

Google My Business Posts: 4x Month

Fully Managed Solution

Our talented team will create one promotional Google My Business post per week for your business. We will communicate with you to gather all the necessary content and insights to develop a GMB posting strategy that suits both your brand and your marketing goals.

What to Expect Next:



Order Form

When you purchase the GMB post service, our Marketing Strategists will be notified of all information, including your agreed upon onboarding call date and time.



Onboarding

Onboarding Call: Our team will conduct an onboarding call with you to gather additional information needed to complete the setup.

- A marketing strategist will work with your business to create a tailored strategy for your social posts.
- We will work to claim your Google My Business listing with your business.
- We will verify the individual from your business who will be responsible for approving the posts.

Important: Please note that our team will not be able to begin work on your GMB posts until we complete the initial onboarding call and gain access to your listing.



5 Business Days

*after the Initial Onboarding Call is Completed

Content Calendar: Our writers create engaging content based on guidelines set by your business. Once the posts are drafted, a copy of the content, links, and images for each post will be emailed to your business. Unlike other social platforms, these posts will disappear after 7 days to promote only the most up-to-date and fresh content.



2 Business Days

*after the client's edits are received and the required assets are provided.

Edits & Revisions: One set of revisions is included.

- If a post in the calendar does not represent your business, we will gladly replace the wording, the image, or the entire post for your business as requested.
- You are also more than welcome to make the edits as you see fit, and we will post it accordingly.

Posting Execution: After you've approved the final posts, we will post it to Google My Business on your behalf!

Please note that if no response is received, we will send a follow up reminder 2 days after the initial approval request. If no response is received 2 days after the reminder, we will post the GMB social posts on your behalf.

Congratulations! Your business is now being advertised and promoted on Google!



Monthly

Monthly Call: One of our marketing strategists will contact your business **every month** to discuss content direction.

- If you would prefer not to participate in a monthly call, let us know! Our marketing strategists will continue to create GMB posts based on previous direction. Similarly, if we are unable to reach you, we will continue to create posts based on guidelines established previously.
- Your business can be involved as much or as little as you want in the creation of your GMB posts.
- You can change the direction of your social posts at any time during these monthly calls.

Important: Please note that our team cannot advertise your promotions and sales if you do not share them with us.

Important Notes:

- The timeline of 7 business days begins from the day we complete the onboarding call.
- Timelines may vary based on your responsiveness, delays in providing the required assets, and for multi-location businesses. **Timeline is considered paused while waiting on your response.** We will send one reminder when waiting on your approval, and if no response is received, posts will go out as drafted.
- We require direct contact with the business owner or business representative via email and phone to ensure we deliver the GMB posts on the timeline outlined above.

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FAQs

Business Expectations:

- Complete an initial onboarding call with our Marketing Strategists.
- Provide promotions, sales, featured items, images, and content suggestions as requested.
- Communicate effectively with us to keep the project on track in order to meet the set deadlines.

What kind of posts will you create for my business?

GMB is the perfect platform to promote your business. We'll work with you to create rich content that engages readers and motivates them to accomplish the goals you're hoping to achieve. A few of the recommended ways to promote a business is to feature special events, encourage appointment bookings, boost blog views, and advertise sales and promotions.

What if I don't like a post once it's been posted to GMB?

If you're unhappy with a post after it's been approved and posted, you can absolutely delete it from the platform. You can also request that one of our Marketing Strategists deletes it on your behalf. A replacement post will not be provided.

Do you provide stock images?

We can absolutely provide stock images if requested and required. However, we recommend that you provide professional images of the business to ensure an authentic and engaging social presence.

Is a monthly content call necessary?

We recommend completing a short content call each month. This helps ensure that our team is able to deliver a social posting strategy that suits your business's needs and targets the right audiences with the promotions and featured items you have shared. If you'd prefer to leave it in our capable hands, we will continue to create GMB posts on your behalf with a more general promotional focus.

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FAQs

Will this product be managed within the social dashboard?

Yes, GMB posts will be published through our social software.

What are the limits for word count on each post?

While GMB allows up to 300-word posts, we strive to follow industry best practices that recommend keeping posts between 80-100 words.

My GMB post disappeared! What happened?

In order to ensure that you have fresh posts in your Google Knowledge Card, Google removes posts 7 days after publication. However, some special exceptions may be made for events at Google's discretion.