TOMMAC
PHOTOGRAPHY



FREE FOR RENOVATION AND FIT-OUT COMPANIES

The 4-Week Content Plan

For Renovation Companies

What to post on Facebook, Instagram, your Google Business Profile and your website, week by week, with caption ideas for every post.

By Tom MacDonald, TomMac Photography. 20 years photographing businesses. Brisbane and the Gold Coast.

START HERE

What customers see when they check you out

High end clients check your Instagram, Facebook, Google profile and website before they ever book a consult. This plan tells you exactly what to post on each one for the next four weeks, using the projects you are already working on. Before you start, take two minutes and tick what is true today.

Facebook

tick what is true

- [ ] A post in the last two weeks
- [ ] Cover photo is your real team or work, not a stock image
- [ ] Recommendations switched on and visible
- [ ] A contact button that calls or messages you

Instagram

tick what is true

- [ ] Your latest nine posts show real work
- [ ] The bio says what you do and where
- [ ] Profile photo is your logo, clear at small size
- [ ] Highlights for your main services

Google Business Profile

tick what is true

- [ ] At least ten real photos of your work and team
- [ ] A new photo added this month
- [ ] An update posted in the last 30 days
- [ ] Hours, services and service areas all filled in

Website

tick what is true

- [ ] Real team photos, no stock people
- [ ] A recent projects or gallery page updated this quarter
- [ ] Phone number visible at the top on a mobile
- [ ] Photos that look sharp on a phone and load quickly

Ticked 12 or more? You are ahead of most businesses in your trade. Use the plan to keep it that way.
Ticked fewer than 12? The gaps are exactly what the next four weeks fix.

HOW THE PLAN WORKS

Four weeks. Four channels. One theme a week.

Each week has one theme, so everyone on the team knows what to look out for. Each page tells you what to post on every channel, and gives you a caption to start from. Tick the boxes as you go.

WEEK 1

Who you are and how you work

The team, the process and the standard you work to

WEEK 2

Projects in progress

The build, the trades and the craft

WEEK 3

Before, after and selections

The transformation and the materials that made it

WEEK 4

The finished project

The styled set that sells the next job

How often to post

Facebook	**Two posts a week**	One job or project post, one people or proof post. Reply to every comment.
Instagram	**Three posts a week**	One photo post, one short video, and a few stories from the day. Vertical video for reels.
Google Business Profile	**One photo and one update a week**	Upload a real job photo with the suburb in the description, and post a short update.
Website	**One change a week**	Add a job to the gallery, swap in a real team photo, or add a short project write-up.

> **Short on photos?** One half day shoot gives you enough photos and short videos for all four weeks. The shot list is on page 8.

WEEK 1 OF 4

01 Who you are and how you work

The team, the process and the standard you work to

Facebook

- [ ] Team photo in a finished space, with a short intro
- [ ] Your process in five steps, with a photo for each

Caption idea: Every [Business] renovation starts with the same team and the same process.

Instagram

- [ ] Carousel: the team, the studio, a finished room
- [ ] Short video: a walk through a finished project
- [ ] Stories: a selections meeting

Caption idea: The people behind the finish.

Google Business Profile

- [ ] Upload team and finished project photos
- [ ] Update: who you are and the kind of projects you take on

Caption idea: Renovation and fit-out specialists across [area].

Website

- [ ] Real team photos on the About page
- [ ] Add a process page with a photo for each step

Caption idea: How we work, from the first meeting to handover.

Photos you need this week: Team in a finished space, Designer and client in a selection meeting, Owner portrait, Walkthrough clip of a finished room.

WEEK 2 OF 4

02 Projects in progress

The build, the trades and the craft

Facebook

- [ ] Progress on a current renovation from a fixed spot
- [ ] Craft in action: joinery, tiling or stone going in

Caption idea: Week [x] on our [room] renovation in [suburb].

Instagram

- [ ] Progress carousel from the same spot each week
- [ ] Short video of a trade at work
- [ ] Stories: stone day or cabinetry delivery

Caption idea: The work behind the finish.

Google Business Profile

- [ ] Upload progress photos with the suburb
- [ ] Update: what stage the current project is at

Caption idea: Renovation in progress in [suburb].

Website

- [ ] Start a project page and add progress photos
- [ ] Add a short note on the craft behind the finish

Caption idea: Current project: [project], [suburb].

Photos you need this week: Fixed viewpoint of the room in progress, Trade at work on joinery or tiling, Detail of the craft, Clip of stone or cabinetry going in.

WEEK 3 OF 4

03 Before, after and selections

The transformation and the materials that made it

Facebook

- [ ] Before and after from the same spot
- [ ] The selections: stone, tiles, timber and tapware laid out

Caption idea: Before and after in [suburb]. Same room, completely different space.

Instagram

- [ ] Before and after carousel
- [ ] Flat lay of the project's selections
- [ ] Stories: poll, which finish would you choose?

Caption idea: Swipe for the after.

