

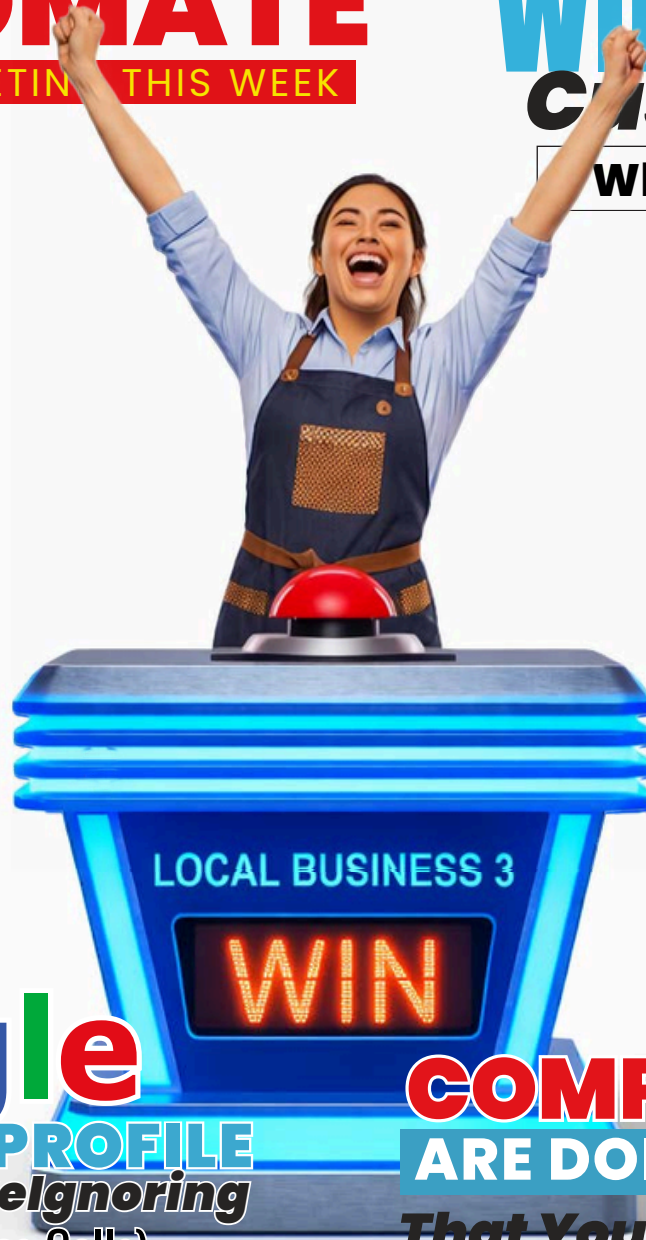


PROSPEROUS

SMALL BUSINESS
MAGAZINE

5 THINGS YOU CAN
AUTOMATE
IN YOUR MARKETING THIS WEEK
(FOR FREE)

How to
WIN BACK
Customers
Who Ghosted You



THE
Google
BUSINESS PROFILE
Feature You're Ignoring
(That Actually Drives Calls)

WHAT YOUR
COMPETITORS
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That You're Not... Yet!

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Welcome To Prosperous Small Business Magazine

Thanks for checking out our 137th

issue of Prosperous Small Business Magazine, your online marketing resource guide for small business. Each month we will be covering topics that resonate with local businesses just like yours.

Our goal is simple. We want to enable you to do big things online, and it all starts by breaking down the complexities of marketing your business online.

It doesn't matter if you're just starting out, or an established business owner in your local community, you can always benefit from increasing your brand's visibility online.

To your Success,

Eddy Hill

Grand Master Prosperite

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Prosperous Small Business is the leading small business marketing service in the (insert area) for over (insert years). We help small businesses connect with more customers online.

If you want to build your business, you need to market, it's that simple. But you can lose thousands of dollars if you don't know what you are doing. So we urge you to take action with some of the strategies we recommend.

For a more "hands off" approach, we offer affordable solutions that can deliver results. We hope you enjoy this issue of Prosperous Small Business Magazine and feel free to reach out to us anytime.

HOW TO WIN BACK CUSTOMERS WHO GHOSTED YOU



Every local business owner has them — the customers who used to come in regularly, who said, “We’ll definitely be back,” who genuinely loved what you do... until they disappeared. No complaint. No bad review. No dramatic exit. Just silence. Here’s the uncomfortable truth: most businesses never follow up.

They assume those customers are gone forever or, worse, they pretend not to notice. But lapsed customers are one of the most profitable opportunities sitting inside your business right now. Not new leads. Not cold traffic. Not more ad spend. The people who already said yes once. And here’s what makes that so powerful — you don’t have to convince them. They already trust you. They already experienced what you do and liked it enough to come back at least once.

That’s not a cold lead. That’s a warm relationship that just needs a nudge. The cost to reactivate a lapsed customer is a fraction of what it costs to acquire a new one, and the conversion rate is dramatically higher. Most businesses are leaving that money on the table every single month without even realizing it.

Let’s talk about how to bring them back — intelligently.



First: Why Customers Ghost

Before you launch a “Wemissyou!” email blast, understand something important: most customers don’t leave because they’re angry. They leave because a competitor ran an ad at the right moment, life got busy, routines changed, they forgot — or you stopped showing up. That last one stings.

The average small business dramatically reduces communication after the initial sale. Fewer posts. Fewer emails. Fewer reminders. No retargeting. Out of sight becomes out of mind. And if you’re not consistently visible, your competitor will happily take that mental real estate.

The Numbers Make This Obvious

Acquiring a new customer costs five to seven times more than retaining an existing one. Increasing retention by just 5% can increase profits by 25–95%, according to Harvard Business Review. Yet most marketing budgets are still spent chasing strangers. Win-back campaigns are not desperation plays.

They’re smart allocation of attention. They focus on people who already trust you enough to have paid once — and who are far easier to re-engage than a cold lead scrolling past your ad.

STEP 1:

DEFINE “GHOSTED” PROPERLY

You can't win back what you haven't identified. Look at your data and set a clear lapse window based on your buying cycle.



