

SAN GABRIEL SOLUTIONS

SERVICES SECTION – MASTER INSTRUCTIONS DOCUMENT (FINAL)

(For Web Developers, Designers, UX & Marketing Teams)

1. PURPOSE OF THIS DOCUMENT

This document defines **exactly how the Services section of the San Gabriel Solutions website must be built.**

The Services section must:

1. Explain **all services offered**
2. Clearly articulate the **business case behind each service**
3. Show **how services generate revenue**
4. Position **Traffic Monetization & Advertising Infrastructure** as the **core differentiator**
5. Demonstrate **proof of execution** via portfolio examples
6. Drive **leads, quotes, and partnerships**

This is **not a brochure.**

This is a **revenue-focused services architecture.**

2. CORE BUSINESS MODEL (ANCHOR EVERYTHING TO THIS)

San Gabriel Solutions exists to:

Identify high-traffic physical and digital environments and convert them into revenue-generating assets for vulnerable businesses, trucking companies, property owners, small businesses, and nonprofit organizations.

We do this through a **combination of physical advertising, digital infrastructure, and execution services**.

Everything connects back to:

Traffic → Visibility → Monetization

3. SERVICES SECTION STRUCTURE (ORDER IS REQUIRED)

The Services page must be structured **in this exact order**:

1. Revenue-Generating Advertising Solutions (Core)
 2. Branding, Banners & Signs (Execution Engine)
 3. Mobile Advertising – Trucking Fleets
 4. Monetize Your Location
 5. Advertise With Us
 6. Social Media & Digital Advertising
 7. Website Design & Development
 8. Events & Community Advertising
 9. Incorporation & Not-for-Profit Services
 10. Strategy, Technology & AI
 11. Portfolio (Integrated Throughout + Dedicated Section)
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4. SERVICE 1

REVENUE-GENERATING ADVERTISING SOLUTIONS (CORE SERVICE)

What to Say

San Gabriel Solutions turns **existing traffic**—foot traffic, vehicle traffic, delivery routes, and digital attention—into **new income streams**.

Why This Service Exists (The Case)

- Digital advertising costs are rising
- Small businesses and nonprofits are priced out
- Physical traffic still exists but is under-monetized
- Vulnerable businesses need **additional revenue**, not just marketing spend

What We Do

- Identify high-traffic locations and routes
- Deploy physical and mobile advertising assets
- Match advertisers to locations, windows, trucks, and routes
- Manage design, pricing, placement, and monetization

How to Showcase

- Simple diagrams (traffic → ads → revenue)
- Real storefronts, windows, trucks, streets
- Clear monetization explanations

CTAs

- Turn My Traffic Into Revenue
 - Explore Advertising Options
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5. SERVICE 2

BRANDING, BANNERS & SIGNS (HIGH-YIELD EXECUTION ENGINE)

What to Say

Banners, signs, and visual branding are **not decoration** — they are **revenue-producing infrastructure**.

Why This Service Exists

- Visibility drives action
- Poor design wastes exposure
- Physical advertising outperforms digital locally
- Events, storefronts, and fleets need fast execution

Services to Mention

- Roll-up banners
- Vinyl & mesh banners
- Step-and-repeat backdrops
- Storefront & window graphics
- Lawn signs & coroplast

- Posters & large-format signage
- Vehicle decals & wraps

Design Advantage

- Designed for distance & motion
- High-contrast layouts
- QR codes & calls-to-action
- Print-ready accuracy

CTA

- **Request Banner & Sign Quote**
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6. SERVICE 3

MOBILE ADVERTISING – TRUCKING FLEETS (SHORT-HAUL & LTL)

What to Say

Short-haul and LTL trucks are **moving billboards** operating daily on high-traffic routes.

