

Skewed/Perception



Get Seen.

The local growth playbook: 10 businesses, step by step

2026 EDITION • SKEWED PERCEPTION MEDIA • HOUSTON, TX

STEP BY STEP • ADHD-FRIENDLY

How to use this without reading all of it.

This isn't a book to read front to back. It's a set of cards. Find your business, pick your level, do the next unchecked box. That's it.

1

One box at a time.

Every step is small on purpose. Finish it, tick it, stop if you want. Progress beats perfect.

2

Pick your level honestly.

L1 is about an hour a week. L2 is about three. L3 is five-plus, or you hand it to us. Start lower than you think.

3

Same day, same time.

Put one 'power hour' on your calendar every month and one 15-minute check-in every week. Routine does the remembering for you.

Pick your level

L1

Survive

~1 HR / WEEK

3 posts a week, a weekly Google post, reply to every review.

L2

Grow

~3 HRS / WEEK

2 short videos + 2 posts a week, more platforms, a review engine.

L3

Scale

5+ HRS / WEEK, OR SPM RUNS IT

Daily presence, video 4x a week, paid ads that follow what works.

What's inside

01

What's true right now

The 10 facts about social media in 2026 that actually change what you do.

02

The system

The foundation every business needs, the monthly power hour, and how to level up.

03

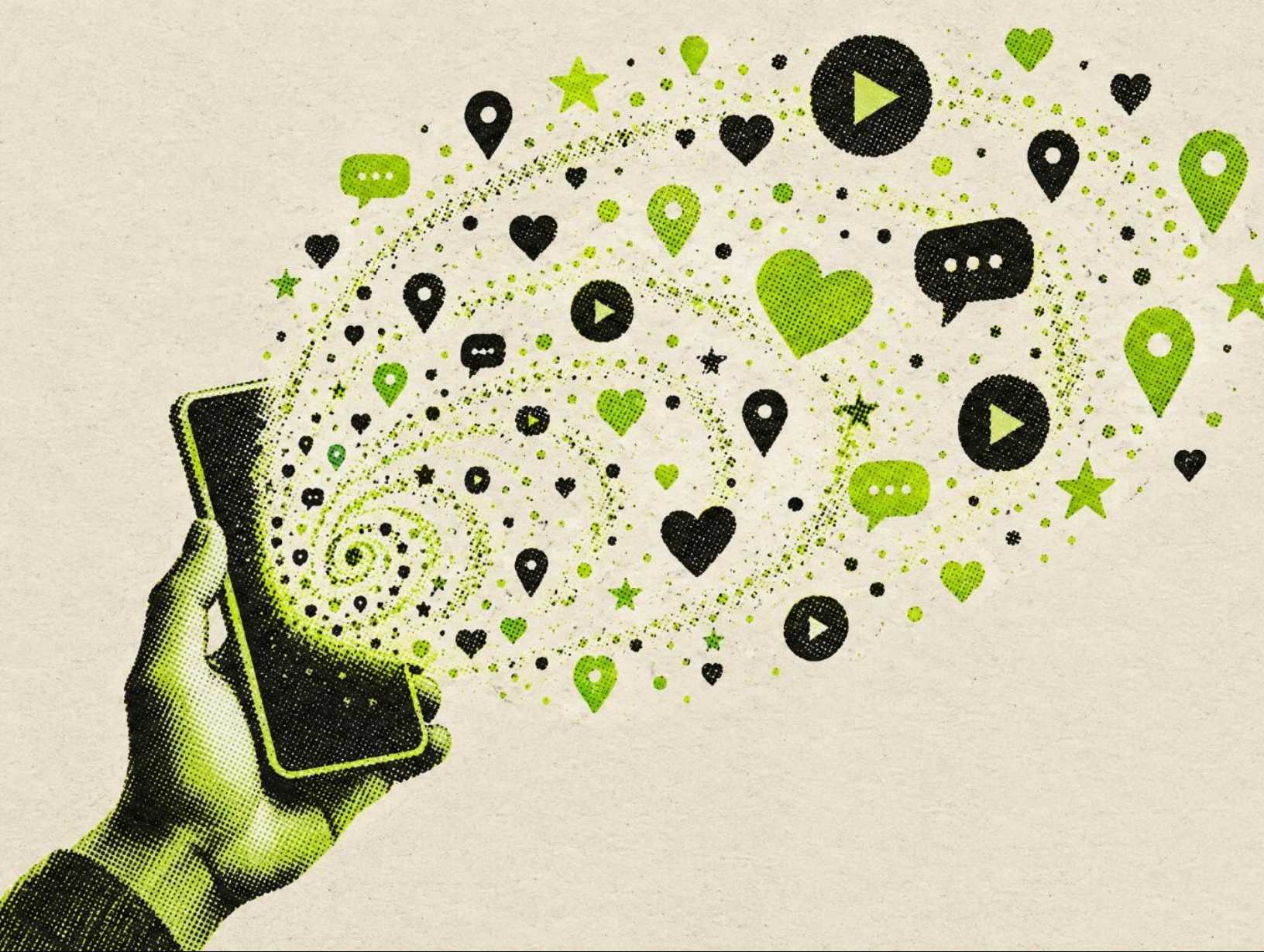
Your business

Ten two-page playbooks: where your customers look, what to post, a 90-day plan, and what to avoid.

04

Tools & cheat sheets

Specs, scheduling windows, the caption formula and the SPM scheduler.



01

What's true right now

Ten facts about social media and local search in 2026, and what each one means for a small business.

10 facts that change what you do

1 OF 2

84 / 71 / 50 / 37

percent of U.S. adults who use YouTube, Facebook, Instagram and TikTok.

So what: Facebook still reaches most of your customers, especially anyone over 40. Don't skip it chasing TikTok.

PEW RESEARCH CENTER, NOV 2025

48.6%

of marketers say short-form video is their highest-ROI format, ahead of every other kind of content.

So what: A 20-second phone video of real work beats a polished graphic. Film it vertical.

HUBSPOT 2026 STATE OF MARKETING

97%

of people read reviews for local businesses. 47% won't use one with fewer than 20 reviews, and 74% only trust the last 3 months.

So what: Reviews are a monthly habit, not a one-time push. Ask every customer, every time.

BRIGHTLOCAL LOCAL CONSUMER REVIEW SURVEY, FEB 2026

45%

of consumers now read about local businesses through ChatGPT and other AI tools, up from 6% a year earlier.

So what: AI tools summarize your reviews and your Google profile. Complete, current info is how you show up there.

BRIGHTLOCAL, FEB 2026

68%

of people expect a reply to a DM within 24 hours, and most would rather message than complain publicly.

So what: Your inbox is a sales channel. Check DMs and comments daily, even for five minutes.

