OFFLINE EVENTUALLY

Portfolio Concepts

Sample campaigns for local Australian service businesses

24 PRACTICAL CAMPAIGN CONCEPTS

Building, construction and trades | Personal services

A small business portfolio built around clear messaging, useful content and simple ways for customers to enquire.

WHAT THESE SAMPLES SHOW

Each concept turns a common customer question into a practical content idea, a sample post and a clear next step. The examples demonstrate social content, service messaging, enquiry flows and small AI-assisted workflow ideas for local businesses.

Portfolio note: These are concept samples created for demonstration. The businesses and campaign examples are illustrative; they are not presented as completed client projects or measured results.

How the work helps

Offline Eventually helps service businesses show what they do, answer common customer questions and make it easier to take the next step.

Social content

Post concepts, captions, simple campaign plans and reusable templates.

Clear service messaging

Website and profile copy that explains services, process and enquiry steps in plain language.

Enquiry workflows

Forms, reply templates and small automations that help organise incoming enquiries.

AI-assisted support

Drafting and organising routine content or responses, with a person reviewing what goes out.

SAMPLE SET

14	10	24
Building, construction & trades	**Personal services**	**Concept samples**

BUILDING AND CONSTRUCTION / CONCEPT 1 OF 2

Make Room to Live

Residential builder | Extensions and renovations

Campaign aim Help homeowners picture how a thoughtful extension could make their existing home work better.

SAMPLE SOCIAL POST

More room for the life you live.

Extensions designed around your home and your plans.

BOOK A SITE CHAT

CAPTION DRAFT

“Outgrowing your home does not always mean leaving it. A well-planned extension can create the extra space your family needs while keeping the parts of home you already love. We can talk through your ideas, the site and the next steps before you make a decision.”

USEFUL SUPPORTING PIECES

- A carousel showing the journey from first conversation to finished extension
- A short team introduction explaining how early planning works
- A simple enquiry page with a site-chat request form

Service demonstrated Content strategy, social copy and a clear enquiry path

BUILDING AND CONSTRUCTION / CONCEPT 2 OF 2

Plan Before You Build

Residential builder | Extensions and renovations

Campaign aim Help homeowners prepare useful information before the first extension conversation.

SAMPLE SOCIAL POST

A good build starts with good questions.

A few details can make your first project chat more useful.

SAVE THIS CHECKLIST

CAPTION DRAFT

“Thinking about extending? Start with the spaces that feel tight, what you want them to do and any early ideas you have for the layout. A short checklist can help you make the most of your first conversation with a builder.”

USEFUL SUPPORTING PIECES

- A saveable checklist for planning an extension enquiry
- A story question sticker about the room people would change first
- A simple website section explaining what to bring to an initial chat

Service demonstrated Educational social content and practical website copy

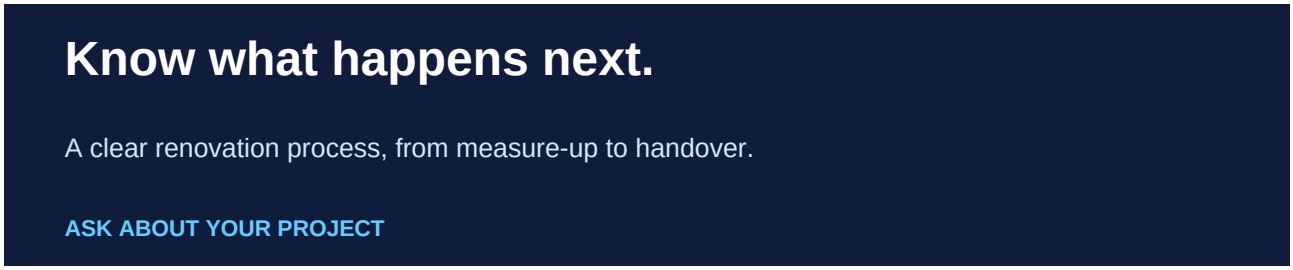
BUILDING AND CONSTRUCTION / CONCEPT 1 OF 2

A Renovation Without the Guesswork

Home renovation contractor | Kitchens and bathrooms

Campaign aim Make the renovation process feel easier to understand before a homeowner requests a quote.