For restaurants,
that might be
60–90 days.



For salons,
6–8 weeks.



Auto service
businesses
might look at
6–12 months.



Gyms often
define it as **30 days**
inactive. Retail may
be 90–120 days.

Pull a list of customers who haven't returned within your normal cycle. That's your audience. Not everyone. Not random followers. Actual paying customers who went quiet.

STEP 2:

STOP SENDING GENERIC “WE MISS YOU” MESSAGES

Nothing screams low-effort like, “Hi, we haven't seen you in a while. Here's 10% off.” That's not compelling. That's lazy.

Instead, make your outreach specific and contextual.

“Most people schedule their winter tune-up around this time — want us to check your system before the cold hits?” Or, “You usually book your color every eight weeks. We're holding a couple spots this week if you want one.” Or even, “You grabbed our VIP Special last year — we updated it for this season.”

That's not spam. That's relevance. And relevance reactivates.



STEP 3:

USE MULTI-TOUCH, NOT ONE SHOT

One email is not a campaign. A real win-back sequence unfolds over time. You might start with a friendly reminder, follow up with value-driven content related to their last purchase, introduce an incentive if needed, layer in a scarcity angle, and close with social proof that highlights what customers are loving right now.

Customers rarely respond to the first touch, especially if they've already drifted. Consistency signals confidence, and confidence builds trust.

STEP 4:

PERSONALIZE BASED ON BEHAVIOR

This is where most local businesses drop the ball. If someone came in for brake service, don't send them a generic oil change promo unless it's relevant to timing. Segment based on last service, purchase category, time since last visit, average spend, and loyalty status.

Even light segmentation dramatically increases re-engagement. It shows you're paying attention — which, ironically, is what they wanted in the first place.



STEP 5:

LAYER IN RETARGETING ADS

Here's where it gets pro-level. Upload your inactive customer list into Meta or Google Ads and run simple awareness campaigns within a tight radius around your business. Show a reminder reel. Share a testimonial.

Highlight what's new this season. You're not targeting strangers. You're reinforcing familiarity. Sometimes customers don't need a discount. They just need to see you again. A modest \$5–\$10 per day retargeting campaign aimed at former customers can produce absurd ROI because the trust gap is already closed.

STEP 6:

GIVE THEM A REASON TO RETURN — NOT JUST A DISCOUNT

Instead of slashing prices, give them a practical reason to come back. Maybe you've opened up a few faster appointment slots. Maybe you added online booking. Maybe you introduced a new service customers have been asking for.

Maybe you're offering returning clients a small complimentary add-on or perk. Most local customers don't need a coupon. They need a reminder — and a reason that makes sense in real life.

People come back for novelty, attention, and ease — And if you do use an incentive, frame it as appreciation, not desperation. "Because you've supported us before..." That language matters.

STEP 7:

AUDIT WHY THEY MIGHT HAVE DRIFTED

If a large chunk of customers are ghosting you, it might not be marketing. It might be experience. Long wait times. Unreturned calls. Stale social media.

Outdated Google photos. No follow-up after purchase. A win-back campaign can bring people back once. Only operational excellence keeps them. Before you spend money chasing ghosts, make sure your house isn't quietly pushing them out.

STEP 8:

AUTOMATE IT

This shouldn't be a one-time "let's try this in January" project. Set up a CRM trigger when someone hits your lapse window. Automate reminder emails and SMS follow-ups. Sync retargeting audiences. Review your inactive list monthly.

Retention systems outperform reactionary marketing every time. And once built, they quietly reactivate revenue you would have otherwise lost.



What a Good Win-Back Campaign Actually Feels Like

It doesn't feel pushy. It doesn't feel needy. It doesn't feel like a clearance sale. It feels like, "We noticed. We care. Here's something useful."

Customers don't want to be hunted. They want to be remembered.

The Bigger Picture

Most businesses obsess over growth but ignore recovery. Win-back campaigns are recovery marketing.

They stabilize revenue, improve lifetime value, reduce dependency on constant new lead generation, and make your marketing more resilient. In a world where attention is fragmented and loyalty is thinner than ever, that stability matters.

