



# ORGANIC GROWTH PROPOSAL



Drive 30–50+ Monthly Calls via Google  
Business Profile Optimization For Service-  
Based & Location-Based Businesses in USA/UK

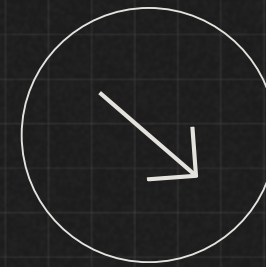
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NEXABLACK

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From a humble start to becoming a Manchester-based agency of excellence, we've experienced the challenges faced by small and mid-sized businesses firsthand. Our journey is built on resilience, creativity, and a shared goal of transforming businesses into brands of impact. From a solo venture with a passion for creativity to establishing our marketing & advertising agency with purpose, we understand your challenges—because we've walked in your shoes.

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# OUR OBJECTIVES

## WHO IS THIS FOR?

This proposal is designed for small business owners in the USA and UK—especially those in service industries like:

- Home services (cleaning, plumbing, HVAC, landscaping)
- Wellness (salons, clinics, massage therapy)
- Professional services (legal, accounting, consulting)
- Local retail or hospitality (cafés, repair shops, studios)

## OUR MISSION

To help you generate 30–50+ organic calls/month using Google Business Profile optimization, without relying on expensive ad campaigns.

# WHAT WE'LL DO



## 1. PROFILE OPTIMIZATION FOR HIGH-INTENT KEYWORDS

- Research and implement high-volume, city-specific keywords
- Optimize business name, description, categories, and services
- Upload geo-tagged, branded images with keyword-rich captions

## 2. REVIEW SYSTEM SETUP

- Create a QR-code powered review funnel (printable PDF)
- Encourage happy customers to leave 5-star reviews
- Improve trust, visibility, and local ranking

## 3. PERFORMANCE MILESTONES

- Month 1: Setup, optimization, and review system deployment
- Month 2: Reach 20+ calls/month organically
- Month 3+: Scale to 30+ calls/month, plus:
  - 150+ website visits/month
  - 90+ walk-in inquiries/month
  - SMS & WhatsApp chat inquiries via profile

# PRICING & PAYMENT TERMS



MONTH	DELIVERABLES	COST
Month 1	Profile optimization, image design, review funnel setup	£200 (paid after delivery)
Month 2	Performance tracking, keyword tuning, review growth	£200
Month 3	Scaling to 30+ calls/month, lead conversion support	£200

Total: \$600 for 3 months After 3 months, we'll reassess and propose a scalable monthly plan.

## WHY ORGANIC > PAID ADS?

You don't need to spend thousands on social media ads to get sales. Our organic, location-based strategy is:

- Proven across multiple industries
- Cost-effective and sustainable
- Built on Google's own ecosystem (maps, search, reviews)

## LONG-TERM POTENTIAL

With consistent optimization, review growth, and content updates, we can scale your business to:

- 500+ calls/month
- 12-month roadmap
- Optional add-ons: blog SEO, local listings, lead funnels

# TIMELINE



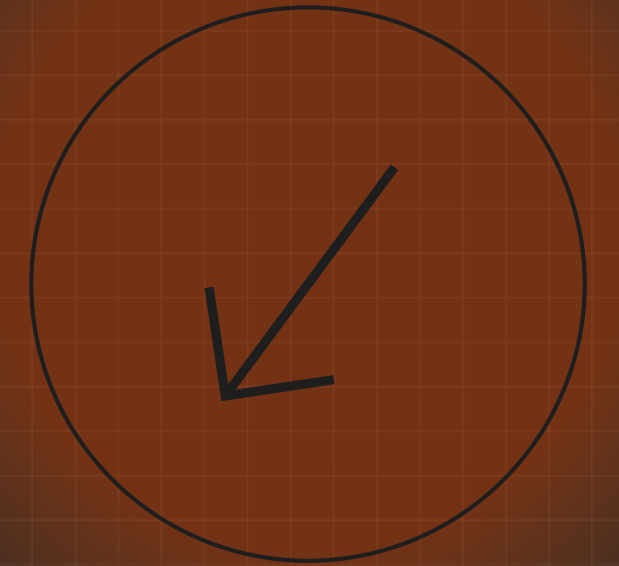
TASK	DURATION
Profile Optimization & Content Design	7 days
Review Funnel Setup	3 days
Performance Tracking & Reporting	Monthly
Lead Conversion Support	Ongoing

