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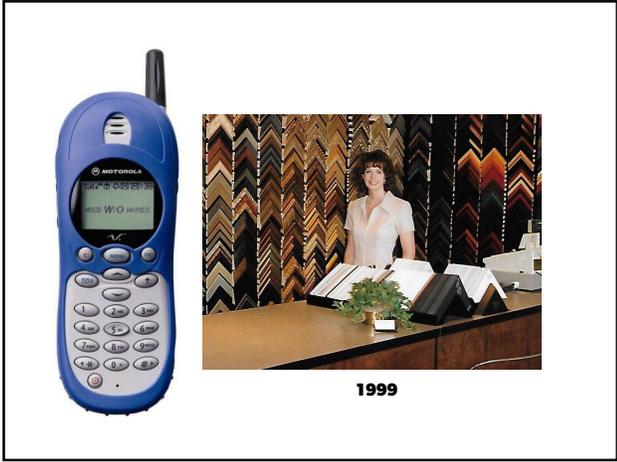
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WHY LOCAL MATTERS

- ✓ Build community trust & reputation
- ✓ Target relevant audiences
- ✓ Drive foot traffic with "Near me" searches



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LOCAL MATTERS

- ✓ People don't buy frames - they buy care, expertise and *trust*.
- ✓ Shift from advertising to community *storytelling*
- ✓ *Craftsmanship* becomes strongest marketing asset.

If people understand *how* and *why* you frame, they choose you!

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SHIFT YOUR FOCUS

Share your passion to build *authentic* connections



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DEFINING YOUR SHOP'S LOCAL STORY

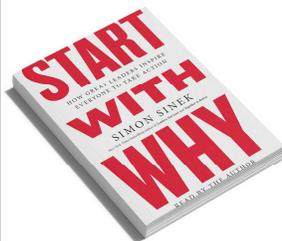
What Makes You Different

Meg GLASGOW

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DEFINING YOUR STORY

GOAL: Clarify what makes your shop different



This message should be **EVERYWHERE!**

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Simon Sinek | Start with WHY to inspire ac...

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DEFINING YOUR STORY

What do you preserve?
AND *Who* do you serve?
AND *Why* do you do it?

"We help (Who) protect and present (What) so it lasts for (Why it Matters)"

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EXERCISE



List 10 things you preserve
List 5 customers you serve
List 3 reasons why you do it

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DEFINING YOUR STORY

EXAMPLE

WE PRESERVE: memories of past loved ones

FOR CUSTOMERS: in the Boise area

WHY WE DO IT: To make memories last forever

YOUR STORY

For our Boise-area community, we frame more than art—we protect love, memory, and legacy, so what matters most can endure for generations.



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SOCIAL MEDIA

Simple, Sustainable, Local

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Don't give people things they don't want then expect something in return

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WHAT TO POST

(No Fancy Equipment Needed)

CONTENT PILLARS

- ✓ Work in progress framing
- ✓ Finished frame reveals
- ✓ Behind the scenes craftsmanship
- ✓ Artist/customer stories
- ✓ Community events

RULE: Show care, not perfection

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EASY POSTING

MINIMUM EFFECTIVE PLAN

- ✓ 2-3 posts per week
- ✓ 1 story per day when in the shop

BEST LOCAL FORMATS

- ✓ Vertical videos 10-30 seconds
- ✓ Before & After photos
- ✓ Hands at work

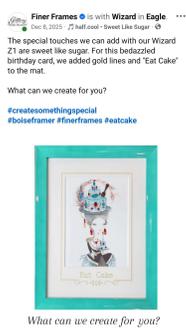


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CAPTIONS BUILD CONNECTION

3 PART FORMULA

- ✓ What you're framing
- ✓ Why it matters
- ✓ One question/Local tie-in





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LOCAL ENGAGEMENT

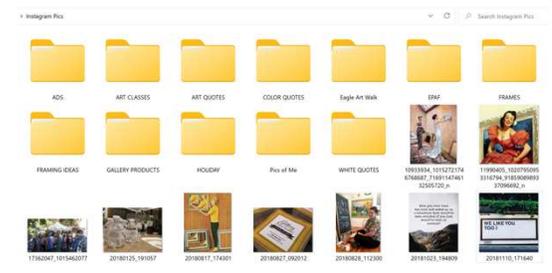
LOCAL ENGAGEMENT

- ✓ Tag local artists/businesses
- ✓ Use town + neighborhood hashtags
- ✓ Comment on other local posts



