

Social Growth Systems

Social Media Audit & Action Plan

Prepared: 19 June 2026 | Market: United Kingdom | Premium package

28/100

Overall health score

Significant room for improvement.

Executive summary

Social Growth Systems is a pre-launch UK freelance social media and Meta Ads business founded by Danuta Grochowska, officially opening on 2 August 2026. Across every audited channel the business has minimal content (one to two posts each), no social proof, no video and no recurring content series, which means it currently cannot demonstrate the very expertise it is selling. The strongest asset is the founder's genuine commercial background in logistics-scale Meta Ads and social media, combined with a legally structured, honest proposition that directly addresses what UK trades SMEs fear most about outsourcing their marketing.

Basis of this report: This audit is based on auditor manual notes provided for all profiles, the brand brief supplied by the client, 2026 market research data provided, and web searches conducted on 19 June 2026; direct automated access to Facebook, Instagram and LinkedIn profiles was not possible so no follower counts, engagement rates or post metrics beyond those in the manual notes are reported.

Top findings

- 1. All three active profiles (Facebook, Instagram, LinkedIn) have only one or two posts each as of the audit date - the business is selling social media management yet its own social presence is effectively dormant, which is the single biggest trust barrier to conversion.
- 2. The Facebook and Instagram bios are competent but neither surfaces the founder's four years of hands-on commercial experience or any proof of results, missing the primary trust lever that differentiates this business from generic freelancers in a crowded UK market.
- 3. LinkedIn is operating as a personal profile under the founder's name rather than a branded company page, creating a disconnect between the Social Growth Systems brand and the platform where B2B and property-sector clients - the higher-value segment - will vet credibility.

Biggest opportunity

Build a weekly 'Proof of Process' content series across Facebook and Instagram starting now, before launch, showing behind-the-scenes strategy work, real before-and-after content examples and founder-to-camera Reels, so that by 2 August 2026 there is a visible body of evidence that does the selling.

2026 market context for United Kingdom

Social media trends

- Short-form vertical video under 60 seconds is the dominant format across Facebook, Instagram, TikTok and Reels in 2026, with short-form views growing 36% year-on-year - trades businesses must lead every clip with a strong hook in the first two seconds to drive the 70%+ completion rate algorithms now reward.
- Before-and-after transformation content performs exceptionally well for builders, landscapers and bathroom fitters on Instagram, generating saves, shares and direct enquiries - consistency of three posts per week with UK location tags outperforms infrequent polished content.
- Episodic storytelling series have overtaken one-off viral posts as the second-highest content priority for UK marketers in 2026 - a trades business posting a recurring 'job of the week' or 'fix it Friday' series builds binge-worthy retention and trains the algorithm to distribute reliably.
- LinkedIn carousels outperform video 3:1 for engagement on that platform, making them the preferred format for trades businesses targeting commercial clients such as property developers, landlords and facilities managers in the UK.

Marketing trends

- Almost seven million UK homeowners plan to renovate by 2027 with an average budget of £14,000 each, and over 54% intend to make home improvements in the next 12 months - representing an actively spending, high-intent audience for all trades.
- Gardeners and landscapers are the single most searched-for trade in the UK with 66,820 monthly online searches, ahead of electricians, plumbers and builders - making local SEO and Google Business Profile optimisation a critical and underleveraged growth lever for these trades.
- 66% of UK consumers say they will pay a premium for sustainable materials and methods, a shift that is filtering into landscaping, paving and energy-efficiency upgrades - trades that lead content with eco-credentials and green certifications command higher perceived value.
- PPC via Google Local Service Ads combined with remarketing campaigns is the strongest paid lead-generation channel for UK trades in 2026, particularly for urgent-service trades such as plumbers, electricians and gas engineers where intent is immediate.

Platform algorithm updates

- Facebook's June 2026 algorithm update actively demotes unoriginal or repurposed content and expands reach for high-quality original posts - trades must post native, freshly created content and can use the new Creator Studio Content Planner to schedule and monitor performance gaps.
- TikTok's 2026 algorithm now tests content on a small follower audience first before wider distribution, requiring a 70% video completion rate to trigger broad reach - trades accounts must nail a punchy hook within the first two seconds and keep clips tightly edited to avoid early drop-off.
- LinkedIn in 2026 prioritises 'professional value' over popularity, rewarding saves, comments and shares over likes, and its AI assistant now recommends content topics based on industry and network trends - trades targeting B2B clients should post short-form case studies and micro-lessons.
- Pinterest is evolving into an AI-powered visual search and discovery-plus-commerce hybrid in 2026 - for landscapers, kitchen fitters and bathroom specialists, optimised project pins with keyword-rich descriptions now feed directly into purchase-intent discovery journeys for UK homeowners.

Customer psychology

- 87% of UK homeowners report fear and anxiety about hiring tradespeople due to trust concerns, meaning social proof - verified Google reviews, Checkatrade ratings and named testimonials with specific job details - is the single most powerful conversion lever a trades business can deploy.
- A UK homeowner commissioning work above £5,000 will not decide on price alone - they conduct extensive online research, scrutinise website professionalism and cross-reference reviews before making contact, so a weak or absent digital presence disqualifies a trade from premium jobs before any conversation begins.
- Social media is now a core part of the buying journey for UK homeowners, particularly those aged under 45 - seeing a tradesperson's real work, personality and responsiveness on Instagram or TikTok reduces perceived risk and accelerates the decision to make contact.
- Despite economic uncertainty in 2026, UK homeowners are continuing to invest in their properties partly because one in five cannot afford to move house - this 'improve not move' psychology means demand for builders, plumbers, landscapers and electricians is driven by necessity as much as aspiration, making urgency-led and value-reassurance messaging highly effective.

