



The Smart Guide to Small Business Marketing Packages

How to cut the fluff, allocate your budget,
and buy solutions instead of services.

66.3%

of small businesses spend less than \$85/month on marketing. This isn't a budget. It's a guarantee of failure.



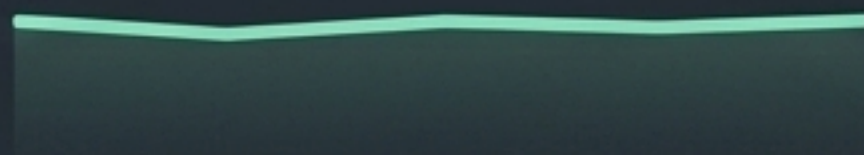
The Root Problem

Packages are built to be easily sold by agencies, not to solve your specific business problems.



The True Cost of Growth

Maintenance



5% of gross revenue.

To sustain current position.

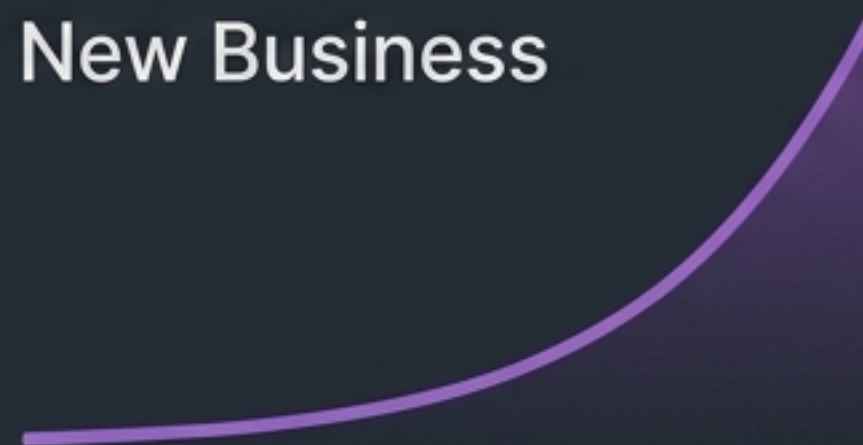
Sustained Growth



7–10% of gross revenue.

For businesses 5+ years old.

New Business



12–15% of gross revenue.

Buying visibility in the first 3 years.

The 70/20/10 Rule

70% - Proven Channels

Double down on what works (e.g., Local SEO).

20% - Experimentation

Test new formats with strict limits.

10% - Unreplicable Brand

Original photos, events. Things AI can't fake.