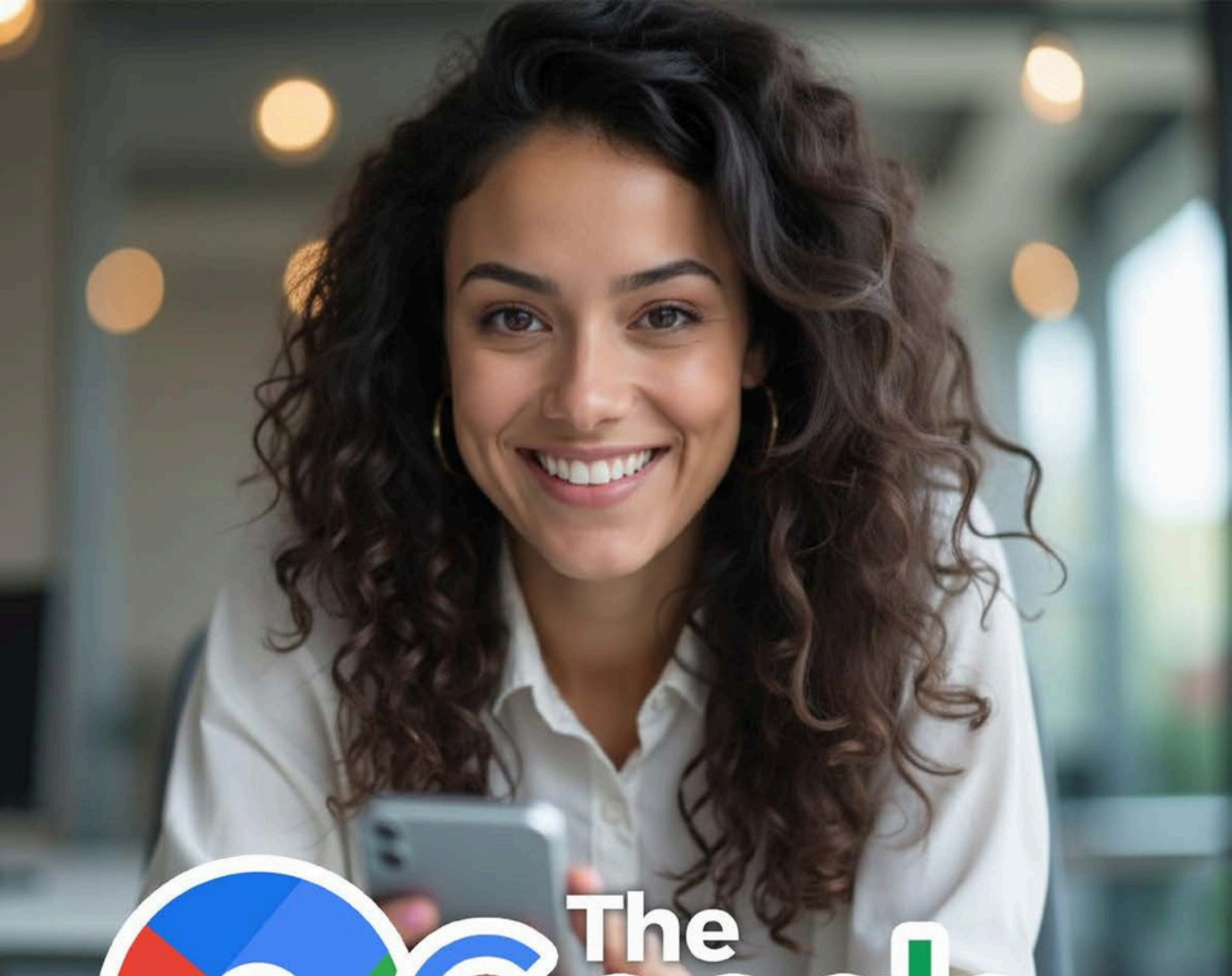
Final Thought

If someone paid you once, there was a reason. Your job isn't to beg them back. It's to remind them why they chose you in the first place.

Do that consistently — with relevance, timing, and visibility — and you'll turn "ghosted" customers into some of your most loyal ones.

And that's a whole lot cheaper than chasing strangers every month.





The Google Business Profile Feature You're Ignoring

(That Actually Drives Calls)

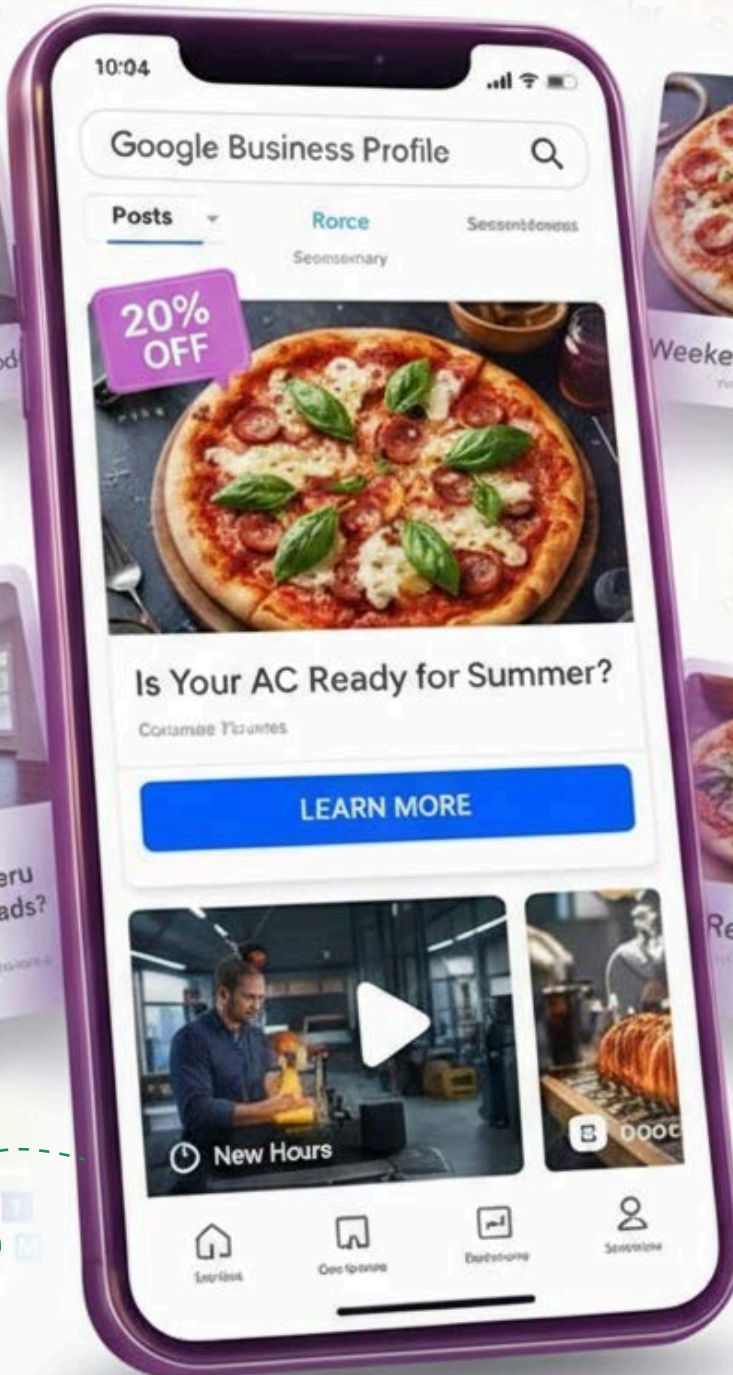
Most local businesses obsess over reviews. And they should. Reviews influence trust, rankings, and conversion rates.

But while everyone is chasing five-star ratings and auto-mated review funnels, there's another feature sitting quietly inside your Google Business Profile that directly impacts whether someone calls you – and most businesses either ignore it completely or treat it like filler content.



