

# What to Post When You're Too Busy to Post

## A Simple Social Media Plan for Waikato Service Businesses

A practical guide to staying visible, building trust, and getting remembered without spending hours creating content.



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# The Real Problem

Most businesses don't need better social media. They need consistency.

Social media usually fails for one reason.

It's not posted consistently.

The business gets busy.

Posting becomes random.

Pages go quiet.

Then when someone checks you out, they see:

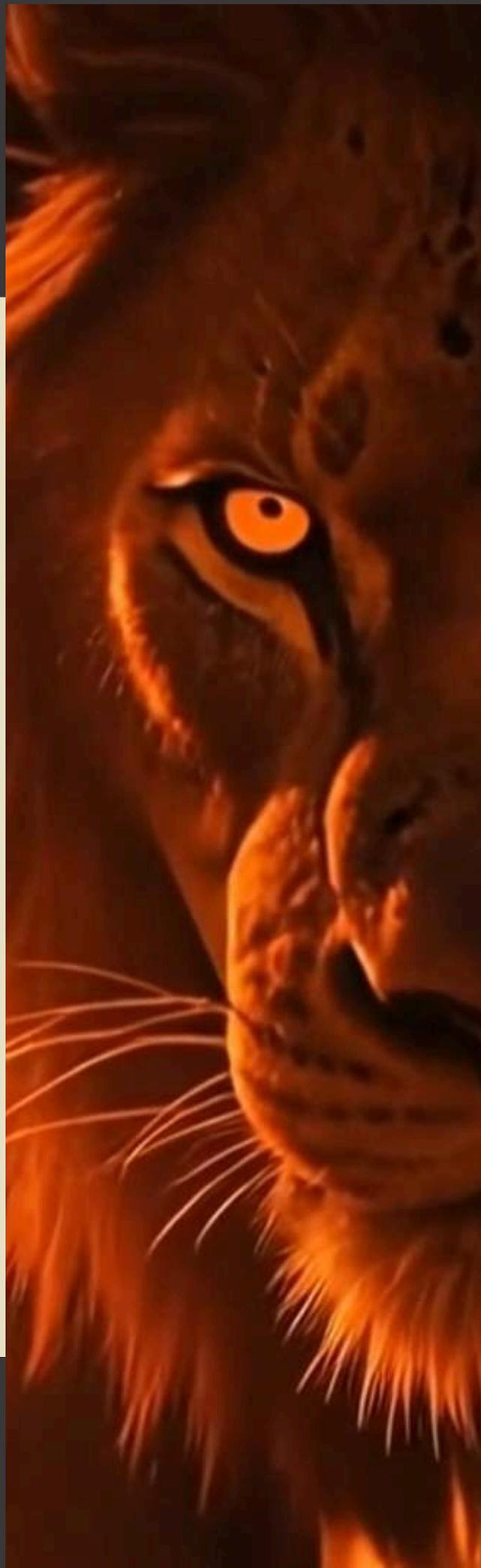
- old posts
- inconsistent tone
- no recent work
- and nothing that builds confidence

Even referrals check your socials before they call.

If your pages look inactive, it creates doubt.

The goal is not to become an influencer.

The goal is to look active, credible, and worth choosing.



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# What Social Media Is Really For (Plain English)

## Social media is your credibility layer

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For service businesses, social media has three real jobs:

### **1) Stay visible**

When people need your service, you want them to remember you.

### **2) Build trust**

Photos, proof, and reviews make people feel safe choosing you.

### **3) Make you look established**

Consistency signals professionalism.  
Your social media doesn't need to be clever.

It needs to be clear and consistent.

If you do that, it supports everything else:

- your website converts better
- your SEO gets more clicks
- your funnels get better results
- your referrals turn into enquiries faster



# The Simple Weekly Posting Plan

What to post each week  
(without overthinking it)

You don't need to post every day.  
A simple plan that works is 3 posts per week.

