

WORK APPROACH

Marketing and Lead Generation for Contractors and Service Businesses

An audit-first approach to local visibility, website performance, paid lead generation, and measurement.

Elena Patrice, founder of Social Status, Inc.

THE REAL PROBLEM

Most service businesses do not have one marketing problem.

Lead flow depends on several connected parts. When one is weak, the business often spends more elsewhere to make up for it. Adding money to one channel rarely solves the underlying problem.

-
- 01 **Local visibility**
Weak local presence or an incomplete Google Business Profile

 - 02 **Website**
An outdated site or service pages that do not explain the work clearly

 - 03 **Paid leads**
Leads that cost too much or do not become booked jobs

 - 04 **Lead handling**
Inconsistent capture and follow-up on calls and form inquiries

 - 05 **Measurement**
No clear picture of which channels produce calls and form inquiries

The issue is usually not effort. It is that the pieces are disconnected and no one has a useful order of operations.

Start with the parts that affect whether the phone rings.

01

Local visibility

Google Business Profile

Local search position

Service-area coverage

02

Website and content

Technical health

Service and location pages

Content gaps and page structure

03

Calls, forms, and conversion

Calls to action

Calls and forms

Mobile experience and trust signals

04

Paid lead generation

Google Ads account review

Search intent and budget use

Landing-page alignment

05

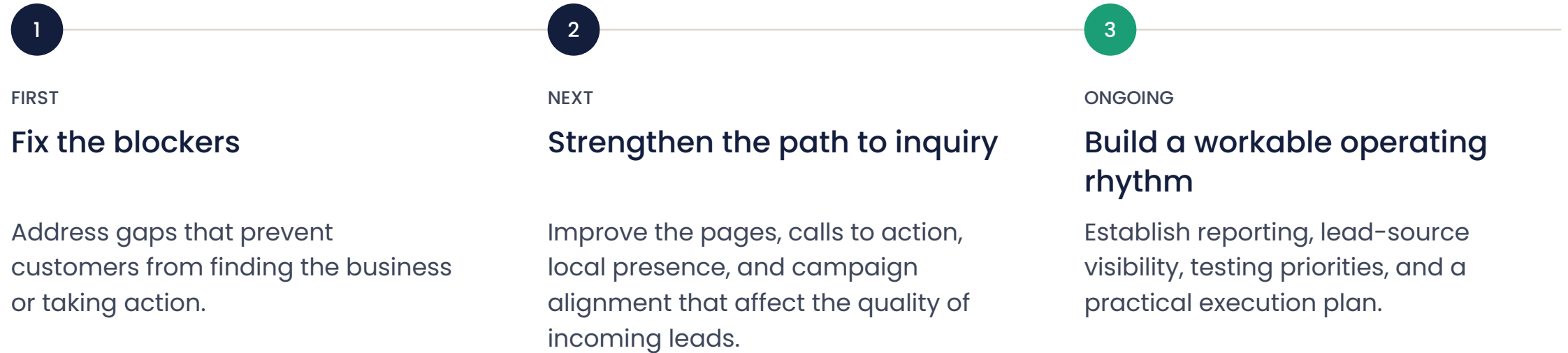
Lead tracking and measurement

Search Console, GA4, and GTM

Call and form tracking

Lead-source visibility

Findings are organized by business impact, not by a generic checklist.



The goal is not to create more marketing activity. It is to make the next decisions clearer and put the highest-impact work first.

RELEVANT EXPERIENCE

Built from inside a service business.

Elena Patrice brings nearly 20 years of marketing and business-development experience across service businesses, professional services, and client projects.

One of the most relevant chapters was a 12-year in-house marketing role with a San Francisco tree-care company, working directly with the owner. During that period, the business grew from roughly \$400,000 to more than \$6 million in annual revenue and expanded from three employees to forty-nine.

That work included website strategy, local search visibility, content, paid acquisition, and lead tracking, alongside work for other businesses and clients.

The company's growth reflected many factors. Elena's role covered marketing and acquisition support throughout this period.

12 years

In-house experience with a growing tree-care company

\$400K to \$6M+

Business growth during that period

Up to \$20K / month

Paid media across Google Ads, Yelp, and Meta

WHAT A CLIENT RECEIVES

A clear starting point and a practical next step.

Each project is scoped to the decision at hand, with findings and next steps the business can act on.

- 01 A review of the agreed marketing, visibility, website, advertising, or tracking issues
- 02 Prioritized findings, with an explanation of what matters first
- 03 A practical 30-, 60-, or 90-day action plan, where appropriate
- 04 A walkthrough or written summary of recommended next steps
- 05 Implementation support or ongoing strategic guidance, when needed

Start with a \$150 Revenue Map Call: socialstatusinc.com/contact