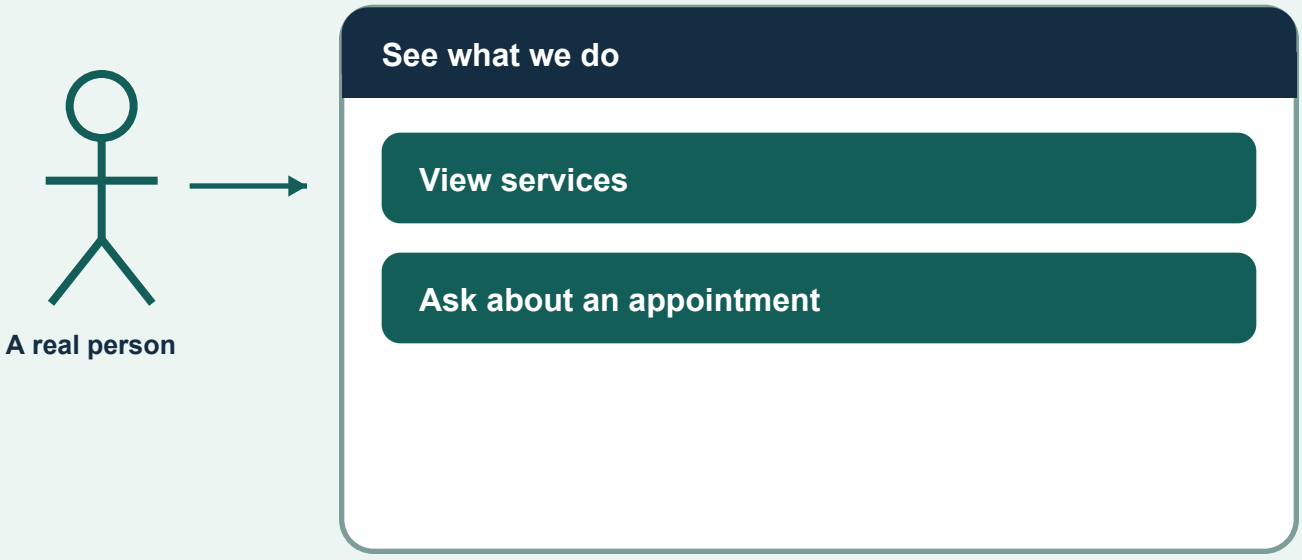
Show people how you can help

What this means

Marketing is showing the right people something useful about your business and giving them an easy next step.

A real-life example

A pet groomer posts a before-and-after photo, with permission, and explains how to ask about an appointment. The post links to the same page as the grooming van QR sign.



Simple teaching picture. Example business; not a live screen.

Your job

Try the route yourself. Use the tools you already have, and ask for help at the first confusing step.

Step by step: start here

1

Choose a person to help.

For example, 'local dog owners looking for a groomer'. Do not try to speak to everyone in one message.

2

Choose one useful thing to show.

Share an approved photo, a clear explanation or an answer to a common question. Only use pictures and claims you have permission to share.

3

Write an everyday message.

Try: 'A fresh trim for a busy dog. See our grooming services and ask about an appointment here: [link].' Replace the link with your real page.

Picture the route



Before you continue

Explain the first three steps in your own words. If a link, account or permission is missing, write that down before moving on.

Finish the task and check it

4

Choose where it belongs.

Use the business page your customers already follow, an approved printed sign or another suitable place. Direct emails and texts need the appropriate permission.

5

Try the next step yourself.

Open the post link or scan the sign. Can you read the service details and send an inquiry? Have the business owner approve the final message before sharing.

6

Look for useful results.

Record genuine inquiries or bookings and ask how people found you. Likes and views can be interesting, but they are not the same as customers.

How you know it worked

A real person can understand what you offer and follow one working next step.

Show someone the result on your phone. If you get stuck, write which step stopped you and ask for help with that step.