SPROUT SOCIAL PULSE SURVEY, AUG 2026

+21% to +42%

more engagement on posts where the business replies to comments (Instagram +21%, LinkedIn +30%, Threads +42%).

So what: Replying isn't polite extra credit. It's part of the post.

BUFFER STATE OF SOCIAL MEDIA ENGAGEMENT, MAR 2026

1 post > 0

Weeks with zero posts consistently underperform. On Instagram, growth starts around 3-5 posts a week.

So what: Consistency beats volume. A small, steady schedule wins over bursts.

BUFFER, 2026

5

hashtags max on Instagram since December 2025. Accounts that mostly repost other people's content lose recommendations.

So what: Post your own photos and video. Put searchable words in the caption instead of hashtag walls.

INSTAGRAM / META, 2025-2026

Still here

TikTok wasn't banned. A U.S. joint venture took over in January 2026 and the app kept running.

So what: If your customers are under 35, TikTok is still worth a test, especially for restaurants, salons, gyms and retail.

TIKTOK NEWSROOM, JAN 2026

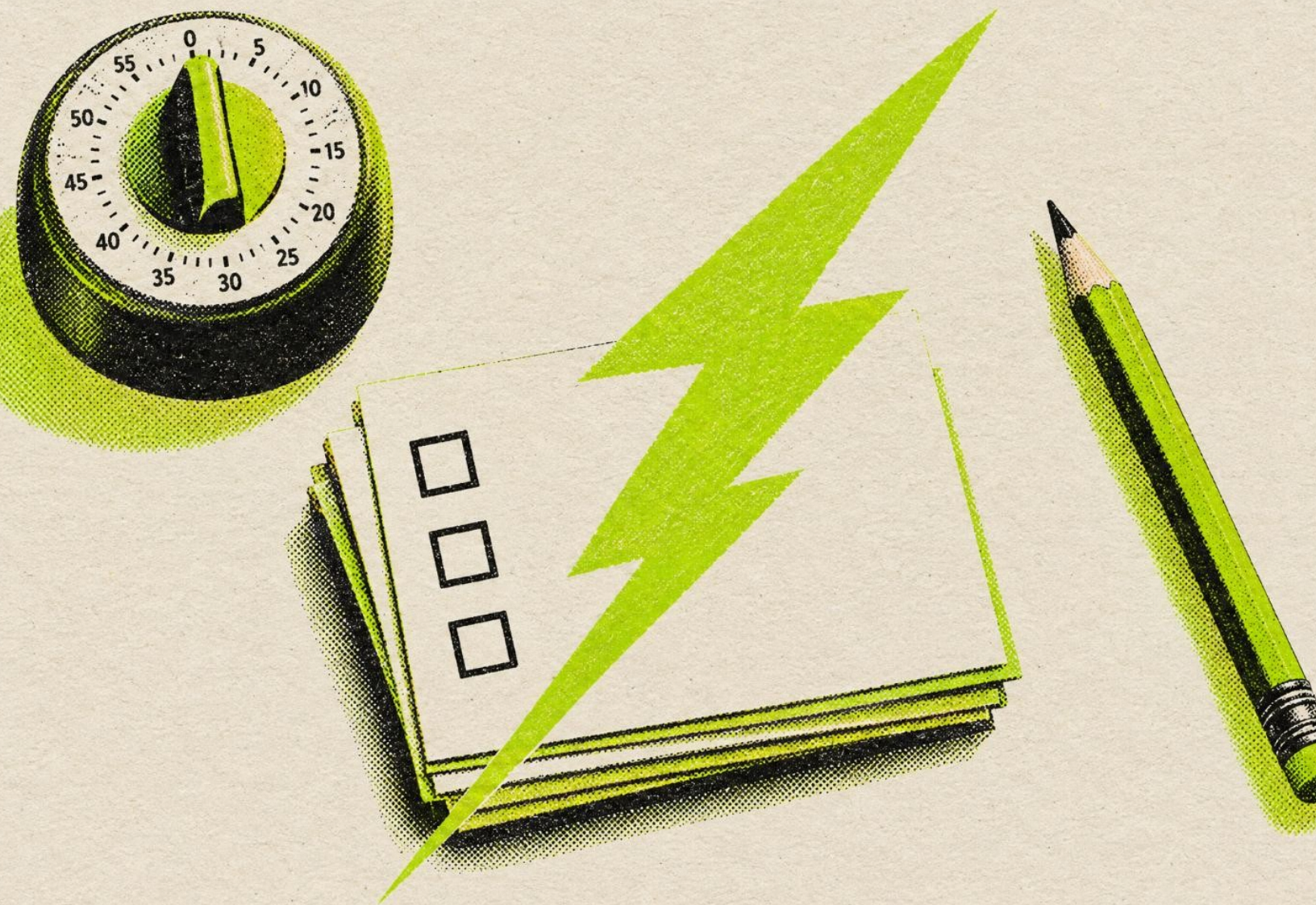
Aug 2026

Google started moving Local Services Ads into Google Ads as pay-per-lead campaigns, and opened them to restaurants, more auto and more beauty businesses.

So what: Pay-per-lead Google ads now fit far more small businesses. Check if yours qualifies.

GOOGLE ADS HELP; SEARCH ENGINE LAND, AUG 2026

The short version. Put together: be findable on Google, show real work in short video, collect fresh reviews, answer fast, and stay consistent. Everything in this playbook serves one of those five.



02

The system

The foundation every business needs, one hour a month to run it, and a simple rule for when to spend on ads.

The foundation

Do these before you post anything. They make every post, review and ad work harder.

- | | | |
|---|---|--------|
| ☐ | Google Business Profile, 100% complete | 15 MIN |
| Right categories, hours (holidays too), service area, website, booking/order link, 10+ real photos, products or services listed. Complete profiles win the 'which one do I call' moment. | | |
| <hr/> | | |
| ☐ | A review engine | 20 MIN |
| Grab your Google review link (Profile → Ask for reviews). Put it on a QR code or tap card at the counter, in receipts and in a follow-up text. Ask everyone the same way, with no reward. | | |
| <hr/> | | |
| ☐ | One place to book, order or call | 10 MIN |
| Every profile links to the same page or phone number. Make that link work on a phone in two taps. | | |
| <hr/> | | |
| ☐ | Claim your listings | 20 MIN |
| Facebook Page, Instagram professional account, Apple Business Connect, Bing Places, Nextdoor Business, Yelp. Same name, address, phone everywhere. | | |
| <hr/> | | |
| ☐ | Tracking that answers one question | 20 MIN |
| Pick your one KPI (it's on your industry page). Turn on Google Business Profile insights, Meta Insights and call tracking so you can see it move. | | |
| <hr/> | | |
| ☐ | A 15-minute daily inbox habit | DAILY |
| Comments, DMs, reviews, Google questions. Same time every day. Set a phone alarm. | | |

The monthly power hour

One focused session a month runs the whole machine. Set a timer for each step and stop when it rings.