Here's the structure:

## **Post 1: Proof**

Show your work.

- before and after
- job in progress
- finished result
- behind the scenes

## **Post 2: Trust**

Build confidence.

- a customer review
- a short story about a job
- a common customer concern you solve
- why people choose you

## **Post 3: Clarity**

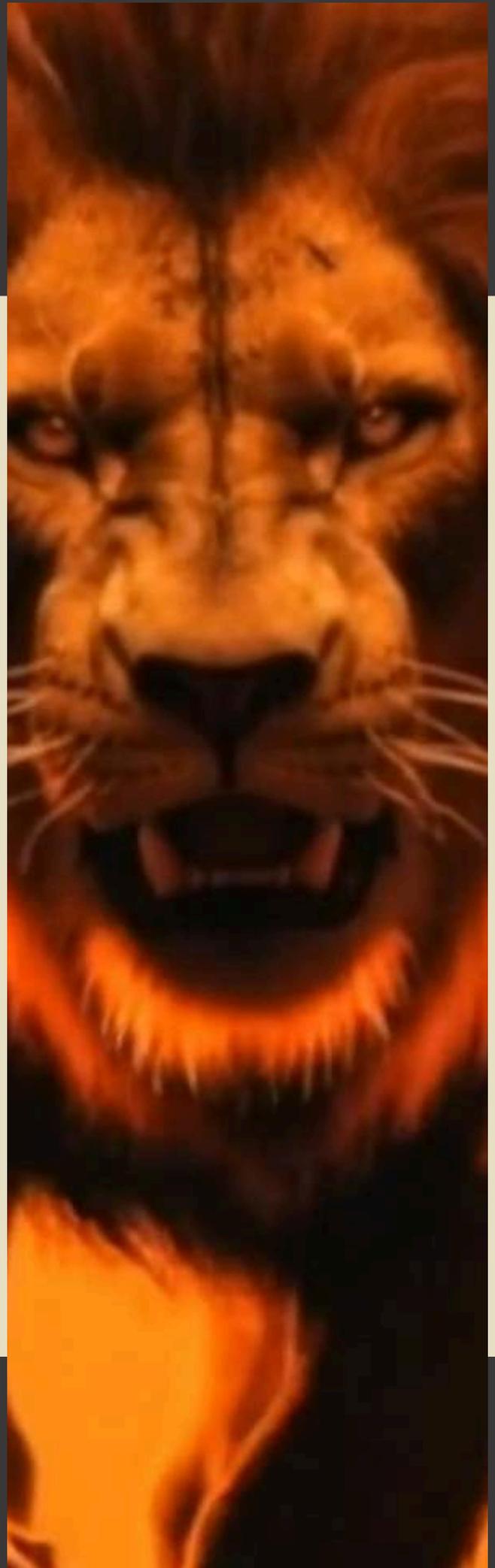
Explain what you do.

- a service breakdown
- pricing guidance
- what to expect
- the process
- who your service is for

Repeat this weekly.

Proof. Trust. Clarity.

That's what gets attention and builds credibility.



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# What Content Gets the Best Results

The content that actually makes people stop scrolling

The highest-performing content for service businesses is not fancy graphics.

It's real.

Here's what works best:

## **Photos of real work**

People want to see what you actually do.

## **Short phone videos**

Talking to camera, walking through a job, explaining a service.

## **Customer reviews**

A review post builds trust fast.