Google Business Profile Posts

These aren't social media updates. They're not blog articles. They're short updates that appear directly inside your Google listing when someone searches for your business or your service category. And unlike social content, which fights for attention in a crowded feed, GBP Posts show up at the exact moment someone is evaluating whether to contact you.



That timing matters.



When someone searches for your business, they're not casually browsing. They're assessing. They're comparing reviews, scanning photos, checking hours, and subconsciously asking, "Is this business active and reliable?" An inactive profile feels neglected, even if everything else is technically correct. An active profile feels operational and current. Google may not publicly confirm that posting improves rankings, but it

consistently rewards completeness, freshness, and engagement across its ecosystem. More importantly, customers respond to those signals. Activity communicates stability. Stability builds confidence. Confidence drives calls.



The Mistake Everyone Makes

The problem is most businesses treat GBP Posts like Instagram. They post generic updates — “Happy Friday!” or “Call us today!” — as if volume alone will move the needle. It won’t. Searchers aren’t looking for entertainment.

They’re looking for clarity and reassurance. If someone searches “brake repair near me,” they don’t need a motivational quote. They need confidence that you understand their problem and can solve it.

That’s where strategic posts come in. A service spotlight post explaining the warning signs of failing brake pads will outperform a generic “We offer auto repair” update every time. An FAQ-style post answering how long a roof replacement takes builds more trust than a stock photo with a vague slogan.

A seasonal reminder about furnace maintenance in early fall will generate more calls than a blanket “Book Now” graphic. Specificity is what converts intent into action.



Where GBP Posts Actually Appear

One of the most overlooked advantages of GBP Posts is where they appear in the buying journey. These updates surface when someone is already searching. This is bottom-of-funnel visibility. You're not interrupting someone's scroll; you're reinforcing their decision while they're actively evaluating options.

Posts appear directly in your Knowledge Panel — that box on the right side of desktop results or the card on mobile. They often show up before reviews, which means they're part of someone's first impression. Every post includes a call-to-action button — Call Now, Book, Learn More, Order Online.

That means someone can search, see relevant content, click a CTA, and contact you without ever visiting your website. That frictionless path to action is powerful, especially for mobile users wanting quick decisions.

And here's what most businesses miss: Posts expire after seven days. Your listing can look stale even if you posted two weeks ago. Google doesn't leave old posts up. They disappear. Which is why consistency isn't optional — it's the entire strategy.



The Types of Posts That Convert

Offer Posts:

Time-sensitive promotions that create urgency. "Spring maintenance special — \$79 tune-up this week only" outperforms "We offer maintenance services" every time. Make it specific, time-bound, and valuable.



Post

What's New Posts:

Announce new services, expanded hours, equipment upgrades. "We just added Saturday appointments" is useful information. "New commercial-grade equipment means faster turnaround" differentiates you from competitors.



Post

Event Posts:

Open houses, community events, seasonal promotions. Even service businesses can use this: "Free roof inspection day — April 15th, limited slots."



Post

Update Posts:

Seasonal tips, common questions answered, process explainers. "3 signs your furnace needs replacing before winter" or "What to expect during a home energy audit" provide value while positioning you as the expert.



Post



The businesses winning with GBP Posts aren't just posting for posting's sake. They're answering questions prospects ask themselves right before making contact.



What Makes a Post Actually Work

You have up to 1,500 characters, but most people won't read past the first 100. Front-load the value. Lead with the benefit, the offer, or the answer. If someone has to click "Read more" to understand what you're saying, you've already lost them. Images are non-negotiable. Posts with images get significantly more engagement than text-only updates.

But skip the stock photos. Use real photos of your work, your team, your location. Authenticity outperforms polish. A photo of your crew installing a new system beats a generic handshake stock image every time. CTAs need to match intent. Offering a discount? Use "Get Offer" or "Call Now," not "Learn More." Sharing educational content? "Learn More" makes sense. Promoting an event? "Sign Up" is the move.



The Posting Schedule That Works

The good news: you don't need to post daily. Consistency matters more than frequency. Once per week is enough to signal activity. Twice per week reinforces momentum. The goal isn't flooding your listing with content. The goal is demonstrating that your business is current and engaged. Batch-create your posts.

Sit down once a month, write 8-10 posts, pair them with images, schedule them out. Spend 90 minutes once a month instead of scrambling weekly.

Theme your posts: Week

- 1: Educational tip Week
- 2: Service spotlight or offer Week
- 3: Customer success story Week
- 4: Seasonal relevance

This keeps content varied and strategic without reinventing the wheel every week.

Content Calendar

Monday	Tuesday	Tuesday	Wednesday	Triday	Friday
			1	2	3
			Week 1: Educational Tip		
			1	2	7
			Educational Tip		\$49 Air...
			9	10	11
			CustomerStory		
			16	17	17
			Customer Success Story		Spring Sale
			23	24	25
			Week 4: Seasonal Relevance		

This keeps content varied and strategic without reinventing the wheel every week.



Why Most Businesses Fail at This

The biggest mistake is treating posts like an obligation instead of an opportunity. Businesses post because they heard they should, not because they've thought through what resonates with someone in the decision-making moment.

Another failure: posting for three weeks, seeing no immediate spike, and quitting. GBP Posts aren't a light switch. They're a signal that compounds over time. Consistent posting tells Google your business is active. It tells customers you're engaged. That cumulative effect matters more than any single post.

And here's the truth: if your posts aren't driving results, they're probably not relevant. "Happy Monday!" isn't relevant. Every post should pass the "So what?" test.

If a potential customer reads it and thinks "So what?" instead of "That's exactly what I needed to know," rewrite it.



The Bigger Picture

Stop asking “What should we post this week?” and start asking “What question is a customer thinking right before they call us?” If you’re a salon, address timing and treatment misconceptions. If you’re in home services, explain early warning signs of system failure. If you’re a dentist, clarify what patients can expect during procedures. If you’re retail, highlight what’s new and why it matters. You’re not posting content. You’re removing hesitation.

And hesitation is often the final barrier between search and call. This matters as search evolves. AI summaries, voice queries, and localized results are reshaping discovery. Google prioritizes profiles that feel complete and actively managed. GBP Posts contribute to that completeness.

