

FASTEN SOCIAL MEDIA PROPOSAL

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Growth Strategy: Build Trust & Drive Adoption

Initial Assessment

Fasten is an AI-powered bookkeeping solution designed for residential trade contractors. Our target users are male business owners aged 30–65; a demographic often cautious about new tech (especially tools linked to finances). The Air Conditioning Contractors of America (ACCA) reports the average HVAC technician is 55, and Pew Research shows 68% of Americans 50+ have expressed concerns about AI integrating in their financial services.

Adding to this complexity, bookkeeping duties often fall to their wives, a trend confirmed in both user interviews and external data. BookkeepingExpress notes: “It’s common for small businesses to have one member of the family running operations while another does the books.”

This dual-audience structure presents a challenge: **How do we gain trust from skeptical owners while proving value to the detail-driven bookkeepers who often influence buying decisions?**

Our solution: Reframe Fasten as **human-driven automation**. It’s not about AI — it’s about stress-free bookkeeping that feels transparent, secure, and tailored for tradespeople. Our brand will lead with three pillars: **Convenient. Trustworthy. Reliable.** With this foundation, we’ll activate two growth lanes:

1. A Social & Content Engine that speaks to both business owners and their bookkeepers in different ways.
2. Direct-to-Business outreach that builds trust through face-to-face, relationship-driven channels.

This strategy balances broad digital awareness with community-rooted engagement.

Strategic Challenges & Solutions

1. Overcoming AI + Banking Trust Barriers

The problem: AI finance-integration tools feel invasive to older and practical business owners. This fear risks halting conversions.

The solution: Reframe Fasten as a human-driven, automation-powered bookkeeping tool, not just “AI for trades.” **Our brand should lead with outcomes: time saved, late payments resolved, disputes backed by protection.**

Instead of hiding our tech, we bring it to life through plainspoken communication:

- “You approve every charge. You control every sync. We never sell your data. Ever.”
- Build an in-app “Transparency Center” showing exactly what Fasten does, and doesn’t access.
- Offer a no-risk trial that runs **alongside** their current system, not in place of it, so they can ease into it.
- Show side-by-side time saved and dispute resolution logs after just 30 days of use.
- Excellent customer service. A lost art in the digital world.

Social proof will be our most powerful asset in building trust. Rather than expensive influencer partnerships, we’ll prioritize **endorsements from respected contractors** in their industry — people like Tommy Mello (Home Service Millionaire), Victor Rancour (Service Hero Academy), or Brent Buckley (HVAC Know It All). Reviews of our product, certified / approved logos on our website and “trusted by” videos on social media will strengthen our trustworthy pillar. Endorsements will be more effective and cost-friendly, giving us trusted voices without the expense of large-scale brand deals.

2. Social Media: Minimal Impact for Men, Untapped Potential for Wives

The problem: Male owners in our target age do not engage much with social media, limiting direct impact. However, interviews reveal wives often manage bookkeeping and are active on platforms like Facebook.

The solution: Social media usage declines significantly with age, particularly among men in our target demographic. According to Pew Research, only 73% of U.S. adult men aged 50–64 use social platforms, and just 45% of those 65+ do. Meanwhile, women in the same age range remain more active online and are often the ones managing finances in family run trade businesses.

This gives us a clear opportunity: **make bookkeepers (often wives) our social media priority.** We’ll develop content that speaks to their actual needs:

1. How Fasten reduces financial stress.
2. How Fasten saves time by automating invoicing and reconciliation.

3. How Fasten keeps the business organized without technical complexity.

This approach moves beyond product marketing and merges into lifestyle messaging rooted in empathy and empowerment. Sample angles include:

1. *"How I took back my Saturdays."*
2. *"When clocking out is really clocking out."*
3. *"3 ways Fasten helps me stay on top of our family business."*

For male owners, we shift our strategy to more informative, long-form content. Data and our interviews show our males are not scrolling Instagram or Facebook daily, but they do consume long-form utility content. This content is often while driving job to job or working with their hands. So instead of traditional social, we lean into:

1. YouTube tutorials: e.g., "How to Handle A Client Who Hasn't Paid" (Flex our Hero feature).
2. Podcast appearances and ad reads integrated into the shows they're already listening to (e.g. HVAC Know It All, Toolbox for the Trades, Service Business Mastery).
3. BNI and trade group infiltration, including local sponsorships and free value-add workshops (expanded on later).