## **Before and after**

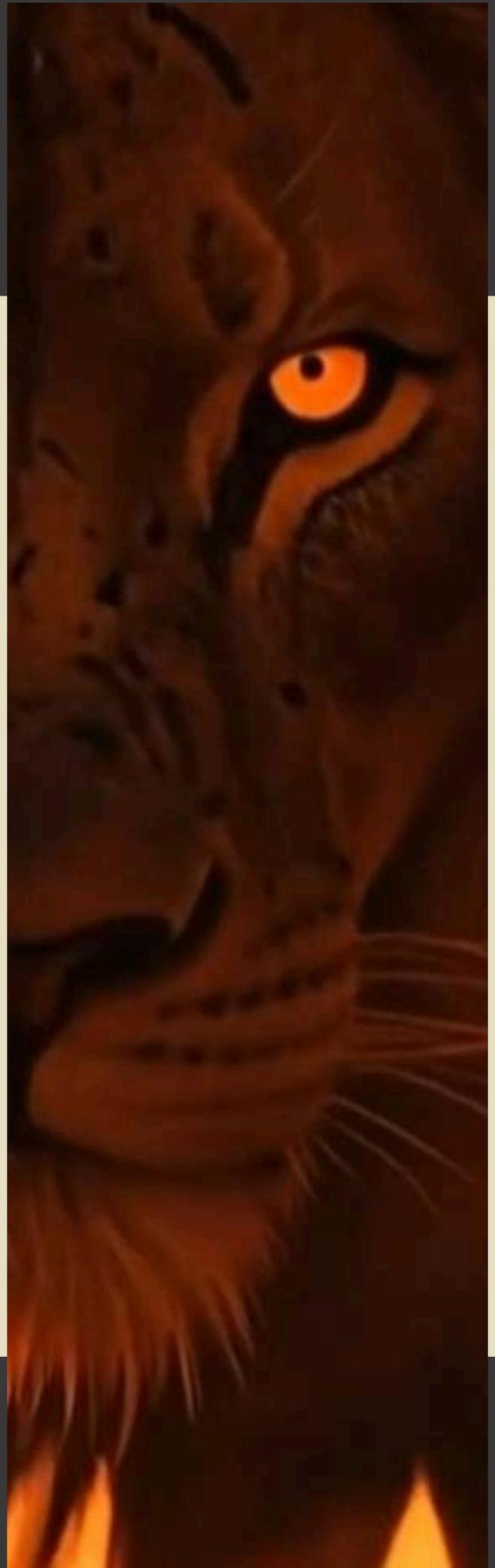
These are simple and powerful.

## **Your face**

People trust people. A business that hides looks less trustworthy.

You don't need studio quality content.

You need consistency and proof.



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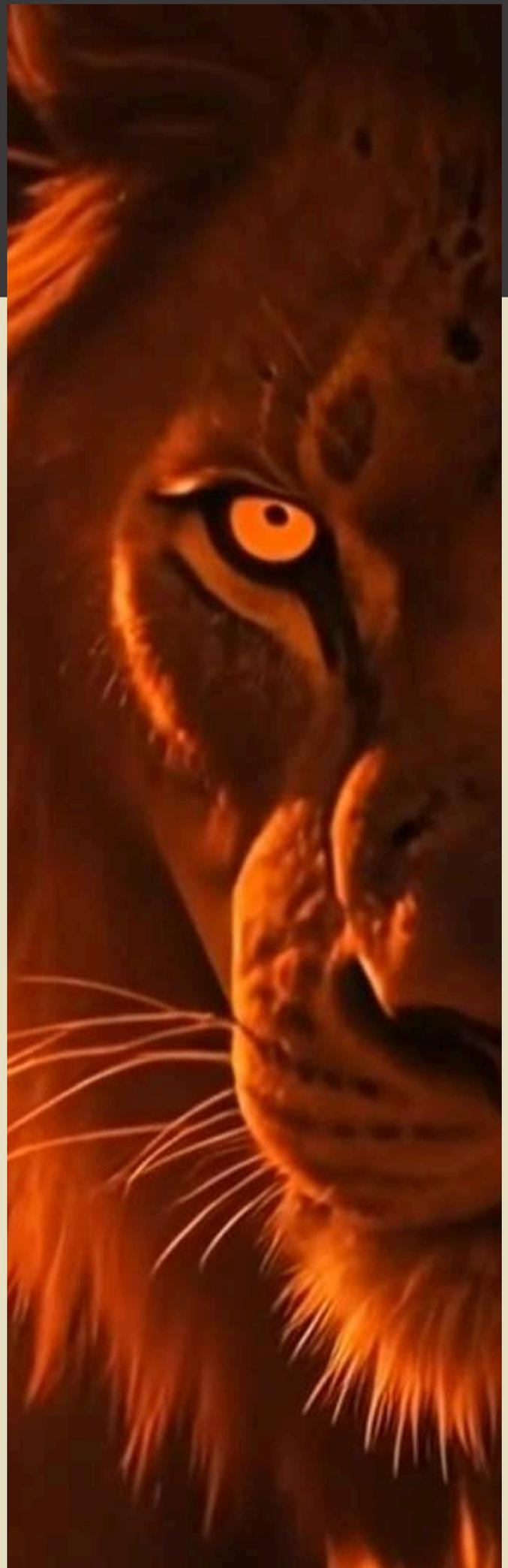
# The Most Common Social Media Mistakes