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HOW TO BATCH CONTENT *(and save hours)*



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SMARTER SOCIAL SYSTEM

Rinse & Repeat

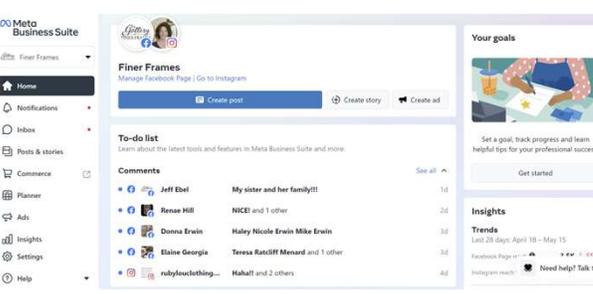
- ✓ Watch the stats
- ✓ Repeat popular
- ✓ Delete the flops
- ✓ Recycle every 100 days

➔ Download Hubspot's Content Calendar
<https://offers.hubspot.com/social-media-content-calendar>

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FAVORITE TOOLS

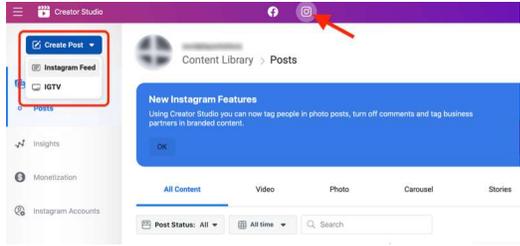
Meta Business Suite



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FAVORITE TOOLS

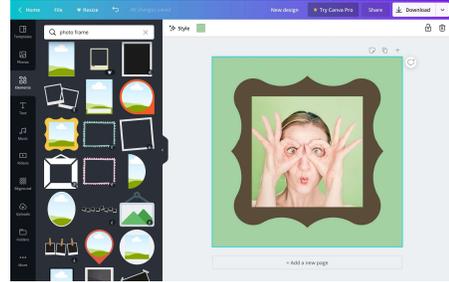
Creator Studio



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FAVORITE TOOLS

Canva



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FAVORITE TOOLS



List 10 Instagram reels ideas for a custom picture framing business

- Here are 10 Instagram Reels ideas for a custom picture framing business:
 - Before & After Transformations:** Showcase a piece of art, photo, or memorabilia before and after it's been framed. Highlight how the right frame elevates the piece.
 - Behind-the-Scenes:** Give a peek into the framing process, from selecting the frame to the final assembly. This could include cutting the mat, assembling the frame, and installing the artwork.
 - Frame Style Comparisons:** Show the same piece of art in different frames to demonstrate how various styles, colors, and materials can change the look and feel of the artwork.
 - Customer Testimonials:** Feature happy customers sharing their experiences with custom framing. Include clips of them receiving their framed items and their reactions.
 - Art & Frame Pairing Tips:** Offer quick tips on how to choose the right frame for different types

Message ChatGPT

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GOOGLE BUSINESS PROFILE

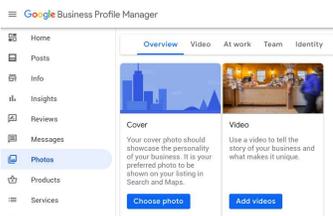
Most Powerful Tool

Meg GLASGOW

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GOOGLE BUSINESS PROFILE

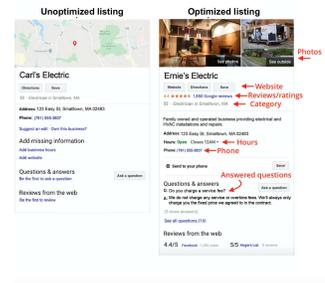
Your Most Powerful FREE Tool



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GOOGLE BUSINESS PROFILE

✓ **Fill out business profile completely**

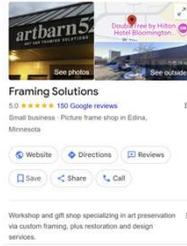


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GOOGLE BUSINESS PROFILE

MUST HAVES

- ✓ **Accurate hours**
(Update for holidays)
- ✓ **Frame-focused description**
- ✓ **Services clearly listed**
 - Custom Frames
 - Conservation
 - Mirrors
 - Printing