They may not be dramatic or flashy. But layered consistently over time, they strengthen visibility, reinforce authority, and improve conversion. Most local businesses chase new platforms while ignoring free real estate directly inside their Google listing. If someone is already searching for you – or for what you offer – that’s not the moment to look inactive. Use the space. Answer real questions.

Highlight real relevance. Make it easy to act. Because in competitive local markets, the businesses that look engaged get the calls. And the ones that look quiet get passed over – often without ever knowing why.

A man with a beard and short hair, wearing a white button-down shirt, is looking down with a thoughtful expression, his hand resting on his chin. He is sitting at a desk with a laptop. The background is a blurred office setting. A jagged yellow line graphic runs across the bottom of the image, separating the headline from the body text.

WHAT YOUR COMPETITORS

ARE 
DOING
ONLINE

THAT YOU'RE NOT... YET!

Here's an uncomfortable truth: right now, while you're reading this, one of your competitors is picking up a customer you could have had. Not because they're better at what they do. Not because they work harder. But because they're showing up online in places you're not even thinking about.

That's not meant to stress you out — it's meant to wake you up. Because the gap between you and your most digitally-savvy competitor usually isn't that wide. And most of the time, it's not about spending more money. It's about knowing what moves are actually working right now and making them. Let's break down exactly what they're doing — and how you can start doing it too.

They're Managing Their Online Reputation Like a Full-Time Job

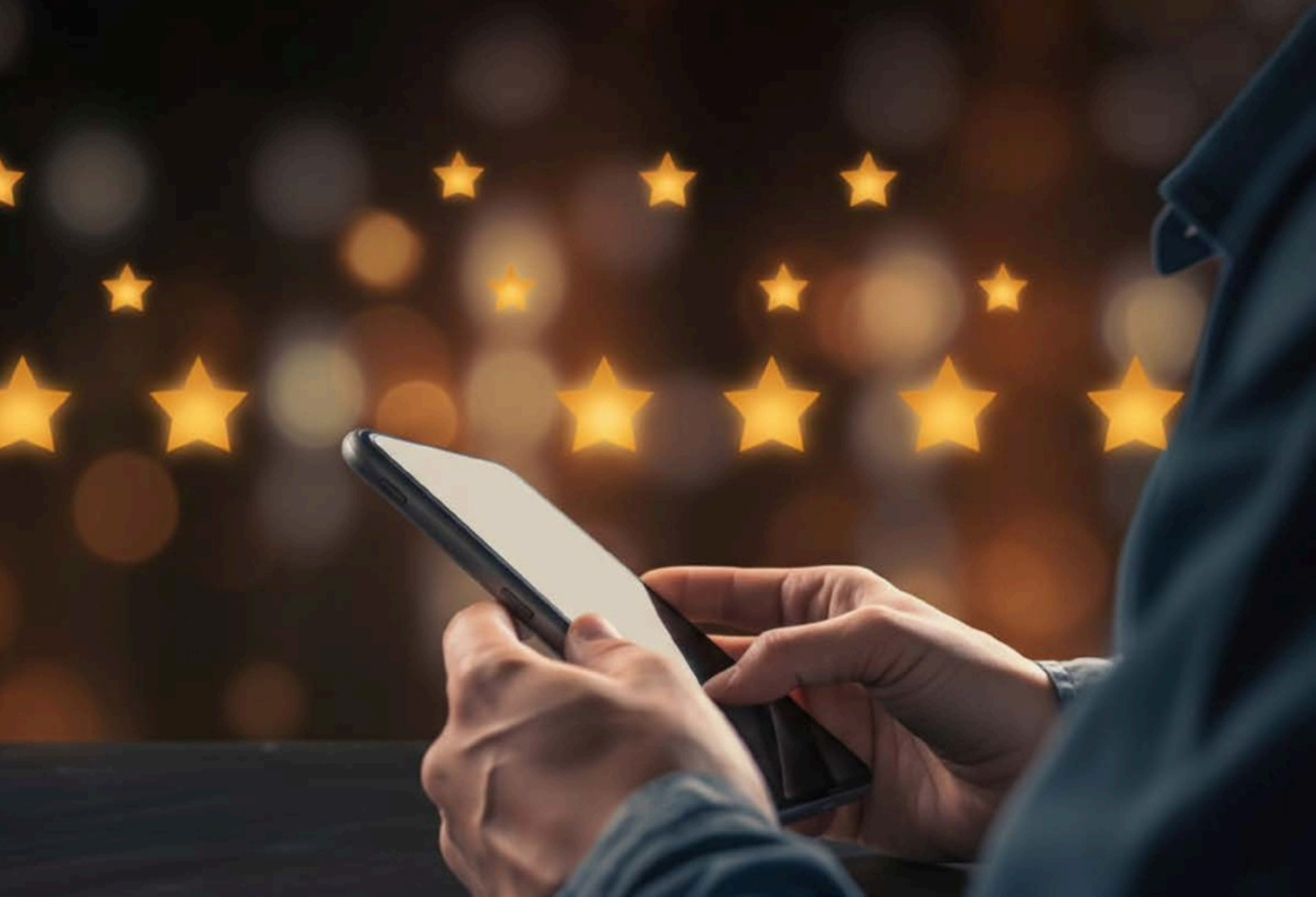


Ask yourself this: when's the last time you responded to a Google review — good or bad? If you're drawing a blank, your competitor probably isn't.

The businesses that are winning locally right now treat their review profile like a storefront. They respond to every single review. The 5-stars get a genuine, personalized thank-you. The 2-stars get a calm, professional response that shows prospective customers they actually care.

That kind of engagement builds trust with people who haven't even walked through the door yet. Take a pool installation company with 87 reviews and a 4.8 rating. Now look at the one across town with 12 reviews and no responses. Which one are you calling? Exactly. Volume and engagement both matter.

Beyond reviews, smart competitors are actively asking for them — with a follow-up text after a job is done, a QR code on their invoice, or a link in their email signature. There's no magic to it. They just made asking part of their process.