10 min Look back Open last month's top 3 and bottom 3 posts. Write one line: do more of ____, stop _____.	10 min Plan Pick next month's offers, events and 4 content pillars. The SPM scheduler builds the calendar from this.	25 min Film & shoot Walk the shop with your phone. Batch every video and photo on the shot list in one pass.	10 min Write & check Captions from the formula (hook, one useful thing, one call to action). Run the compliance check.	5 min Schedule Approve, queue, done. Posts go out on their own all month.
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Every week: reply to anything missed, post one Story or Google update about this week, glance at your KPI.

Content pillars: the 4-2-2-1 mix

Every post belongs to one of four buckets. The mix keeps you useful without being salesy.

4 	Proof	Show the work: before/after, the food, the finished job, the product in hand.
2 	Help	Answer the questions people ask you every day. Tips, how-tos, what to expect.
2 	People	The owner, the crew, the regulars. People buy from people.
1 	Offer	The special, the event, the booking link. The ask lands better after the other nine.

When to spend money on ads

Paid ads multiply what already works. They can't fix an empty Google profile or zero reviews.

Not yet

Fewer than 20 reviews, incomplete Google profile, no way to track leads. Fix the foundation first.

Start small

Foundation done, posting steadily. Test \$10-20/day on the one offer that already converts organically.

Scale

You know your cost per lead or booking. Raise budget 20% at a time while the cost holds.

Lowest-risk first step. Pay-per-lead Google ads (Local Services Ads) are the lowest-risk start for trades, legal, real estate, beauty, auto and now restaurants. You pay for leads, not clicks.

Reviews: the rules

- ☐ **Ask everyone, the same way.** A card, a text, a line on the receipt. Asking only happy customers ("review gating") breaks Google's rules.
- ☐ **Never pay or reward for reviews.** No discounts, raffles or gift cards. Google removes them and the FTC can fine businesses for it.
- ☐ **Reply to every review within a week.** 89% of people expect it. Use their name, mention the specific thing, keep it short.
- ☐ **Keep it fresh.** Most people only trust reviews from the last 3 months. Aim for a few new ones every month.



03

Your business

Ten businesses, two pages each. Find yours, do the five boxes this week, then follow the 90-day plan.



Restaurants & Food

People decide where to eat in about three taps. Win the map, the photos and the first review they read.

WHERE YOUR CUSTOMERS LOOK

'Near me' and 'open now' on Google Maps, then photos and recent reviews, then directions. Gen Z finds new spots on TikTok (38% name it their #1 discovery channel). Word of mouth still leads overall.

TOAST GUEST DISCOVERY SURVEY, 2025-26

THE ONE NUMBER TO WATCH

Google profile actions per week (directions, calls, menu and order clicks)

YOUR PLATFORMS

L1 Facebook, Instagram, Google

L2 + TikTok

L3 + YouTube Shorts, Threads

DO THIS WEEK

- ☐ Update Google hours, menu link and order/reserve buttons
- ☐ Upload 10 fresh food photos to Google
- ☐ Reply to every review from the last 3 months
- ☐ Film one 15-second 'fire to plate' video of your best dish
- ☐ Put a review QR or tap card with the check presenter

Restaurants & Food: the 90-day plan

TICK AS YOU GO

Days 1-30 Get found ☐ Google post every Monday: this week's special ☐ Instagram + Facebook 3x a week (food, people, special) ☐ Refresh Google menu photos monthly	Days 31-60 Get craved ☐ Add TikTok if your crowd is under 35 ☐ Invite 2 local micro-creators for a taste test (with #ad disclosure) ☐ Staff story series: one person, one dish, 30 seconds	Days 61-90 Get full ☐ Meta Reels ads, 3-5 mile radius, timed to lunch and dinner ☐ Click-to-message ads for catering and events ☐ Test Google Local Services Ads (restaurants eligible since Aug 2026)
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7 posts that work

01 Fire-to-plate kitchen Reel	05 'Date night in [area] under \$50' carousel
02 This week's special as a Google post	06 Behind the line at 5 p.m. rush
03 Why this dish exists (owner on camera)	07 Customer photo reposts (with permission)
04 Creator taste test	

YOUR PAID MOVE Meta Reels ads in a tight radius around meal times; click-to-message for catering. Google Local Services Ads now include restaurants (no Verified badge).	WATCH OUT ! Texas TABC: you pay the full cost of alcohol ads (no distributor money); happy-hour pricing ends by 11 p.m.; no 2-for-1 drinks or alcohol coupons for on-premise retailers. ! Alcohol ads on Meta must target 21+.
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Your 90-day scorecard

NUMBER	START	DAY 30	DAY 60	DAY 90
Google profile actions per week (directions, calls, menu and order clicks)				
New Google reviews this month				
Google calls + direction requests				
Posts published (goal: your level)				
Messages / leads from social				

Fill it in on the 1st of each month. Takes two minutes: Google Business Profile > Performance, and your Meta Business Suite insights. Flat for 60 days? Change one thing, not everything.



Home Services

HVAC • PLUMBING • ROOFING • LANDSCAPING

When the AC dies in August, the first company that answers wins. Your job is to be first on the screen and first on the phone.

WHERE YOUR CUSTOMERS LOOK

Emergencies: a mobile search and a call to whoever answers. Planned jobs: neighbor recommendations, Nextdoor, reviews and 2-3 quotes. 9 in 10 people say a neighbor's recommendation influences who they hire, and 60% prefer locally owned.