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GOOGLE BUSINESS PROFILE

PHOTOS ATTRACT CUSTOMERS

✓ Post new pics weekly

- Framing details
- Finished pieces
- Team at work
- Store interior



TIP: Google favors *fresh* images

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GOOGLE BUSINESS PROFILE

PHOTOS ATTRACT CUSTOMERS

✓ Post new pics weekly

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- Store interior



TIP: Google favors *fresh* images

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OPTIMIZE IMAGES

✓ Use descriptive names

custom-shadowbox-framing-eagle-id.jpg

✓ Use alt text with keywords

Custom shadowbox framing by Finer Frames in Eagle Idaho



High quality images should serve both SEO and trust

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According to Google, customers are 42% more likely to request driving directions to a business if its business profile has photos, and 35% more likely to click through to its website.

Google Business



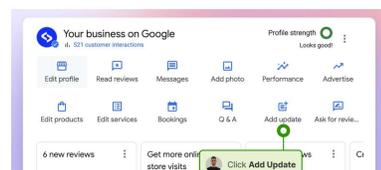
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GOOGLE BUSINESS PROFILE

POST SCHEDULE

(5 Minutes, Once a Week)

- Events
- New art arrivals
- Seasonal reminder



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HIGH IMPACT POST IDEAS

Reinforce what you do & where you do it

"Conservation Framing in Lakewood, OH"

- ✓ Museum Glass vs. regular glass

"Custom Shadowbox Design for Lakewood Collectors"

- ✓ *Highlight shadowboxes for heirlooms*

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HIGH IMPACT POST IDEAS

Get Clicks & Build Trust

"Before & After Transformations"

- ✓ Rolled canvas vs gallery-ready
- ✓ Broken frame vs restored & upgraded
- ✓ Faded photo vs conservation framed

Engagement + relevance = strong local signals

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HIGH IMPACT POST IDEAS

Google LOVES local content

"Local & Community Posts"

- ✓ Supporting local Ohio artists
- ✓ Framing work for a local event
- ✓ Proud to frame art for Lakewood homes and businesses
- ✓ Local artist spotlight

"Supporting Ohio artists is what we do!"

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OTHER FREE LISTINGS

- ✓ Apple Maps
- ✓ Bing
- ✓ LinkedIn
- ✓ Yelp
- ✓ Yellow Pages
- ✓ Yext



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GOOGLE REVIEWS

Building Trust

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83% of consumers confirm that they are likely to check Google reviews before visiting a business.

SocialPilot

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GOOGLE REVIEWS



IMPACT ON BUSINESS & SEO

Reviews, including *star rating*, *count*, and *keywords*, are critical ranking factors for Google business listings.

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GOOGLE REVIEWS

REVIEWS REFLECT CRAFTSMANSHIP

✓ How to ask

"If you were happy with how we cared for your artwork, a Google review really helps other locals find us."



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GOOGLE REVIEWS

✓ What to encourage in reviews

- Quality
- Care
- Expertise
- Trust



TIP: Respond to every review - brief, warm & professional

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GOOGLE REVIEWS

ASK AT THE RIGHT TIME

- ✓ When they say "Wow"
- ✓ Make it ridiculously easy
- ✓ 24hr message
- ✓ In-store signage
- ✓ Printed card

*No pressure.
No begging.
No incentives.*



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LOCAL SEO BASICS

(No Tech Skills Needed)



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LOCAL SEO BASICS

WEBSITE SHOULD SAY

- What you do
- Where you are
- Who you serve



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LOCAL SEO BASICS

Keywords	Search volume
picture framing	405,000
wall art frames	110,000
poster frames	40,500
photo frame	40,500
6x10 frame	40,500
16x24 frame	40,500
picture framing near me	33,100
16x20 frame	33,100
11x14 frame	33,100
24x36 frame	33,100

EVERY PAGE SHOULD INCLUDE

- **Your city + state**
- **Contact**
- **Custom framing key words**

<https://www.wordstream.com/keywords>

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LOCAL SEO BASICS

PAGES EVERY FRAME SHOP NEEDS

- **HOME** Your story + trust signals
- **SERVICES** Conservation, shadowboxes
- **ABOUT** Experience, values, team
- **GALLERY** Project portfolio
- **CONTACT** Map + hours