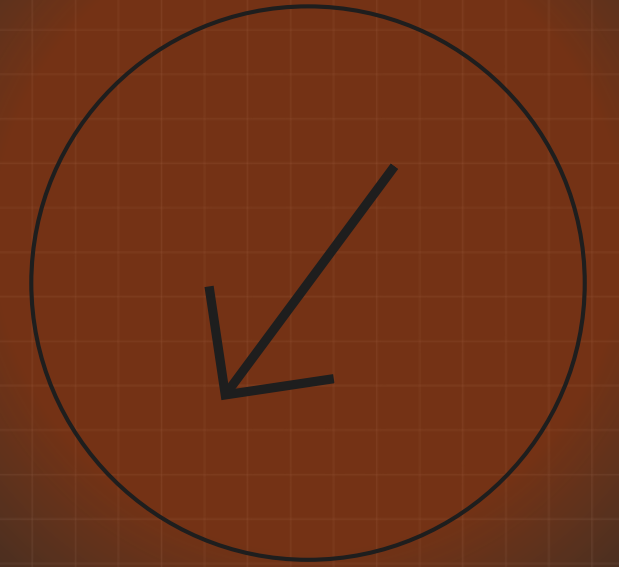
# NEXT STEPS

- We begin with your business profile audit.
- Deliver optimized content and QR review system within 7 days.
- You pay after delivery of Month 1 assets i.e., 15 days after the commencement of the services
- Monthly growth begins—no ad spend required.

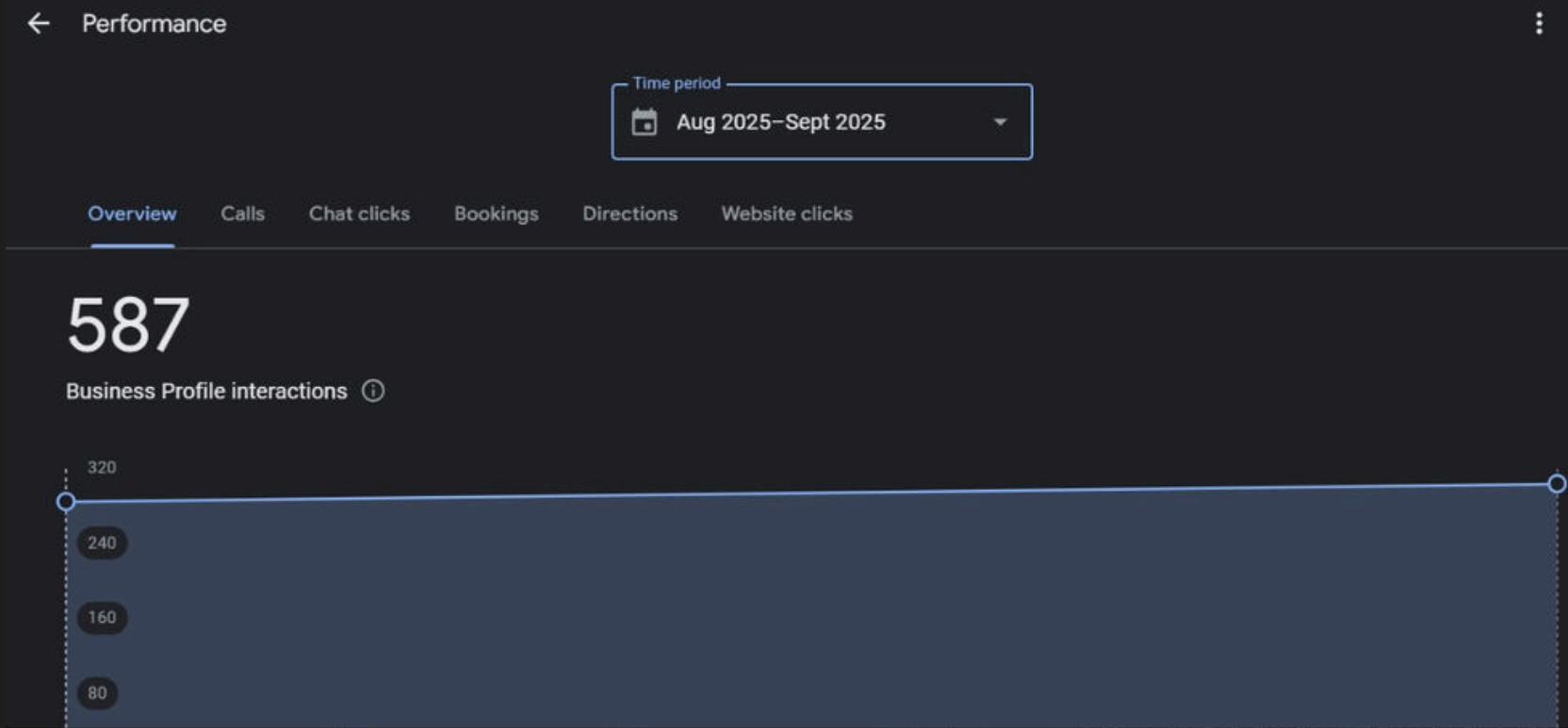
READY TO GROW?