SAMPLE SOCIAL POST



CAPTION DRAFT

“Renovating can feel like a lot of decisions at once. We break the work into clear stages, explain what needs to happen and keep you updated as the project moves forward. Tell us what you would like to change and we can plan a first conversation.”

USEFUL SUPPORTING PIECES

- A five-step process carousel using plain language
- A short FAQ post about quoting, access and project timing
- A reusable progress-update template for social media

Service demonstrated Campaign planning, educational content and FAQ support

BUILDING AND CONSTRUCTION / CONCEPT 2 OF 2

The Details Make the Difference

Home renovation contractor | Kitchens and bathrooms

Campaign aim Show the value of agreeing on materials, finishes and practical details early in a renovation.

SAMPLE SOCIAL POST

Choose the details with confidence.

A clear selections process helps keep decisions organised.

ASK ABOUT THE PROCESS

CAPTION DRAFT

“Tiles, tapware and finishes can shape how a renovated room feels. We help keep selections organised by confirming the options, timing and decisions needed at each stage. Ask us how we guide clients through the choices for their project.”

USEFUL SUPPORTING PIECES

- A materials-selection carousel using real, approved examples
- A checklist of decisions commonly made before work begins
- A reusable client update template for selection deadlines

Service demonstrated Content planning, process messaging and client-update templates

BUILDING AND CONSTRUCTION / CONCEPT 1 OF 2

Fit-Outs That Work Hard

Small commercial builder | Shop and office fit-outs

Campaign aim Show local businesses how a well-planned fit-out can support staff and customer flow.

SAMPLE SOCIAL POST

A better space to do business.

Practical shop and office fit-outs, planned around your day.

TALK THROUGH YOUR SPACE

CAPTION DRAFT

“Your space needs to work for the people who use it every day. From a refresh to a full fit-out, the first step is understanding how your team and customers move through the space. Share your goals and we can map out a practical starting point.”

USEFUL SUPPORTING PIECES

- A project-planning checklist for business owners
- A photo-led post sequence showing stages of a fit-out, using approved site images
- A lead form that asks about location, timing and project type

Service demonstrated Social campaign, lead capture copy and workflow planning

BUILDING AND CONSTRUCTION / CONCEPT 2 OF 2

Make the Handover Simple

Small commercial builder | Shop and office fit-outs

Campaign aim Help commercial clients understand what information is useful when planning a fit-out.

SAMPLE SOCIAL POST

Planning a fit-out? Start here.

Use this quick brief to organise your space, timing and priorities.

REQUEST THE PROJECT BRIEF

CAPTION DRAFT

“Planning a shop or office fit-out? It helps to note the site address, how the space is used, your preferred timing and any must-have features. A clear brief gives the first project conversation a practical starting point.”

USEFUL SUPPORTING PIECES

- A one-page fit-out project brief download
- A short post about details to gather before requesting a quote
- An enquiry form with project type, location and timing fields

Service demonstrated Lead magnet copy, social content and enquiry-form planning

BUILDING AND CONSTRUCTION / CONCEPT 1 OF 2

Brickwork With a Purpose

Bricklayer | Garden walls and retaining walls

Campaign aim Explain the practical value of well-built garden brickwork and make it easy to request an assessment.

SAMPLE SOCIAL POST

Shape the space. Build it to last.

Garden walls and brickwork made for your block.

SEND A PHOTO FOR A QUOTE

CAPTION DRAFT

“A brick wall can define an outdoor area, add privacy or help manage a change in levels. Every block and site is different, so we start by looking at the layout and what you need the wall to do. Send through a photo and your location to start the conversation.”

USEFUL SUPPORTING PIECES

- A before-and-after layout for real, permission-approved project photos
- A short post explaining what details help with an initial estimate
- A quote-request template that collects location, dimensions and photos

Service demonstrated Local social content and a simple quote-intake workflow

BUILDING AND CONSTRUCTION / CONCEPT 2 OF 2

Before the First Brick

Bricklayer | Garden walls and retaining walls

Campaign aim Show homeowners what to consider before requesting a garden or retaining wall quote.

