



*Firestarter is your always-on marketing team—built for solopreneurs, powered by AI, guided by strategy, and fluent in your voice.*

Designed for small business owners whose growth depends on trust. You believe in the power of marketing, but haven't had the time, confidence, or expertise to make it happen. We combine expert strategy, content in your voice, smart automation, and performance insights into one seamless system—so you can focus on what you do best.



# MARKETING PLAN THAT MATCHES YOUR AMBITION

## 1 / Marketing Plan:

We start by building you a complete marketing plan built around your brand, audience, and aspirations. No templates. Just what your business needs. We have trained our AI with expert marketing knowledge from years of experience, current trends and what works for the small business owner. You get a complete marketing team from strategist to tactical executor to content creator - all wrapped in an affordable monthly plan that feels like having a secret weapon for your business.

MARKETING

Company Info

Marketing Plan

Calendar

Content

Reporting

Landing Page

Account

Settings

Log Out

Objective → Organic Social Media Strategy → SEO → Email and Sms → Budget

Objective

Goal

Increase revenue by 10% over the next 12 months

Bussines Description

Mountain View Window & Door, founded in 2006, operates from two locations in Colorado: 815 S Jason St, Denver, CO 80223, and 571 25 Rd, Grand Junction, CO 81505.  
  
The company specializes in providing and installing luxury windows and doors,  
[Read more](#)

Ideal Customer Profile

1. High-End Homeowners & Custom Home Builders

Demographics:

- Age: 35-65
- Income: \$200K+ household income or net worth \$1M+
- Location: Colorado (Denver, Grand Junction, Aspen, Boulder)

[Read more](#)

We have created a marketing plan that's designed to grow [business Name] the smart way — not by throwing spaghetti at the wall, but by focusing on what really works for your business, your customers, and your time.

You don't need to be a marketing expert to understand this plan, or to see results from it. That's what we're here for. Think of this like a meal plan for growth — each piece plays a role, and we'll help you mix, match, and execute it based on what your business needs right now.


This plan is built around:

1. Reaching the right people as we have described in your Ideal Customer Profile.

2. Making sure they understand why you're the best choice — with clear, relatable messaging and proof from happy clients.

3. Giving them easy ways to take action — from providing you positive ratings and referrals to getting them to do business with you.

And doing all of that in a way that works with your budget, your time, and your team's strengths


FIRESTARTER  
MARKETING


# YOUR VOICE, AMPLIFIED


## 2 / Marketing Calendar:


Every blog, ad, social media post, and email is created to reflect your voice and values, because your brand isn't just a logo, it's a feeling. We don't just generate content. We express who you are. Coming up with and creating content for your business USED to be a full time job. Now, it is in the hands of your Virtual Marketing department.


## Custom. Consistent. In your voice.


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





 Settings


 Log Out

< > Septembre 2025

Month | Week



MON	TUE	WED	THU	FRI	SAT	SAT
27 National small... 	28	29 National small... 	30	31	1 National small...  National small...  view all	2 National small...  National small...  view all
3 National small... 	4 National small... 	5	6 National small...  National s...  view all	7	8	9 National small...  National small...  view all
10 National small... 	11 National small... 	12	13 National small... 	14	15 National small... 	16 National small...  National small...  view all
17 National small... 	18	19	20	21 National small... 	22	23 National small... 
24 National small... 	25	26 National small...  National s...  view all	27 National small...  National s...  view all	28	29 National small...  National s...  view all	30 National small...  National s...  view all
31 National small...  National s...  view all	1	2	3	4	5	6



VIRTUAL MARKETING  
Approve the plan

# *SEARCH OPTIMIZATION, MINUS THE JARGON*

## 3 / Get Found:

First, we review your site and identify where you need help. Then, we optimize your site with content that makes you stand out to both your customers and the Search Algorithm. Finally, we automatically update your site with content changes and blog posts that amplify your visibility.





