AI Receptionist that books appointments, a full subscription/membership product line, an AI quoting assistant, an AI follow-up agent, or another custom workflow specific to your business.

What it does for you: Whatever your highest-leverage automation is — that's what we build. See the dedicated page for what your White Glove Custom Build covers.

25-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 custom AI build is configured around your specific use case. Turnaround is 25 working days from kick-off. If we deliver faster, we deliver faster. The 25-day window is the commitment.

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.
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	8-14	Every page written in your voice, optimised for search and conversion. You review and approve.
Build week — site + AI + automations	15-20	Your SmartSite is built. AI agents are trained and embedded. ReviewLoop, missed-call back, speed-to-lead, and One-Click Campaigns are configured. Your custom AI build is configured.
Brand assets & on-site imagery	21-22	Logo work, photography, visual polish across the site.
QA, tracking, GBP optimisation, launch	23-25	Final QA, analytics 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.

- 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
- 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
- One-Click Marketing Campaigns running quarterly to your past customer base — 4 touch points per customer per year (e.g. 100 customers = 400 re-engagements/year)
- Local SEO maintained as Google updates — your rankings stay protected
- Google Analytics + Search Console + Meta Pixel monitored continuously — tracking stays clean as your site evolves
- Hosting, SSL, security patches, software updates — all handled, never your problem
- WhatsApp + email support — response within one working day
- Continuous performance monitoring + optimisation — your system gets better every month

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

Where we go from here

Premium is the full BMS marketing system — every automation, every AI service, plus your bespoke White Glove Custom AI Build. Once it's all running and proving itself (leads coming in, AI handling them, reviews stacking, your custom build delivering for your business), there's one final layer we can add to multiply what's already working.

Layer in Paid Ads packages

Once your bucket is fixed (which is exactly what Premium 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. Because every lead from every channel lands in a system that catches, qualifies, and converts them, every pound of ad spend works harder than it would for any other business in your area. We don't run ads until your foundations are solid — and yours already are.

Your White Glove Custom AI Build

The Premium plan comes with one White Glove custom AI build of your choice. Whatever your highest-leverage automation is — that's what we build for you, bespoke. Could be an AI Receptionist, a quoting system, a follow-up agent, a full subscription product line, or another custom workflow specific to your business.

£1,997 setup

One-off, covers the full custom White Glove build, white-glove setup, and tracking integration. Invoiced separately from your monthly subscription.

AI Receptionist for Your Trade Business

Every Premium plan includes one bespoke white-glove custom build. In this example, the customer has chosen a custom AI Receptionist that handles every customer call — qualifies the lead, answers questions about services and availability, and books straight into the calendar. Other customers might choose a quoting assistant, a subscription product line, a follow-up agent for stalled leads, or any other custom workflow specific to their business.

What we build for you:

- Custom AI Receptionist trained on your services, pricing, service areas, FAQs, and tone of voice
- Direct calendar booking — the AI checks your availability and books jobs straight in
- Lead qualification flow — only confirmed, qualified leads make it to your calendar
- After-hours and missed-call coverage — every call answered, day or night
- Customer-facing experience that sounds like a real receptionist on your team
- Owner dashboard so you can see every call, every booking, every conversion in one place

Your phased delivery roadmap

Because this is a substantial bespoke build, we phase the delivery across the first 90 days. Your standard Premium build goes live first on Day 25, then we layer in your custom AI Receptionist across Days 30–90.

Phase 1 — Days 0–25

Standard Premium build goes live

Your SmartSite, AI Voice + Chat agents, ReviewLoop, missed call back, speed-to-lead, BMS App, One-Click Campaigns, GBP optimisation. Your full Premium marketing system live and converting.

Phase 2 — Days 30–60

Custom AI Receptionist build + training

We build, train, and configure your custom AI Receptionist. Every service, every price, every FAQ, every script tailored to your business. Calendar integration wired up.

Phase 3 — Days 60–90

Live calling + booking integration

Your business phone number routes through the AI Receptionist. Inbound calls qualified, answered, and booked direct into your calendar. Owner dashboard goes live.

Phase 4 — Days 90+

Continuous optimisation

Monthly tuning of the AI based on real call data — what works, what to refine, what to expand. Your AI gets sharper every month.

Your investment

£1,997 setup (invoiced separately)

£497/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 automations, the AI, the reviews, the campaigns. They're what scale your business while you're on the tools.

Pay & start your build



Scan to start your £497/month subscription.

<https://buy.stripe.com/6oU00jeEXa3pa1y6x08Vi0j>

Setup fee of **£1,997** 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.
- 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.