



GRAPEVINE  
MARKETING

# TRADES GROWTH DIVISION

Predictable Leads.  
Booked Jobs.



## Structured Growth Systems for Trades Businesses

- Ai-Driven Marketing
- Automation
- Authority Positioning



[admin@grapevinemarketing.co](mailto:admin@grapevinemarketing.co)



<https://trades.grapevinemarketing.co>



Call/WhatsApp us for more info  
**+44 7779 253759**



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## **Built for: Trades Businesses That Want Consistency**

**Most trades businesses rely on:**

- **Word of mouth**
- **Checkatrade / MyBuilder etc.**
- **Referrals**

**Resulting in “Feast and famine” months.**

**That works... until it doesn't!**

**We build structured growth  
systems that create:**

- **Consistent enquiries**
- **Faster follow-up**
- **Better quality jobs**
- **Higher average job value**
- **Authority in your local market**

**No gimmicks.  
No random ad spend.  
Just engineered lead flow.**



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## The Hidden Cost of Unstructured Growth

Most trades businesses  
lose revenue through:

- Missed calls during busy hours
- Slow response to new enquiries
- Leads going cold before quotes are sent
- Competing on price instead of authority
- No follow-up after quotes
- No system for reactivation

You don't need more chaos...  
You need systems.



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# How We Build Predictable Growth

We install a complete lead generation and follow-up ecosystem:

1. Paid Lead Campaigns

2. Automated Follow-Up Systems

3. Ai Voice & Chat Bots

4. Ai-Optimised Local SEO

5. Optional Dedicated Follow-Up VA

Everything works together.  
No isolated tactics.

## **Paid Lead Generation Campaigns**

**Designed for trades businesses that want:**

- **Local authority positioning**
- **Premium job enquiries**
- **Consistent pipeline building**



**Includes:**


- **Market positioning strategy**
- **Offer design**
- **Creative production**
- **Campaign build**
- **Ongoing optimisation**
- **Reporting**

**Platforms:**

**Meta | Tik-Tok | Google | Localised targeting**

**We do not chase cheap leads.  
We engineer booked jobs.**

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## Automated Follow-Up Systems

The difference between enquiries and booked jobs is follow-up.

### We build:

- Instant response systems
- SMS + email follow-up
- Missed call text-back automation
- Quote follow-up sequences
- Lead reactivation campaigns.

This alone typically increases booking rate by 20–40%.



## **Ai Voice & Chat Bots for Trades**


**Never miss another enquiry.**

### **Our Ai systems can:**

- **Answer calls 24/7**
- **Pre-qualify jobs**
- **Book appointments directly**
- **Handle common questions**
- **Route urgent jobs**
- **Website chat bots can:**
- **Capture leads**
- **Qualify project value**
- **Direct into booking**

**This turns your website  
into a conversion machine.**

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## **Ai-First Local SEO**

**Get recommended by AI searches**

**Visibility is changing.  
Search is now Ai-driven.**



**We build:**


- **Authority-based local content**
- **AI-optimised service pages**
- **Structured content clusters**
- **Location dominance pages**
- **Internal authority architecture**

**This ensures:**

- **You are found**
- **You are trusted**
- **You are positioned above competitors**

**Not just ranking -  
but authority positioning**

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## Case Study:

- **Adeel: Garden Room Supplier**
- **Location: London**

### Before:

- **Inconsistent leads**
- **Reliant on Checkatrade**
- **Slow follow-up**

### After:

- **Structured lead flow**
- **Automated follow-up**
- **£12 lead cost - UK average was £25.**
- **Increase in ROI**
- **Scaling**

**Systems create leverage.**



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# Why Grapevine Marketing?

**We are not a generic agency.**



**We specialise in:**


- **Structured systems**
- **Ai integration**
- **Automation-first growth**
- **Commercial positioning**

**We focus on:**

- **Profit**
- **Booking rate**
- **Authority**
- **Long-term visibility**

**Not vanity metrics.**

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## **Ready To Build a Predictable Pipeline of Booked Jobs?**

**We will:**

- Analyse your current systems**
- Identify revenue leakage**
- Map out a structured growth plan**
- Show you what's possible**

**Message the number below and Book A Strategy Call**

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## Main Features of Each Monthly Plan

If you can't find an exact plan to suit you, we can make it bespoke so you can add or take away features

<b>Features:</b>	<b>Solo Trader Package</b>	<b>Small Team Package</b>	<b>Large Team Package</b>	<b>Scaling Package</b>
<b>Tik-Tok or Facebook &amp; Instagram Ads</b>	£497	£497	£497	£497
<b>Facebook or Instagram</b>	-	-	-	£200
<b>Get found online - no ads SEO/Ai-first</b>	-	-	-	£395-£1750
<b>Get found on Google Maps</b>	-	-	-	£350
<b>Google Ads (Ad-Spend Extra)</b>	-	-	-	£395
<b>Chat Bot on website &amp; Voice Bot Receptionist</b>	-	-	£325	£325
<b>Automation platform + Email &amp; Messaging Follow-up</b>	-	£295	£135	£135
<b>WhatsApp Messaging</b>	-	-	-	£23
<b>Website Management</b>	-	-	-	£200
<b>Total Monthly (Ad-Spend Extra)</b>	<b>£497/mth</b>	<b>£792/mth</b>	<b>£957/mth</b>	<b>£2520/mth</b>
<b>Additional Ad Budget</b>	<b>£5 - £20 /day</b>	<b>£10 - £45 /day</b>	<b>£10 - £45 /day</b>	<b>£20 - £75 /day</b>
<b>Management Plan</b>	<b>From £497 /mth</b>	<b>From £792 /mth</b>	<b>From £957 /mth</b>	<b>From £2520 /mth</b>
<b>Pay in Full - 6 Months</b>	-	<b>From £4052 (save £700)</b>	<b>From £5142 (save £700)</b>	<b>From £14120 (save £1,000)</b>



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## OTHER SERVICES

- **WEBSITE UPDATE - modernise and improve SEO - from £250**
- **WEBSITE BUILD - for new websites - from £450**
- **LinkedIn - FREE advice for optimisation and automating messages**

If you can't see a service you require,  
please ask. Thank you.


Ann, Ewan and the team  
Grapevine Marketing - Trades




**Ann Vasey**

Business Account

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# Contact Details and Booking Links



**Ann Vasey**

Business Account

 WhatsApp.com

WhatsApp



Book a call



Visit Website



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