NEXTDOR HOME MAINTENANCE REPORT, AUG 2026

THE ONE NUMBER TO WATCH

Cost per booked job

YOUR PLATFORMS

- L1** Google, Facebook, Nextdoor
- L2** + Instagram, YouTube Shorts
- L3** + TikTok

DO THIS WEEK

- ☐ Set Google service areas, categories and emergency hours
- ☐ Turn on missed-call text-back so no lead goes cold
- ☐ Have techs text the review link after every job
- ☐ Claim your Nextdoor Business Page
- ☐ Add your license number to every profile and ad

Home Services: the 90-day plan

TICK AS YOU GO

Days 1-30 Answer & ask ☐ Answer within 3 rings or text back in 5 minutes ☐ Review request after every job, same message every time ☐ Weekly Google post: seasonal tip or recent job	Days 31-60 Show the work ☐ 30-second 'what we found' videos from real calls ☐ Before/after of every finished job ☐ Nextdoor: seasonal checklist for your neighborhoods	Days 61-90 Buy the phone calls ☐ Launch Local Services Ads (pay per lead) ☐ Call-only search ads for emergency keywords ☐ Meta lead forms for tune-ups and inspections
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7 posts that work

01 What-we-found diagnostic clip	05 Financing in plain English
02 Before/after of the finished job	06 Neighborhood job map on Nextdoor
03 Pre-summer AC or hurricane-prep checklist	07 Warranty explained in 30 seconds
04 'Who's coming to your house' tech card	

YOUR PAID MOVE Local Services Ads first: pay per lead, now moving into Google Ads as Performance Max pay-per-lead campaigns (plumbing, HVAC, electrical, roofing, lawn care and more from Aug 2026). Then call ads, then Meta lead forms.	WATCH OUT ! Texas HVAC and plumbing ads must show the license number. ! Roofers: never offer to waive, pay or rebate an insurance deductible, and don't advertise claim adjusting.
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Your 90-day scorecard

NUMBER	START	DAY 30	DAY 60	DAY 90
Cost per booked job				
New Google reviews this month				
Google calls + direction requests				
Posts published (goal: your level)				
Messages / leads from social				

Fill it in on the 1st of each month. Takes two minutes: Google Business Profile > Performance, and your Meta Business Suite insights. Flat for 60 days? Change one thing, not everything.



Agriculture, Feed & Hay

Your customers want three things: do you have it, what does it cost, and can you get it to me. Answer all three before they have to ask.

WHERE YOUR CUSTOMERS LOOK

Local and loyal. Availability and price drive the sale, and orders come by phone and text. Facebook groups and word of mouth matter most; Google Maps catches new acreage owners. Commercial producers still lean on websites, print and radio, and digital use is climbing.

AVANT FARM MEDIA STUDY, JAN 2025

THE ONE NUMBER TO WATCH

Order inquiries per week (calls, texts, DMs)

YOUR PLATFORMS

- L1** Facebook, Google
- L2** + Instagram, YouTube Shorts
- L3** + TikTok, Nextdoor

DO THIS WEEK

- ☐ Post what's in stock right now, with photos and prices
- ☐ Add products and prices to your Google profile
- ☐ Start a text list: 'Text HAY to get restock alerts'
- ☐ Ask to join 3 local horse and ranch Facebook groups
- ☐ Pick one day a week for the stock-and-price board

Days 1-30

Be the answer

☐ Stock-and-price board every week, same day

☐ Google post for every new load

☐ Text blast when fresh cuttings arrive

Days 31-60

Be the expert

☐ Winter feeding and drought-pasture tips

☐ Loading-dock and delivery-route videos

☐ Customer animal spotlights (with permission)

Days 61-90

Be everywhere nearby

☐ Facebook radius ads around rural ZIP codes

☐ Google Search ads for 'hay for sale near me' style terms

☐ Bulk and semi-load offer for ranches and feed stores

7 posts that work

- 01

'Hay just in' post: cutting, bale type, price
- 02

Weekly stock and price board
- 03

Barn or loading-dock walkthrough
- 04

Winter horse feeding guide
- 05

Drought and pasture tips with the county extension agent
- 06

Customer animal spotlight
- 07

This week's delivery route

YOUR PAID MOVE

Not eligible for Local Services Ads. Low-cost Facebook radius ads and Google Search ads on buying terms work well because competition is thin.

WATCH OUT

! Texas commercial feed: ad claims can't go beyond the registered label.

! Medicated feed and animal-health claims have FDA limits; use the manufacturer's approved wording.

Your 90-day scorecard

NUMBER	START	DAY 30	DAY 60	DAY 90
Order inquiries per week (calls, texts, DMs)				
New Google reviews this month				
Google calls + direction requests				
Posts published (goal: your level)				
Messages / leads from social				

Fill it in on the 1st of each month. Takes two minutes: Google Business Profile > Performance, and your Meta Business Suite insights. Flat for 60 days? Change one thing, not everything.



Salons & Barbers

Your portfolio is your storefront. People fall for the work on Instagram and book the person who did it.

WHERE YOUR CUSTOMERS LOOK

Instagram portfolio, then Google reviews, then the booking link or a DM. Loyalty follows the stylist. Nearly half of clients are much more likely to come back if they can book 24/7, and 71% have abandoned a booking because it was a hassle.

ZENOTI SALON BOOKING SURVEY

THE ONE NUMBER TO WATCH

New-client rebook rate within 90 days

YOUR PLATFORMS

L1 Instagram, Google, Facebook

L2 + TikTok

L3 + YouTube Shorts, Pinterest

DO THIS WEEK

- ☐ Booking link in every bio, Google profile and DM auto-reply
- ☐ Film one before-process-reveal transformation
- ☐ Get a written photo consent form at the front desk
- ☐ Rebook every client before they leave the chair
- ☐ Post last-minute openings in Stories

Salons & Barbers: the 90-day plan

TICK AS YOU GO

Days 1-30 Show the chair ☐ 2 transformation Reels a week ☐ Stylist highlight reels, one per stylist ☐ Google post: this month's specials	Days 31-60 Teach & trend ☐ 'What to ask your stylist for' explainers ☐ One trend recreation a week, your twist ☐ Review ask at checkout, every client	Days 61-90 Fill the gaps ☐ Click-to-message ads for a new-client offer ☐ Test Local Services Ads (salons, barbers, nails, lash, brow eligible) ☐ Rebooking reminders by text
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7 posts that work