Let's turn your Google Business Profile into a lead-generating machine. Reach out today to start your 3-month growth journey.

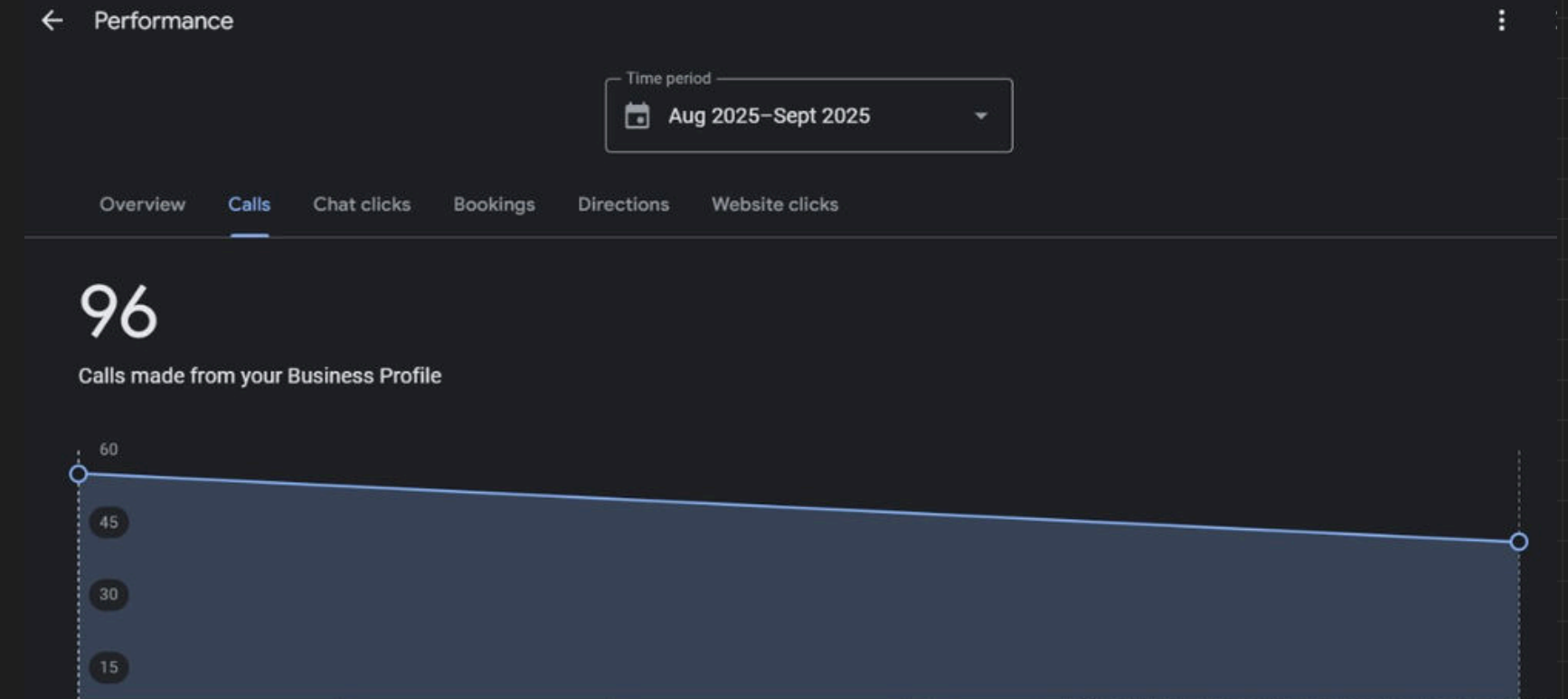




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