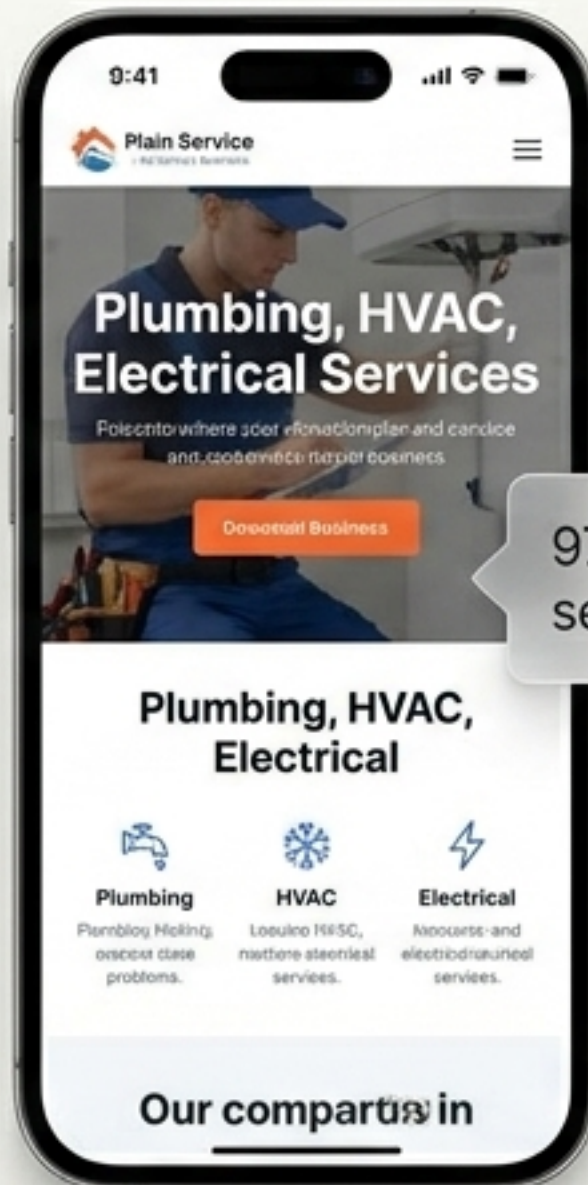


The Non-Negotiable Core

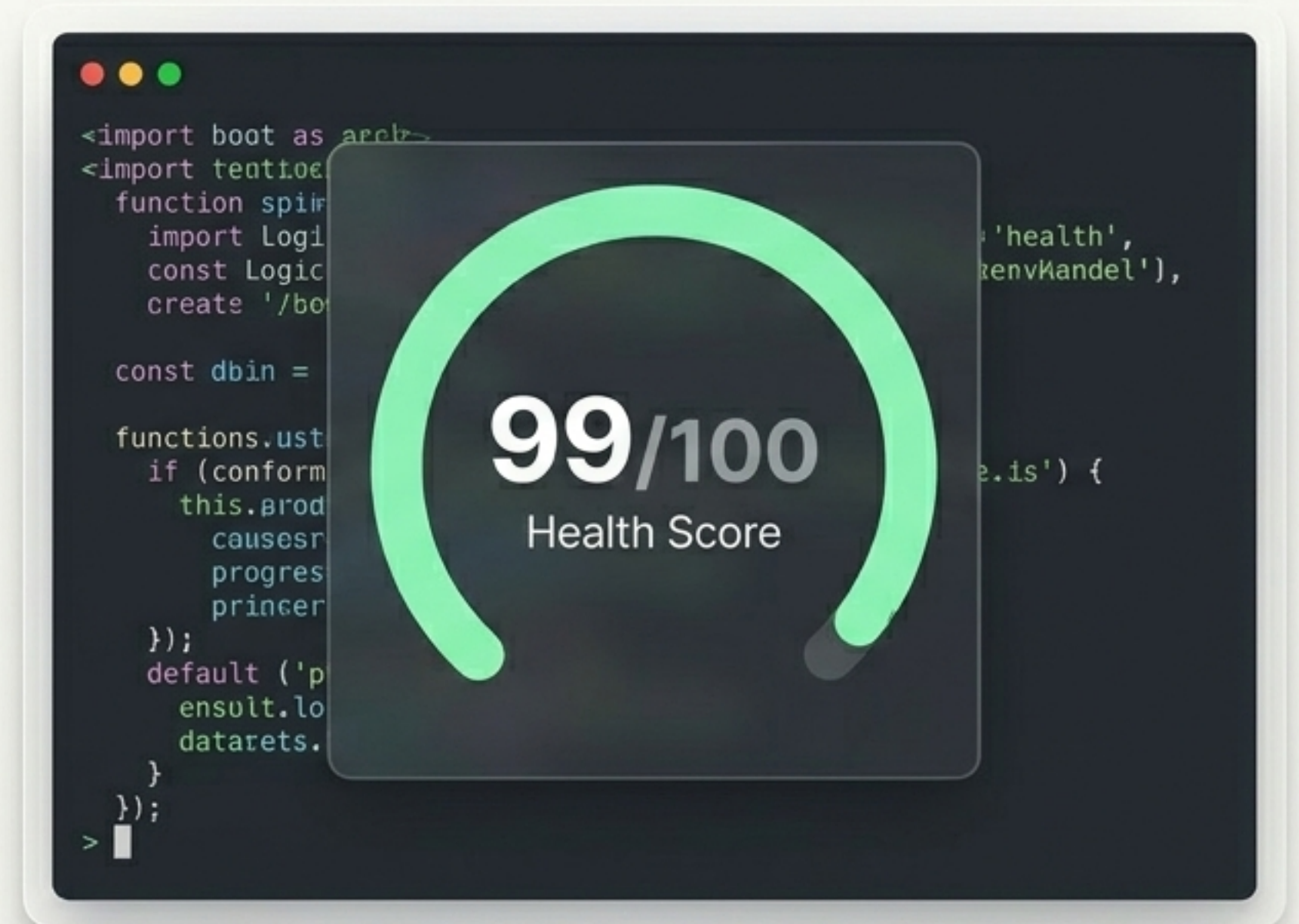
Four elements every business needs, regardless of niche.