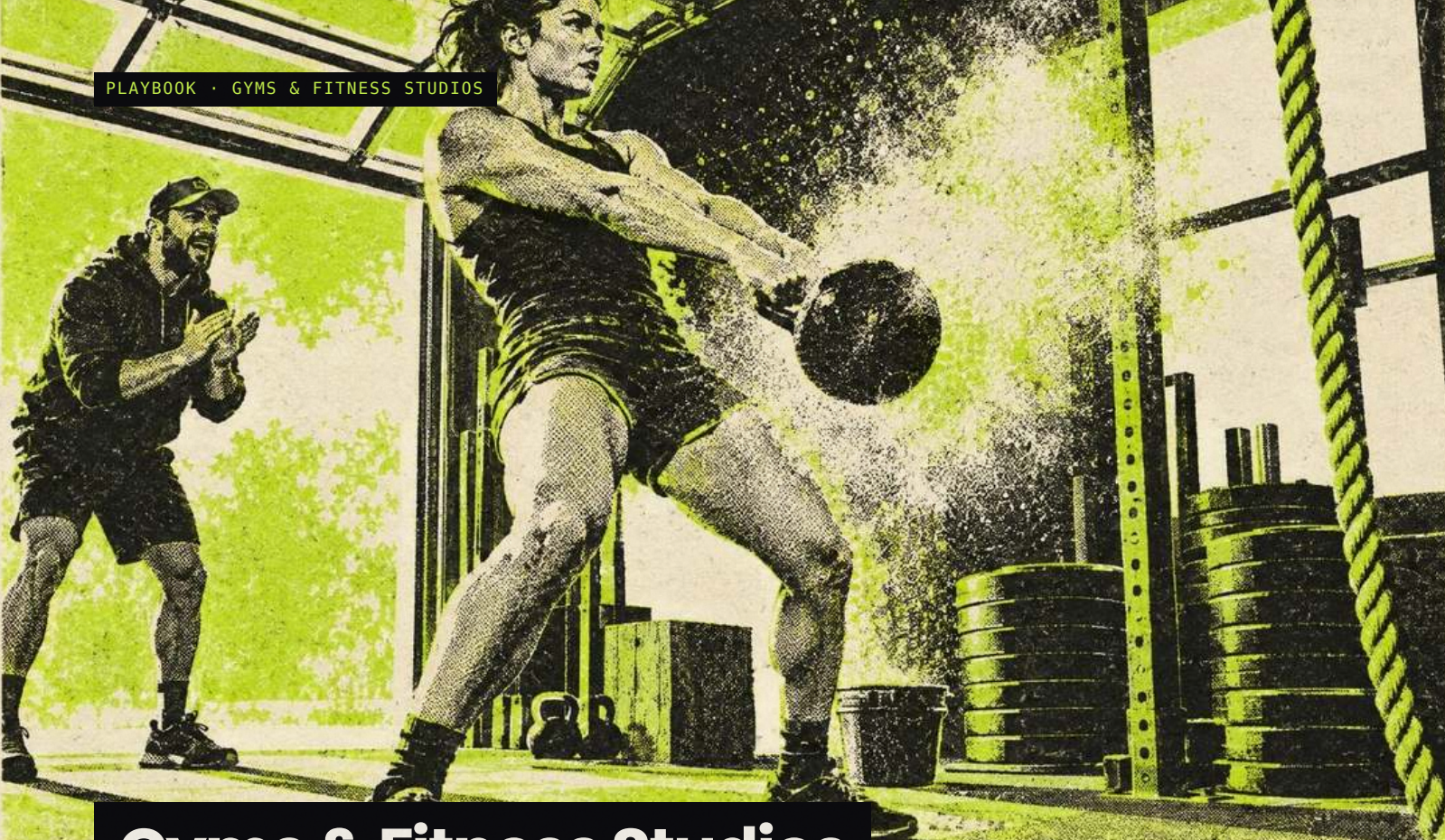
01 Before, process, reveal	05 Stylist day-in-the-chair
02 Barber fade time-lapse	06 Aftercare in 30 seconds
03 What to ask for (with photo)	07 Last-minute openings Story
04 Chair-side reaction (consent)	

YOUR PAID MOVE Meta click-to-message ads with a new-client offer. Beauty categories are now in Google Local Services Ads (no Verified badge).	WATCH OUT ! Written consent before posting any client photo or video. ! Disclose it (#ad) when a client got a free or discounted service for content.
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Your 90-day scorecard

NUMBER	START	DAY 30	DAY 60	DAY 90
New-client rebook rate within 90 days				
New Google reviews this month				
Google calls + direction requests				
Posts published (goal: your level)				
Messages / leads from social				

Fill it in on the 1st of each month. Takes two minutes: Google Business Profile > Performance, and your Meta Business Suite insights. Flat for 60 days? Change one thing, not everything.



Gyms & Fitness Studios

Nobody's afraid of the workout. They're afraid of walking in the first time. Your content's job is to make the first visit feel easy.

WHERE YOUR CUSTOMERS LOOK

A 'new me' moment, a free trial or intro offer, a tour, then membership. Distance is a hard filter, so local reach matters more than reach.

THE ONE NUMBER TO WATCH

Cost per new member

YOUR PLATFORMS

L1 Instagram, Facebook, Google

L2 + TikTok

L3 + YouTube Shorts

DO THIS WEEK

- ☐ Film a 'your first class' walkthrough video
- ☐ Put an intro offer on Google, Instagram and the website
- ☐ Set up a 5-minute text reply for every new lead
- ☐ Introduce one coach on camera
- ☐ Post the class schedule as a Google update

Gyms & Fitness Studios: the 90-day plan

TICK AS YOU GO

Days 1-30 Lower the fear ☐ First-class walkthrough pinned everywhere ☐ Coach introductions, one a week ☐ Weekly class schedule on Google	Days 31-60 Build the tribe ☐ Member stories (consent, 'results vary') ☐ 30-second form tips ☐ Monthly challenge with a leaderboard	Days 61-90 Fill the classes ☐ Meta lead ads for the intro offer ☐ Text follow-up within 5 minutes ☐ January / back-to-school pushes planned 6 weeks early
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7 posts that work

01 Your first class, start to finish

02 Coach intro

03 30-second form tip

04 Member story (consent)

05 Challenge kickoff

06 Weekly schedule post

07 Community event recap

YOUR PAID MOVE

Meta lead ads for an intro offer, followed up by text fast. Personal trainers and yoga studios can use Local Services Ads; general gyms can't.

WATCH OUT

- ! Texas Health Spa Act: facilities selling memberships register with the Secretary of State.
- ! Make cancelling as easy as joining (FTC enforcement).
- ! Meta rejects ads that call out body traits ('Are you overweight?'). Talk about the goal instead.

Your 90-day scorecard

NUMBER	START	DAY 30	DAY 60	DAY 90
Cost per new member				
New Google reviews this month				
Google calls + direction requests				
Posts published (goal: your level)				
Messages / leads from social				

Fill it in on the 1st of each month. Takes two minutes: Google Business Profile > Performance, and your Meta Business Suite insights. Flat for 60 days? Change one thing, not everything.



Real Estate Agents

Most clients come from people who already know you. Social's job is to make sure they think of you first when someone asks.

WHERE YOUR CUSTOMERS LOOK

Referral first: 43% of buyers found their agent through a referral and most sellers come from referrals or repeat business. Then they check your Instagram and Google before calling. Online inquiries are a small slice.