Detailed audit findings

Facebook

3/10 Needs work

Based on: manual notes

Findings

- The bio is well-written and trade-specific - 'enquiry machines for UK tradespeople' is a strong hook - but with only one post linking to a blog about the founder, the page gives a prospect zero evidence of capability or activity, which actively undermines trust rather than building it.
- Facebook's June 2026 algorithm update actively demotes unoriginal content and rewards native, freshly created posts, meaning the current single-post page will receive near-zero organic reach and will rank poorly in Facebook search against established competitors.

Recommendations

- Publish at minimum three posts per week from now until launch day on 2 August, mixing a founder-to-camera Reel, a value-tip graphic carousel and a written post about a trades pain point - this creates an active, credible page before the first paid client sees it.
- Add a pinned post immediately that tells the founder's story in 150 words or fewer - four years managing Meta Ads at logistics scale, now serving UK trades - and closes with a clear CTA to book the free strategy call, turning the bio's promise into immediate proof.

Instagram

3/10 Needs work

Based on: manual notes

Findings

- The bio covers the what (Instagram and Facebook, more enquiries, trades list) but omits the why-trust-us - there is no mention of commercial experience, years in the industry or any proof point, so a trades business owner scrolling past has no reason to stop.
- One post and one highlight showing packages is a start, but with no Reels, no carousel educational content and no location tagging, the profile cannot benefit from Instagram's current algorithm, which rewards short-form video completion rates and consistent three-posts-per-week schedules for local business discovery.

Recommendations

- Revise the bio to a five-line structure: line one is the bold proof hook (example: '4 years running Meta Ads at scale - now for UK trades'), lines two and three name the outcome and audience, line four lists the platforms, line five is the CTA - this format is proven to increase profile-to-link-in-bio click-through.
- Launch a recurring 'Monday Myth Bust' Reel series debunking a common trades social media misconception in under 45 seconds - this format trains the Instagram algorithm to distribute reliably, builds binge-worthy retention and positions the founder as an authority before she has a single paying client.

LinkedIn

4/10 Needs work

Findings

- The profile is a personal page for Danuta Grochowska rather than a Social Growth Systems company page - this means the brand has no LinkedIn presence, no ability to run LinkedIn ads under the brand name, and no single destination for B2B prospects such as property developers or facilities managers to review the business.
- The personal bio is thorough and honest about experience but it reads as a job-seeker CV rather than a business-owner authority profile - phrases like 'I also bring 12+ years of administrative experience' position the founder as an employee, which will reduce perceived premium value among SME directors and managing directors in the target audience.

Recommendations

- Create a Social Growth Systems LinkedIn company page immediately and link it from the personal profile - this separates the brand identity from the individual, allows followers of the business to build independently, and is the correct infrastructure for any future LinkedIn ads or B2B outreach.
- Rewrite the personal LinkedIn headline and about section using the authority-first formula: lead with the commercial credential ('4 years managing Meta Ads and social media for a large UK logistics business'), follow with the specific outcome delivered for that employer, then pivot to the exact problem solved for trades SMEs - LinkedIn's 2026 algorithm rewards saves and comments driven by professional value, and an authority-led narrative generates both.

Content

2/10 Needs work

Based on: manual notes | best practice

Findings

- Across all three profiles there is a total of three to four pieces of content, none of which is short-form vertical video - the dominant format in 2026, with short-form views growing 36% year-on-year, meaning the entire content strategy is currently operating in the lowest-reach format (static posts and blog links) when the algorithm rewards video.
- There are no content pillars defined in practice yet - no education series, no proof-of-work posts, no social proof, no behind-the-scenes content and no trades-specific before-and-after transformation posts, which are the single highest-performing format for the target vertical on Instagram.

Recommendations

- Define five content pillars before the launch date and allocate weekly posts to each: (1) education - tips trades businesses can act on today, (2) proof - mock or real before-and-after content and results, (3) authority - founder story and commercial background clips, (4) client pain points - speaking directly to inconsistent leads and wasted ad spend, (5) social proof - testimonials, case studies and named results as they accumulate.
- Record and publish a minimum of two short-form Reels per week between now and launch, each under 45 seconds with a hook in the first two seconds addressing a trades business owner's specific pain - for example 'If your Facebook page has under ten posts, here is why you are losing jobs to your competitor' - this directly targets the algorithm's 70% completion-rate threshold for broad distribution.

Captions

4/10 Moderate

Based on: manual notes | best practice

Findings

- The Facebook bio caption demonstrates the founder can write a strong, outcome-led hook ('I turn Instagram and Facebook into enquiry machines for UK tradespeople') which is a genuine commercial copywriting skill - however this standard is not yet replicated in post-level captions because there is only one post per platform to assess.
- The Instagram bio is clear but structured as a feature list (platforms, trades, CTA) rather than a pain-first persuasion structure - UK trades business owners respond most strongly to captions that name their exact problem in line one before presenting any solution, and the current bio skips that opening pain mirror entirely.

Recommendations

- Adopt a consistent four-part caption structure across every post: (1) one-line pain-hook that names the exact problem the trades owner is feeling, (2) two to three lines of insight or evidence, (3) one-line bridge to the solution, (4) a single unambiguous CTA such as 'Book your free strategy call - link in bio' - this structure works with both Facebook and Instagram caption rendering and is proven to drive higher comment and click-through rates.
- Write captions in the trades owner's language, not marketing language - use words like 'enquiries', 'jobs', 'slow months', 'ghosted by leads' and 'wasted on ads' rather than 'brand visibility', 'engagement rate' or 'content pillars', because the target audience does not speak in marketing terms and captions that mirror their internal monologue outperform polished agency copy for this demographic.

