### Mock Social Media Campaign

#### Copywriting Portfolio





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?"

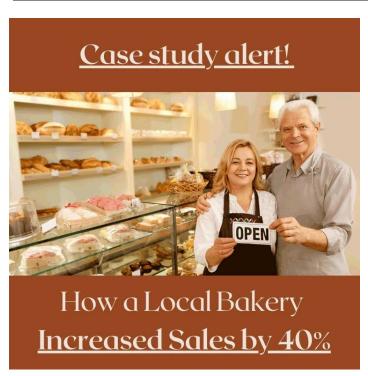
**Fact**: 75% of consumers judge a company's credibility based on its website and online presence.

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!



## 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!



630-270-8218

goodshepherdconsultationsinc.com



**A** 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Do you struggle with **low engagement**, **slow sales**, **or outdated marketing tactics**?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
- Mow to boost sales using social media
- Why **local SEO** is the secret weapon your competitors are using
- Tote: [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 <u>local information</u>.

## 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:
- X Not using SEO to rank on Google
- X Ignoring social media consistency
- X 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:**
- Before (low social engagement, outdated website)
- Action (SEO setup, social media strategy, new branding)
- 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.
- Solution 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!"