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FREE FOR TRADE BUSINESSES

The 4-Week Content Plan

For Trade Businesses

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

Customers check your Facebook, Instagram, Google profile and website before they ring. This plan tells you exactly what to post on each one for the next four weeks, using the jobs you are already doing. 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

Meet the team

Show customers who turns up

WEEK 2

On the job

The work, the gear and how you run a job

WEEK 3

Before and after

Proof of the work, the post people share

WEEK 4

Trust and customers

Reviews, safety and the finished result

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 Meet the team

Show customers who turns up

Facebook

- [ ] Team photo in front of the vans, with a short intro to the business
- [ ] Meet one of the team: name, role and how long they have been with you

Caption idea: This is the crew who turn up at your place. [Business] has been looking after [area] for [years] years.

Instagram

- [ ] Carousel of individual team portraits
- [ ] Short video walking past the team and vans at the depot
- [ ] Stories: the morning start, tools loaded, heading out

Caption idea: Same faces, every job. Meet the crew.

Google Business Profile

- [ ] Upload the team photo and the vans photo
- [ ] Update: who we are, where we work and what we do best

Caption idea: Local trade team servicing [suburbs]. Real people, real vans.

Website

- [ ] Replace any stock photos with the real team photo
- [ ] Add portraits and names to the About page

Caption idea: Meet the team behind every job.

Photos you need this week: Whole team in front of the vans, Individual portraits, same background, Owner portrait, Short clip of the team heading out.

WEEK 2 OF 4

02 On the job

The work, the gear and how you run a job

Facebook

- [ ] A day on the job: arriving, the work under way, the tidy finish
- [ ] The gear we use: what it is and why it matters for the customer

Caption idea: Here is what a job looks like with us. Drop sheets down, work done properly and the site left cleaner than we found it.

Instagram

- [ ] Photo of hands on the work
- [ ] Short video of the job start to finish in 20 seconds
- [ ] Stories: behind the scenes on today's job

Caption idea: Another one done properly. #[suburb] #tradie

Google Business Profile

- [ ] Upload a job in progress photo with the suburb in the description
- [ ] Update: a quick tip about looking after your home

Caption idea: Quick tip from the team: [tip]. Questions? Send us a message.

Website

- [ ] Add two job photos to the main service page
- [ ] Add a short line on how you run a job, with a photo

Caption idea: How we run every job, from the first visit to the clean up.

Photos you need this week: Wide shot of the job under way, Detail of hands on the work, The gear we use in use, Short vertical clip of the work.

WEEK 3 OF 4

03 Before and after

Proof of the work, the post people share

Facebook

- [ ] Before and after of a recent job
- [ ] What we found: the problem hidden behind the wall

Caption idea: Before and after in [suburb]. Worth a look.

Instagram

- [ ] Two slide carousel: before, then after from the same spot
- [ ] Short video of the reveal
- [ ] Stories: poll asking followers to guess the before

Caption idea: Swipe for the after. Same spot, same angle.

Google Business Profile

- [ ] Upload the before and after pair with the suburb
- [ ] Update: the problem, the fix and the result on a recent job

Caption idea: Recent job in [suburb]: [what was done]

Website

- [ ] Add a before and after gallery to your main service page
- [ ] Write a three line case study: problem, fix, result

Caption idea: Before and after: see the difference.

Photos you need this week: Before, from a spot you can stand in again, After, from exactly the same spot, Close up of the problem found, Clip of the reveal.

WEEK 4 OF 4

04 Trust and customers

Reviews, safety and the finished result

Facebook

- [ ] Share a customer review with a photo of their finished job
- [ ] Doing it properly: how you keep customers and your team safe

Caption idea: Nothing beats hearing it from a customer. Thanks [name] for the kind words.

Instagram

- [ ] Photo of the finished job with the customer's words
- [ ] Short video testimonial from a happy customer, with permission
- [ ] Stories: thank you to customers who left a review this month

Caption idea: Finished, tidied up and a happy customer. That is the job.

Google Business Profile

- [ ] Reply to every review from the last month
- [ ] Upload finished job photos and ask this month's customers for a review

Caption idea: Thanks to everyone who left a review this month. We read every one.

Website

- [ ] Add real reviews with a photo beside each one
- [ ] Add your licences and insurance details to the site

Caption idea: What our customers say.

Photos you need this week: Finished job, clean and well lit, Customer and tradie together, with permission, The team in the right safety gear, 30 second customer video.

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

- [ ] Whole team in front of the vans
- [ ] Individual portraits, same background
- [ ] Owner portrait
- [ ] Tradie talking to a customer

On the job

- [ ] Arriving at a job, van out front
- [ ] Work under way, wide and close up
- [ ] Specialist gear in use
- [ ] The tidy finish

Proof

- [ ] Before, from a marked spot
- [ ] After, from the same spot
- [ ] The problem found, up close

Video clips

- [ ] Team heading out, 10 seconds
- [ ] The work in 20 seconds, vertical
- [ ] Finished job reveal, 10 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 Meet the team	☐☐	☐☐	☐☐	☐☐
Week 2 On the job	☐☐	☐☐	☐☐	☐☐
Week 3 Before and after	☐☐	☐☐	☐☐	☐☐
Week 4 Trust and customers	☐☐	☐☐	☐☐	☐☐

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.

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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:

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