TIP: These posts answer questions and boost Google visibility

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LOCAL SEO BASICS

BLOGGING *Without stress*

Write 1 short post per month

- ✓ How to frame children's artwork
- ✓ What makes conservation different
- ✓ How we frame local artists' work

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LOCAL SEO BASICS

SEO WRITING FORMULA

- ✓ Use clear headings
- ✓ Answer one main question
- ✓ Include location naturally
- ✓ Add photos with descriptive file names



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OPTIMIZE FOR VOICE SEARCH

Write Content in Conversational Tone

Answer customers' questions.
Create compelling questions & answers about your products & services



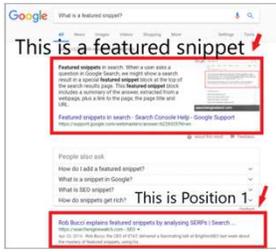


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LOCAL SEO BASICS

Optimize for Featured Snippets

- ✓ Create content that answers questions
- ✓ Build a FAQ Page on your website
- ✓ Answer questions on your Google Business Profile



TIP: Use ChatGPT to create Framing FAQ list

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FAQ MUST HAVES

Local Questions for great SEO

These help with local search and decision-making.

- Do you offer conservation framing in *(your city)?*
- Do you serve the *(regional)* area?
- Where is your shop located?
- Is parking available?
- Can I bring in multiple pieces at once?
- Do I need an appointment?

Organize FAQ questions in the way visitors think

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Bonus MORE AWESOME IDEAS

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BECOME *The* ARTIST RESOURCE HUB

- ✓ Host artist critique nights *(framing included)*
- ✓ Offer portfolio reviews for emerging artists
- ✓ Maintain a local artist referral board in-store.



Artist Talk. If you support them early, they bring collectors later.

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STRATEGIC *Local* PARTNERSHIPS

- ✓ Realtors *(closing gifts)*
- ✓ Architects/builders
- ✓ Funeral homes *(memorial framing guide)*



Provide co-branded materials to hand to clients

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ART CARE *and* CONSERVATION

- ✓ Week-long theme: Preservation & Value
- ✓ Mini talk on UV glass, materials, techniques
- ✓ Free art condition check-ups
- ✓ Partner with insurance agent & appraisers



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LOCAL MEDIA

Stories to Pitch

- ✓ How a local frame shop preserves family history
- ✓ Most unusual items framed in *(insert your hometown)*
- ✓ Why custom framing matters in a digital world



Lifestyle editors love craftsmanship stories

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CONNECTING ONLINE TO IN-STORE EXPERIENCE
Consistency Matters!



61

CONNECTING *the* EXPERIENCE

- ✓ Use the same tone
- ✓ Same values in posts & conversations
- ✓ Same craftsmanship in marketing & framing

Art Attack Framing & Design, Missoula, Montana



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30-60-90 DAY ACTION PLAN
Marketing Reset



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Marketing isn't about being louder,
 it's about being *more visible in ways that matter*




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ACTION PLAN

FIRST 30 DAYS

- Optimize Google Business Profile
- Post 2x week on social
- Ask for reviews consistently



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ACTION PLAN

NEXT 60 DAYS

- Add or update service page
- Publish 1 blog post
- Improve website photos



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ACTION PLAN

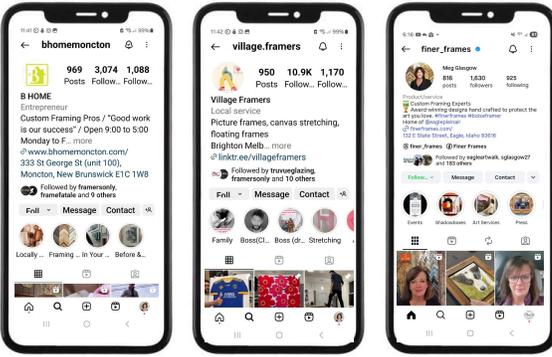
BY 90 DAYS

- Host or promote a local event
- Track what content gets engagement
- Refine your story based on customer response



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FOLLOW ON INSTAGRAM



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MEGGLESGLOW.COM



PART 1 | Strategy
Defining Your Vision, Ideal Client & USP

PART 2 | Marketing
Define Products
Writing a Marketing Plan & Social Media Strategy

PART 3 | Customer Service
Growing Customer Evangelists & Measuring Results

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Thank You!

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FINER FRAMES | EAGLE, IDAHO

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