**1. What specific digital marketing services does SquareStair Media offer?**

SquareStair Media specializes in streamlined, results-driven digital marketing services for small to mid-sized businesses. Our offerings include:

* **AI-powered SEO Audits and Strategy** (via our proprietary tool: *SEO FlashLight*)
* **Website Design & Development** (clean, high-conversion, mobile-first design)
* **AI Workflow Automation Consulting** (leveraging AI Automation platforms)
* **Content Strategy and Copywriting** (blog posts, landing pages, email copy, AI-assisted creation)
* **Email Marketing Setup & Automation**
* **Lead Funnel Optimization** (including form strategy, downloadables, and nurture sequences)
* **Social Media Management** (light packages in development, more to come)
* **Landing and Sales Page Creation**
* **Training and Tools for Independent Consultants** (white-labeled AI services and onboarding in development)

**2. Who is your target audience or ideal client?**

We primarily serve:

* **Small to mid-sized businesses** (especially in professional services, nonprofits, digital publishing, and wellness)
* **Solo entrepreneurs and early-stage startups** needing a nimble, affordable team
* **Nonprofits** looking to gain an edge with AI tools without huge budgets
* **Marketing professionals** looking to enhance their teams with automation and AI-powered insights
* **Agencies or consultants** who want to white-label tools or services under their own brand

**3. What makes SquareStair Media different from other digital marketing agencies?**

Our **AI-first approach** and emphasis on **simplicity, transparency, and real-world ROI** set us apart. We focus on:

* **Actionable solutions** instead of vanity metrics
* **Custom AI-backed tools and automations** that save time and improve accuracy
* **Downloadable frameworks and templates** clients can use immediately
* **Flexible models**, including white-label partnerships and Independent Consultant onboarding
* A deep understanding of how to **bridge technology and storytelling** for conversion

**4. Could you share a brief history of how SquareStair Media was founded and how long you've been in business?**

SquareStair Media was founded in 2023 by “Julie C.” and her Husband in Toronto, driven by her interest in making cutting-edge AI and digital strategy tools more accessible to small businesses and nonprofits. Frustrated by cookie-cutter solutions and a lack of AI tools being offered to business owners, Julie built SquareStair Media to offer lean, smart, customizable systems powered by modern technology and a personal touch.

**5. Do you have any notable case studies or success stories you could highlight?**

Yes, we’re currently compiling mini-case studies, including:

* A digital publishing company that reduced internal communication inefficiencies and increased client follow-ups by 40% using our custom-built Client Tracker system.
* A nonprofit organization that used our AI-powered SEO audit tool to uncover and fix high-impact content issues, doubling organic traffic within 60 days.
* A local business that saved over 15 hours per week by implementing SquareStair Media’s automations designed and deployed by our team.

More formal case studies will be featured on the updated website.

**6. What geographic areas do you serve? Are you local, national, or global?**

We are **national** (Canada-wide) with clients also in the **U.S.** and open to **global** projects.  
Our remote-first model, combined with cloud-based tools, allows us to serve clients wherever they are — especially English-speaking regions.

**7. What types of downloadable resources are you planning to offer as lead magnets?**

We are building a library of lead-generating resources, including:

* **SEO Checklists**
* **AI Automation Playbooks**
* **Landing Page Wireframe Templates**
* **Content Strategy Calendars**
* **White Papers on AI for SMBs**
* **Email Sequence Templates**
* **Mini-guides for Nonprofits** on using AI tools effectively

**8. What topics would you like to focus on for your blog content?**

Our blog will focus on:

* **AI in marketing** (how-tos, strategy guides, no-code automation)
* **SEO best practices** with a focus on what's working now
* **Small business digital strategy**
* **Conversion tips for websites and landing pages**
* **Content marketing and storytelling**
* **Tools and tech reviews**
* **Nonprofit-specific digital strategies**
* **Behind-the-scenes breakdowns of our own systems**

**9. Do you have a team you'd like to feature on the website, or is it primarily you?**

Currently, SquareStair Media is led by **Julie C.**, and their Business Development team is actively developing an **Independent Consultant (IC) program**. This program will allow skilled freelancers and consultants from around the world to partner with SquareStair Media under a unified brand, offering:

* **AI and automation services**
* **Shared resources and templates**
* **Personalized onboarding and marketing support**

A team section is not required at this time.

**10. Are there any specific calls-to-action or conversion goals you want to prioritize on the website?**

Yes — key CTAs will include:

* **Book a Discovery Call**
* **Download a Free Resource** (e.g., SEO checklist, AI playbook)
* **Request a Free Audit**
* **Apply to Join the Independent Consultant Program**
* **Sign up for the Newsletter**