SAMPLE SOCIAL POST

A wall has a job to do.

Think about levels, drainage and how you use the space.

TALK THROUGH YOUR YARD

CAPTION DRAFT

“Planning a garden or retaining wall? Think about the levels, where water needs to go and how you want to use the area. Every site is different, so a site assessment helps identify the right next steps for your project.”

USEFUL SUPPORTING PIECES

- An educational carousel on questions to consider before a wall project
- A photo guide showing useful views to include with an enquiry
- A quote-request form that captures access and site details

Service demonstrated Educational campaign, photo guidance and quote-intake design

BUILDING AND CONSTRUCTION / CONCEPT 1 OF 2

Keep the Character

Bricklayer | Repointing and brick restoration

Campaign aim Help owners of older homes understand when brickwork may need a closer look.

SAMPLE SOCIAL POST

Restore the detail. Respect the original.

Careful brick repairs for homes with history.

REQUEST AN INSPECTION

CAPTION DRAFT

“Older brickwork has character worth looking after. If mortar is visibly worn or bricks are damaged, an inspection can help identify what needs attention. We assess the existing work first and talk through suitable repair options for your property.”

USEFUL SUPPORTING PIECES

- An educational post on visible signs that may warrant an inspection
- A close-up photo guide using approved, genuine site images
- A service page explaining the assessment and repair steps

Service demonstrated Educational content, service-page copy and enquiry design

BUILDING AND CONSTRUCTION / CONCEPT 2 OF 2

What to Know About Repointing

Bricklayer | Repointing and brick restoration

Campaign aim Answer common questions about the repointing process without promising a specific repair outcome.

SAMPLE SOCIAL POST

What does repointing involve?

A closer look can help identify the right repair approach.

ASK FOR AN ASSESSMENT

CAPTION DRAFT

“Repointing renews the mortar joints between bricks. The right approach depends on the condition and age of the brickwork, so an assessment comes first. If you have noticed worn mortar, send a few clear photos and your suburb to start an enquiry.”

USEFUL SUPPORTING PIECES

- A plain-language FAQ post about the assessment process
- A photo checklist for a first enquiry
- A service-page section explaining inspection and quote steps

Service demonstrated FAQ writing, service-page copy and enquiry guidance

PERSONAL SERVICES / CONCEPT 1 OF 2

Your Next Good Hair Day

Hair salon | Cuts and colour

Campaign aim Turn social interest into a straightforward booking, while setting clear expectations about services.

SAMPLE SOCIAL POST

A little refresh can go a long way.

Cuts and colour shaped around your style.

CHECK APPOINTMENTS

CAPTION DRAFT

“Thinking about a change or ready to freshen up your usual style? Tell us what you have in mind when you book, and we can help choose the right appointment length. Browse available times and find a spot that suits you.”

USEFUL SUPPORTING PIECES

- A weekly availability post with an editable booking link
- A stylist introduction with services and preferred consultation details
- A booking FAQ covering timing, deposits and preparation

Service demonstrated Social content, booking copy and reusable salon templates

PERSONAL SERVICES / CONCEPT 2 OF 2

Colour Starts With a Conversation

Hair salon | Cuts and colour

Campaign aim Encourage new salon clients to share their goals and hair history before a colour appointment.

SAMPLE SOCIAL POST

Thinking about a colour change?

Bring your ideas. We will talk through the options together.

BOOK A CONSULTATION

CAPTION DRAFT

“Have a colour idea saved on your phone? Bring it along and tell us about your hair history and what you would like to achieve. A consultation helps us discuss suitable options, timing and the appointment that fits your plans.”

USEFUL SUPPORTING PIECES

- A consultation-preparation story highlight
- A stylist-led post about bringing reference photos
- A booking form field for hair history and inspiration images

Service demonstrated Booking journey copy and consultation-focused social content

PERSONAL SERVICES / CONCEPT 1 OF 2

Walk In, Leave Fresh

Barbershop | Walk-in service

Campaign aim Make opening hours, location and walk-in expectations easy to find.