If your social media isn't working, it's usually one of these

Here's what causes most businesses to struggle:

- posting only promotional content
- posting too rarely
- posting generic quotes and stock images
- talking like a corporation instead of a real local business
- inconsistent tone
- no photos of real work
- no reviews
- no clear service messaging
- no call to action
- overthinking the content and doing nothing

The best social media strategy is showing up consistently with real proof.



# Social Media Readiness Checklist

Tick what's true today

- You have photos of your work
- You can capture short videos on your phone
- You have reviews and testimonials
- You can send a few photos or clips each week
- You can approve content within 48 hours
- You want to look active and trustworthy online
- You want consistent messaging
- You want social media handled properly
- You want to be remembered in your local area
- You want a simple system, not random posts

If you ticked 7 or more, you're ready to build a strong social presence.

If you ticked less than 7, your next step is to gather proof and get a simple plan in place.



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# Growth Readiness Checklist

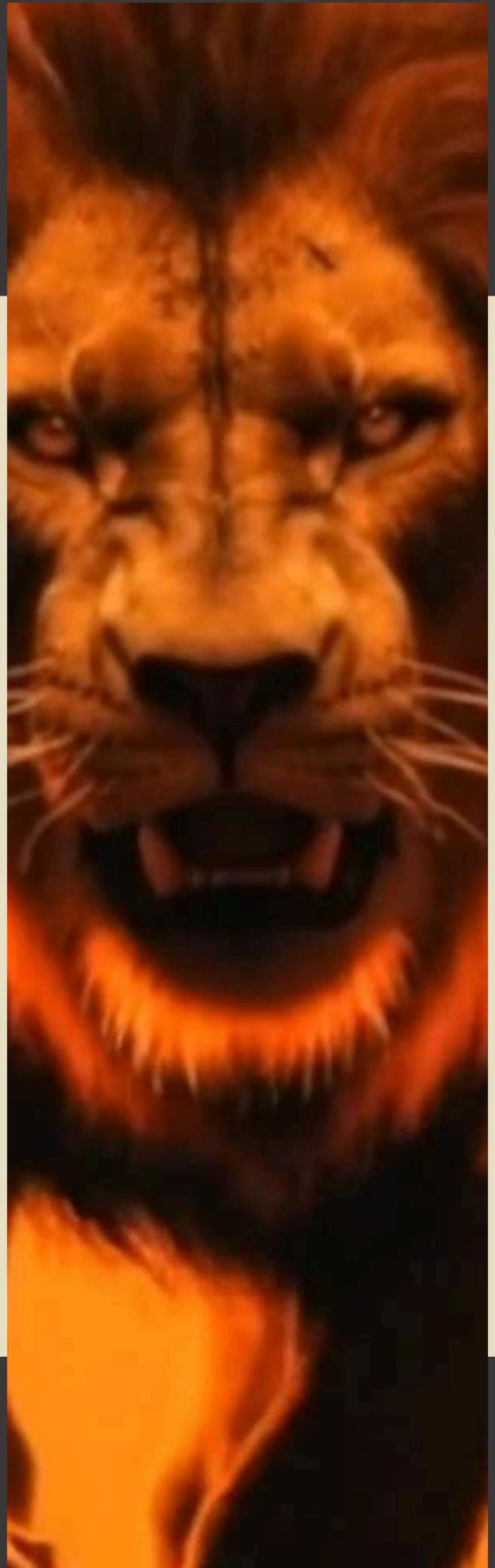
Is your business ready for a growth system?

