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GROWTH SOLUTIONS

# PRACTICAL DIGITAL HELP FOR TRADES BUSINESSES

An overview of Souck's growth solutions, how a project runs and how to start.

WHO WE ARE

# SOUCK IS AN INSTITUTION THAT ADVANCES PUBLIC UNDERSTANDING OF CRAFTSMANSHIP PRIDE IN SKILLED WORK AND TRADES.

The institution achieves its mission using films, community engagement and small business growth programs that primarily focus on skilled work and trades.

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BRAND AND MARKETING

# HELP CUSTOMERS FIND YOU AND CHOOSE YOU

### BRANDING

A logo, colours and a voice customers recognize on the truck, the website and every invoice.

### WEBSITES

Fast, clear sites that make it easy to call or book.

### LOCAL SEARCH

Google Business Profile, listings and pages that answer real questions.

### ADVERTISING

Google Ads and social campaigns built around the jobs you want.

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BUSINESS SYSTEMS

# KEEP EVERY LEAD, QUOTE AND JOB ON TRACK

### CRM SETUP

Every lead, quote and customer in one place.

### AUTOMATION

Reminders, follow-ups and invoices that run on their own.

### BUSINESS SOFTWARE

Scheduling, quoting and job tools that fit how you operate.

### ANALYTICS

See where calls come from, what they cost and what to keep.

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HOW A PROJECT RUNS

# FROM FIRST CALL TO RESULTS

1

## CONVERSATION

A free call about your business and your goals.

2

## PLAN

A written plan, scope and price.

3

## BUILD

We set it up and keep you updated.

4

## LAUNCH

We go live and train your team.

5

## REVIEW

Monthly reporting in plain numbers.

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WHO WE WORK WITH

# TRADES AND THE SERVICE BUSINESSES AROUND THEM

- Construction
- Electrical
- Plumbing
- HVAC
- Landscaping
- Auto repair
- Manufacturing
- Logistics
- Cleaning
- Restaurants
- Accounting
- Professional services

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NEXT STEP

# TALK TO A BUSINESS ADVISOR

The first conversation is free and carries no obligation.

souckinc.com/book · 1-888-218-9374 · contact@souckinc.com

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