NAR 2025 PROFILE OF HOME BUYERS AND SELLERS

THE ONE NUMBER TO WATCH

Consultations booked per month

YOUR PLATFORMS

L1 Instagram, Facebook, Google

L2 + YouTube, LinkedIn

L3 + TikTok, Pinterest

DO THIS WEEK

- ☐ Film a 60-second 'living in [neighborhood]' guide
- ☐ Ask your last 10 clients for a Google review
- ☐ Add your broker name and TREC notices to every profile
- ☐ Load your sphere into a simple email list
- ☐ Post a just-listed or just-sold Reel

Real Estate Agents: the 90-day plan

TICK AS YOU GO

Days 1-30 Own a neighborhood ☐ One neighborhood guide a week ☐ Just listed / just sold every time ☐ Monthly market update video	Days 31-60 Stay top of mind ☐ Monthly email to your sphere ☐ Buyer myth-busting carousels ☐ Flood-zone and insurance explainers for Houston buyers	Days 61-90 Turn attention into calls ☐ Local Services Ads for agents ☐ Meta ads under the Housing category ☐ Open-house Lives, promoted to the neighborhood
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7 posts that work

01 Living in [neighborhood]	05 Closing-day story
02 Just listed / just sold	06 Flood-zone and insurance explainer
03 60-second market update	07 Open-house Live
04 Buyer myths	

YOUR PAID MOVE Real estate agents can use Google Local Services Ads. Meta ads must run under the Housing Special Ad Category: no age, gender or ZIP targeting, 15-mile minimum radius.	WATCH OUT ! Fair Housing: describe the home, never the ideal buyer ('great for young families' is out). ! TREC: broker name at least half the size of the largest agent/team contact info; IABS and Consumer Protection Notice linked from profiles.
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Your 90-day scorecard

NUMBER	START	DAY 30	DAY 60	DAY 90
Consultations booked per month				
New Google reviews this month				
Google calls + direction requests				
Posts published (goal: your level)				
Messages / leads from social				

Fill it in on the 1st of each month. Takes two minutes: Google Business Profile > Performance, and your Meta Business Suite insights. Flat for 60 days? Change one thing, not everything.



Med-Spa & Dental

People don't book a procedure, they book a person they trust. Teach first, show real results carefully, and the calendar fills.

WHERE YOUR CUSTOMERS LOOK

Dental: an insurance or 'near me' search, then Maps and reviews. Aesthetics: weeks of Instagram research, a DM, then a consult. Both are consult-heavy and price-sensitive.

THE ONE NUMBER TO WATCH

Cost per new patient who shows up

YOUR PLATFORMS

L1 Instagram, Google, Facebook

L2 + TikTok

L3 + YouTube Shorts

DO THIS WEEK

- ☐ Get a HIPAA marketing authorization form for before/after
- ☐ Film one provider-led treatment explainer
- ☐ Write a review-reply template that never confirms someone is a patient
- ☐ Post price ranges or financing options
- ☐ List every service on your Google profile

Med-Spa & Dental: the 90-day plan

TICK AS YOU GO

Days 1-30 Teach ☐ Provider explainers, one a week ☐ Myth vs fact carousels ☐ Google posts for monthly offers	Days 31-60 Build trust ☐ Authorized before/after with 'Actual results may vary' ☐ Recovery day-by-day series ☐ Credential and office-tour posts	Days 61-90 Fill consults ☐ Local Services Ads (dentists, orthodontists) ☐ Google Search ads on treatment terms ☐ Meta ads with neutral health wording and events
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7 posts that work

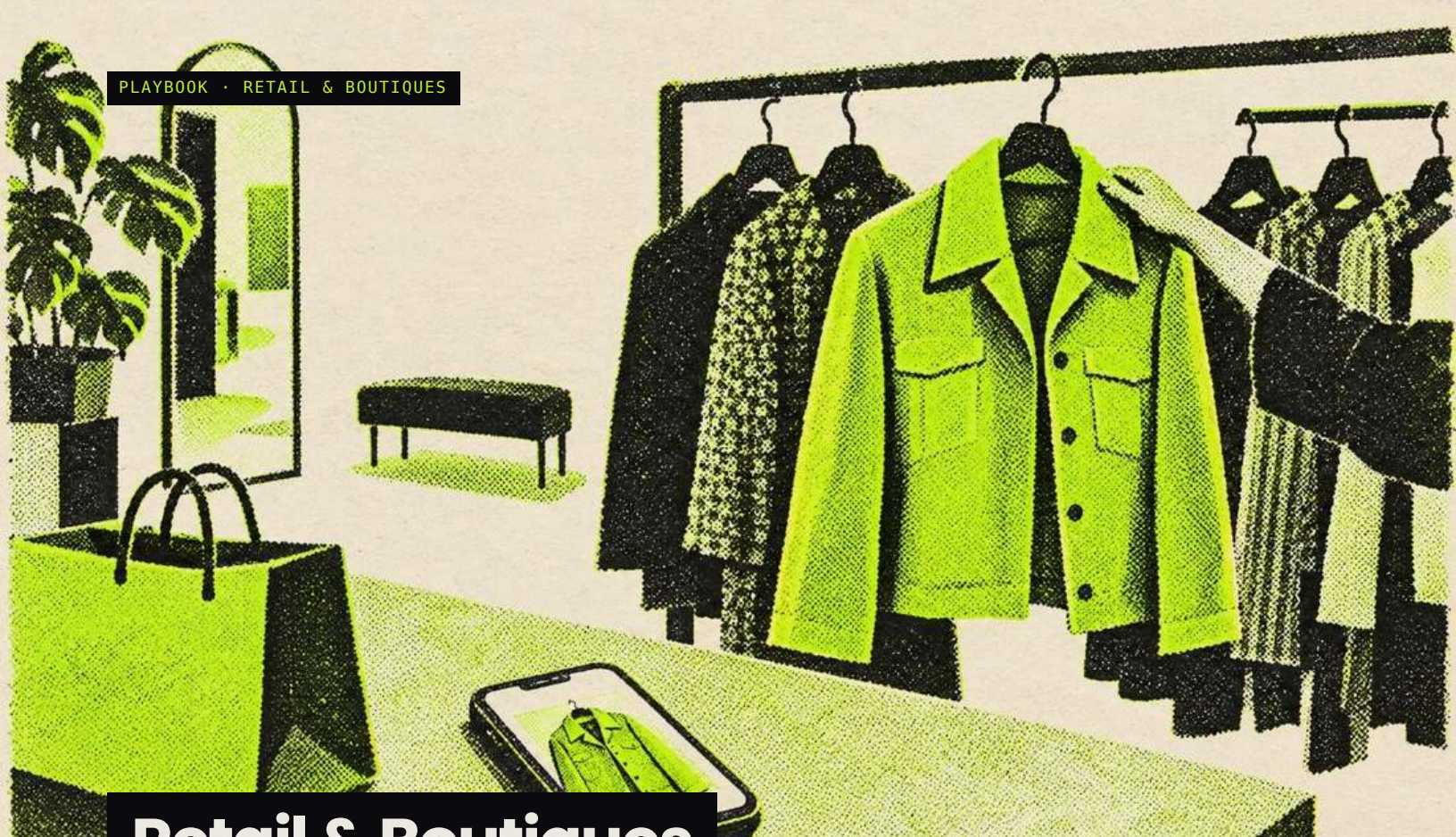
01 Provider explains a treatment	05 Myth vs fact
02 Authorized before/after	06 Office and tech tour
03 Recovery day by day	07 Credential spotlight
04 Price ranges and financing	

