Shift & Shine
SERVICES

Build It. Grow It. Run It.

Websites, marketing and a CRM for small businesses.

Brad Long, Founder · (816) 519-4027 · shiftandshineservices.com

WHERE CUSTOMERS SLIP AWAY

Most Small Businesses Lose Customers in Three Quiet Places.

A Site That Makes People Hunt

If they can’t see what you do, where, and how to reach you in five seconds, they call someone else.

Marketing Nobody Can Trace

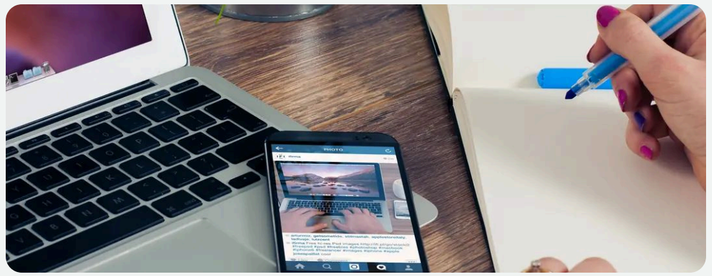
Posts and ads go out, but nobody can say which ones brought in a customer.

Inquiries Nobody Calls Back

A form on Tuesday, a missed call on Thursday, and the lead is gone by Friday.

WHAT WE DO

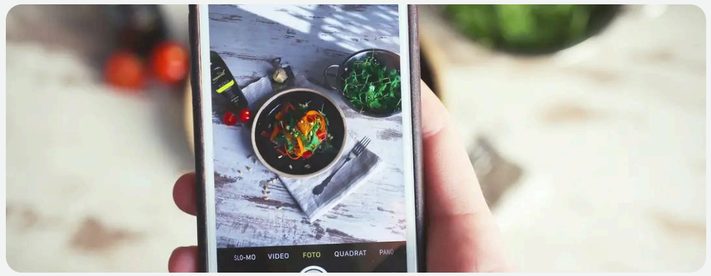
Three Pillars, One Team.



APPLICATIONS

Build It

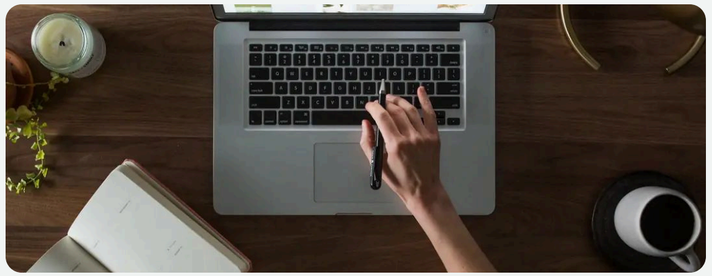
- Website rebuilds
- Web apps
- Android and Windows apps



MARKETING

Grow It

- Google Business Profiles and local SEO
- Social media
- Google and Meta ads



OPERATIONS

Run It

- A CRM for your customers
- Every inquiry in one inbox
- Invoices and follow-ups

HOW IT WORKS

From the First Call to the Monthly Report.

1

Audit

A free 15-minute look at your site, your marketing and how inquiries get handled.

2

Build and Launch

We build what you need and set up your marketing and CRM. You approve every step.

