

StewardGrowth Marketing Guide

Complete Setup & Operations Manual

Table of Contents

1. [Introduction](#)
2. [Phase 1: Connect Your SaaS Products](#)
3. [Phase 2: Manual Marketing Workflow](#)
4. [Phase 3: Convert to Automated Marketing](#)
5. [Appendix: API Setup Guides](#)

Introduction

StewardGrowth is your AI-powered marketing command center for managing marketing across all your SaaS products (StewardMAX, StewardRing, etc.).

What StewardGrowth Does:

- Generates marketing content (blogs, social posts, emails, ad copy)
- Provides AI-driven marketing recommendations
- Tracks marketing performance across all brands
- Manages approval workflows for content and spend
- Coordinates campaigns across multiple platforms

Two Operating Modes:

1. **Manual Mode** - AI generates content, you publish manually
2. **Automated Mode** - Full integration with ad platforms for direct publishing

Phase 1: Connect Your SaaS Products

Step 1.1: Access StewardGrowth

1. Navigate to your StewardGrowth URL (e.g., <https://stewardgrowth.vercel.app>)
2. Log in with your Supabase credentials
3. You'll land on the Executive Dashboard

Step 1.2: Add Your First Brand

1. Click "Brands" in the left sidebar
2. Click "+ Add Brand" button
3. Fill in the brand details:

Field	Example for StewardMAX
Brand Name	StewardMAX
Slug	stewardmax
Website URL	https://stewardmax.com
Description	Church management software
Industry	Church/Nonprofit Technology
Target Audience	Church administrators, pastors

4. Click "Create Brand"

Step 1.3: Configure Brand Voice

For each brand, set up the AI voice profile:

1. Go to **Brands** → [Brand Name] → **Settings**
2. Click the "Branding" tab
3. Configure:

Personality Traits (select 3-5):

- Professional
- Friendly
- Helpful
- Inspirational
- Educational

Phrases to Use:

- "Transform your ministry"
- "Save time, serve more"
- "Built for churches"

Phrases to Avoid:

- "Cheap"
- "Basic"
- "Religious software"

Value Propositions:

- All-in-one church management
 - Save 10+ hours per week
 - Trusted by 500+ churches
4. Click "Save Changes"

Step 1.4: Set Up Event Tracking (Optional)

To track website visitors and conversions:

1. Go to **Brands** → [Brand Name] → **Connect**
2. Copy the tracking script:

```
<script src="https://your-stewardgrowth-url.vercel.app/sdk/sg.js"></script>
<script>
  StewardGrowth.init('YOUR_BRAND_ID');
</script>
```

3. Add to your SaaS product's website <head> section

Track Custom Events:

```
// Track a signup
StewardGrowth.track('signup_started', { plan: 'trial' });

// Track a conversion
StewardGrowth.track('subscription_started', {
  plan: 'pro',
  value: 49.99
});
```

Step 1.5: Repeat for All Brands

Add each of your SaaS products:

- StewardMAX (Church Management)
- StewardRing (Communication Platform)
- StewardPro (Professional Services)
- Any other products

Phase 2: Manual Marketing Workflow

Daily Workflow Overview

DAILY ROUTINE
Morning (15 min)
└─ Check AI Recommendations
└─ Review pending approvals
└─ Check campaign performance
Content Creation (30-60 min)
└─ Generate content for the day
└─ Review and edit AI output
└─ Queue for publishing
Publishing (15-30 min)
└─ Post to social media platforms
└─ Schedule email campaigns
└─ Update ad campaigns
End of Day (10 min)
└─ Log results in StewardGrowth

Step 2.1: Generate Content

Blog Posts

1. Go to **Content → Create**
2. Select "**Blog Post**"
3. Fill in:
 - **Brand:** Select your brand
 - **Topic:** "5 Ways Church Software Saves Time"
 - **Keywords:** church software, ministry management, save time
 - **Tone:** Professional
 - **Call to Action:** Start your free trial
4. Click "**Generate with AI**"
5. Review the generated content
6. Click "**Save as Draft**" or "**Submit for Approval**"

Social Media Posts

1. Go to **Content → Create**
2. Select "**Social Media**"
3. Choose platform: Twitter, LinkedIn, Facebook, or Instagram
4. Fill in topic and generate
5. AI provides:
 - Main post
 - 2 alternative versions
 - Suggested hashtags
 - Image description

Email Campaigns

1. Go to **Content → Create**
2. Select "**Email**"
3. Choose type: Newsletter, Promotional, Nurture, or Announcement
4. Generate content
5. AI provides:
 - Subject line (+ alternatives)
 - Preview text
 - Email body
 - CTA button text