Hashtags

3/10 Needs work

Based on: manual notes | best practice

Findings

- No hashtag strategy is visible in the manual notes for any profile - there is no evidence of niche trade-specific hashtags, UK-local hashtags or service hashtags being used, which means any posts published so far are relying solely on follower reach, which is near-zero on new accounts.
- On Instagram in 2026, three to five highly targeted niche hashtags outperform broad ones like hashtag socialmedia or hashtag marketing - for this business the correct layering is one vertical hashtag (example: hashtag UKtrades), one service hashtag (example: hashtag MetaAdsUK), one location hashtag (example: hashtag UKsmallbusiness) and one problem hashtag (example: hashtag tradessocialmedia) per post.

Recommendations

- Build a master hashtag bank of 30 hashtags organised by four buckets - vertical (trades and home services), service (Meta Ads, social media management, content creation), geography (UK, England, specific regions if targeting locally) and pain point (inconsistent leads, small business marketing) - and rotate sets of three to five per post to avoid repetition penalties.
- On Facebook, hashtag usage should be limited to two to three per post maximum as Facebook's 2026 algorithm does not amplify content via hashtags the way Instagram does - instead, Facebook reach for new pages is better

driven by posting natively in relevant UK trades and SME Facebook Groups with a value-first contribution, not a sales post.

Engagement

1/10 Needs work

Based on: manual notes | best practice

Findings

- With one post on Facebook and one to two on Instagram, there is no engagement history to assess - the accounts have not been in the market long enough to generate comments, shares, saves or DM enquiries, which means there is currently no social proof signal being sent to any platform algorithm.
- No community engagement activity is visible - no replies to comments (because there are none yet), no outbound engagement with UK trades business accounts, and no activity in Facebook Groups, all of which are free and fast methods of building early organic reach and algorithm trust before launch.

Recommendations

- Spend 20 minutes each day engaging outbound on Instagram and Facebook - leave genuinely useful comments on posts by UK tradespeople, join and contribute to three to five UK SME and trades Facebook Groups as the Social Growth Systems page, and follow 15 to 20 target accounts per day on Instagram - this activity builds algorithm trust, increases profile visits and generates early follower growth before any content is perfected.
- When the first comments or DMs arrive, respond within 60 minutes - Instagram and Facebook both measure response rate and response time and surface faster-responding accounts more frequently in recommendations, and for a brand whose entire selling point is responsiveness and reliability, slow replies are a direct brand contradiction.

Consistency

2/10 Needs work

Based on: manual notes | best practice

Findings

- The posting history across all platforms is effectively zero - one or two posts total per channel - meaning there is no consistency signal yet, which is the second most important algorithmic factor after content quality for new accounts trying to build organic reach.
- The business is 44 days away from its official launch date of 2 August 2026 and there is no evidence of a content calendar or pre-scheduled posts in place, which creates a real risk that the launch lands on an empty-looking profile that contradicts the brand promise of consistent social media management.

Recommendations

- Build a 44-day pre-launch content calendar today mapping exactly which post goes on which platform on which day between 19 June and 1 August 2026 - aim for a minimum of three Instagram posts per week, three Facebook posts per week and two LinkedIn posts per week, batch-creating content in weekly sessions of three to four hours to keep production sustainable as a one-person business.

- Use Meta Business Suite's native scheduler to queue all Facebook and Instagram posts at least one week in advance - this removes the daily decision fatigue that causes inconsistency, keeps both platforms fed during busy client onboarding periods, and demonstrates to future clients that the business practices what it sells.

Website & SEO

3/10 Needs work

Based on: best practice

Findings

- The website at socialgrowthsystems.co.uk was not directly accessible for automated review and no manual notes were provided, so this section is based entirely on 2026 UK SEO best practice and the brand brief - any scores here should be validated by the founder against the live site.
- For a social media agency targeting UK trades SMEs, the most critical SEO gaps are likely to be: no service-specific landing pages targeting keyword combinations such as 'social media management for plumbers UK' or 'Meta Ads for builders UK', no Google Business Profile (which would be a significant local visibility lever), and no structured social proof section with named client results, since 87% of UK homeowners and SME buyers cite trust as their primary concern before making contact with a new service provider.

Recommendations

- Create individual service landing pages for each of the six main services listed in the brand brief - each page should target a specific long-tail keyword relevant to the trades vertical (examples: 'Instagram management for UK electricians', 'Facebook ads for landscapers UK', 'social media audit for tradespeople') with a minimum of 600 words of original, specific copy, a clear CTA and at least one trust signal such as a named testimonial or case study stat.
- Set up a Google Business Profile for Social Growth Systems immediately even as a service-area business - this is free, takes under 30 minutes, and puts the business in front of UK trades owners searching for social media help in their region; combine this with a focus on gathering five-star Google reviews from the first three clients, as verified Google reviews are the single most powerful conversion lever for UK SME buyers considering a new supplier above a low-price threshold.

Launch plans for new platforms

Pinterest: build from scratch

Profile bio (ready to paste):

Helping UK trades win more work online. Social media management, Meta Ads and content creation for builders, plumbers, electricians and landscapers. Based in the UK.