3

Grow

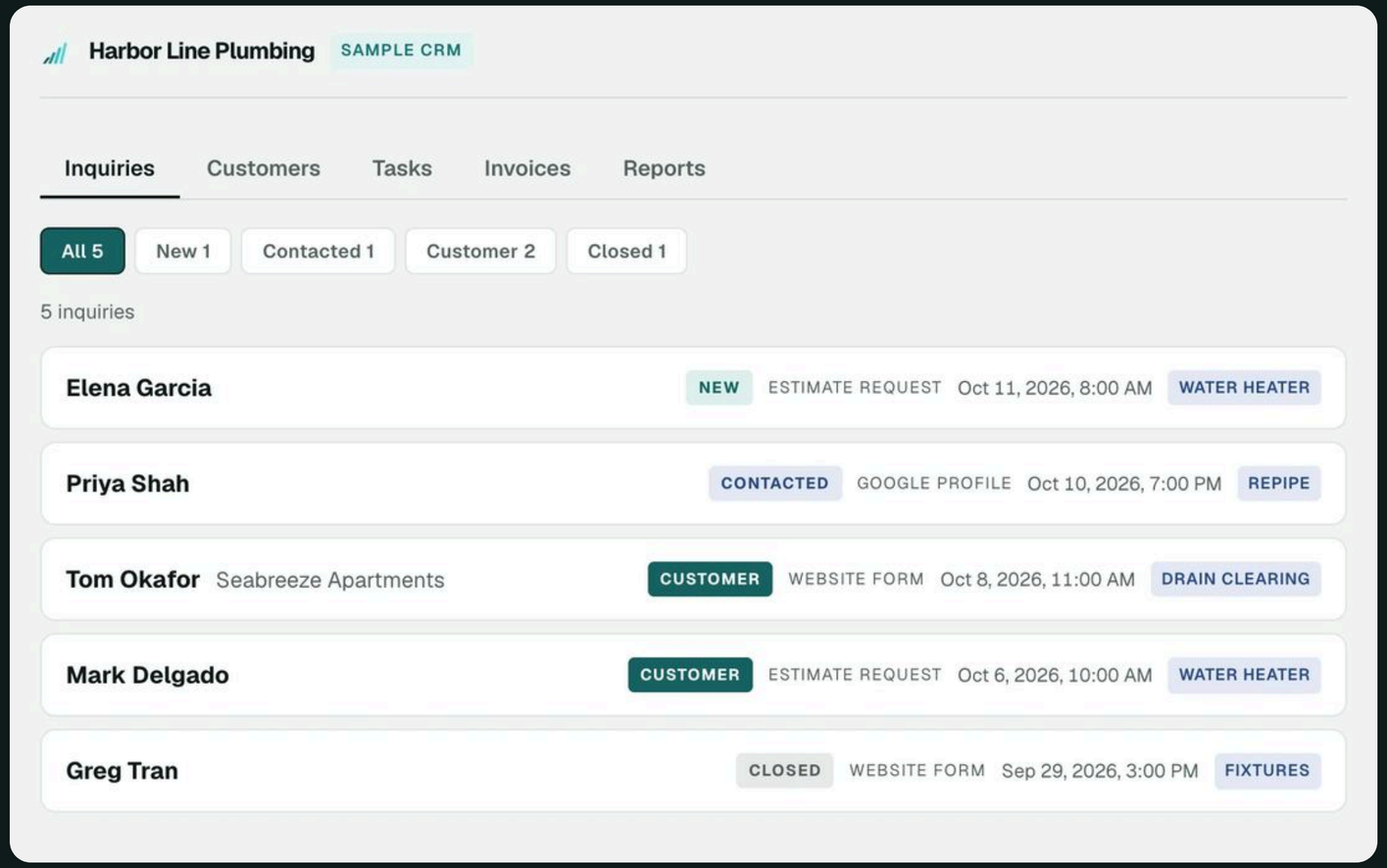
We manage results month to month, report in plain English, and adjust as you grow.

RUN IT

Every Inquiry in One Place.

Calls, form messages and follow-ups together, so nobody forgets to call back.