Ad Copy

1. Go to **Content → Create**
2. Select "**Ad Copy**"
3. Choose platform: Google, Meta, or LinkedIn
4. Select objective: Awareness, Consideration, or Conversion
5. AI generates platform-specific ad variations

Step 2.2: Publish Manually

Social Media Publishing

Twitter/X:

1. Go to <https://twitter.com/compose/tweet>
2. Paste your generated content
3. Add image if suggested
4. Post or schedule

LinkedIn:

1. Go to <https://linkedin.com>
2. Click "Start a post"
3. Paste content
4. Add relevant image
5. Post

Facebook:

1. Go to your business page
2. Click "Create post"
3. Paste content
4. Schedule or publish

Instagram:

1. Use Meta Business Suite or mobile app
2. Create new post
3. Add image (required)
4. Paste caption
5. Add hashtags
6. Post

Email Publishing

Using Mailchimp/ConvertKit/etc:

1. Create new campaign
2. Paste subject line
3. Paste email body
4. Design email template
5. Select audience
6. Schedule or send

Ad Publishing

Google Ads:

1. Go to <https://ads.google.com>
2. Create new campaign
3. Paste headlines and descriptions from StewardGrowth
4. Set budget and targeting
5. Launch

Meta Ads:

1. Go to <https://business.facebook.com/adsmanager>
2. Create campaign
3. Paste primary text, headline, description
4. Upload creative
5. Set audience and budget
6. Publish

Step 2.3: Track Results

Manual Tracking in StewardGrowth

After campaigns run, log results:

1. Go to **Analytics → Events**
2. Click "**+ Log Event**"
3. Enter:
 - o Event type (ad_click, signup, conversion)
 - o Source (google_ads, facebook, linkedin)
 - o Campaign name
 - o Value (if applicable)

Key Metrics to Track

Metric	Where to Find	Log in StewardGrowth

Ad Clicks Metric	Google/Meta Ads Where to Find	Analytics → Events Log In StewardGrowth
Signups	Your SaaS admin panel	Analytics → Events
Conversions	Stripe/Payment provider	Analytics → Events
Social Engagement	Platform analytics	Analytics → Events
Email Opens	Email provider	Analytics → Events

Weekly Review

Every week, review:

1. **Analytics → KPIs** - Overall performance
2. **Analytics → Attribution** - Which channels drive conversions
3. **AI → Recommendations** - AI-suggested optimizations
4. **Reports** - Generate weekly summary

Phase 3: Convert to Automated Marketing

Prerequisites Checklist

Before automating, you need:

- Registered business (LLC or Corp)
- EIN (Employer Identification Number)
- Business bank account
- Business website with privacy policy
- Verified business on each platform

Step 3.1: Google Ads API Setup

Create Google Cloud Project

1. Go to <https://console.cloud.google.com/>
2. Click "Create Project"
3. Name: "StewardGrowth Marketing"
4. Click "Create"

Enable Google Ads API

1. Go to **APIs & Services → Library**
2. Search "Google Ads API"
3. Click "Enable"

Create OAuth Credentials

1. Go to **APIs & Services → Credentials**
2. Click "+ Create Credentials" → "OAuth client ID"
3. Application type: **Web application**
4. Name: "StewardGrowth"
5. Authorized redirect URIs:
 - o <https://your-stewardgrowth-url.vercel.app/api/integrations/google/callback>
6. Click "Create"
7. Save the Client ID and Client Secret

Get Google Ads Developer Token

1. Go to <https://ads.google.com/>
2. Sign in with your Google Ads Manager account
3. Go to **Tools & Settings → API Center**
4. Apply for API access (may require review)
5. Once approved, copy your **Developer Token**

Add to StewardGrowth

Add to Vercel Environment Variables:

```
GOOGLE_ADS_CLIENT_ID=your_client_id  
GOOGLE_ADS_CLIENT_SECRET=your_client_secret  
GOOGLE_ADS_DEVELOPER_TOKEN=your_developer_token
```

Connect in StewardGrowth

1. Go to **Settings → Integrations**
2. Click "Connect" next to Google Ads
3. Sign in with your Google account
4. Authorize access
5. Select your Google Ads account

Step 3.2: Meta (Facebook/Instagram) API Setup

Create Meta Developer Account

1. Go to <https://developers.facebook.com/>
2. Click "Get Started"
3. Complete developer registration

Create Meta App

1. Click "Create App"
2. Select "Business" type
3. App name: "StewardGrowth Marketing"
4. Click "Create App"

Add Marketing API

1. In your app dashboard, click "Add Products"
2. Find "Marketing API" and click "Set Up"
3. Complete the required steps

Configure OAuth

1. Go to **Settings → Basic**
2. Copy App ID and App Secret
3. Go to **Facebook Login → Settings**
4. Add Valid OAuth Redirect URIs:
 - o <https://your-stewardgrowth-url.vercel.app/api/integrations/meta/callback>

