



SoloScale

SoloScale Social Media Kit

Complete campaign guide
for initial social launch

Campaign Guide | v1.0

Campaign Overview

Quote Faster. Win More.

We are launching a 90-day campaign to generate 500 leads and convert 100 customers. This campaign aims to highlight features that reduce quote time, emphasizing speed and efficiency.

Campaign Essence

Mission Enable sales teams to close deals faster through streamlined quoting.

Vision Revolutionize the quoting process for sales teams across industries.

Campaign Themes

1. The Speed Advantage

Complete estimates faster to save valuable time and win more bids.



2. Margin Protection

Ensure better accuracy on bids and protect your margins from costly errors.



3. Professional Advantage

Present polished, professional bids that help set you apart from the competition.



4. Built by Contractors

Use software made for contractors by contractors who understand your business.



Platform Strategy



Facebook 40%

Focused on community engagement through posts, stories, and

Instagram 25%

Visual content and influencer partnerships aimed at brand enhancement.



LinkedIn 20%

Professional content shared to establish thought leadership and generate 82B leads.

YouTube 15%

Invested in video content to educate and engage the audience.

Budget Allocation

\$40,000

Campaign Development	\$10,000
Content Creation	\$15,000
Advertising	\$8,000
Analytics & Management	\$7,000



Creative Assets

40 Unique Visuals for Your Campaign

Our asset library offers a diverse collection of 40 creative visuals designed to elevate your marketing campaigns. Browse the selection below to find the right assets for your needs.



Square



Landscape



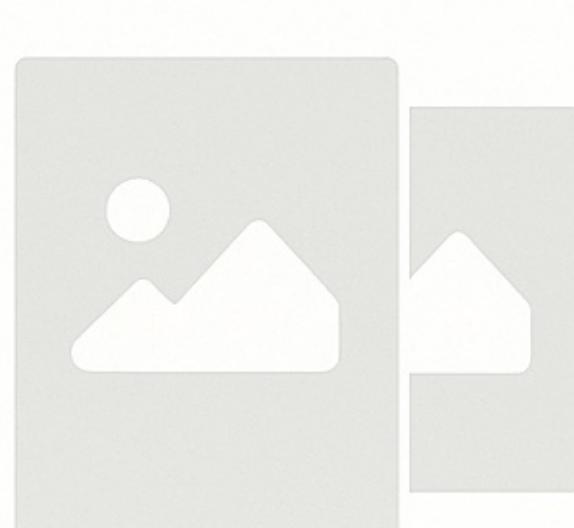
Landscape



Portrait

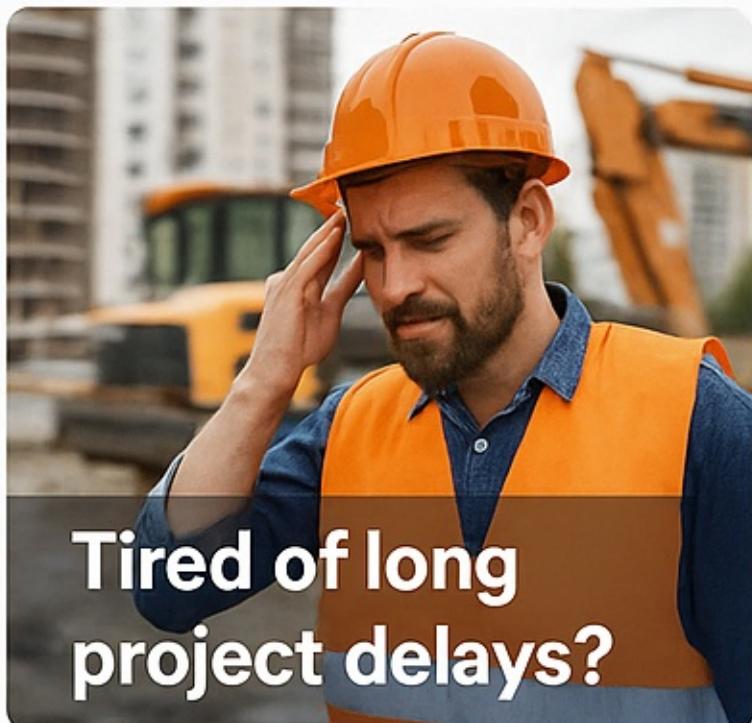


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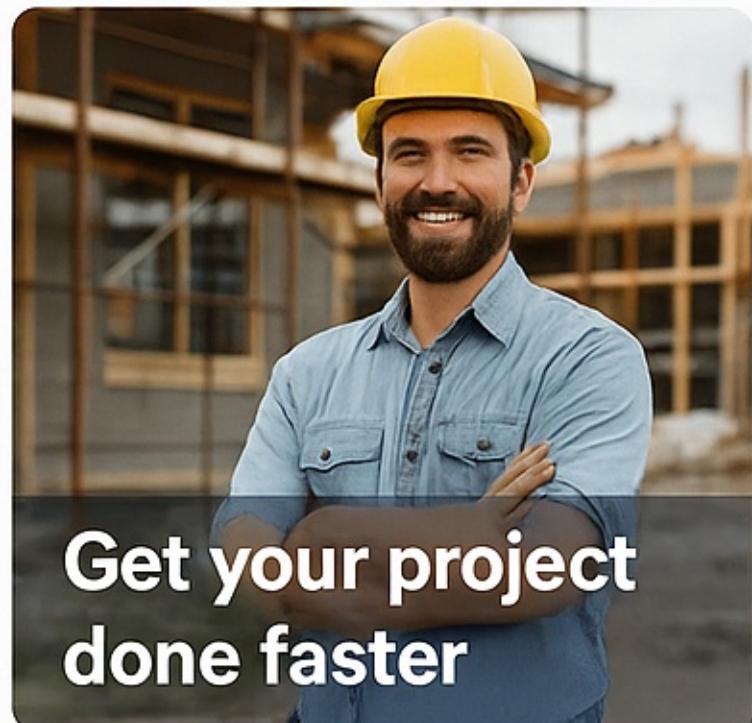