Try it: shiftandshineservices.com/crm-demo

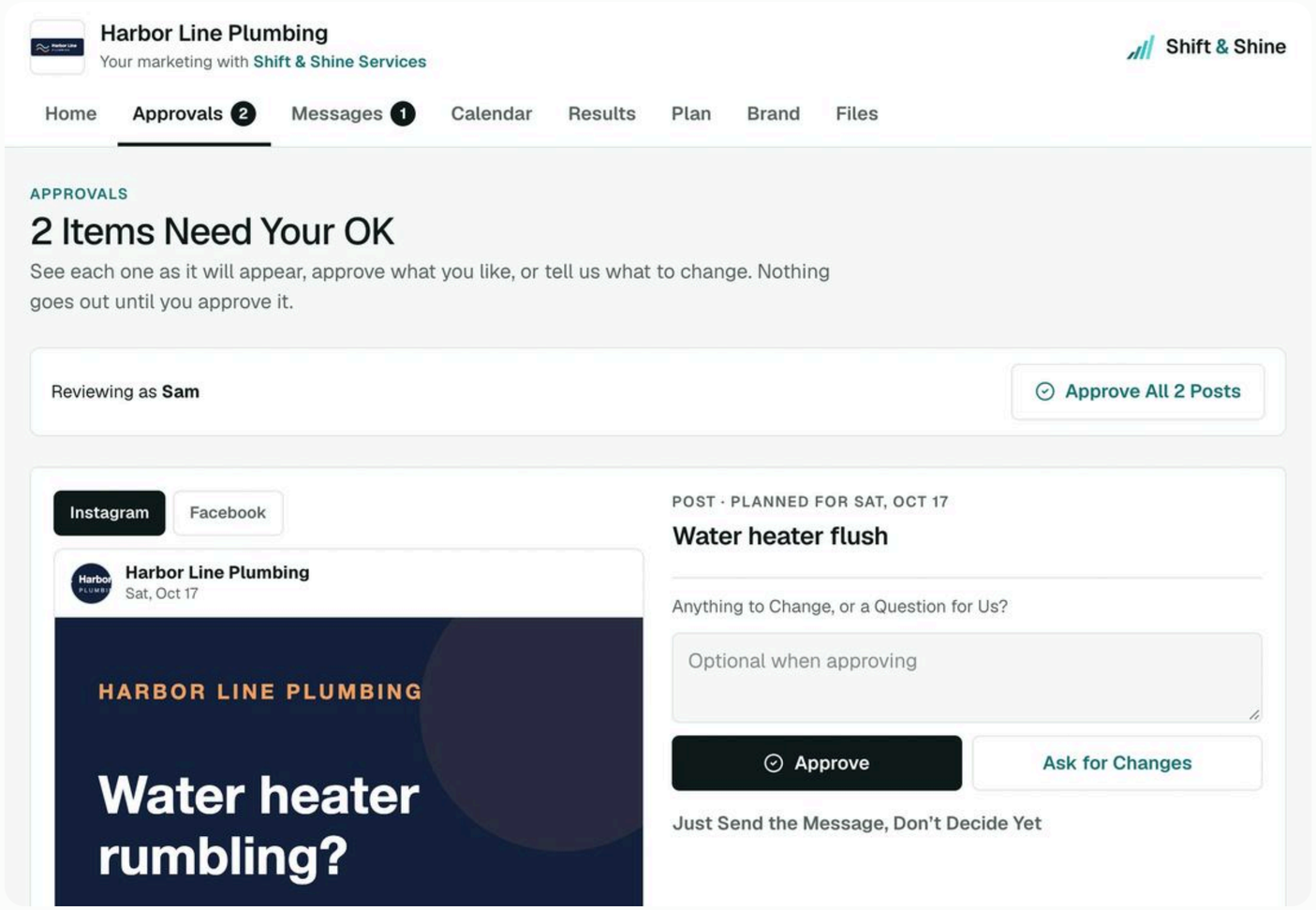


Sample business. Invented data.

YOUR PORTAL

You Approve Every Step.

Posts, designs and invoices wait in one place you sign in to with a link from your email. Nothing goes out without your OK.

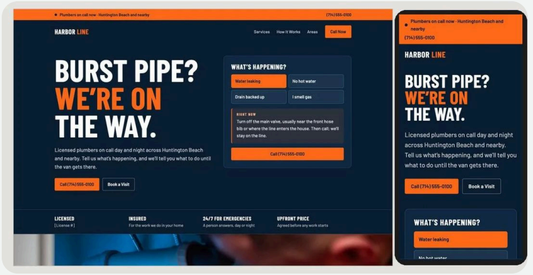


Sample business. Invented data.

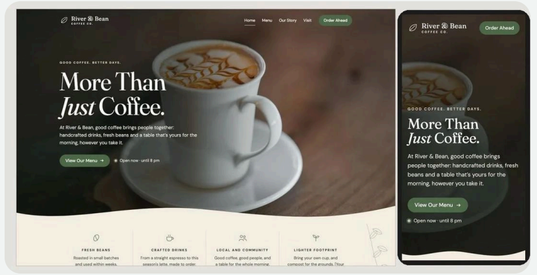
BUILD IT

See the Look Before We Build.

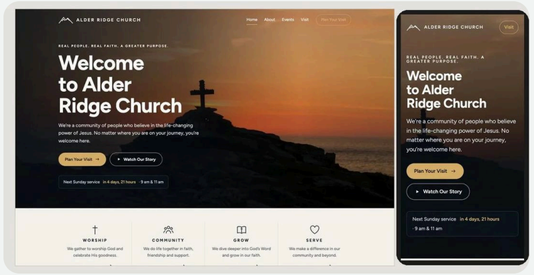
Sample sites built for businesses we made up. Pick a look you like and we start from there.



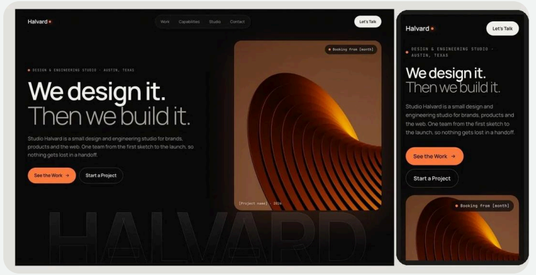
Plumbing



Coffee Shop



Church



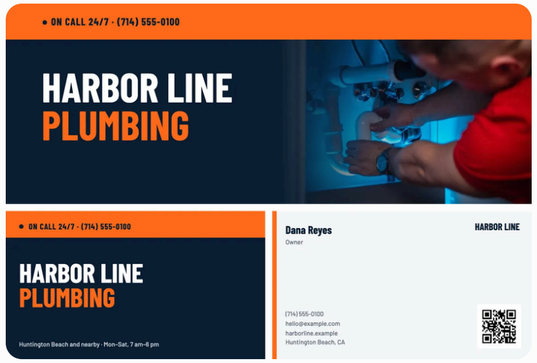
Creative Portfolio

All 33 samples: shiftandshineservices.com/website-designs

GROW IT

A Marketing Kit in Your Site’s Style.