SAMPLE SOCIAL POST

Good cut. No guesswork.

Check today's hours, find the shop and walk in.

CHECK TODAY'S HOURS

CAPTION DRAFT

“Ready for a tidy-up or a new style? Check today's opening hours and come by when it suits. Walk-ins are welcome; wait times can vary when the shop is busy, so call or message ahead if you want to check.”

USEFUL SUPPORTING PIECES

- A pinned social post with current hours, location and walk-in details
- A service menu graphic with clear descriptions
- A reusable story template for busy periods and opening-hour updates

Service demonstrated Profile refresh, service menu and useful walk-in updates

PERSONAL SERVICES / CONCEPT 2 OF 2

Meet Your Local Barbers

Barbershop | Walk-in service

Campaign aim Help walk-in customers get to know the team and choose a service with confidence.

SAMPLE SOCIAL POST

Find your style. Walk in when it suits.

Meet the team and see the cuts and services on offer.

VIEW SERVICES AND HOURS

CAPTION DRAFT

“Looking for a fresh cut? Get to know the barbers, browse the service list and check the current opening hours before you head in. If you are unsure what to ask for, send a message and the team can point you in the right direction.”

USEFUL SUPPORTING PIECES

- A team introduction post with each barber's preferred services
- A simple comparison of common haircut and beard services
- A profile page with current hours, location and walk-in details

Service demonstrated Brand voice, service-menu content and profile setup

PERSONAL SERVICES / CONCEPT 1 OF 2

A Fresh Start at Home

Cleaning service | Regular and one-off cleans

Campaign aim Explain what is included and help customers request a quote with the right information.

SAMPLE SOCIAL POST

Come home to a reset.

Reliable home cleaning, shaped to your space.

GET A CLEANING QUOTE

CAPTION DRAFT

“Whether you need a regular clean or a one-off reset, the best quote starts with a few details about your home and priorities. Tell us the size of the space, the areas you want covered and your preferred timing. We will come back with the next step.”

USEFUL SUPPORTING PIECES

- A clear checklist of standard clean inclusions
- A quote form that captures home size, priorities and timing
- A social post that explains how recurring bookings work

Service demonstrated Offer messaging, quote form and enquiry follow-up flow

PERSONAL SERVICES / CONCEPT 2 OF 2

A Clean That Fits Your Routine

Cleaning service | Regular and one-off cleans

Campaign aim Explain how customers can choose a recurring cleaning schedule that suits their household.

SAMPLE SOCIAL POST

Find a cleaning rhythm that works.

Weekly, fortnightly or occasional support for your home.

ASK ABOUT AVAILABILITY

CAPTION DRAFT

“A regular clean can be arranged around your household and the areas you want help with. Tell us how often you are considering, which rooms matter most and any preferred days. We can explain the available options and how to get started.”

USEFUL SUPPORTING PIECES

- A schedule comparison post with editable frequency options
- A short FAQ about recurring bookings and access
- A follow-up message template for quote requests

Service demonstrated Service packaging, social copy and enquiry follow-up templates

PERSONAL SERVICES / CONCEPT 1 OF 2

Good Dogs Deserve Good Grooms

Dog grooming | Salon and mobile appointments

Campaign aim Help pet owners choose an appointment and share useful information before arrival.

SAMPLE SOCIAL POST

A calmer grooming day starts here.

Friendly grooming with your dog’s comfort in mind.

ASK ABOUT A BOOKING

CAPTION DRAFT

“Every dog has their own coat, routine and comfort level. When you enquire, let us know your dog’s breed, size and any needs we should be aware of. We can recommend an appointment and explain what to bring before the visit.”

USEFUL SUPPORTING PIECES

- A first-visit guide for owners
- A grooming service menu with coat and size notes
- A booking enquiry form with relevant pet-care questions

Service demonstrated Customer information content and booking workflow support

PERSONAL SERVICES / CONCEPT 2 OF 2

Getting Ready for Grooming

Dog grooming | Salon and mobile appointments

Campaign aim Give first-time dog grooming clients a calm, useful preparation guide.