Carousel Cards

Theme 1: The Speed Advantage



**Tired of long
project delays?**



**Get your project
done faster**

Ad 01: Problem

Ad 02: Solution

Ad Copy

Beat the Construction Slowdown

Say Goodbye to Project Delays

Keep Your Jobs on Schedule

Slow contractors can drag down your whole project. Partner with us for faster, more reliable work that keeps everything on track.

Get Started

Theme 2: Margin Protection



Your Quoting Errors Are Leaking Profits

Even minor quoting errors can add up to significant profit loss. On average, quoting inaccuracies result in 10–15% in lost margin.

[Calculate Your Savings](#)[Secure Your Profits](#)

Theme 3: Professional Advantage

QUOTE



QUOTE



**Your Quote is Your Handshake
From Messy to Impressive
Win Trust Before You Win the Job**

Professional proposals build trust and signal competence. By presenting clear, polished quotes, you demonstrate your commitment to quality and attention to detail, setting the stage for a strong client relationship.

SoloScale

Theme 4: Built by Contractors



Real Contractors. Real Results.

*“We’ve grown our business
by 40% with SoloScale.”*

—Roan A. Contractor

[Join 50+ Growing Businesses](#)



How a Contractor Built SoloScale

Real Contractors. Real Results.

We’ve grown our business by 40% with SoloScale – it’s been a game changer.

[Join 50+ Growing Businesses](#)



Campaign Asset Gallery

Speed Advantage

In Moving Upmarket



Speed Advantage

Protect Your Margins with Usage-Based Pricing



Margin Protection



We saw an 18% increase in revenue in just four months.

Alex Thompson
Gree t. Sisecting Manager

Professionals



“SoloScale has been a game-changer for our business.”

David Wilson
CED

Testimonials

DO1>SCALE GO UP, UP, UP



Instagram Stories

Scale Smarter, Not Harder

Drive revertus growth with Collcpaubic platform



Carousel Ads

40 total assets included in campaign package

Campaign Timeline



Phase 1 Awareness (Weeks 1-4)

- Launch initial advertising campaigns
- Focus on brand visibility
- Leverage social media and content marketing

Phase 2 Consideration (Weeks 5-8)

- Engage with interested leads
- Offer valuable resources and information

Phase 3 Conversion (Weeks 9-12)

- Implement retargeting strategies
- Provide incentives and clear calls to action
- Optimize landing pages for conversions

Success Metrics & KPIs

 500,000+
Impressions

 500+
Demo Requests

 100+
New Customers

 CPA <\$400
CPA

Engagement

- Website traffic
- Social media reach
- Email open rate
- Time on page
- Click-through rate

Platform Specifications



Facebook

1080 x 1080 px

Video specific

1080 x 1080 px

1:1 ratio, ≤240 minutes

Text character limit

2.200 characters

Recommended image size

1080 x 1080 px

Video

1080 x 1080 px, 1:1 ratio

≤240 minutes

Text character limit

2.200 characters



Instagram

1080 x 1080 px

1080 x 1920 px

Recommended image size

1080 x 1080 px

Video

≥256 x 144 px, 1:2.4 to

2.4:1 ratio, ≤30 minutes



LinkedIn

1080 x 1080 px

600 characters (posts)

3.000 characters (articles)



YouTube

1280 x 720 px

1280 x 720 px



Messaging Guidelines

Voice & Tone

Our messaging should be professional, empathetic, and solution-focused.

Key Messages

- Scale your business with confidence
- Tailored solutions for your unique needs
- Expert guidance every step of the way
- Achieve sustainable growth

Do's and Don'ts

Do's

- Focus on client success
- Offer clear, actionable advice

Don'ts

- Use overly casual language
- Make empty promises

CAMPAIGN BEST PRACTICES



Content Strategy

- Define target audience
- Develop compelling messaging



Engagement Tactics

- Utilize multiple channels
- Incorporate interactive elements
- Encourage audience participation



Performance Tracking

- Monitor key metrics
- Analyze results regularly
- Adjust strategies based on data



Optimization

- A/B test different approaches
- Refine content and tactics



Next Steps

1

Review campaign assets

Carefully examine all provided campaign assets to ensure they meet the required standards and are aligned with the marketing objectives.

2

Set up ad accounts

Create and configure ad accounts on all relevant platforms, ensuring they are ready for campaign execution.

3

Schedule content calendar

Develop and organize a detailed content calendar to plan and coordinate the publication of campaign-related materials.

4

Launch Phase 1

Initiate the first phase of the campaign according to the established plans and timelines.

5

Monitor and optimize

Continuously track the campaign performance and make adjustments to enhance effectiveness where needed.

Contact us

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Ready to Launch

Your complete social media campaign toolkit

Quote Faster. Win More.

For questions or support, contact the
SoloScale team