YOUR PAID MOVE Dentists and orthodontists can use Local Services Ads. Google Search on treatment terms. Meta limits health advertisers' conversion tracking, so keep URLs and event names neutral.	WATCH OUT ! HIPAA: patient photos need written marketing authorization. Never confirm someone is a patient in a review reply; practices have been fined for it. ! Texas dental: testimonials only from patients of record; photos need consent and 'Actual results may vary'. ! No off-label drug promotion (e.g. weight-loss drugs for anti-aging).
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Your 90-day scorecard

NUMBER	START	DAY 30	DAY 60	DAY 90
Cost per new patient who shows up				
New Google reviews this month				
Google calls + direction requests				
Posts published (goal: your level)				
Messages / leads from social				

Fill it in on the 1st of each month. Takes two minutes: Google Business Profile > Performance, and your Meta Business Suite insights. Flat for 60 days? Change one thing, not everything.



Retail & Boutiques

Your best salesperson is a 15-second try-on video and a fast reply to 'do you have this in a medium?'

WHERE YOUR CUSTOMERS LOOK

Discovery on Instagram or TikTok, a DM asking about size or stock, then a visit or an online order. Google Maps catches 'boutique near me'. Repeat customers are the profit.

THE ONE NUMBER TO WATCH

Returning-customer rate

YOUR PLATFORMS

L1 Instagram, Facebook, Google

L2 + TikTok, Pinterest

L3 + YouTube Shorts, Threads

DO THIS WEEK

- ☐ Film a 'new arrivals' try-on Reel
- ☐ Set a DM auto-reply with hours and a link
- ☐ Add your products to your Google profile
- ☐ Start an email or text list at checkout
- ☐ Photograph your 5 best sellers on a clean background

Retail & Boutiques: the 90-day plan

TICK AS YOU GO

Days 1-30 Show what's new ☐ New arrivals every week ☐ '3 ways to style one piece' carousels ☐ Low-stock alerts in Stories	Days 31-60 Build regulars ☐ Owner's picks series ☐ Customer outfit reposts (permission) ☐ Monthly email/text drop	Days 61-90 Sell more to more people ☐ Meta click-to-message and catalog ads ☐ Local collab pop-up with a neighbor business ☐ Google Performance Max with store goals if your catalog is ready
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7 posts that work

01 New arrivals try-on	05 Local collab pop-up
02 3 ways to style it	06 Packing orders behind the scenes
03 Owner's picks	07 Customer outfit repost
04 Low-stock alert	

YOUR PAID MOVE Meta click-to-message and catalog ads. Retail isn't eligible for Local Services Ads.	WATCH OUT ! Giveaways: 'No purchase necessary', official rules, and a line that Meta isn't involved. ! 'Was \$X' prices must be real recent prices. ! Gifted or paid creator posts need clear disclosure.
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Your 90-day scorecard

NUMBER	START	DAY 30	DAY 60	DAY 90
Returning-customer rate				
New Google reviews this month				
Google calls + direction requests				
Posts published (goal: your level)				
Messages / leads from social				

Fill it in on the 1st of each month. Takes two minutes: Google Business Profile > Performance, and your Meta Business Suite insights. Flat for 60 days? Change one thing, not everything.

Auto Repair & Detailing

Repair is an urgent search you win with ratings and a fast answer. Detailing is a visual craft you win with before/after.

WHERE YOUR CUSTOMERS LOOK

Repair: an urgent Maps search, rating plus distance, a call.
Detailing: an Instagram or TikTok portfolio, a DM for a quote.

THE ONE NUMBER TO WATCH

Call-to-booked-appointment rate

YOUR PLATFORMS

- L1** Google, Facebook, Instagram
- L2** + TikTok, Nextdoor
- L3** + YouTube Shorts

DO THIS WEEK

- ☐ Complete Google services, hours and photos of the bays
- ☐ Film one satisfying before/after
- ☐ Send inspection photos to customers with the quote
- ☐ Ask every customer for a review at pickup
- ☐ Post your certifications (ASE) and warranty

Days 1-30 Be trusted ☐ Before/after every week ☐ Price-transparency explainer ☐ Weekly Google post	Days 31-60 Be the expert ☐ 'What this noise means' clips ☐ Maintenance-interval reminders ☐ Tech spotlights	Days 61-90 Be booked ☐ Local Services Ads (repair, body, tire, detailing and tint eligible since Aug 2026) ☐ Google call ads ☐ Click-to-message ads for detailing packages
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7 posts that work

- 01

Before/after detail
- 02

What this noise means
- 03

Inspection-photo walkthrough
- 04

What a brake job actually costs
- 05

Tech spotlight
- 06

Maintenance reminder
- 07

Interior extraction (so satisfying)

YOUR PAID MOVE

Local Services Ads now cover auto repair, body, tire, brake, glass, A/C, oil change, detailing and tint (no Verified badge). Google call ads for urgent terms.

WATCH OUT

! Texas: don't waive or rebate insurance deductibles.

! Coating and 'lifetime' claims must be backed up.

Your 90-day scorecard

NUMBER	START	DAY 30	DAY 60	DAY 90
Call-to-booked-appointment rate				
New Google reviews this month				
Google calls + direction requests				
Posts published (goal: your level)				
Messages / leads from social				

Fill it in on the 1st of each month. Takes two minutes: Google Business Profile > Performance, and your Meta Business Suite insights. Flat for 60 days? Change one thing, not everything.



Law, Accounting & Insurance

Nobody shares a tax post for fun. They save the one that answers their exact question the week they need it.

WHERE YOUR CUSTOMERS LOOK

Law: an urgent search, reviews, a call. Accounting: seasonal and referral-driven. Insurance: quote shopping and renewal moments. Trust and clarity win.