SAMPLE SOCIAL POST

A few small things help the first visit.

Know what to share and bring before your dog's appointment.

SAVE THE FIRST-VISIT GUIDE

CAPTION DRAFT

“Before your dog's first groom, share any coat, skin or comfort needs when you book. Bring your dog on a lead and allow a little time to talk through the appointment. We will explain the process and answer questions before we begin.”

USEFUL SUPPORTING PIECES

- A first-visit checklist for new clients
- A short post about sharing handling or coat-care needs
- An appointment reminder with arrival instructions

Service demonstrated Customer education, booking content and appointment reminders

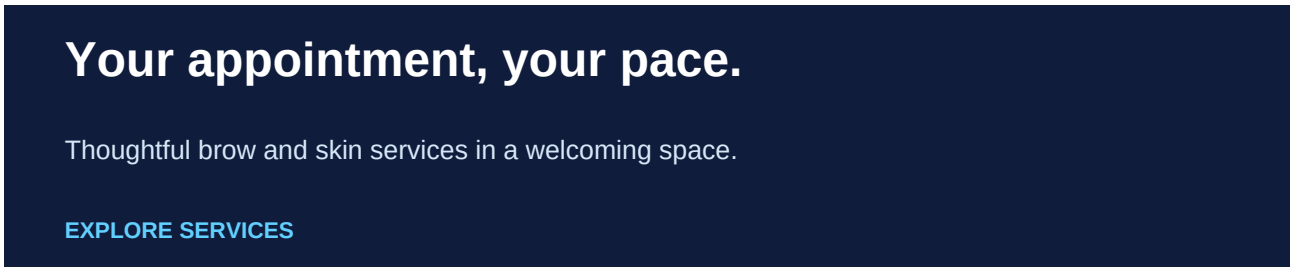
PERSONAL SERVICES / CONCEPT 1 OF 2

Time for Yourself

Beauty therapist | Brows and skin treatments

Campaign aim Present services clearly and make first-time booking questions easy to answer.

SAMPLE SOCIAL POST



CAPTION DRAFT

“Not sure which service to choose? Take a look at the treatment descriptions or send us a message with what you would like help with. We will explain the options, appointment length and preparation so you can book with confidence.”

USEFUL SUPPORTING PIECES

- A treatment guide with clear descriptions and timing
- A first-visit FAQ covering preparation and aftercare
- A social story template for new appointment availability

Service demonstrated Service menu, FAQ content and appointment promotion

PERSONAL SERVICES / CONCEPT 2 OF 2

Before Your Skin Appointment

Beauty therapist | Brows and skin treatments

Campaign aim Help new clients understand how to prepare and where to ask treatment questions.

SAMPLE SOCIAL POST

Not sure what to book? Start with a chat.

Share your goals and ask about preparation before choosing a treatment.

MESSAGE THE STUDIO

CAPTION DRAFT

“If you are new to the studio, you do not need to know exactly which treatment to choose. Tell us what you would like help with and ask any preparation questions before booking. We can explain the service options and help you decide what suits your needs.”

USEFUL SUPPORTING PIECES

- A first-appointment FAQ covering preparation and consultation
- A service comparison graphic with clear descriptions
- A booking page prompt to share relevant questions in advance

Service demonstrated Client FAQ, service descriptions and booking-page copy

BUILDING AND CONSTRUCTION / CONCEPT 1 OF 2

Electrical Enquiries Made Clearer

Electrician | Residential electrical work

Campaign aim Help customers describe an electrical concern and understand how to request qualified help.

SAMPLE SOCIAL POST

Not sure about that switch or socket?

A licensed electrician can assess electrical issues safely.

ASK A LICENSED ELECTRICIAN

CAPTION DRAFT

“If a switch, socket or fitting is damaged or behaving unusually, do not try to repair it yourself. Stop using it if it seems unsafe and contact a licensed electrician for advice. Share your suburb and a brief description when you enquire.”