1. Technical Audit

Fix the leaks before pouring the traffic. A slow, broken site ruins any marketing investment.

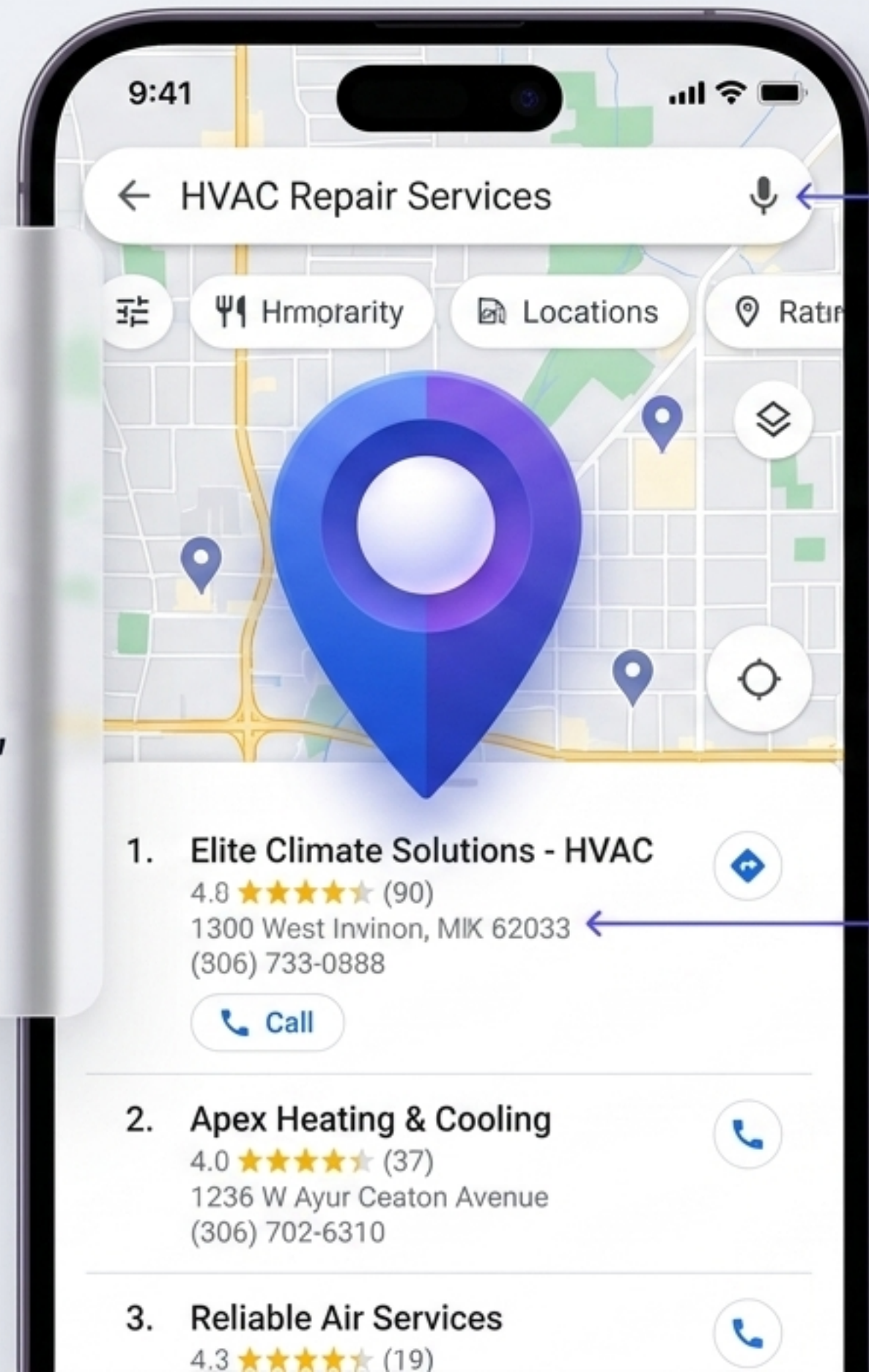


97% of consumers search online.



2. Local & Organic SEO

Own your backyard. Zero cost-per-click, continuous traffic, and compounding long-term value.



Commercial
Intent Keywords

NAP Consistency

Elena S. ★★★★★
Excellent service! The team was professional, and service, but bad custom and services were ahead
✓ Responed 2 days ago

Mark D. ★★★★★
Excellent service! The team was professional for permimnd quotes, and bral a stoen service.
✓ Responed 2 days ago

Sarah L. ★★★★★
Excellent service! The team was sest tetam was professional. Compasted. Can ...
delivered service and internority.
✓ Responed 2 days ago

David K. ★★★★★
Thank you for your wonderful review aing quality recement, and service. Ha
or:rono.
✓ Responed 2 days ago

Emily R. ★★★★★
Excellent service! The team was professional and deselraning fally needed te
nxsre our services and heating service.
✓ Responed 2 days ago

✓ Replied Actoue

Reply

Thank you for your wonderful review! We're thrilled to hear about your positive experience.