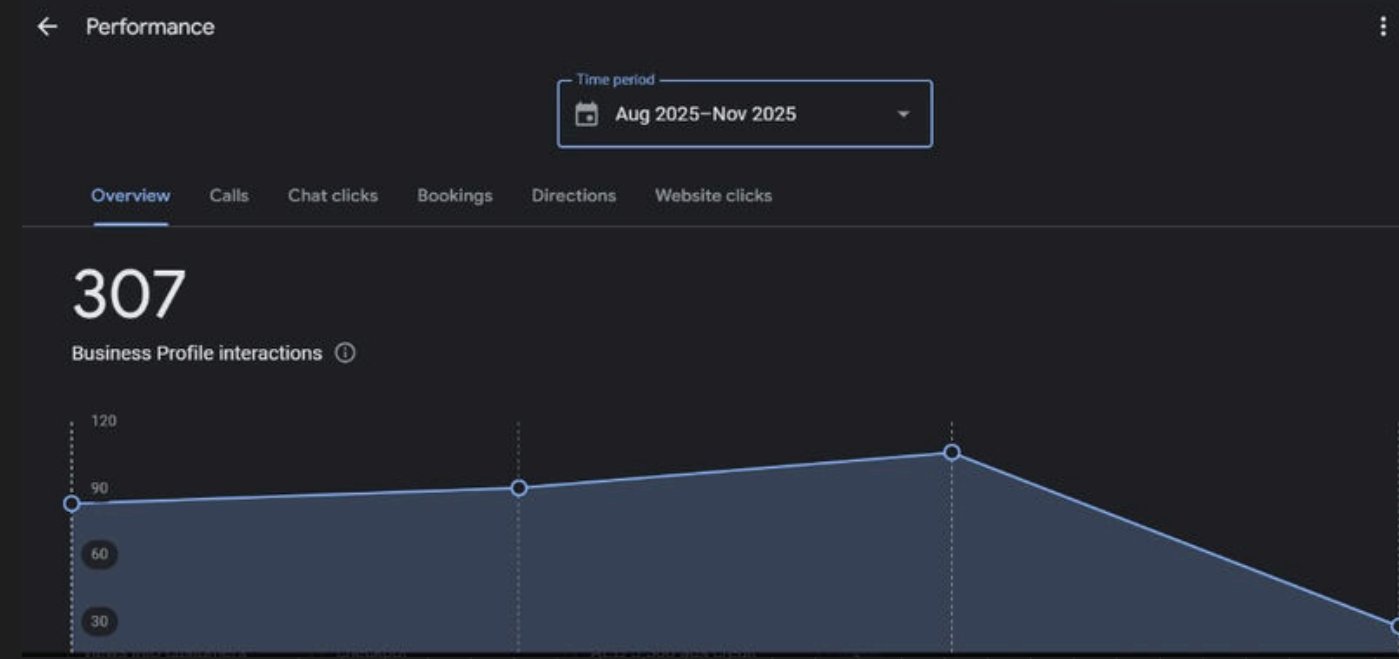
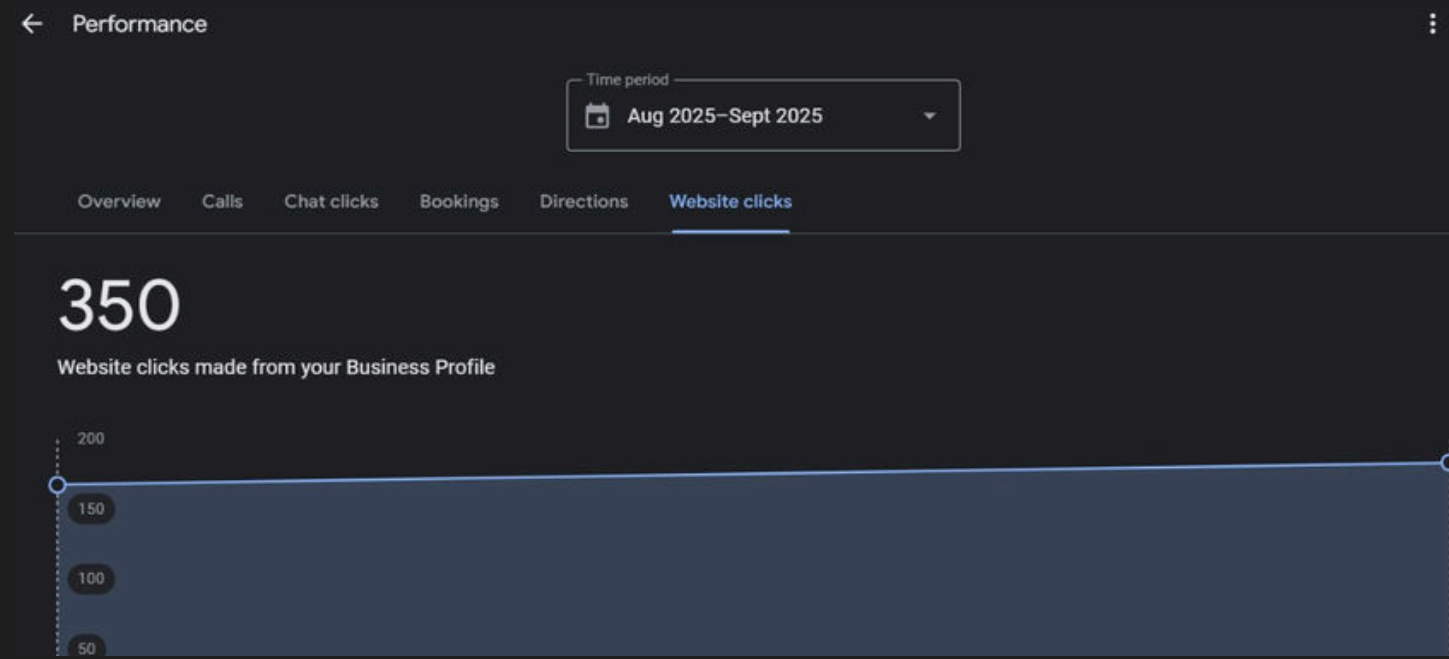