# *MARKETING THAT WORKS WHILE YOU SLEEP*

## 4 / Triggered Messages

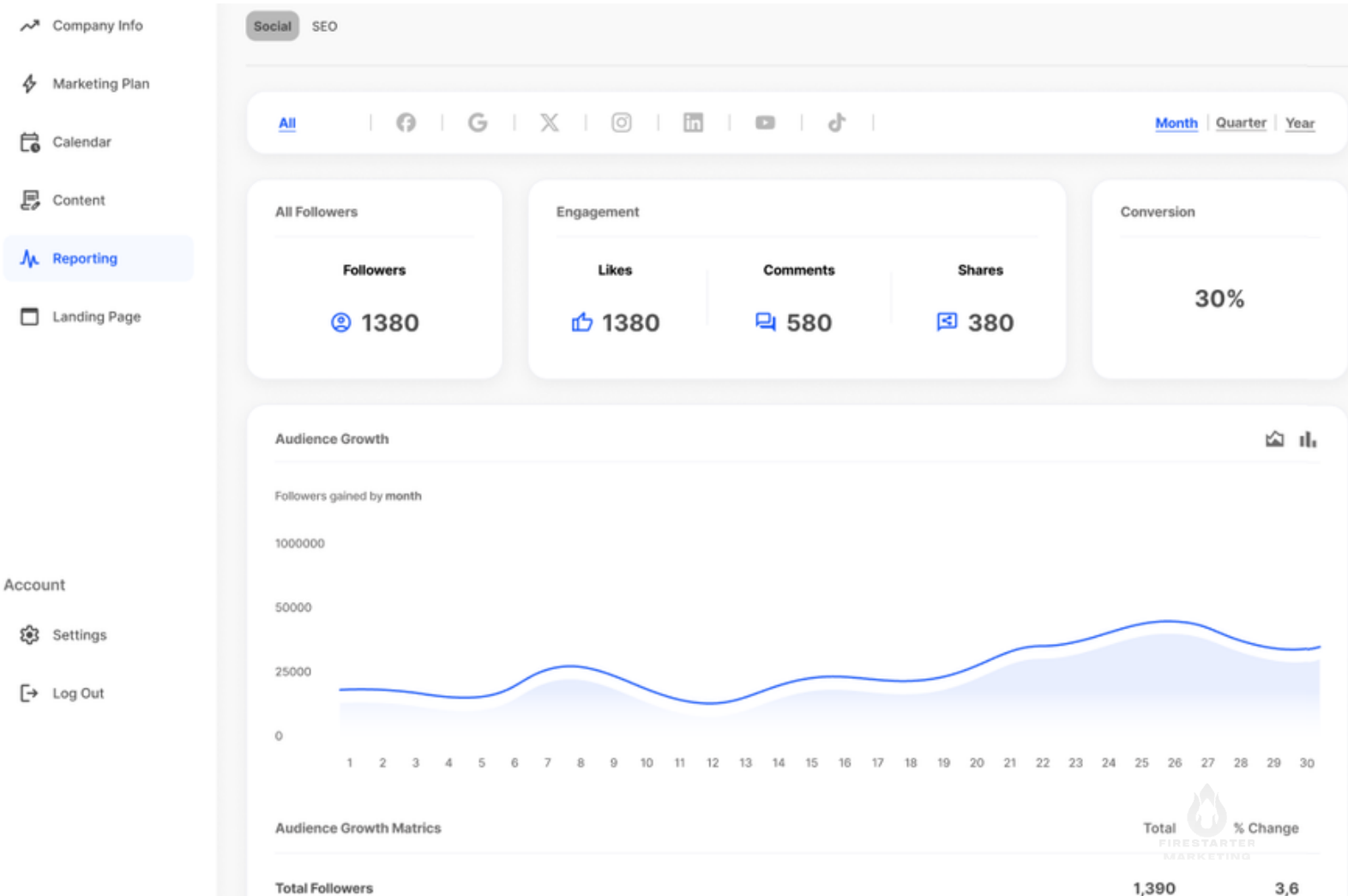
We help you request reviews, boost your rating, and build word-of-mouth momentum that compounds your business. Whether it is based on a customer transaction, abandoned website visit or another event, we optimize content that brings them back.



# INSIGHTS THAT DRIVE ACTION5

## 5 / Reporting with AI Analysis:

We will show you what is working and what needs attention. The system then constantly improves your marketing so that you do not need to constantly manage the effort.



# Why Small Business Owners Choose Firestarter

## Great Marketing, Less Effort

Give me 10 ad headlines (4-7 words long) that persuades [product] customers that they can achieve their goals with [brand] product.

With Firstarter Marketing	On your own
Strategy Done For you	You piece it together
Content Created in your voice	Feels generic and AI-Made
Campaign Run on Auto-Pilot	You are stuck in the weeds
Real-Time data in one place	Scattered logins and disconnected platforms
Saves over 40 hours per month	Adds more to your plate without the time to manage it

*"I didn't start my business to be a marketer. Firestarter gave me back my time and helped me grow faster than ever. - Ride & Joy Window Tint"*

Visit [FirestarterMarketing.ai](https://FirestarterMarketing.ai) to  
schedule your free demo or  
launch your plan.

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*"We Love marketing  
so you don't have to."*



**FIRESTARTER  
MARKETING**