They're Showing Up on Google in Ways Most People Overlook

Your Google Business Profile isn't just a listing — it's a mini website that most business owners set up once and forget about. Your savvier competitors? They're treating it like an active marketing channel.

Google Posts are the most underused feature on the platform. Think of them like social media posts that live directly on your Google listing. A tax preparation firm running Google Posts during February and March with tips on filing deadlines stays top of mind right when people are ready to hire. A custom framing shop using Posts to showcase their latest work turns casual searchers into walk-ins.

Beyond Posts, they're filling out every section of their profile — services, Q&A, photos, business hours for holidays. Google rewards complete profiles with better visibility. Most of your competition hasn't touched their profile in two years. That's your opening.

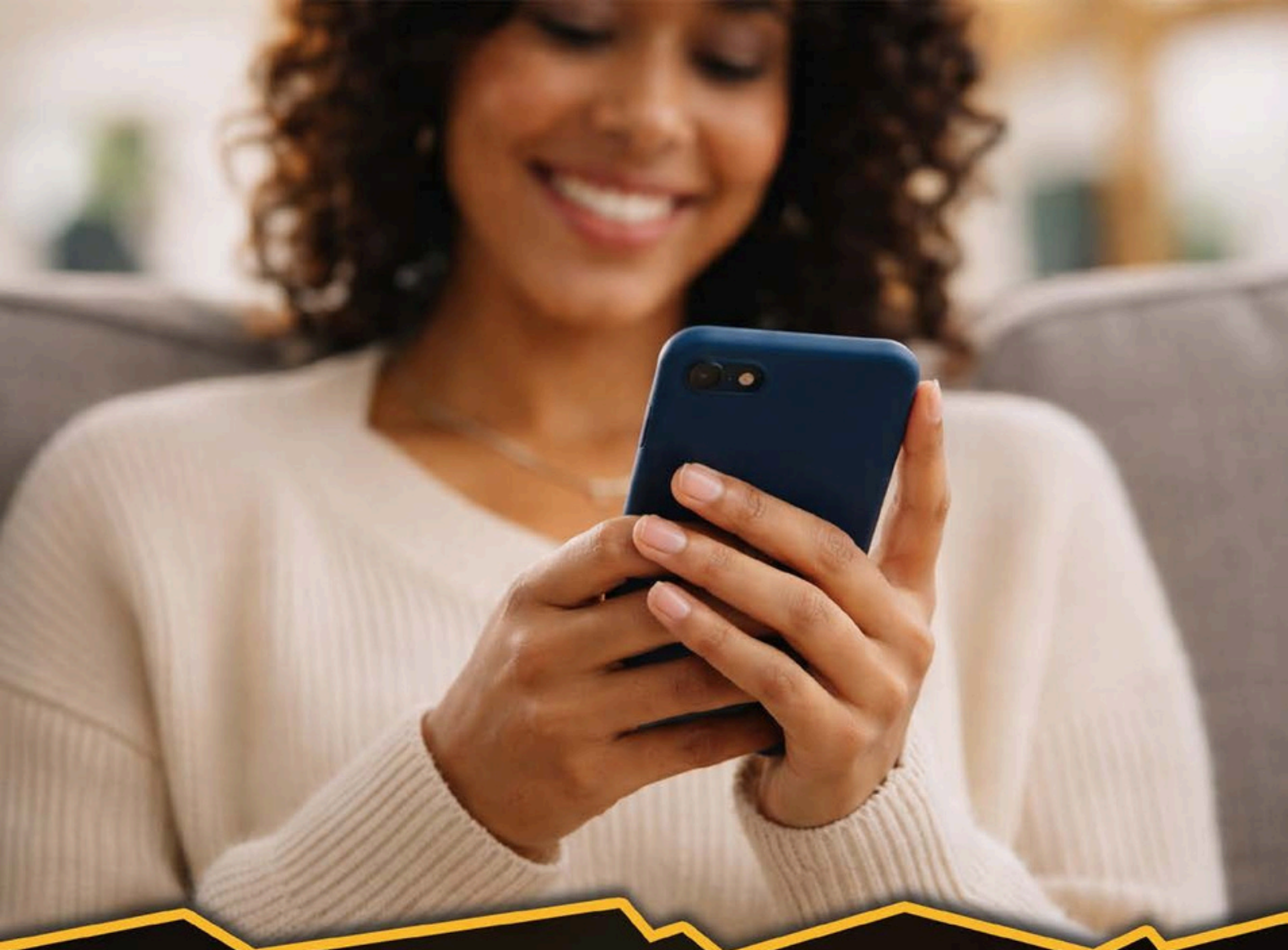


They're Building an Email List and Actually Using It

Social media is rented land. Algorithms change, platforms tank, accounts get suspended. Email is yours. The businesses that figured this out are sitting on a gold mine of past customers and warm leads they can reach anytime — for free.

A landscaping company sending a simple seasonal email — “Spring cleanups are booking fast, here’s how to get on the schedule” — will fill their calendar faster than running a last-minute Facebook ad every time things slow down. An escape room venue emailing their list about a new room or a weeknight discount drives immediate bookings from people who’ve already had a great experience.

You don’t need a massive list to make this work. Even 200 emails from past customers is worth more than 2,000 strangers on social media. Start collecting them now — at checkout, on your website, after a service call. Even a simple “Want deals and updates?” checkbox is enough.



They're Creating Content That Answers the Questions People Are Already Asking

You don't need to become a YouTube star or start a podcast. But your competitors who are winning at content are doing something really simple: they're answering questions. A collision repair shop that writes a short blog post — "How to know if your car is safe to drive after a fender bender" — starts showing up in search results when panicked people are Googling at 10pm. A commercial cleaning company that posts a quick video walk-through how they deep clean an office kitchen builds trust before a single sales call happens.

This kind of content does two things: it helps people who find it, and it tells search engines that your business actually knows what it's talking about. Both of those things turn into customers. The businesses doing this consistently have a pipeline of warm leads who already trust them before ever making contact.



They're Retargeting the People Who Already Showed Interest

Most business owners think of advertising as a one-shot deal — run an ad, get a customer. The smarter operators know that most people need to see you multiple times before they pull the trigger. Retargeting is how they make that happen.