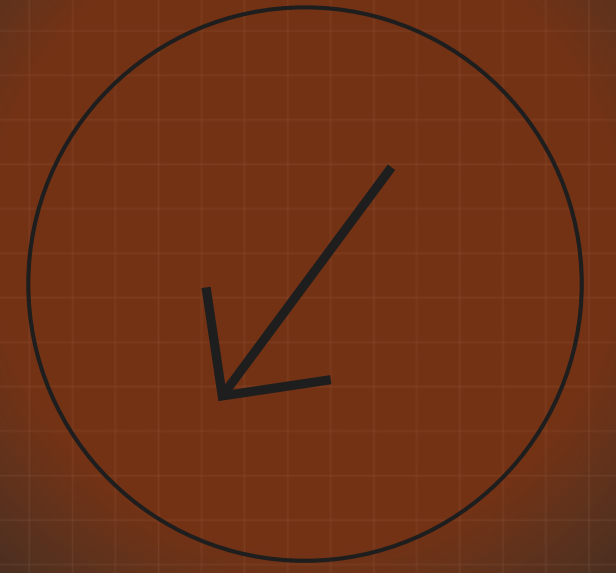
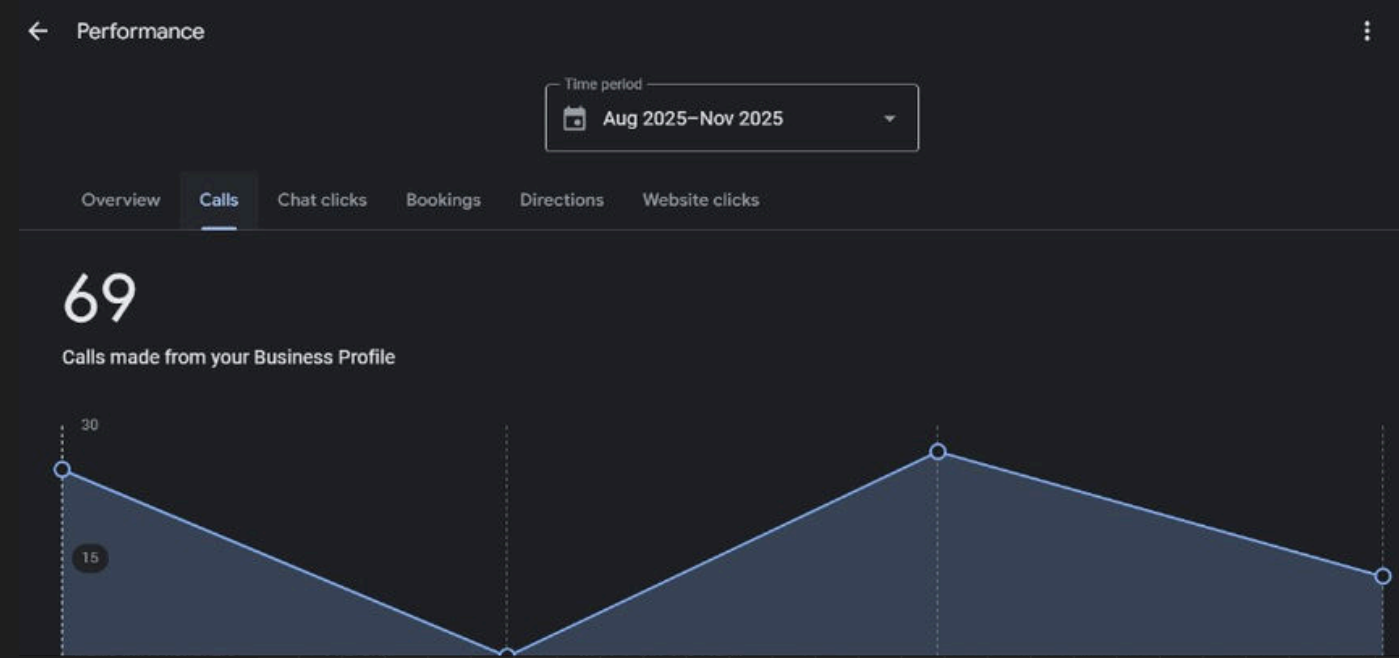
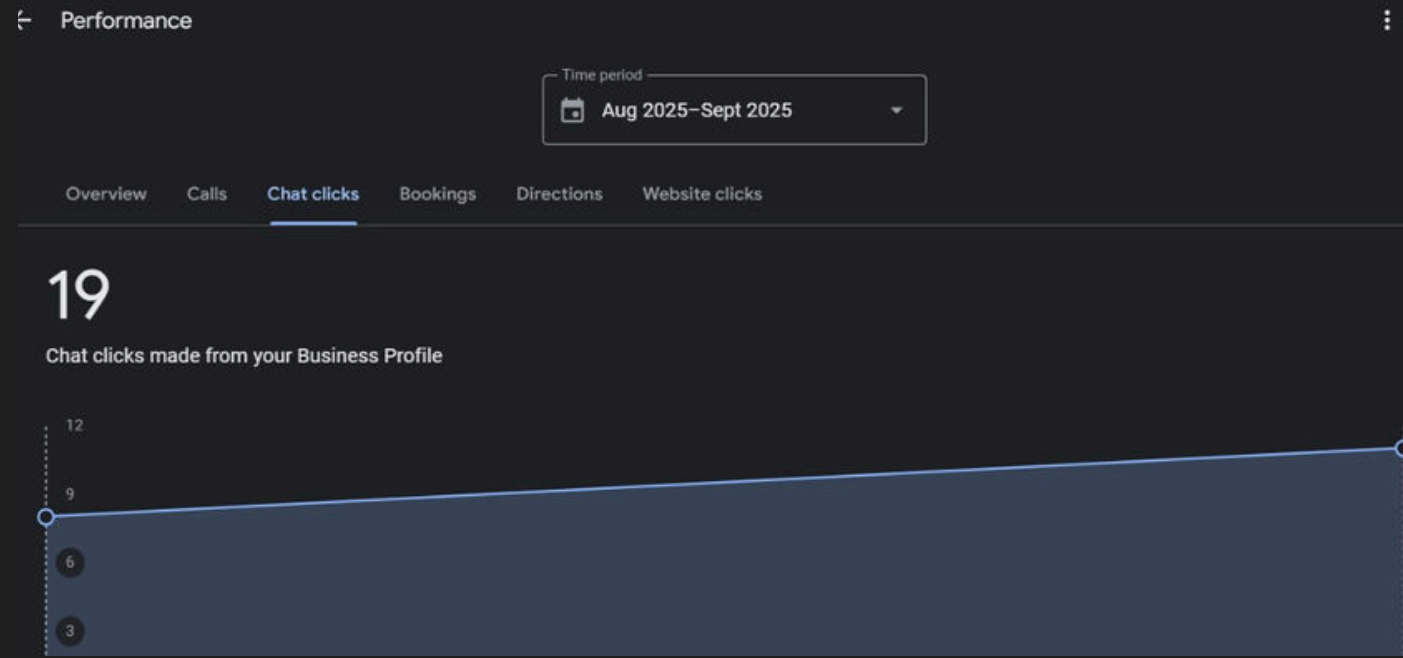


