


Mock Social Media Campaign

Copywriting Portfolio




Is Your Business Thriving Offline but Invisible Online?




75% of consumers judge a company's credibility based on its website and online presence.

1. Post Title: "Is Your Business Thriving Offline but Invisible Online?"


 **Fact:** 75% of consumers judge a company's credibility based on its website and online presence.

If your small business has **great customer reviews** but a weak digital footprint, you're leaving money on the table! 💰

At **The Good Shepherd Small Business Consulting Firm**, we help businesses like yours **build a strong online presence, attract more customers, and increase revenue**—all without losing the personal touch that makes you unique.

 Let's chat about how **SEO, social media, and digital strategy** can transform your business. Comment below or DM us to start the conversation!

Case study alert!







How a Local Bakery Increased Sales by 40%


2. Post Title: "How a Local Bakery Increased Sales by 40%"

Case Study Alert!

One of our recent clients, a small **family-owned bakery**, had **rave reviews** but struggled to reach new customers. Their social media was inactive, and their website wasn't optimized for local searches.

 Here's what we did:

-  Set up **SEO strategies** so they ranked higher on Google
-  Built an engaging **social media strategy** with mouthwatering visuals
-  Implemented **geo-targeted ads** to reach more local customers

 **Result?** A 40% increase in foot traffic and online orders within 3 months!

Good Shepherd
Consultations Inc.

GROW YOUR BUSINESS WITH US

Calling all local
small business owners!

We're Hosting a FREE Small
Business Marketing Workshop!

JOIN NOW

630-270-8218

goodshepherdconsultationsinc.com






3. Post Title: "We're Hosting a FREE Small Business Marketing Workshop!"

 Calling all local small business owners!


Do you struggle with **low engagement, slow sales, or outdated marketing tactics**? It's time for a change!

Join us for a **FREE live workshop** where we'll break down:

-  The top **3 marketing mistakes** holding your business back
-  How to **boost sales using social media**
-  Why **local SEO** is the secret weapon your competitors are using

 Date: [Insert Date]

 Location: [Insert Location]

 **Spots are limited!** Comment "INTERESTED" below, and we'll send you the details!


DID YOU KNOW?






46% of Google searches are looking for local information.

4. Post Title: "Why Small Businesses Should Leverage Local SEO"

Did you know? 46% of Google searches are looking for local information. Yet, many small businesses don't optimize their websites for local searches.

 If your customers can't find you online, you're missing out on **sales opportunities!**

Here's how **The Good Shepherd** can help:

-  Optimize your **Google My Business** profile
-  Improve your **local search rankings**
-  Use targeted **geo-ads** to bring in more foot traffic

Let's make your business **the first thing people see when they search!** Ready to optimize? Comment "**SEO**" below, and we'll help you get started!

#LocalSEO #GoogleMyBusiness
#SmallBusinessMarketing #GrowYourBiz



5. Post Title: “The Power of Referrals – Let’s Grow Together”

☀️ **Small Business Owners – Let’s Help Each Other!**
☀️

Did you know **word-of-mouth referrals** generate **5X more sales** than paid ads? At **The Good Shepherd**, we believe in growing through relationships.

👉 **Join our Referral Program!** When you refer a fellow small business, you BOTH get:

- ◆ A **free marketing strategy session**
- ◆ Exclusive discounts on our consulting services

Let’s build a thriving local business community together! Who do you know that could benefit from better marketing? **Tag them below!**

#ReferralProgram #SmallBizSupport #MarketingExperts #GrowTogether

5 Instagram & Facebook Post Ideas

1. Instagram Reel: “3 Marketing Mistakes Holding Your Small Business Back”

👤 **Short, engaging video breaking down:**

- ❌ Not using SEO to rank on Google
- ❌ Ignoring social media consistency
- ❌ Not leveraging customer testimonials

🎯 **Call to action:** “Drop a 🚀 in the comments if you want help fixing these!”


2. Facebook Carousel Post: “Before & After: A Marketing Transformation”

📸 **Showcase a small business transformation with 3-4 slides:**


- 1 Before (low social engagement, outdated website)
- 2 Action (SEO setup, social media strategy, new branding)
- 3 After (more engagement, better sales, customer testimonials)

🎯 **Call to action:** “Swipe to see the transformation! Want results like this? DM us!”

3. Instagram Story Poll: “What’s Your Biggest Marketing Struggle?”

 Poll options:


- ◆ Getting new customers
- ◆ Social media engagement
- ◆ SEO & Google rankings
- ◆ Running ads

 **Call to action:** “DM us your biggest challenge, and we’ll give you 1 FREE tip!”

4. Facebook & Instagram Post: “Spotlight a Local Business”

 **Feature a local business in your community** with a short interview or post.

 **Build engagement** by tagging them and cross-promoting.

 **Call to action:** “Tag a small business owner who deserves the spotlight next!”


5. Instagram & Facebook Post: “Join Our Free Marketing Workshop!”

 **Simple & clean flyer-style graphic with:**

 Date & Time

 Location

 Key takeaways (how to grow your business)

 **Call to action:** “DM us ‘WORKSHOP’ for details!”