

Marketing Engine Toolkit — Read Me First

A simple, repeatable marketing system that generates steady enquiries without needing to ‘be a marketer’.

Most marketing fails because it’s random. This toolkit gives you a basic engine: one clear offer, one weekly rhythm, and a simple way to measure what’s working.

Outcome (what you’ll have completed)

- A clear offer and message that’s easy to promote.
- A 12-week content & campaign plan (so marketing becomes routine).
- A referral and review system (so customers do the selling).
- A simple tracker to measure enquiries and conversion by source.

The order to use these tools

Step	Tool	Why it matters	Time
1	Offer Builder (One-Page)	Clarity: what you sell, who it’s for, and why you’re different.	20–30 min
2	Monthly Campaign Planner	Turns your offer into a simple campaign and weekly actions.	30–45 min
3	12-Week Content Calendar (Excel)	Creates consistency without overthinking.	30–60 min
4	Referral System Scripts + Templates	The lowest-cost lead source when done consistently.	20 min
5	Review Generation System	Builds trust and lifts conversion (especially from Google).	15 min
6	Marketing Metrics Tracker (Excel)	Measure what works so you can double down.	10 min/week

Weekly rhythm (simple and effective)

- Monday: check enquiries + pipeline, choose the one campaign focus for the week (10 min).
- Wednesday: publish 1 useful post (or 1 short video) (20–40 min).
- Friday: ask for 2 reviews + 2 referrals (10–15 min).
- Monthly: review numbers and pick next month's campaign (30 min).