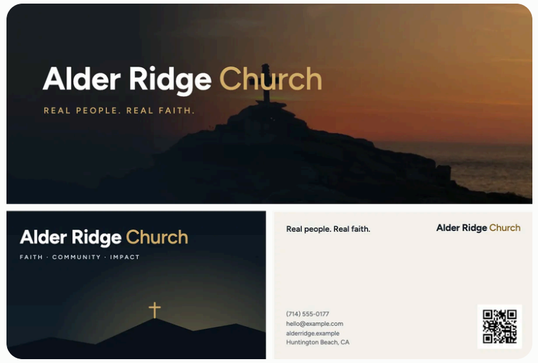
Business cards, social banners, a brand guide, sales sheets and ads, in the same type, colors and look as your website.



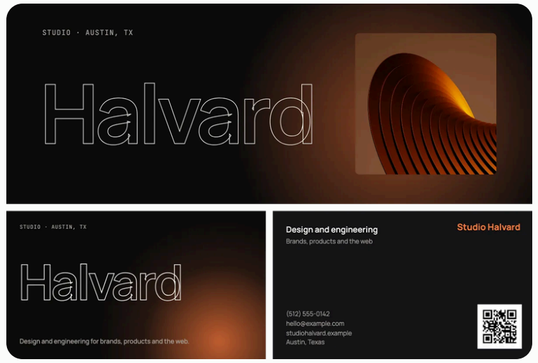
Plumbing



Coffee Shop



Church



Creative Portfolio

All 33 kit styles: shiftandshineservices.com/marketing

GROW IT

Ninety Days of Posts, Written Before Day One.

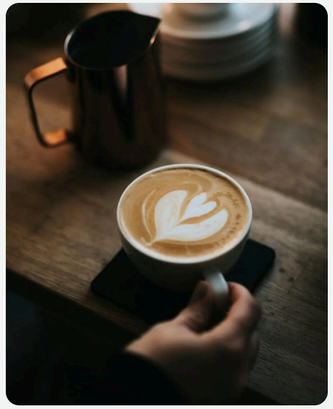
Three a week for twelve weeks on Facebook, Instagram and LinkedIn, with Google Ads checked on the same days. You see them on a calendar and approve each one.



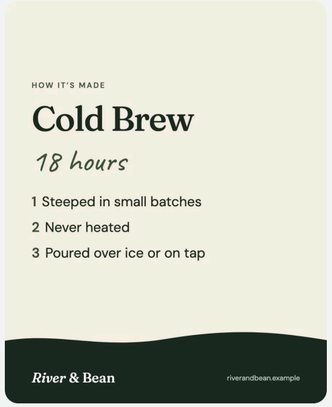
Monday
A Tip



Wednesday
The Work



Friday
An Invitation



Monday
A Tip



Wednesday
The Work



Friday
An Invitation

A sample for a made-up coffee shop: shiftandshineservices.com/sample-campaign

WHAT YOU CAN COUNT ON

Five Promises, Written Into Our Terms.

No Long Contracts	Month to month after the first three months.
You Own What We Build	Your site, domain, ad accounts and code, once it’s paid for.
Your Data Is Yours	Every contact, inquiry and invoice, exported on request.
Plain-English Reports	Every month: what it cost, and what came in.
A Direct Line	You talk to the person doing the work, not an account manager.

HOW PRICING WORKS

Start With a Bundle, or Build Your Own.

HARD TO FIND ONLINE

Starter

- Website rebuild, up to 5 pages
- Google Business Profile and SEO foundations
- Inquiry inbox connected to your site
- Three months of site care and SEO

NEEDS MORE CUSTOMERS

Growth

- Social media on 3 platforms, 5 posts a week
- Google and Meta ad management
- SEO every month
- Inquiry inbox with automatic replies
- Monthly report and strategy call

NEEDS ITS OWN TOOLS

Full-Service Partner

- A custom web app for your business
- Every marketing channel we offer
- Custom CRM with staff logins
- Care plan included
- Calls every two weeks

Every quote follows a free 15-minute audit. Ad spend and other third-party costs are paid on your own accounts.

THE NEXT STEP

Start With a Free 15-Minute Audit.

We look at your site, your marketing and how inquiries get handled, then tell you plainly what we'd fix first. No obligation.

Founding clients: a reduced rate, in exchange for the story.

Brad Long, Founder
(816) 519-4027 · brad@shiftandshineservices.com
shiftandshineservices.com

Shift & Shine
SERVICES