Suggested handles

- SocialGrowthSystems
- SGS_Social

Account setup

- ☐ Create a Pinterest Business account at pinterest.com/business - do not convert a personal account; start fresh so analytics are clean from day one.
- ☐ Complete every profile field: display name 'Social Growth Systems', keyword-rich bio up to 500 characters, website URL with UTM tracking, and a professional logo at 165x165px.
- ☐ Enable Rich Pins by adding the required meta tags to your website and validating at developers.pinterest.com so every pinned page pulls live title, description and pricing data automatically.
- ☐ Create six core boards immediately: 'Trades Social Media Tips', 'Before and After Transformations UK', 'Social Media Strategy for Small Businesses', 'Landscaping and Garden Inspiration UK', 'Home Renovation Ideas UK', and 'Meta Ads for Tradespeople' - each with a 200-300 character keyword-rich board description.
- ☐ Install the Pinterest Tag on your website via your CMS or Google Tag Manager to track page visits, lead form submissions and sign-ups from day one so retargeting audiences build passively.
- ☐ Set your profile location to United Kingdom so Pinterest's AI-powered discovery surfaces your content to homeowners and SMEs searching within the UK.
- ☐ Link your Pinterest Business account to your Instagram and Facebook Business Manager to enable cross-platform audience insights and simplify promoted pin campaigns when you are ready to invest in paid.

First content ideas

- Before-and-after transformation carousel pins for each trade - a split-image pin titled 'Overgrown Garden to Show Garden: 4-Week Landscaping Transformation in Manchester' with a keyword-rich 500-character description linking to a case study page, targeting the 66,820 monthly UK landscaping searches.
- Educational infographic pins styled as 'The 5 Reasons Your Trades Business Is Invisible Online' - bold branded graphic with Social Growth Systems colours, positioned as a lead magnet driving traffic to a free social media audit landing page.
- Step-by-step 'how we do it' Idea Pin series showing the exact process of setting up a Meta Ads campaign for a plumber or electrician, using up to 20 pages of short-form slides to build authority and binge-worthy retention on the platform.
- Seasonal trend pins timed to UK homeowner behaviour - 'Top 10 Garden Landscaping Projects UK Homeowners Are Planning for Summer 2026' published in April, capturing high-intent discovery traffic from the 54% of UK homeowners planning improvements in the next 12 months.

- Social proof testimonial pins - a clean branded graphic quoting a named UK trades client result such as '3x more enquiries in 60 days without spending more on ads', linking to a full case study, directly addressing the 87% of homeowners who cite trust as their number one barrier to hiring.

Launch strategy

- Post 5 to 7 fresh pins per week across your boards; Pinterest's AI rewards consistent daily saving over batch-posting. Mix static pins, Idea Pins and video pins in a 3:2:2 ratio. Front-load the primary keyword in the first 50 characters of every pin title because that is all the feed displays before click-through. Pin descriptions should read as mini blog summaries, naturally weaving in long-tail UK search phrases such as 'social media management for tradespeople UK' and 'Meta Ads for builders'.
- Pinterest in 2026 functions as an AI-powered visual search and discovery-plus-commerce hybrid, meaning keyword optimisation in titles, descriptions, board names and your bio directly determines how often your pins surface in purchase-intent discovery journeys. Repurpose your best Instagram carousels and Reels as Pinterest video pins natively uploaded rather than linked externally, as native content receives prioritised distribution. Target the UK homeowner audience aged 28-55 who are actively in the 'improve not move' mindset driven by one in five being unable to afford to move house.

First 30 days

- ☐ Week 1 - Foundation: Complete full profile setup, install Pinterest Tag, create all six boards with keyword-rich descriptions, and publish 7 static pins across the boards using Canva templates in brand colours - at least two pins must target trades transformation content and two must target the social media tips audience to test which resonates faster.
- ☐ Week 2 - Authority Content: Publish your first Idea Pin series - a 10-slide step-by-step guide titled 'How a UK Plumber Got 3x More Enquiries Using Instagram in 90 Days' - and publish 7 more static pins. Begin following 20 to 30 UK home improvement and small business Pinterest accounts to signal your niche to the algorithm.
- ☐ Week 3 - SEO and Traffic: Audit all published pin descriptions for keyword density, ensure Rich Pins are pulling correctly from your website, and publish a seasonal trend pin targeting a current UK homeowner search. Add a Pinterest Save button to every page of your website and blog so inbound traffic can pin your content organically.
- ☐ Week 4 - Amplify and Analyse: Review Pinterest Analytics to identify which board and pin format has generated the most impressions and outbound clicks. Double down on that format for the next 30 days. Begin a monthly content calendar built around UK seasonal trends, publish a direct lead-generation pin linking to your free social media audit offer, and set up a small promoted pin campaign of 5 pounds per day to test paid discovery with a UK trades and SME audience.

TikTok: build from scratch

Profile bio (ready to paste):

UK trades social media and Meta Ads. Real results, no fluff.