Why This Service Exists

- Trucking margins are thin
- Visibility already exists but is unused
- Advertising offsets fuel, insurance, and operating costs

Advertising Formats

- Vinyl wraps (full or partial)
- Trailer-side panels
- Rear-door ads
- Magnetic signage
- QR-enabled ads

Revenue Pricing (MUST BE STATED CLEARLY)

- **\$300–\$500 per truck or trailer**, depending on size, route, and duration

CTA

- **Earn With My Trucks**
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7. SERVICE 4

MONETIZE YOUR LOCATION

What to Say

Businesses and property owners can earn **advertising income** from windows, storefronts, and high-traffic frontage they already have.

Why This Service Exists

- Rising rents and operating costs
- Idle visibility = lost revenue
- Advertising creates passive income

Revenue Pricing (CLEAR & TRANSPARENT)

- **\$200 per window** (location, traffic, and duration dependent)

CTA

- **Monetize My Location**
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8. SERVICE 5

ADVERTISE WITH US (SMBs & NONPROFITS)

What to Say

We provide **affordable, physical and digital advertising** for organizations priced out of traditional media.

Advertising Options

- Window advertising
- Storefront signage
- Event banners
- Truck & trailer advertising
- Campaign-based placements

CTA

- **Advertise My Business**
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9. SERVICE 6

SOCIAL MEDIA & DIGITAL ADVERTISING SERVICES

What to Say

We help businesses **extend physical visibility into digital reach**, supporting campaigns with social media and online presence.

Why This Service Exists

- Physical ads work best when supported digitally
- Businesses need consistent messaging
- Social proof builds trust

Services to Mention

- Social media account setup
- Content creation & posting
- Campaign support for physical ads
- Community & local engagement
- Analytics & reporting

Pricing Guidance (SHOW AS STARTING POINTS)

- Monthly social media management packages
- Campaign-based pricing
(*Exact pricing shown after consultation*)

CTA

- **Grow My Online Presence**
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10. SERVICE 7

WEBSITE DESIGN & DEVELOPMENT

What to Say

We build **conversion-focused websites** that support advertising, credibility, and lead generation.

Why This Service Exists

- Advertising without a strong website leaks leads
- Businesses need credibility to convert traffic
- Websites are core infrastructure, not optional

Services to Mention

- Business websites
- Landing pages for campaigns
- Mobile-optimized builds
- SEO-ready structure

Portfolio Proof (MUST BE FEATURED)

- **kavin10oc.com**
- **luxuryautocollision.ca**

These must be shown visually and referenced as:

“Websites built and launched by San Gabriel Solutions.”

CTA

- **Build My Website**
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11. SERVICE 8

EVENTS & COMMUNITY ADVERTISING

What to Say

We support events by providing **advertising inventory, sponsor visibility, and execution.**

Services

- Event banners
- Sponsor walls
- On-site layouts
- Post-event reuse strategies

CTA

- **Brand My Event**
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12. SERVICE 9

INCORPORATION & NOT-FOR-PROFIT SERVICES (FOUNDATIONAL)

What to Say

We help organizations **set up properly** so they can operate, advertise, and partner legally.

Services

- Business incorporation
- NUANS® name searches
- Not-for-profit incorporation
- Governance guidance

Positioning Rule

This service **supports** the ecosystem — it does not lead it.

13. SERVICE 10

STRATEGY, TECHNOLOGY & AI

What to Say

We help clients **scale, automate, and optimize** operations and campaigns.

Services

- Campaign strategy
 - CRM & automation
 - Reporting dashboards
 - AI-assisted engagement
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14. PORTFOLIO INSTRUCTIONS (CRITICAL)

Portfolio must:

- Be **visual-first**
- Show **real executions**
- Include:
 - Windows
 - Trucks
 - Banners
 - Websites
 - Events

Websites must explicitly list:

- kavin10oc.com
 - luxuryautocollision.ca
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15. FINAL SERVICES CTA (BOTTOM OF PAGE)

Turn Visibility Into Revenue.

Choose how you want to participate:

- Monetize My Location
 - Advertise My Business
 - Earn With My Trucks
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16. FINAL INSTRUCTION TO DEVELOPERS (COPY THIS)

The Services section must explain **what we do, why it exists, and how it makes money.**

Traffic monetization is the anchor.

All other services support, amplify, or scale that core solution.