

Marketing Setup

Google Business Profile, social media, and getting found — without hiring an agency.

“Own your work. Own your life.”

Scrappy Stacks

Introduction

Marketing doesn't have to mean an ad budget or a social media manager. For a new small business, almost all of the value comes from a handful of free, one-time setup steps — done right, once — plus a light, repeatable routine after that. This guide covers exactly those steps: getting found on Google, deciding which social platforms are actually worth your time, the basics of local search, and a posting routine you can keep up with in real life.

Chapter One: Setting Up Google Business Profile

This is the single highest-value thing you can do, and it's free. Go to google.com/business, claim or create your listing, and fill out every field completely — category, hours, service area, phone number, website, and a handful of real photos of your work or space. Google verifies the listing by postcard, phone, or email depending on your business type, so start this early since verification can take a few days. Once it's live, this profile is what shows up when someone searches your business name or searches for what you do near them — it's free real estate in the exact place your customers are already looking.

Chapter Two: Choosing Where to Show Up

You don't need to be everywhere — you need to be where your actual customers already spend time, and nowhere else. A local service business usually gets more from Google Business Profile and Facebook than from anywhere else; a visual product or craft business usually gets more from Instagram; a B2B or professional service usually gets more from LinkedIn. Pick one primary platform based on that match, set it up completely (real photo, real bio, a link to your site), and treat everything else as optional. One platform posted to consistently beats four platforms posted to rarely.

Chapter Three: Local Search Basics

Showing up in local search results comes down to three things Google actually weighs: a complete, accurate profile (Chapter One), consistency of your business name, address, and phone number everywhere they appear online, and reviews. That third one compounds — more genuine reviews, collected steadily over time, is one of the strongest signals for ranking in local results, and it also directly influences whether someone chooses you over a competitor. If you haven't already, the Google Review Requester guide on this site covers exactly how to ask for reviews the right way, without it feeling awkward or pushy.

Chapter Four: A Simple Posting Routine

Consistency beats frequency. A realistic routine is one to two posts a week on your one primary platform — a finished job, a quick tip, a photo of what you're working on, or a customer shoutout. Batch it: set aside twenty minutes every Sunday or Monday, take or gather a few photos during the week as you go, and write captions in one sitting rather than trying to come up with something new every single day. A simple recurring reminder on your phone does more for actually sticking with it than any scheduling app.

Chapter Five: Keeping It Consistent

The businesses that win at marketing long-term aren't the ones with the cleverest campaign — they're the ones that just kept showing up, month after month, on the one or two channels that actually reach their customers. Revisit your Google Business Profile every few months to keep hours, photos, and services current, keep the review requests going as a normal part of finishing a job, and don't chase every new platform that shows up. If keeping all of this running steadily is the part that keeps slipping, that ongoing upkeep is exactly what Build It For Me is built to take off your plate.