Suggested handles

- SocialGrowthSystems
- SGS.Social

Account setup

- ☐ Download the TikTok app and create a Business Account rather than a Creator Account - Business gives you access to TikTok Ads Manager, website link in bio from day one, and commercial music library without copyright restrictions.
- ☐ Complete your profile fully: upload your logo as the profile photo at 200x200px minimum, set your display name to 'Social Growth Systems', write your 80-character bio with a clear value proposition, and add your website URL in the dedicated Website field as bio-text links are not clickable.
- ☐ Switch on TikTok Business Suite notifications and connect your account to TikTok Ads Manager by creating a Business Centre account at business.tiktok.com so you can run lead generation campaigns targeting UK trades and SME business owners when ready.
- ☐ Install TikTok Pixel on your website via Google Tag Manager to begin building a retargeting audience of website visitors immediately, even before your first video is live.
- ☐ Research your niche on TikTok's search bar by typing 'trades social media UK', 'plumber marketing', and 'small business social media' to identify the top-performing formats, hooks, sounds and hashtags your target audience already engages with.
- ☐ Set up your first three content series titles in your notes before filming: 'Trades Business Fix' (educational tips), 'Before and After' (transformation reveals), and 'Behind the Strategy' (showing how Social Growth Systems builds a client campaign) so you film with intentional structure from the start.
- ☐ Follow and engage genuinely with 10 to 15 UK trades accounts and 10 UK small business accounts on TikTok daily for the first two weeks to signal your niche to the algorithm and increase the chance of appearing on the right For You Pages.

First content ideas

- 'Why your trades business is invisible online' - a punchy 30 to 45 second talking-head video opening with the hook 'If you are a builder or plumber and nobody is finding you online, this is why' delivered direct-to-camera with on-screen text overlays, targeting the exact pain point of poor online visibility and weak authority.
- 'Before and after: 60-day social media transformation for a UK landscaper' - a split-screen Reel-style TikTok showing the client's dormant Instagram profile at day zero versus a thriving, enquiry-generating account at day 60, with voiceover explaining the exact strategy used, directly leveraging the trust-building psychology that 87% of UK homeowners respond to.
- 'A day in the life of a trades social media manager' - a 45 to 60 second behind-the-scenes video showing the Social Growth Systems workflow from client brief to content scheduling, humanising the brand and reducing the perceived risk for trades business owners who are sceptical about outsourcing their online presence.
- 'The 3 Meta Ads mistakes UK tradespeople make that waste money' - a fast-paced educational video with numbered on-screen text, targeting the core pain point of wasted ad spend, establishing expertise and ending with a direct CTA to book a free social media audit via the link in bio.
- 'Real results no theory: how 4 years managing Meta Ads for a UK logistics business changed how I run client campaigns' - a personal founder-story video told direct-to-camera, building trust and differentiating Social Growth Systems from course-taught freelancers, speaking directly to the scepticism of UK SME business owners who have been burned before.

Launch strategy

- Post 4 to 5 times per week on TikTok, prioritising short-form vertical video of 30 to 55 seconds as this is the dominant format in 2026 with short-form views growing 36% year-on-year. TikTok's 2026 algorithm tests your

video on a small follower audience first and only expands reach when the 70% completion rate threshold is met, so every video must open with a pattern-interrupting hook in the first two seconds - leading with a bold statement, a surprising statistic or a direct call-out of your audience such as 'If you are a UK tradesperson wasting money on social media, watch this'. Keep edits tight, cut dead air and use on-screen text throughout to retain silent viewers.

- Treat TikTok as a top-of-funnel discovery engine for UK trades business owners aged 28 to 55. Use a consistent 3-series content structure each week: one educational tip video, one transformation or results video, and one personality or behind-the-scenes video to build know, like and trust simultaneously. Use 3 to 5 highly targeted hashtags per video including niche ones such as UKTrades, TradesMarketing, SmallBusinessUK and MetaAds alongside a broad one such as SocialMediaTips. Post between 6pm and 9pm Tuesday to Friday when UK SME audiences are most active and scrolling outside business hours.

First 30 days

- ☐ Week 1 - Launch: Complete full account setup, film and post your founder story video on day one to establish authenticity immediately, then post three further educational tip videos across the week. Use trending UK audio from TikTok's commercial library to boost initial algorithmic distribution. Engage with every comment within the first hour of posting to signal interaction to the algorithm.
- ☐ Week 2 - Series Momentum: Begin your 'Trades Business Fix' recurring series with a new tip each week - consistency trains the algorithm to distribute reliably and builds audience expectation. Post your first before-and-after transformation video and study the completion rate data in TikTok Analytics to identify at exactly which second viewers drop off so you can tighten the edit.
- ☐ Week 3 - Trust and Social Proof: Publish a detailed results video naming a specific trade type and outcome without revealing confidential client data - for example 'How we helped a UK electrician go from zero to 40 enquiries a month using Instagram and Meta Ads'. Add a clear CTA at the end directing viewers to click the link in bio for a free social media audit. Begin a TikTok stitch or duet response to a UK trades or small business content creator to reach their established audience.
- ☐ Week 4 - Optimise and Scale: Review TikTok Analytics to identify your top two performing videos by completion rate and click-through rate. Recreate the hook format and topic structure of those videos for the next 30 days. Test one TikTok Spark Ad by boosting your highest-performing organic video to a UK business owner audience aged 28 to 55 with interests in entrepreneurship, digital marketing and small business growth, with a daily budget of 10 pounds to generate your first paid leads.

Fix plan: what to fix and how

1. Zero content consistency across all three platforms - effectively one to two posts per channel with no posting schedule in place 44 days before launch.

High priority

Why it matters: Posting consistency is the second most important algorithmic factor for new accounts after content quality. An empty profile actively undermines the brand promise of reliable social media management and will disqualify Social Growth Systems from premium clients who research before buying.

How to fix it:

Step 1: Open a spreadsheet today and map every day from now to 1 August 2026. Step 2: Assign a minimum of three Instagram posts, three Facebook posts and two LinkedIn posts per week to specific days. Step 3: Batch-create one full week of content every Monday in a three-to-four-hour session. Step 4: Schedule all content via Meta Business Suite at least seven days ahead. Step 5: Review the calendar every Friday and adjust for any gaps before the next batch session.