Google Business Profile

- [ ] Upload the before and after pair with the suburb
- [ ] Update: the transformation in one line

Caption idea: Kitchen and bathroom renovation in [suburb], before and after.

Website

- [ ] Before and after gallery on the renovation page
- [ ] Add a selections section to the project page

Caption idea: The transformation.

Photos you need this week: Before from a spot you can stand in again, After from exactly the same spot, Selections flat lay in window light, Clip of the reveal.

WEEK 4 OF 4

04 The finished project

The styled set that sells the next job

Facebook

- [ ] The finished project, styled, five best photos
- [ ] Client testimonial with a photo of their space

Caption idea: Complete. A [room] renovation in [suburb] we are proud of.

Instagram

- [ ] Carousel of the finished project
- [ ] Short video walkthrough of the finished space
- [ ] Stories: the detail that took the longest

Caption idea: The finish. Every detail considered.

Google Business Profile

- [ ] Upload the finished project photos
- [ ] Reply to reviews and ask the client for one

Caption idea: Recently completed: [project] in [suburb].

Website

- [ ] Finish the case study: hero, gallery, the brief and the result
- [ ] Add the testimonial beside the photos

Caption idea: [Project]: the brief, the work and the result.

Photos you need this week: Finished space, styled, best light, The standout details, Client in their finished space, with permission, Walkthrough clip.

ONE SHOOT, A MONTH OF CONTENT

The half day shot list

Everything the four weeks need, captured in one visit. Book it for a normal working morning so the photos show real work, not a staged day.

People

- [ ] Team on site in PPE
- [ ] Site manager and project lead portraits
- [ ] Team at handover

Progress

- [ ] Fixed viewpoint wide shots
- [ ] Crew at work on the key stage
- [ ] Structure and services detail

Finished work

- [ ] Best external at the best light
- [ ] Key interior spaces
- [ ] The standout detail
- [ ] Client at handover, with permission

Video clips

- [ ] Walk through the site, 20 seconds
- [ ] Key stage in action, vertical
- [ ] Finished reveal, 15 seconds

Do it yourself

Use the list on a phone. Wipe the lens, shoot in morning light, tidy the frame first, and take the before shot before anyone touches anything.

Have it done properly

A professional covers the whole list in one visit, with portraits that match, short videos cut for reels, and photos sharp enough for your website and tenders.

WHY IT MATTERS

Why the businesses that stand out invest in photos

People hire people before they hire a company. In a feed full of stock images and AI, real photos of your team and your work are what make you look like the business to call.

People check you before they call

Most customers look at your Google profile, your socials or your website before they pick up the phone. What they see decides whether you get the call.

Real photos build trust stock images cannot

A photo of your actual team and your actual work tells a customer who is turning up and what the result will look like.

A consistent look makes you look established

The same quality of photos across Facebook, Instagram, Google and your website makes a small business look like a serious one.

Better photos help you quote bigger work

Commercial clients, builders and tender panels judge you on the work you can show. Good photos of past jobs open the door to larger ones.

One shoot feeds every channel for weeks

A half day shoot gives you enough photos and clips to post for a month without anyone on the tools stopping to take a photo.

You stand out in a feed full of phone photos

Most businesses in your trade post blurry, dark phone shots. Professional photos are the fastest way to look better than the business down the road.

PRINT THIS PAGE

The four week checklist

Stick it on the office wall. Two boxes per channel per week: tick one when the photo is taken and one when it is posted.

Week	Facebook	Instagram	Google Business Profile	Website
Week 1 Who you are and how you work	☐☐	☐☐	☐☐	☐☐
Week 2 Projects in progress	☐☐	☐☐	☐☐	☐☐
Week 3 Before, after and selections	☐☐	☐☐	☐☐	☐☐
Week 4 The finished project	☐☐	☐☐	☐☐	☐☐

Every week

Reply to every comment and review. Add the suburb to every Google photo. Keep the same logo and look on every channel.

After four weeks

Look at which posts got the most comments, calls and messages, and do more of those next month.

TOMMAC
PHOTOGRAPHY

ABOUT THE PHOTOGRAPHER

Tom MacDonald

Twenty years behind a camera, ten of them running his own studio in Brisbane. Tom started at one of the world's largest auction houses in London, photographing objects where the detail had to be right the first time. He now photographs businesses: their people, their premises and their work, across Brisbane and the Gold Coast.

Research before the shoot

A discovery call and a look at your competitors first, so the photos show what your customers actually care about.

Real work, not staged

The short pause a camera causes on site becomes the moment to capture genuine craftsmanship and pride in the work.

Calm on busy sites

Sites change and people run late. Twenty years behind the lens means working around it and still getting the shots.

People hire people

Portraits that put business owners and crews at ease, so the real personality of the business comes through.

Want the four weeks shot for you?

Tom will call you within a business day of downloading this plan to hear about your business. If you would rather reach him first:

tom@tommac.photography
tommac.photography