



MELBOURNE, FL · DAVENPORT MARKETING

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Business Growth Playbook

How to build a connected Business Growth Engine™. Visibility, trust, and conversion aren't separate projects — they're one system. This playbook goes deeper than the checklist: how the pieces connect, and exactly what order to build them in.



Why Piecemeal Marketing Fails

Most owner-led businesses have tried a few things — a website refresh, some ads, a push for reviews — without a system tying them together. Each effort helps a little, then fades, because it isn't connected to what happens before or after it.

A real Business Growth Engine™ works because the parts reinforce each other: visibility brings people in, trust signals convince them you're the safe choice, and conversion systems turn that interest into booked work — then the results get measured so you know what to do next.



KEY TRUTH

You don't need more marketing activity. You need the handful of things that matter most, connected into one system, running consistently.

The Four Pillars

Every owner-led service business grows through the same four connected pillars:

1

Easier to Find

Visibility: Google Business Profile, website, and local search presence

2

Easier to Trust

Proof & credibility: reviews, real photos/video, and case studies

3

Easier to Choose

Conversion & follow-up: clear offers, fast response, no lead falling through the cracks

4

Systems & Measurement

Tracking what's working so decisions are based on data, not guesses

Most businesses are strong in one pillar and weak in the others. Growth accelerates once all four are working together.

Where to Focus First (Prioritized)

Don't try to fix everything at once. Here's the order we recommend for fastest results.

Phase 1: Foundation — Find & Trust**HIGHEST ROI**

- Fully claim and optimize your Google Business Profile
- Build a simple, consistent system for requesting reviews
- Add real photos and video of your team, work, and results
- Make sure your website clearly says who you help and what you do

Phase 2: Conversion — Turn Interest Into Bookings

- Add clear calls-to-action on every important page
- Simplify lead capture forms and confirm they work correctly
- Set up fast, automated follow-up for every new lead
- Make your offer specific and easy to say yes to

Phase 3: Systems — Measure & Improve

- Track calls, form submissions, and booked jobs in one place
- Review results monthly and adjust based on what the data shows
- Know your approximate cost per lead and best-performing sources
- Connect your website, Google profile, and follow-up system so they work together

PRO TIP

Fix the pillar that's weakest first — a single broken link (like slow follow-up) can undo the gains from everything else you're doing well.

Common Mistakes That Stall Growth

- ✗ Running one-off marketing tactics that aren't connected to a bigger system

- × Investing in visibility while ignoring trust and follow-up
- × Generating leads with no fast, reliable way to respond to them
- × Never measuring what's actually working, so budget goes to guesswork
- × Expecting one channel (ads, SEO, referrals) to carry all the growth

"The businesses winning right now aren't the biggest or best-funded. They're the ones with a clear strategy, consistent execution, and systems that turn visibility into booked work — without the owner chasing every opportunity."



Ready to build a real Business Growth Engine™?

Fractional CMO for owner-led service
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