Tick what's true today:

- You want more enquiries and better clients
- You can handle more work if the enquiries increase
- You have photos of your work
- You have at least 5 reviews
- You can follow up leads the same day
- You can approve drafts within 48 hours
- You're willing to record simple video content
- You want to be found on Google Maps
- You want a system you can build on long term
- You want a plan, not random marketing

If you ticked 7 or more, you're a strong fit.

If you ticked less than 7, the best next step is still a discovery call so we can identify what needs to be fixed first.



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# Closing

## Next Step

If you want social media content handled properly so your business stays visible and trusted, start with a free discovery call.

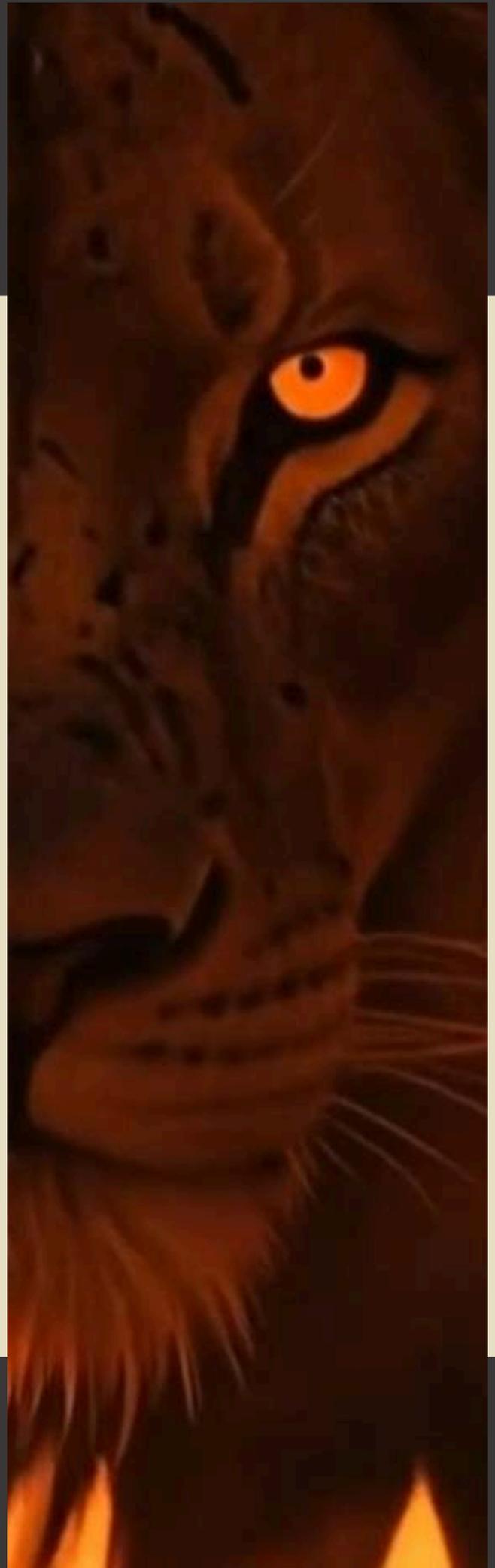
If there's a real opportunity for growth, you may be offered a free 2-hour growth mapping session for qualified businesses.

**Book your discovery call:**

[dnp-marketing.co.nz/free-discovery-call](https://dnp-marketing.co.nz/free-discovery-call)

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