- Customer Success Team.

Cancel Reply remis

Replied

3. Review Management

90% check reviews before buying. You need a systematic process, not just hope.

4. Business-Centric Reporting

Measure what pays the bills.
Reject reports based solely
on traffic.

Impressions

4.5M

Clicks

12.3K

Pageviews

8.7K

Sales

\$150,000

Inbound Calls

1,200

Calls

Form Submissions

450

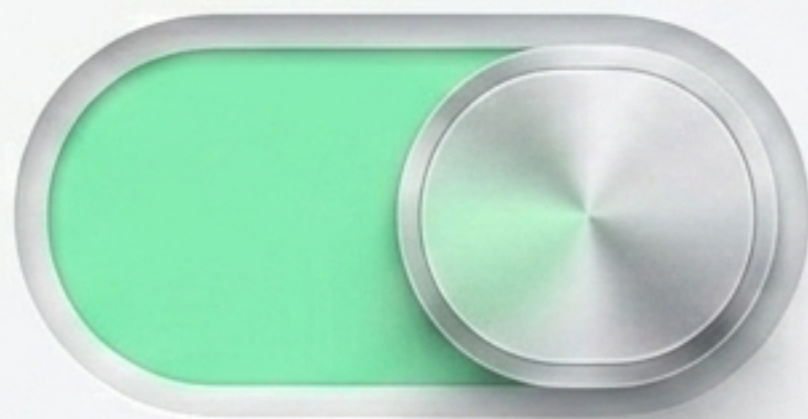
Submissions

Total Revenue

\$150,000

Conversion Rate

3.75%



The Contextual Stack

Where agencies hide fluff to inflate package prices.
Turn these on only when the context is right.

Contextual Triggers: Social & Ads



Only if your product is highly visual (e.g., remodeling). 3 generic posts a week is a waste.



Only if spending >€1,000/mo. Otherwise, the 15-20% agency fee eats your entire ROI.

Contextual Triggers: Content & Email



Requires keyword search volume and strategy. "1 article a month" is a placeholder, not a strategy.



Highly profitable, but only if you have an existing customer base to email.

The Hidden SaaS Tax

Businesses waste thousands on overlapping software subscriptions. Audit your current tools before adding new services.