If someone visits your website and leaves without calling, they can be shown your ads again on Facebook, Instagram, or Google — reminding them you exist right when they're ready to make a decision. A wedding photographer who retargets people who visited their portfolio page is staying in the conversation with every couple who was "still deciding." A specialty kitchen store retargeting people who looked at their custom cabinetry page can close sales that would have otherwise gone quiet.

Setting this up takes an afternoon and a small budget. Most of your competitors either don't know about it or haven't bothered. That's a significant edge sitting there waiting for you to take it.



They're Using Social Media to Show the Work, Not Just Announce It

The businesses getting the most traction on social media right now aren't the ones with the slickest graphics or the most polished captions. They're the ones who show what they actually do.

A furniture restoration shop posting before-and-after Reels of a beat-up dresser transformed into something stunning gets more shares than any promotional post ever will. A personal trainer filming a 30-second client transformation story builds more trust than a dozen posts about their certifications. People want to see proof. They want to see the work.

Your phone is all you need. Real content outperforms polished content almost every time right now. If you're waiting until you have the time to make it "perfect," your competitor who filmed a shaky-but-real walkthrough video last Tuesday is already three steps ahead

The Gap Is Smaller Than You Think

Here's the good news: most of what your best digital competitors are doing isn't complicated. It's consistent. They show up. They respond. They create. They follow up.

They're not doing anything that requires a big budget or a full marketing team. Pick one thing from this list — just one — and make it a habit for the next 30 days. Get your Google Posts going. Start collecting emails.

Film a before-and-after. Respond to your last five reviews. Any one of these done consistently will start moving the needle. Your competitors aren't winning because they're smarter. They're winning because they started. So start.

5 Things You Can **AUTOMATE** in Your Marketing This Week **(FOR FREE)**



Let's be honest — most small business owners aren't losing to their competition because of talent or even budget. They're losing because they're manually doing things that should be running on autopilot while their competitors are out actually growing their business.

Automation sounds like a big-company thing. It's not. The tools available today are genuinely free, genuinely powerful, and genuinely something you can set up this week — not next quarter, not when you "have time." This week. Here are five things you can automate starting right now, with zero budget.



1. YOUR GOOGLE REVIEW REQUESTS



Asking for reviews manually is one of those tasks that feels important but always gets pushed to the back burner. You finish a job, life moves on, the moment passes. Meanwhile your competitor down the street has 140 reviews and you have 23. The fix is simple: automate the ask.

If you use any kind of CRM or booking software — even something basic like HubSpot, Jobber, or Square — there's almost certainly a way to trigger an automatic follow-up text or email after a transaction is marked complete. Set it up once, and every finished job becomes a review request without you lifting a finger.

If you don't have a CRM yet, start with a free tool called Grade.us (free trial) or go straight to Google's own short review link. Create your review link at business.google.com, drop it into a text message template on your phone, and have whoever closes out jobs send it manually for now — then automate it as soon as you're on any platform that allows triggers.

For pure automation with zero monthly cost, Zapier's free plan can connect your intake form (Google Forms, Typeform, Jotform — all free) to a Gmail automation that sends a review request 24 hours after a form submission. Takes about 45 minutes to set up. Runs forever.

Resource: zapier.com — free plan allows 100 tasks/month, plenty to start.



2. YOUR LEAD FOLLOW-UP

Here's a brutal stat: 78% of customers buy from the first business that responds to them. Not the best business. The first one. If someone fills out your contact form at 9pm and you respond the next morning, there's a real chance they've already booked someone else.

Automated follow-up fixes this completely.

The free setup: Use Google Forms as your contact form (or whatever form you already have on your website). Connect it to Zapier or Make (formerly Integromat) — both have free plans — and trigger an automatic email response the second someone submits it. The email thanks them, sets expectations on when you'll be in touch personally, and optionally includes a link to your calendar for booking.

That one automation alone will outperform 90% of your local competition who are all responding manually the next day.

If you want to go one step further, HubSpot CRM is completely free — not a trial, actually free — and includes automated email sequences. Someone fills out your form, they get added to your CRM, and a sequence kicks off: immediate confirmation, follow-up at 24 hours, another at 72 hours if no response. You set it once and it runs.

This is the closest thing to hiring a full-time sales assistant for zero dollars.

Resources: hubspot.com/crm (free forever) / make.com (free plan) / zapier.com (free plan)





3. YOUR EMAIL LIST WELCOME SEQUENCE

If someone gives you their email address, they're interested. That's the warmest lead you'll ever get. Most businesses collect the email and then... do nothing. Or worse, blast them with a promotional email six weeks later when they've already forgotten who you are.

A welcome sequence fixes this. And with Mailchimp's free plan (up to 500 contacts) or MailerLite's free plan (up to 1,000 contacts), you can set up a 3-email automated sequence in a couple of hours.

Here's a simple framework that works for almost any local business:

Email 1 (Immediate): Welcome them, tell them exactly what to expect from you, and give them something useful right away. A tip, a checklist, a discount — something with actual value.

Email 2 (Day 3): Tell your story. Why you started the business, what you care about,

what makes you different. People buy from people they like and trust. This email builds that.

Email 3 (Day 7): A soft call to action. Invite them to book, ask a question, check out your most popular service. By now they know you, like you, and trust you a little. This is when you make the ask.

A fence installation company that does this will close more leads from their website than they ever did with a generic "contact us" page. A music school that runs this sequence after someone downloads their free practice guide will convert trial students into long-term enrollments.

Set it up once. It runs for every new subscriber forever.

Resources: [mailerlite.com](https://www.mailerlite.com) (free up to 1,000) / [mailchimp.com](https://www.mailchimp.com) (free up to 500)



4. YOUR APPOINTMENT REMINDERS AND NO-SHOW PREVENTION

No-shows cost real money. A missed appointment at a physical therapy clinic, a window tinting shop, or a portrait photography studio isn't just an inconvenience — it's lost revenue you can never get back. And the fix is almost embarrassingly simple.

