

# StewardGrowth Marketing Guide

## Complete Setup & Operations Manual

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### 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	<a href="https://stewardmax.com">https://stewardmax.com</a>
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

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### Manual Tracking in StewardGrowth

After campaigns run, log results:

1. Go to **Analytics → Events**
2. Click **"+ Log Event"**
3. Enter:
  - Event type (ad\_click, signup, conversion)
  - Source (google\_ads, facebook, linkedin)
  - Campaign name
  - 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 Login 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:
  - <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

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### 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:
  - `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

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### Create LinkedIn Developer App

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

3. Fill in:
  - App name: "StewardGrowth Marketing"
  - LinkedIn Page: Your company page
  - 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:
  - `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

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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

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## Appendix: API Setup Guides

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## 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

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

## Monthly Tasks

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