USEFUL SUPPORTING PIECES

- A plain-language FAQ about when to contact a licensed electrician
- A service-area section with clear contact details
- An enquiry template that gathers the suburb and a short description

Service demonstrated Safety-focused FAQ content and enquiry-path copy

BUILDING AND CONSTRUCTION / CONCEPT 2 OF 2

Make Your Electrical Enquiry Easier

Electrician | Residential electrical work

Campaign aim Gather the basic information that helps an electrician respond to a new job enquiry.

SAMPLE SOCIAL POST

Tell us a little about the job.

Your suburb and a short description are a useful start.

DESCRIBE YOUR ELECTRICAL JOB

CAPTION DRAFT

“Need electrical work looked at? Share your suburb, the type of property and a short description of what you have noticed. A licensed electrician can let you know what information is useful next. Never attempt electrical repairs yourself.”

USEFUL SUPPORTING PIECES

- A mobile-friendly job enquiry form
- A short post explaining what to include in an electrical enquiry
- A reusable response template for new job requests

Service demonstrated Enquiry-form planning, clear service messaging and safe customer guidance

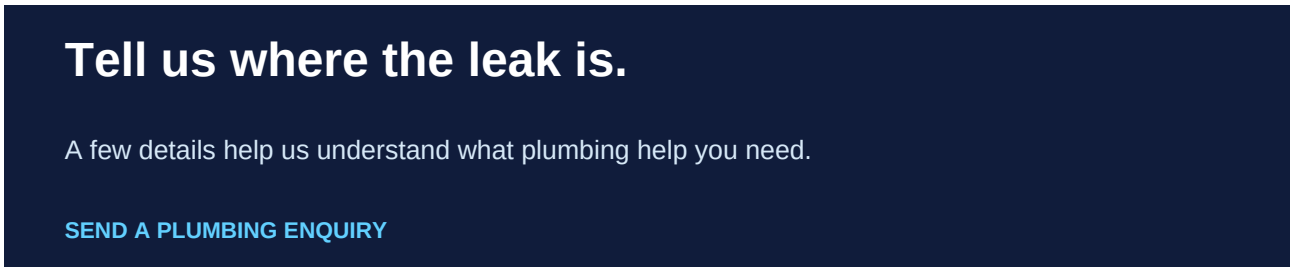
BUILDING AND CONSTRUCTION / CONCEPT 1 OF 2

A Better Starting Point for Plumbing Enquiries

Plumber | Leaks and hot-water enquiries

Campaign aim Help customers share practical details so a plumbing enquiry can be directed appropriately.

SAMPLE SOCIAL POST



CAPTION DRAFT

“Noticed a leak? When you contact a plumber, share your suburb, which area or fixture is affected and when you first noticed it. If you believe there is an immediate danger or serious damage, seek urgent local assistance.”

USEFUL SUPPORTING PIECES

- A simple checklist of useful details for a first enquiry
- A service-page section explaining how to request an assessment
- A reply template that helps organise new plumbing requests

Service demonstrated Customer guidance, service-page copy and enquiry workflow planning

BUILDING AND CONSTRUCTION / CONCEPT 2 OF 2

No Hot Water? Start With the Details

Plumber | Leaks and hot-water enquiries

Campaign aim Help customers explain a hot-water issue clearly when contacting a plumber.

SAMPLE SOCIAL POST

No hot water? We can help with the next step.

Share what you have noticed and where you are located.

ASK ABOUT HOT-WATER SERVICE

CAPTION DRAFT

“If your hot water is not working, tell us your suburb, what type of system you have if you know, and what changed. We can explain the next step for an assessment. Please leave repairs to a qualified professional.”

USEFUL SUPPORTING PIECES

- A short hot-water FAQ with an enquiry prompt
- A service-page section that explains what details to share
- A request form with suburb, system type and issue fields

Service demonstrated FAQ content, service-page copy and structured enquiry intake

Ready to shape this around your business

These concepts are starting points. A real project would be tailored to your services, location, customers, brand voice, available photos and preferred way of handling enquiries.

A first project can start small: choose one service, answer the questions customers ask most, and create a short set of content that makes it easy to enquire.

OFFLINE EVENTUALLY

Social content | Websites and service messaging | Practical AI-assisted support