Expected result: Establishes the algorithmic consistency signal that new accounts need to build organic reach, and ensures the launch on 2 August lands on an active, credible profile rather than a near-empty one.

2. No short-form vertical video content on any platform despite this being the highest-reach format in 2026.

High priority

Why it matters: Short-form video views are growing 36% year-on-year and both Facebook and Instagram actively prioritise accounts that publish Reels with 70%+ completion rates. Operating only in static posts means near-zero organic distribution on new accounts with no follower base.

How to fix it:

Step 1: Identify five Reel topics using the pain-hook formula ('If your [platform] does [problem], here is why'). Step 2: Record all five clips in one 90-minute filming session using a smartphone and ring light. Step 3: Edit each clip to under 45 seconds in CapCut, adding on-screen captions and a spoken hook in the first two seconds. Step 4: Publish two Reels per week, alternating the 'Monday Myth Bust' series with a pain-point clip. Step 5: Post natively to both Instagram Reels and Facebook Reels in the same session using Meta Business Suite.

Expected result: Immediately unlocks the algorithmic distribution channel that drives the majority of new-account reach in 2026, and demonstrates to prospective clients that the agency understands the formats it sells.

3. LinkedIn exists only as a personal CV-style profile with no brand company page and authority-undermining language.

High priority

Why it matters: Without a company page, Social Growth Systems has no B2B brand presence on LinkedIn, cannot run LinkedIn ads and gives commercial prospects such as property developers and facilities managers no professional destination to evaluate the business. The personal profile's language positions the founder as a job-seeker rather than a business owner, reducing perceived premium value.

How to fix it:

Step 1: Go to [linkedin.com/company/setup/new](https://www.linkedin.com/company/setup/new) and create the Social Growth Systems company page today. Step 2: Add logo, banner image, service description with keyword 'social media management for UK trades' and the website URL. Step 3: Rewrite Danuta's personal headline to: '4 years managing Meta Ads at scale - now helping UK trades businesses win more enquiries via social media'. Step 4: Rewrite the About section using the authority-first formula: commercial credential, specific outcome delivered, exact problem solved for trades SMEs. Step 5: Link the company page from the personal profile and publish the first company page post within 24 hours.

Expected result: Creates the correct B2B brand infrastructure, removes the job-seeker framing that suppresses premium positioning and opens the LinkedIn algorithm to distributing professional-value content to commercial decision-makers.

4. No hashtag strategy in use on any platform, limiting all posts to follower-only reach on accounts with near-zero followers.

High priority

Why it matters: On new accounts with no follower base, hashtags are one of the only organic discovery mechanisms available. Without them, every post reaches effectively no one beyond the algorithm's minimal test distribution.

How to fix it:

Step 1: Open a Google Sheet and create four columns: Vertical (UKtrades, tradesuk, uktradespeople), Service (MetaAdsUK, socialmediamanagementuk, facebookadsuk), Geography (UKsmallbusiness, ukentrepreneur, smallbusinessuk) and Pain Point (tradesocialmedia, moreenquiries, tradesbusiness). Step 2: Populate each column with eight to ten tags researched on Instagram's search to confirm they are active. Step 3: Create six rotating sets of four to five tags combining one from each bucket. Step 4: Apply the appropriate set to every Instagram post from today. Step 5: Limit Facebook posts to two to three hashtags maximum and supplement with value-first posts in UK trades Facebook Groups instead.

Expected result: Immediately increases the discoverability of every post published from this point forward and begins building topic association signals that the Instagram algorithm uses to recommend content to non-followers.

5. Caption structure is feature-led and marketing-language-heavy rather than pain-first and trades-specific.

High priority

Why it matters: UK trades business owners do not engage with marketing jargon. Captions that name their exact problem in line one - 'slow months', 'ghosted by leads', 'wasted on ads' - outperform polished agency copy for this demographic because they trigger immediate recognition and trust. The current bio and posts use feature framing rather than pain mirroring.

How to fix it:

Step 1: Save the four-part caption template: (1) one-line pain hook naming the exact problem, (2) two to three lines of specific insight or evidence, (3) one-line bridge to the solution, (4) single CTA. Step 2: Write a vocabulary list of trades-owner language: enquiries, jobs, slow months, ghosted by leads, wasted on ads, quiet season, booked solid. Step 3: Rewrite any existing captions using this template and vocabulary. Step 4: Apply the template to every new caption before publishing. Step 5: A/B test two hook variations per month by publishing two posts in the same week and comparing saves and click-through rates via Meta Business Suite insights.

Expected result: Higher comment, save and click-through rates on every post, directly improving algorithmic distribution and the quality of leads clicking through to the strategy call booking link.

6. No engagement activity or community presence on any platform, meaning zero social proof signals are being sent to any algorithm.

High priority

Why it matters: Platform algorithms measure outbound engagement activity as a trust and relevance signal for new accounts. Without it, even well-crafted content receives minimal distribution. Additionally, UK trades business owners who receive a genuinely useful comment are statistically likely to visit the commenter's profile, making outbound engagement a direct source of early profile traffic.

How to fix it:

Step 1: Identify ten active UK trades Facebook Groups (search 'UK builders', 'UK plumbers', 'trades business UK') and request to join as the Social Growth Systems page. Step 2: Each day, spend ten minutes leaving three to five genuinely useful, specific comments on posts by UK tradespeople on Instagram - not generic praise but actionable observations. Step 3: Spend ten minutes per day contributing value-first content (not sales posts) to the Facebook Groups as the brand page. Step 4: Follow 15 to 20 target accounts per day on Instagram within the trades niche. Step 5: Set a 60-minute response target for all incoming comments and DMs from day one and track response time weekly.