Calendly's free plan lets you create a booking page, connect it to your Google Calendar, and automatically send confirmation emails and reminder emails before every appointment. You set the timing — reminder at 24 hours, another at 2 hours — and it handles it without you touching anything.

For businesses that prefer text reminders (which have significantly higher open rates than email), Appointlet and Square Appointments both have free tiers that include automated SMS reminders. If you're

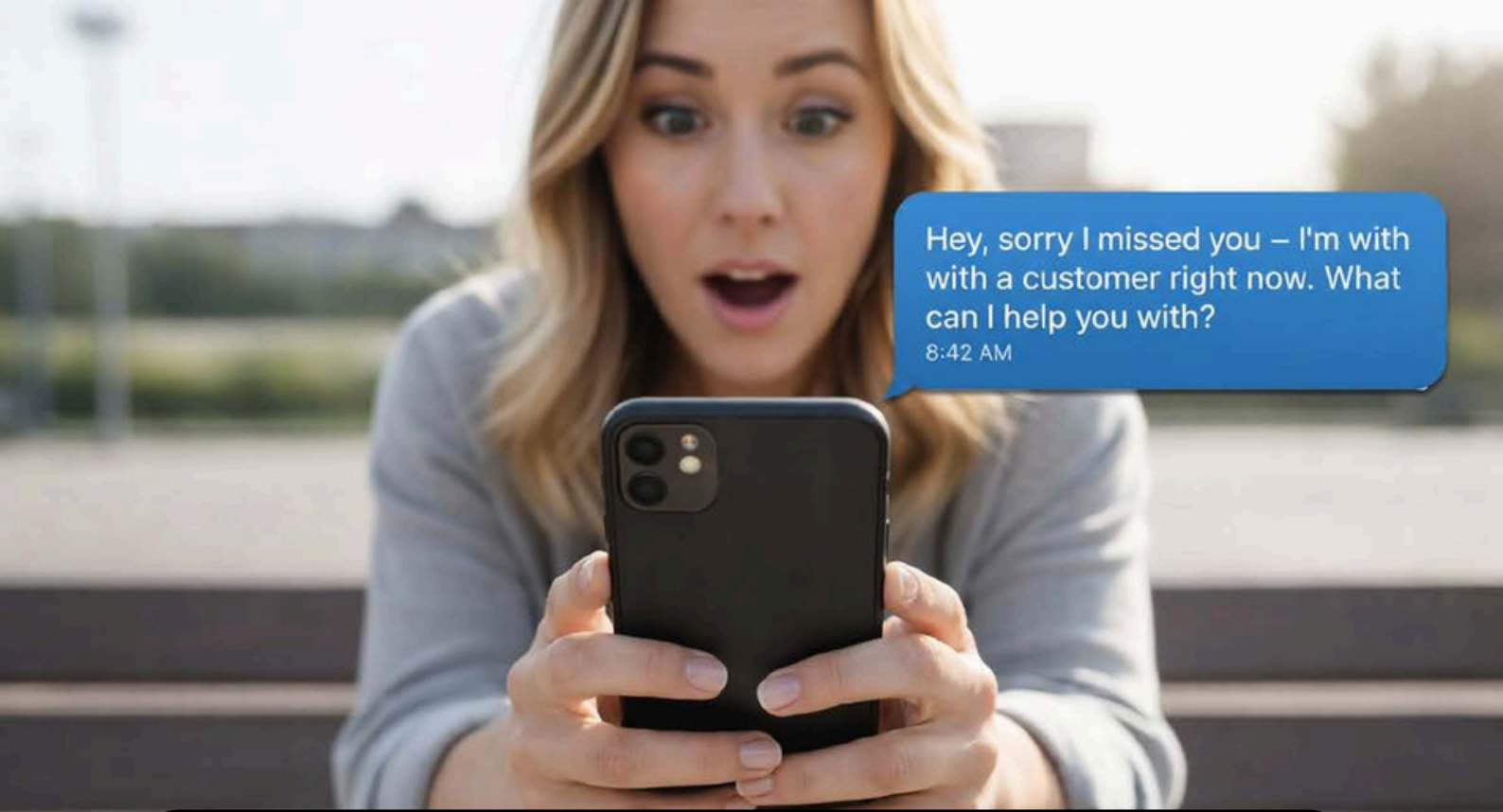
already using Square for payments, you may have this sitting in your account right now and not even know it.

The bonus automation here: Calendly can also send a follow-up email after the appointment asking for a review or offering a rebooking link. So you've got confirmation, reminders, and post-appointment follow-up all running automatically from a single free tool.

A mobile dog groomer who implemented this one automation reported cutting no-shows by more than half within the first month. That's not theory — that's found money.

Resources: calendly.com (free plan) / squareup.com (free for individuals)





5. YOUR MISSED CALL TEXT-BACK

This one is so simple it's almost embarrassing that more businesses don't do it. When someone calls you and you don't answer, they're gone. They move on to the next result on Google. But if they instantly get a text that says "Hey, sorry I missed you – I'm with a customer right now. What can I help you with?" – you just kept that lead alive.

Missed call text-back is built into several free or low-cost tools. Google Business Messages has a version of this built in. Missed Call Text Back by Hatch, and tools like GoHighLevel (paid but popular in the agency world) do this natively. If you're on a budget, even a simple iPhone automation through the Shortcuts app can fire a

pre-written iMessage when you decline a call.

For a more robust free option, OpenPhone and Google Voice both allow you to set auto-reply texts for missed calls. Takes 10 minutes to configure.

A guy who runs a small appliance repair shop set this up and said it was the single biggest change he made all year – because most of his competitors go straight to voicemail and never follow up. He responds in seconds, automatically, without touching his phone.

Resources: google.com/voice (free) / openphone.com (free trial)

You don't need a marketing team. You don't need a big budget. You need an afternoon, a willingness to set things up once, and the discipline to actually do it instead of just saving this article to read later.

Pick the one that stings the most – the thing you know you're dropping the ball on right now – and start there. Get it running this week. Then come back and do the next one.

Your future self will thank you. So will your bottom line.



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