

Simcoe Stone Social Media Expansion Proposal



Hey Mark [Simcoe Stone],

We'd like to thank you from us here at **Alta AI Consult for starting your journey with us into the world of AI automated social media!** You're already set up with our **Social Pro** package and your new automation system is working beautifully. Now, it's time to take it a step further and **bring your brand to life online** with the **Social Motion Package** + optional maintenance upgrade.

We want to make sure that your social media is not only set up and automated, but ready to take a step further in the content world with the right branding, promos, social reels and more to give your page the facelift that it needs to hit the ground running, and give it the professional modern look that it needs!

There are two offers we have for you to extend your social media journey which we feel will be absolutely crucial in the long run. We understand the busy days of business owners, content creation can be such a drag and putting the time into doing it isn't as easy when you're talking to clients and setting up deals all day. So, we got a deal for you. **We will create 15-30 days worth of scheduled social content, which includes high quality branded photos, trending and engaging reels, videos, captions, story posts, the whole kit, bang and kaboodle! This allows us to create a schedule and spread out the content for you, so you can make sure there is something that will always be posted.** We feel this is the most effective way to start your business on social media and make sure you have the right look going forward.

Fact: More than 80% of Social Media (Instagram/TikTok/FB etc) users will have more buyers confidence when visiting pages that have 50+ posts on their page. This shows customers that you are consistent, reliable and more importantly verifiable. It gives them more confidence to decide to reach out to you!

Secondly, we are also offering you our **Monthly Maintenance** which allows you to completely have your automation on auto-pilot with support. Making sure everything runs smoothly. **The best and most important thing is with this as well, it allows us to increase the file size limit of what you can upload through drop box from 5MB to 100MB**, giving you flexibility for higher quality images and videos. Both offerings are below, along with your guide to your current automation!

Upgrade to: Social Motion Package 🔥

You already own the **Social Pro automation**, so this upgrade brings you everything else you need to start dominating social media — without doing any of the heavy lifting.

Here's what's included in your upgrade:

15–30 Days of Custom Content

We'll turn that footage into:

- Short-form promo videos (perfect for Instagram Reels & TikTok)
- Branded images & post designs, trending content
- Captions + hashtags
- All scheduled across TikTok, Instagram & Facebook

Social Media Strategic Blueprint

A custom, easy-to-follow strategy built around:

- Your services
- Your brand voice
- What actually works in the GTA stone/reno niche

The Value Breakdown:

Item	Regular Value	Your Upgrade Cost
Scheduled Content Calendar	\$300+	✓ Included
15–30 Days of Content	\$1,000+	✓ Included
Strategy Blueprint	\$200+	✓ Included
Video/Image Creation	\$500	✓ Included
TOTAL	\$2000+	You Pay \$750

Monthly Maintenance Add-On –

\$59.99 → \$44.99/month (Loyalty Rate)

What You Get:

- **✓ Ongoing Automation Support**
We'll monitor your setup regularly and make sure your posts go out smoothly without interruptions.
- **✓ Increased Upload Limit**
Boost your Dropbox upload capacity from **5MB** → **100MB**, allowing for higher-quality video and photo uploads.
- **✓ Password & Data Management**
We'll help you manage and safely store your login info, social platform connections, and backups.
- **✓ Priority Support**
Direct line for quick fixes, updates, or if something ever goes sideways.

 Only **\$44.99/month** with your \$15 loyalty discount.

Client Guide: How to Use Your Simcoe Stone Social Media Automation

Welcome to your automated posting system, designed to make it easy for you to get your photos online without lifting a finger beyond uploading. Here's everything you need to know:

Dropbox login:

Email – stonemasonrysimeco@gmail.com

Login method – Sign in with Google (no password needed)

Dropbox folder – SIMCOE-STONE-MASONRY

Instagram: <https://www.instagram.com/stonemasonrysimeco/>

PW: Automation2025

TikTok: Login method – Sign in with Google (no password needed)

<https://www.tiktok.com/@simcoestonemasonry?lang=en>

STEP 1: Download Dropbox App (Once Only)

1. Go to the App Store (iPhone) or Play Store (Android).
 2. Download the app called **Dropbox**.
 3. Open the app and tap **Sign In**.
 4. Log in using:
 - **Email:** `stonemasonrysimcoe@gmail.com`
 - When asked, use **Google login** — just tap the Google icon and select the email.
(No need to type in a password.)
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STEP 2: Upload a Photo or Video to the Folder

1. In Dropbox, find the folder named:
SIMCOE-STONE-MASONRY
2. Tap the **+** plus sign and choose **Upload Photo or Video**.
3. Choose your photo or video.
4. Rename the file based on what it is:
 - For **promos** (ads/flyers/etc): include the word **promo** in the name.
→ Example: `Promo_JulyFlyer.jpg`
 - For **jobs or finished work**: include the word **job** or **jobsite**.
→ Example: `Jobsite_BackyardPatio.jpg`

 This helps the system know what kind of caption to write for you.



STEP 3: Let the System Work

Once you upload:

- The automation will automatically:
 - **Generate a custom caption** based on the image type.
 - **Post the content** to your **Instagram** and **TikTok** accounts.

No action needed on your part. It's hands-free from here!



STEP 4: Facebook Setup (One-Time Step)

To post to Facebook as well, follow these one-time steps:

1. Open the **Instagram app** (make sure you're logged in to your Simcoe Stone account).
2. Go to **Settings → Account Center**.
3. Tap “**Add Facebook**” or “**Set Up Accounts Center**”.
4. You will be prompted to log in to Facebook.
 - **You must use your personal Facebook account** to do this.
 - Once logged in, you can **connect your Facebook Page** (Simcoe Stone).
5. After this is done, anything you post on Instagram will also go to your Facebook Page automatically.

 We can't do this step for you due to Facebook's privacy rules. You'll need to log into your own account on your own device.



If You Need Help

We're always available to walk you through anything over the phone or Zoom. Just give us a call