Connect Business Manager

1. Go to <https://business.facebook.com/>
2. Create or select your business
3. Go to **Business Settings → Accounts → Apps**
4. Add your Meta app

Add to StewardGrowth

Add to Vercel Environment Variables:

```
META_APP_ID=your_app_id  
META_APP_SECRET=your_app_secret
```

Connect in StewardGrowth

1. Go to **Settings → Integrations**
2. Click "Connect" next to Meta Ads
3. Sign in with Facebook
4. Select your Business Manager
5. Grant required permissions

Step 3.3: LinkedIn Marketing API Setup

Create LinkedIn Developer App

1. Go to <https://www.linkedin.com/developers/>
2. Click "Create App"

3. Fill in:
 - o App name: "StewardGrowth Marketing"
 - o LinkedIn Page: Your company page
 - o App logo: Upload logo
4. Click "**Create App**"

Request Marketing Developer Platform Access

1. In your app, go to **Products** tab
2. Find "**Marketing Developer Platform**"
3. Click "**Request Access**"
4. Fill out the application form
5. Wait for approval (can take 1-2 weeks)

Configure OAuth

1. Go to **Auth** tab
2. Copy **Client ID** and **Client Secret**
3. Add OAuth 2.0 redirect URLs:
 - o <https://your-stewardgrowth-url.vercel.app/api/integrations/linkedin/callback>

Add to StewardGrowth

Add to Vercel Environment Variables:

```
LINKEDIN_CLIENT_ID=your_client_id  
LINKEDIN_CLIENT_SECRET=your_client_secret
```

Connect in StewardGrowth

1. Go to **Settings → Integrations**
2. Click "**Connect**" next to LinkedIn Ads
3. Sign in with LinkedIn
4. Authorize access
5. Select your Ad Accounts

Step 3.4: Enable Automated Features

Once all platforms are connected:

Automated Campaign Creation

1. Go to **Ads → New Campaign**
2. Select brand and platforms
3. Set budget and targeting
4. AI generates creative
5. Click "**Launch Campaign**"
6. Campaigns are created directly in ad platforms

Automated Reporting

1. Go to **Analytics**
2. Data now pulls automatically from all platforms
3. Real-time performance tracking
4. Automated attribution

Automated Optimization

1. Go to **AI → Recommendations**
2. AI analyzes real performance data
3. Suggests budget reallocations
4. One-click to apply changes

Automated Approvals

1. Go to **Approvals**
2. Set spending thresholds
3. Auto-approve under threshold
4. Review only large spends

Appendix: API Setup Guides

Timeline Expectations

Platform	Application Time	Approval Time
Google Ads API	30 minutes	Instant to 7 days
Meta Marketing API	1 hour	Instant to 14 days
LinkedIn Marketing API	1 hour	7-14 days

Required Permissions by Platform

Google Ads

- <https://www.googleapis.com/auth/adwords>

Meta

- ads_management
- ads_read
- business_management
- pages_read_engagement

LinkedIn

- r_ads
- r_ads_reporting
- w_organization_social
- rw_ads

Troubleshooting

"API Access Denied"

- Verify business is registered
- Check all permissions granted
- Ensure app is in "Live" mode (not development)

"Rate Limit Exceeded"

- Reduce API call frequency
- Implement caching
- Contact platform for higher limits

"Invalid Token"

- Reconnect the integration
- Tokens expire - may need refresh

Support Resources

- Google Ads API: <https://developers.google.com/google-ads/api/docs>
- Meta Marketing API: <https://developers.facebook.com/docs/marketing-apis>
- LinkedIn Marketing API: <https://docs.microsoft.com/en-us/linkedin/marketing/>

Quick Reference Card

Daily Tasks

1. Check AI recommendations (5 min)
2. Generate content (15 min)
3. Publish to platforms (15 min)
4. Log results (5 min)

Weekly Tasks

1. Review Analytics → KPIs
2. Check Attribution reports
3. Adjust budgets based on AI suggestions
4. Plan next week's content

Monthly Tasks

1. Generate monthly reports
2. Review brand voice settings
3. Update keywords and targeting
4. Analyze competitor positioning

Document Version: 1.0 Last Updated: January 2026 StewardGrowth AI Marketing Platform