Expected result: Builds algorithm trust signals, generates early profile visits from the exact target audience and demonstrates to prospective clients that the brand practices the responsiveness and community management it sells as a service.

7. No SEO-optimised service landing pages on the website, meaning the business is invisible to trades owners using Google to find social media help.

High priority

Why it matters: Trades owners searching 'social media management for plumbers UK' or 'Facebook ads for builders UK' will find competitors' dedicated service pages, not a generic homepage. Without targeted landing pages, Social Growth Systems cannot rank for any high-intent service keyword and the website generates no organic leads.

How to fix it:

Step 1: Research six long-tail keywords using Google's autocomplete and the keyword combinations 'social media management for [trade] UK', one per service listed in the brand brief. Step 2: Create one landing page per service (six total) with a minimum of 600 words of original, specific copy using the target keyword in the H1, first paragraph, one subheading and the meta description. Step 3: Include a clear primary CTA ('Book your free strategy call') above the fold on every page. Step 4: Add at least one trust signal per page - a named result, a client quote or a relevant credential. Step 5: Link all six pages from the main navigation and from each other where relevant to build internal link equity.

Expected result: Creates the primary organic search channel for high-intent leads, directly competing for the exact queries trades owners type when they have already decided to invest in social media help.

8. No social proof exists anywhere across the platforms or website despite trust being the primary buying barrier for UK SME buyers.

High priority

Why it matters: 87% of UK homeowners and SME buyers cite trust concerns as their primary barrier before contacting a new service provider. Without named testimonials, case study results or verified reviews, Social Growth Systems is asking cold prospects to take a leap of faith that competitors with even one review will win instead.

How to fix it:

Step 1: Identify three people from Danuta's professional network who can provide a testimonial based on her work in logistics or any freelance social media work completed. Step 2: Draft a specific testimonial request email naming the exact outcome to reference ('please mention the result we achieved with X campaign or X metric'). Step 3: Publish the testimonials as dedicated Instagram carousel posts, Facebook posts and in a testimonials section on the website within one week of receipt. Step 4: Once the first three clients are onboarded, send a Google review request within 48 hours of any positive milestone. Step 5: Screenshot and repurpose every positive DM, comment or email as a social proof asset across all platforms.

Expected result: Directly addresses the single most powerful conversion barrier in the target market, increases the credibility of the launch profile and accelerates the decision to book the free strategy call for every prospect who researches the brand before making contact.

Action plan

Immediate actions: this week

- ☐ Rewrite the Instagram bio today using the five-line authority structure: line one states the commercial proof hook ('4 years running Meta Ads at scale - now for UK trades'), lines two and three name the specific outcome and audience, line four lists platforms, line five gives a single CTA - this is the fastest conversion lever on a near-zero-follower profile.
- ☐ Create a Social Growth Systems LinkedIn company page today, link it from Danuta's personal profile, and rewrite the personal headline to lead with the commercial credential rather than the administrative background - this separates brand from individual and removes the job-seeker framing that undermines premium positioning.
- ☐ Record a 45-second founder-to-camera Reel today using the hook 'If your Facebook page has fewer than ten posts, here is exactly why you are losing jobs to your competitor' - publish natively to both Instagram Reels and Facebook to generate the first algorithmic signal on both platforms simultaneously.
- ☐ Pin a 150-word founder story post to the Facebook page today closing with a CTA to book the free strategy call - this converts the bio's promise into immediate on-page proof for any prospect who lands on the page before launch.
- ☐ Set up a Google Business Profile for Social Growth Systems today as a service-area business covering the UK - this is free, takes under 30 minutes, and captures high-intent trades owners searching for social media management help in their region before a single paid ad is spent.

Phase 1: fix fundamentals (this month)

- ☐ Build the full 44-day pre-launch content calendar mapping every post across Instagram, Facebook and LinkedIn between now and 1 August 2026, batch-creating content in three-to-four-hour weekly sessions and scheduling everything via Meta Business Suite at least one week ahead - this eliminates the daily decision fatigue that causes inconsistency on new accounts.
- ☐ Define and lock in five content pillars - education, proof, authority, client pain points and social proof - and allocate at least one post per pillar per week across platforms, ensuring every piece of content serves a strategic function rather than being published reactively.
- ☐ Build a master hashtag bank of 30 tags across four buckets (vertical, service, geography, pain point) and create rotating sets of three to five for Instagram posts and two to three for Facebook posts - deploy from the very next post published.
- ☐ Launch the 'Monday Myth Bust' Reel series debunking a common trades social media misconception in under 45 seconds every Monday - this trains the Instagram algorithm to distribute reliably, builds binge-worthy retention and establishes authority before the first paying client is signed.

Phase 2: content strategy (month 2)

- ☐ Create individual SEO-optimised service landing pages for each of the six core services, each targeting a specific long-tail keyword such as 'social media management for plumbers UK' or 'Facebook ads for builders UK', with a minimum of 600 words of original copy, a clear CTA and at least one named trust signal - these pages are the primary organic lead channel once the business is live.
- ☐ Introduce LinkedIn carousel posts twice per week targeting B2B audiences such as property developers and facilities managers - LinkedIn carousels outperform video 3:1 for engagement on the platform and position Social Growth Systems in front of higher-value commercial buyers.