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Time period  
Aug 2025–Nov 2025

Overview Calls Chat clicks Bookings Directions Website clicks

48

Website clicks made from your Business Profile

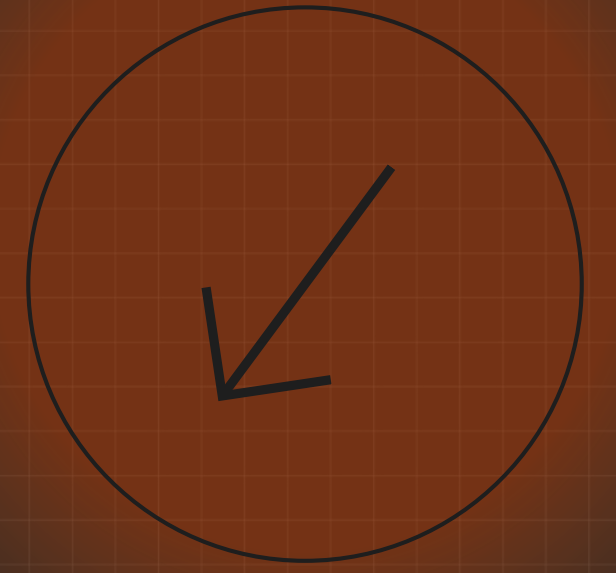


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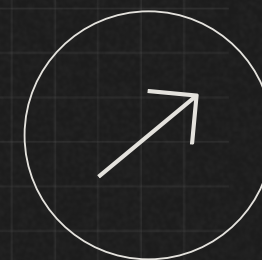
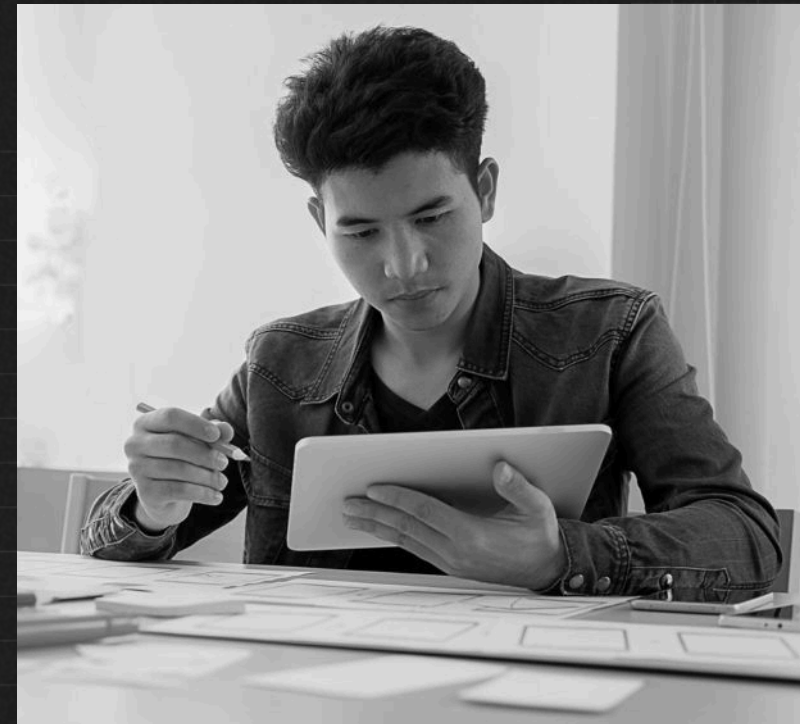
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Chat clicks made from your Business Profile



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# FOR EVERY BUSINESS, WE GET IT RIGHT



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# THANK YOU

LOOKING FORWARD TO YOUR RESPONSE



SERVING USA, UK & UAE

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