€500 - €2,000/mo

The Four Red Flags



The Price Reality Check

< €500/mo

€500 – €1,500/mo

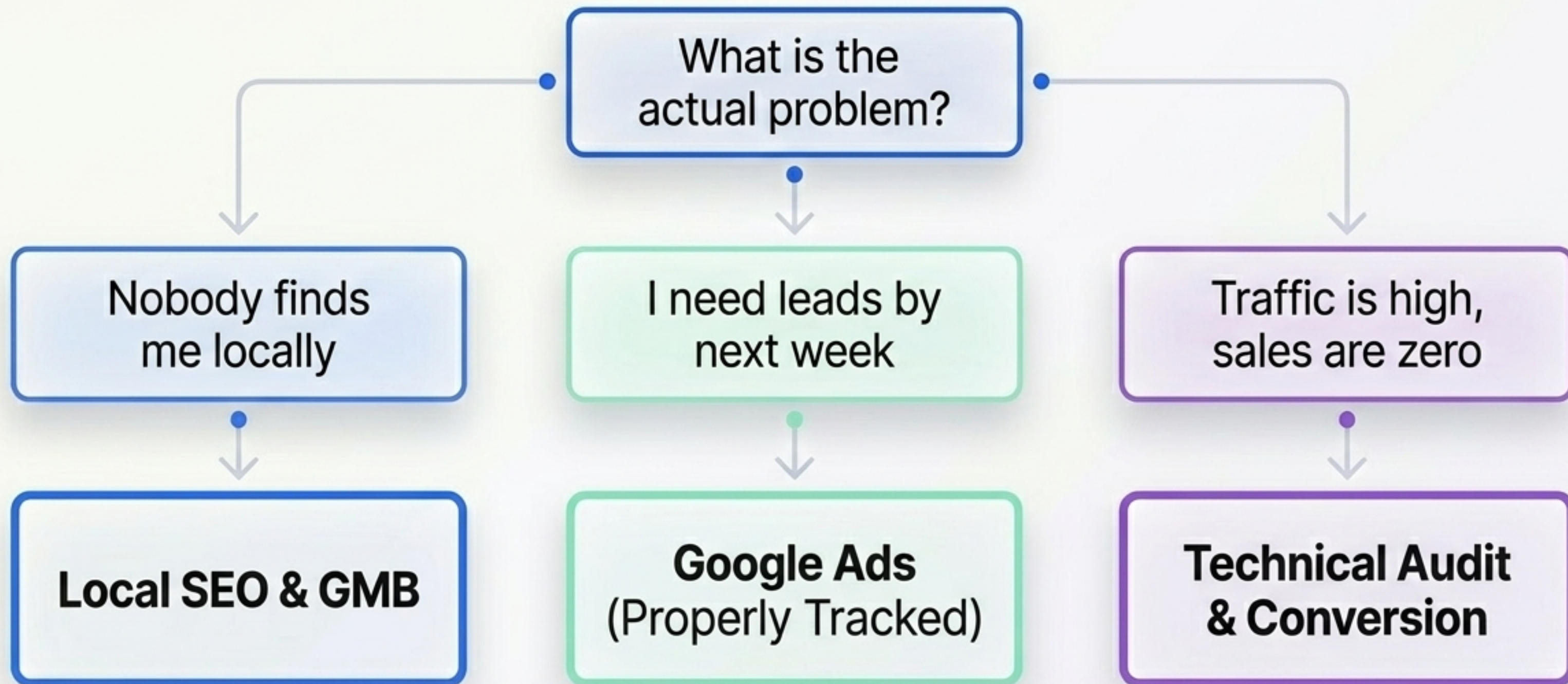
**€1,500 –
€3,500+/mo**

Automated
software. No real
human work.

Basic Local SEO,
Reviews & Core.

Complete
multi-channel
management.

Define Your Actual Problem



The Ultimate Agency Filter

 Screenshot this



1. What are the exact monthly deliverables? (Not just "services")



2. What metrics define success, and what is the timeline? (SEO takes 3-6 months).



3. What is the contingency plan if results fail?



4. Do I retain full admin access and data ownership?



Don't buy a package.

Buy a solution to a
specific problem.

WISSEO