- Implement a structured outbound engagement routine of 20 minutes daily - useful comments on UK trades accounts, value-first contributions to three to five UK SME and trades Facebook Groups as the Social Growth Systems page, and following 15 to 20 target accounts per day on Instagram - to build algorithm trust and early follower growth organically.
- Activate a Google review acquisition strategy from the first three clients, requesting a five-star Google review within 48 hours of a positive result or milestone - verified Google reviews are the single most powerful conversion lever for UK SME buyers evaluating a new supplier above a low-price threshold.

90-day growth roadmap

Days 1 to 30 - Foundation - build the infrastructure, establish consistency and create the first algorithmic signals before the 2 August launch.

- Complete all immediate actions in the first 48 hours: rewrite Instagram bio, create LinkedIn company page, rewrite personal headline, publish first Reel natively to Instagram and Facebook, pin the founder story post to Facebook and set up the Google Business Profile.
- Build the full pre-launch content calendar covering all remaining days to 1 August, define the five content pillars, create the master hashtag bank and schedule the first two weeks of content via Meta Business Suite in one batch session.
- Launch the 'Monday Myth Bust' Reel series, begin the 20-minute daily outbound engagement routine across Instagram and Facebook Groups, and reach out to three network contacts for testimonials to be published before launch day.

Days 31 to 60 - Momentum - activate the launch, onboard first clients and begin converting platform activity into booked strategy calls.

- Execute the 2 August launch with a dedicated launch Reel, a pinned Instagram post and a LinkedIn company page post announcing the business - all using the pain-hook caption structure and ending with the strategy call CTA.
- Begin publishing LinkedIn carousel posts twice per week targeting B2B audiences such as property developers and facilities managers, using the authority-first narrative and short-form case study format that LinkedIn's 2026 algorithm rewards with saves and shares.
- Start the six SEO service landing pages - research and write two per week across the phase, prioritising the trades with the highest UK search volume (landscaping, electricians, plumbers) and submitting each page to Google Search Console on publication.

Days 61 to 90 - Optimisation - review what is working, amplify the highest-performing content and build the first social proof assets from real client results.

- Review Meta Business Suite analytics for the top three performing posts across Facebook and Instagram, identify the content pillar and format driving the highest saves and click-throughs, and double the posting frequency for that format in the next 30 days.
- Collect Google reviews from the first clients using the 48-hour post-milestone request strategy and publish each review as a dedicated social proof post across all three platforms using the trades-owner language framework.
- Explore Pinterest as an additional discovery channel for landscaping, bathroom and kitchen trades clients - create ten keyword-rich project pins using optimised descriptions to feed into the AI-powered visual search journeys that UK homeowners aged under 45 are using to plan renovation projects in 2026.

Quick wins

1. Rewrite Instagram bio to authority-first five-line format

High impact | 20 minutes

Replace the current feature-list bio with: line one - commercial proof hook, lines two and three - outcome and audience, line four - platforms served, line five - single CTA link. Save and test the link in bio immediately.

Why: The current bio lists features without proof, giving a trades owner scrolling past no reason to stop. The authority-first format mirrors the internal question every prospect asks - 'why should I trust you?' - and is proven to increase profile-to-link click-through on new accounts.

2. Publish first founder-to-camera Reel natively to Instagram and Facebook

High impact | 45 minutes

Record a 45-second clip with the hook 'If your Facebook page has fewer than ten posts, here is exactly why you are losing jobs to your competitor', edit tightly in CapCut, add captions, and publish natively to both platforms in the same session using Meta Business Suite.

Why: Short-form vertical video is the dominant format in 2026 with 36% year-on-year view growth. Publishing the same Reel natively to both platforms sends the first algorithmic engagement signal and begins building the consistency score that new accounts desperately need before launch.

3. Set up Google Business Profile as a service-area business

High impact | 30 minutes

Go to business.google.com, create a profile under 'Social Growth Systems', select 'service-area business', add the UK as the service area, write a keyword-rich description referencing trades and social media management, add the website URL and a profile image, then verify via postcard or phone.

Why: Gardeners and landscapers alone generate 66,820 monthly UK searches, and trades owners searching for social media help in their region will see a Google Business Profile before they see any social account. This is a free visibility lever that most new agencies overlook entirely.

Audit scorecard

Area	Score	Status
Facebook	3/10	Needs work
Instagram	3/10	Needs work
LinkedIn	4/10	Needs work
Content	2/10	Needs work
Captions	4/10	Moderate
Hashtags	3/10	Needs work
Engagement	1/10	Needs work
Consistency	2/10	Needs work
Website & SEO	3/10	Needs work

Overall score: 28/100

Your competitive edge

Other solo and small-team operators in this space rarely position themselves specifically around the trades and home-services vertical with documented commercial-scale Meta Ads experience behind them. Social Growth Systems can own the 'ex-corporate, now working for the tradespeople who keep Britain running' positioning, a specific, credible and emotionally resonant story that award-winning agencies cannot replicate because their client rosters are retail and lifestyle brands, not plasterers and gas engineers.

Next steps

You now have a complete audit and a clear plan. You can put this into action yourself, or have Social Growth Systems do it for you.

Ready to grow? Get in touch to put this plan into action.

Social Growth Systems | socialgrowthsystems.co.uk

This audit is based on the auditor's manual notes, publicly available information observed at the time of preparation, and current 2026 best practice for the chosen market. Some platforms limit automated access, so where live data was unavailable, guidance is based on the supplied notes and best practice. Results depend on consistent implementation. Social Growth Systems does not guarantee specific engagement or follower figures.