



CAPABILITIES AND SERVICES

Everything We Can Build and Run for You

One system that catches every lead, answers every customer, and follows up on every opportunity, while you stay on the job.

Full capability menu · Meridian Marketing

This is the complete list of what Meridian can set up, connect, and manage for your business. You do not take all of it. We start with what plugs your biggest leaks and grow from there. Everything below runs inside one branded dashboard with a single login, so your website, phone, messages, reviews, and follow-up finally live in the same place instead of twelve.

Website and Digital Presence

Custom website design and build	A fast, modern, mobile-first site built to turn visitors into calls and form fills, not just to look good.
Managed hosting and domain	We host the site, handle SSL security, the CDN, and uptime, and connect your domain. Nothing for you to manage.
Performance and speed	Core Web Vitals tuning so pages load fast on a phone, which protects both conversions and search rank.
Landing pages and funnels	Campaign-specific pages built to a single action, for a promotion, a trade, or an ad.
Blog and content publishing	A built-in blog for the articles and service pages that earn search traffic over time.
Online store and product pages	Sell products or packages directly, with checkout, when the business needs it.
Memberships and courses	Gated content, member areas, and online courses for businesses that teach or sell access.

Getting Found: Search and Local

Google Business Profile setup	Your profile fully built out and optimized, the listing most local customers see before your website.
Local SEO and citations	Service-area pages, consistent business listings, and the groundwork to rank in local search.
SEO foundations	Technical and on-page SEO built in from the start: titles, structure, internal links, crawlability.
Structured data and schema	The behind-the-scenes markup that helps Google and AI assistants understand and surface your business.
AI and assistant visibility	Content and structure so you show up when customers ask ChatGPT and other assistants, not only Google.

Lead Capture and CRM

Branded CRM dashboard	One login where every lead and customer lives, with your name and colors on it, not a generic tool.
Contact management	Every customer with their full history: calls, texts, notes, tasks, and where they came from.
Sales pipelines	See every open opportunity and exactly what stage it is at, so nothing sits forgotten.
Web forms and surveys	Quote requests and intake forms that drop straight into the CRM and trigger instant follow-up.
Website chat widget	Live chat on the site that routes messages into the same inbox as everything else.
Custom fields	Capture the details your trade needs (vehicle, address, job type) on every lead.

AI Receptionist and Conversations

AI receptionist	Answers questions, qualifies the lead, and gives a quote range around the clock, from your approved information.
Voice AI for phone calls	An AI that can answer the phone, handle the routine, and route the rest to you.
Missed-call text-back	Every missed call gets an instant automatic text, so the customer does not just move on to the next shop.
Unified inbox	SMS, email, Facebook, Instagram, Google, and WhatsApp messages all in one place, not six apps.
Two-way SMS and email	Text and email customers from the CRM, with the whole thread saved to their record.
Human handoff	The AI knows its limits and hands the conversation to you or your team the moment judgment is needed.
Knowledge base	The AI is trained on your real pricing, policies, and services, so it speaks for your business, not in generics.

Booking and Scheduling

Online booking calendars	Customers book real appointments into the times you approve, no phone tag.
Appointment reminders	Automatic SMS and email reminders that cut no-shows.
Team and round-robin scheduling	Route bookings across a team or to the right person automatically.
Calendar sync	Two-way sync with Google and Outlook so nothing double-books.

Reviews and Reputation

Automatic review requests	A review invite goes out the moment a job closes, when the customer is happiest, every time.
Review reminders and follow-up	A gentle second nudge to the people who meant to leave a review and forgot.
AI review responder	Drafts a professional reply to every review, good or bad, so none sit ignored.
Review monitoring	New reviews across Google and other platforms surface in one place as they land.
Review display widgets	Your best reviews shown on the website, where a new customer checks before calling.

Marketing and Outreach

Email marketing campaigns	Newsletters, promotions, and announcements to your customer list.
SMS campaigns	Text broadcasts for time-sensitive offers and seasonal work.
Social media planner	Schedule and publish posts across Facebook, Instagram, Google, and more from one calendar.
Ad manager integration	Connect Facebook and Google ads so lead source and spend flow back into the dashboard.
Trigger links and tracking	Trackable links so you know which message actually drove the click and the call.

Automation and Follow-Up

Speed-to-lead response	New leads get an instant first response automatically, before a competitor gets there.
Nurture and follow-up sequences	The two or three follow-ups on an unanswered quote that recover more work than most advertising.
Appointment and no-show workflows	Reminders, confirmations, and win-back messages that run without you.
Pipeline automation	Leads move stages, owners get alerted, and tasks get created automatically as things happen.
Custom multi-step workflows	Any repeatable follow-up your business runs, built once and run every time on its own.

Payments and Sales Documents

Invoicing and text-to-pay	Send an invoice by text or email and get paid from the phone.
Online payments and checkout	Take deposits and payments directly through your site and CRM.
Estimates and proposals	Branded quotes and proposals the customer can review and accept online.
E-sign documents and contracts	Send agreements for a legal electronic signature, tracked to completion.
Products and subscriptions	One-time or recurring billing for packages and service plans.

Analytics and Reporting

Custom KPI dashboard	The numbers that actually matter to you, in plain terms, in one view.
Call and lead tracking	See where every call and lead came from, so you know which marketing is working.
Source and campaign reporting	What each channel produced in booked work, not just clicks.
Conversion and pipeline reporting	How many leads became jobs, and where they are dropping off.
Google Analytics setup	Proper GA4 tracking wired to your site from day one.

Setup, Onboarding, and Ongoing Management

Full account build and configuration	Your entire system set up, connected, and tested before a customer ever touches it.
Fast onboarding templates	Proven setups deployed quickly, so you are live in days, not months.
Branded across every message	Your business name, phone, and booking link wired through every automation and template.
Team access and roles	The right people get the right access, nothing more.
Business texting compliance	A2P and 10DLC registration handled correctly, so your texts actually deliver and stay compliant.
Ongoing management	We watch what is working, tighten it, and stay the one person you call. No open-ended meetings.

You do not buy a list. You buy an outcome. The right pieces from this menu get assembled into one system built around how your business actually runs, then handed to you working. We start with the leaks costing you the most, prove it, and grow from there.

This is a capability menu, not a price list. What your business needs, and what it costs, is a short conversation. Ask us to walk your business through it and show you exactly where work is slipping away, free and with no obligation.