THE ONE NUMBER TO WATCH

Cost per qualified consultation

YOUR PLATFORMS

L1 Google, LinkedIn, Facebook

L2 + YouTube, Instagram

L3 + Threads

DO THIS WEEK

- ☐ List every practice area or service on your Google profile
- ☐ Record three 60-second answers to your most-asked questions
- ☐ Clean up your LinkedIn company page and your own profile
- ☐ Ask 10 happy clients for a review
- ☐ Check your ad disclaimers with your licensing rules

Days 1-30

Answer questions

☐ One FAQ video a week

☐ LinkedIn post every Tuesday and Thursday

☐ Weekly Google post

Days 31-60

Own the calendar

☐ Tax deadline and hurricane-season checklists

☐ Law or regulation change explainers

☐ Webinar clips

Days 61-90

Book consults

☐ Local Services Ads (many lawyer types, tax pros, planners, insurance)

☐ Google Search on specific practice terms

☐ Retargeting to people who watched your videos

7 posts that work

- 01

60-second FAQ
- 02

Deadline countdown
- 03

Hurricane-season insurance checklist
- 04

Anonymized case study
- 05

Meet the attorney/CPA
- 06

What changed this year
- 07

Webinar clip

YOUR PAID MOVE

Local Services Ads cover many lawyer types, tax specialists, financial planners and insurance agencies (general CPAs aren't eligible). Meta insurance ads must use the Financial Products & Services category.

WATCH OUT

! Texas lawyers: name a responsible lawyer and office location; file ads with the State Bar unless exempt; no promises of results.

! Texas CPAs: no self-praise you can't verify; keep ad copies 36 months.

! Texas insurance: show the licensed name or license number.

Your 90-day scorecard

NUMBER	START	DAY 30	DAY 60	DAY 90
Cost per qualified consultation				
New Google reviews this month				
Google calls + direction requests				
Posts published (goal: your level)				
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GET SEEN · LAW, ACCOUNTING & INSURANCE

30



04

Tools & cheat sheets

The specs, the caption formula, and the scheduler that runs the power hour for you.

The SPM scheduler

Everything in this playbook is built into the SPM scheduler, so the power hour really is an hour.

Plans the month

Pick your business and level; it lays out every post, platform and time.

Checks the rules

Platform limits plus industry compliance: Fair Housing, TABC, HIPAA, deductible waivers, lawyer ad rules and more.

Writes to your voice

Captions, hooks, titles and shot lists, from your brief.

Schedules everywhere

Facebook, Instagram, TikTok, YouTube, LinkedIn, Google Business Profile, Pinterest, Threads and X.

DO IT YOURSELF

\$39 / mo

Your own SPM Social login. Unlimited posts, 8 channels, 7-day free trial.

DONE FOR YOU

+\$299 / mo

We plan, write and schedule about 12 posts a month and send a one-page report.

The caption formula

01 Hook First line earns the tap: a local moment, a price, a problem, a question you hear daily.	02 One useful thing One idea per post. Teach, show or tell one thing.	03 Proof or detail A number, a place, a name, a real photo.	04 One ask Call, book, DM, save, or tap the review link. Just one.
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Cut on sight: elevate, unleash, game-changer, seamless, world-class, one-stop shop, "we are proud to", "don't miss out".

Sizes, limits & windows

Tape this next to your desk. Film everything vertical (9:16) and you can post it almost anywhere.

FORMAT	SIZE	KNOW THIS
Instagram Reel	1080×1920 (9:16)	Under 3 min to be recommended; 5 hashtags max
Instagram post / carousel	1080×1350 (4:5)	Up to 10 slides via schedulers
Facebook Reel / Story	1080×1920 (9:16)	Schedule up to ~29 days ahead in Meta Business Suite
TikTok	1080×1920 (9:16)	Hook in the first 3-6 seconds; native scheduler 10 days
YouTube Short	1080×1920 (9:16)	Up to 3 minutes; needs a searchable title
Google Business Profile	Photo 720×720+, ≤5 MB	Video ≤30 s; no phone number in post text
LinkedIn	1200×627 or 1080×1350	Weekdays; weekly posting doubles engagement
Pinterest	1000×1500 (2:3)	Title 100, description 500, needs a board
Threads	4:5	500 characters; one topic tag
X	16:9	280 characters

Best time to post? Studies disagree. Start at lunch (11-1) on weekdays, then use your own Insights after 30 days. Your audience beats any average.

Where the numbers come from

Pew Research Center, Americans' Social Media Use 2025 (Nov 20, 2025): pewresearch.org/internet/2025/11/20/americans-social-media-use-2025

HubSpot, 2026 State of Marketing (Apr 2026) and 2026 Social Media Marketing Report (Aug 2026): blog.hubspot.com

BrightLocal, Local Consumer Review Survey 2026 (Feb 11, 2026): brightlocal.com/research/local-consumer-review-survey

Buffer, State of Social Media Engagement 2026 (Mar 5, 2026) and Creator Growth Playbook: buffer.com/resources

Sprout Social, The State of Social Media pulse survey (Aug 2026) and Sprout Social Index 2025: sproutsocial.com/insights

Instagram, Original content guidelines and recommendations eligibility: creators.instagram.com

Meta Newsroom, Rewarding original creators on Facebook (Mar 2026) and 2026 performance update (Jan 2026): about.fb.com/news

TikTok Newsroom, Announcement from the new TikTok USDS Joint Venture (Jan 23, 2026): newsroom.tiktok.com

Google Business Profile Help: posts (7342169), photos (6103862), reviews (3474122): support.google.com/business

Google Ads Help, Local Services Ads migration to Google Ads (17213585) and Performance Max for store goals (12971048): support.google.com/google-ads

Search Engine Land, Google expands Local Services Ads categories (Aug 24, 2026)

Nextdoor, Home Maintenance Report (Aug 21, 2026): blog.nextdoor.com

Toast, How guests discover new restaurants (2025-26): pos.toasttab.com/blog/data

NAR 2025 Profile of Home Buyers and Sellers (via nowbarn.com, Nov 2025)

Avant Marketing Group, 2025 Farm Media Usage & Preference Study (Jan 30, 2025)

Zenoti, salon booking survey: zenoti.com/thecheckin

FTC, Final rule banning fake reviews and testimonials (Aug 14, 2024): ftc.gov

Texas rules: TABC marketing practices FAQ; 16 TAC §75.71 (HVAC); 22 TAC §367.10 (plumbing); TDI roofing & insurance; TREC social media rules; 22 TAC §108.57 (dental); Texas Lawyer advertising rules (2021); 22 TAC §501.82 (CPAs); 28 TAC Ch. 21 (insurance); Texas SOS Health Spa FAQ

HHS OCR HIPAA settlements on patient photos and review replies (2019-2025)

Figures are from the sources listed, as of September 2026; platforms change often. Compliance notes are reminders, not legal advice: confirm with your licensing board or attorney.

Rather have us **run it?**

Skewed Perception Media builds the site, sets up the reviews, runs the posts and the ads, and sends you one page a month that says what worked. Houston-based, plain-spoken, no long contracts.

skewedmedia.com

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