This content strategy prioritizes that each user persona is engaged in the way that they naturally consume information, with the goal of building trust and driving higher conversions.

3. Hero Features & Brand Distinction

As outlined in our Initial Assessment, Fasten's brand will be anchored around three core pillars:

1. **Convenient** – *"Save hours every week on bookkeeping."*
2. **Trustworthy** – *"Your financial data stays private."*
3. **Reliable** – *"Fasten works as hard as you do, with 24/7 award-winning support."*

Through these pillars, we will showcase our Hero Features: Dispute Protection (Trust + Reliability), and Automated Payment Follow-Ups (Convenience + Reliability).

These features directly address our audience's biggest pain points: payment delays, dispute resolution, and cash flow stress. Rather than rely on fear-based or combative messaging (e.g. *"We're better than the other guys"*), we'll use solution-oriented storytelling through short-form content. The tone will be light, but attention-grabbing and relatable, focused on emotional relief and time saved.

Example Video Script:

"It's been three days.... Your client still hasn't paid you. It's fine — you're patient, right? You understand things happen. That's life. But then... you see your client... on social media.... sipping mojitos in Casa De La Playa... with a really tight tanktop... Looking great Derek... He can't afford that... right? Or can he?"

The actor does a light head nod and a slight smile, and opens Fasten, and a visualizer shows "Dispute Protection Submitted.

Fasten. 24/7 Dispute Protection over all of your projects. If your client doesn't pay, we'll handle the rest. Life isn't too bad in the fast lane."

This kind of storytelling brings comical relatability, real frustration, and distinct relief into one cohesive message, all without bashing our competitors. High quality video production will be critical here in demonstrating how Fasten is stepping up as a real and present competitor.

Building Trust Online and In-Person

Tailored Content by Role

As we've discussed, we will segment our approach (wives vs husbands) to reflect the roles within family-run businesses. For the men, along with our Youtube Tutorials, we will continue to deliver value-driven content where they spend their downtime. Fasten will present a YouTube **series** like "5-Minute Fixes for Your Business" and podcast ads. These formats will build familiarity and trust over time, and allow us to connect with our audience in other ways than simply "buy our product."

Defining the YouTube Series: "5-Minute Fixes for Your Business"

- **Concept & Topics:** A series of 5-minute videos where our host walks through practical fixes for common contractor bookkeeping problems (e.g., "How to Quickly Reconcile Invoices," "3 Steps to Track Client Payments Effortlessly").
- **Cadence:** Weekly episodes to establish consistency and maintain audience interest.
- **Production:** Simple but professional in-house production by myself using clear visuals and real-world contractor scenarios.

- **Distribution:** Posted on YouTube and embedded on the Fasten website, with snippets repurposed for Facebook and Instagram.
- **Promotion:** Targeted ads to contractors and their bookkeepers, and cross-promotion through trade podcasts.
- **Measurement:** Success measured by video views, average watch time, click-throughs to trial sign-up pages, and assisted conversions tracked in analytics.

Overall, our Youtube channel will be centered upon:

- **Education:** Quick, actionable bookkeeping guides / “Five Minute Fixes”
- **Power of Product:** Showcase when & how Fasten can truly shine / “How to Handle A Client Who Hasn’t Paid”
- **Social proof:** Testimonials and endorsements from respected contractors and trade influencers.

Direct-to-Business Outreach

Additionally, to gain trust and direct access to high-value customers, we’ll run a focused pilot with 3–5 BNI (Business Network International) chapters heavily represented by trade professionals.

Defining the BNI Pilot Program

- **Target Groups:** Identify 3–5 BNI chapters with 33–100 members each, focusing on trade-heavy groups.
- **Sponsorship Plan:** Provide financial or in-kind sponsorship (e.g., catering, free bookkeeping workshops) to build goodwill and gain visibility.
- **Workshops:** Host interactive sessions titled “*Bookkeeping Made Easy for Tradespeople*” offering actionable tips and showcasing Fasten’s tools.
- **Lead Capture:** Collect attendee information through sign-ups for free trials or exclusive discounts.
- **Follow-Up:** Personal outreach post-event, nurturing leads into customers through email and phone follow-ups.
- **Measurement:** Track attendance, sign-up conversions, cost per lead, and referrals generated through these groups.
- **Hyper-local advertising**—ads placed at supply houses, gas stations near job sites, and trade schools—reinforces Fasten’s name in places contractors frequent daily.

These are small, but extremely high-impact opportunities. While individual chapters may be just 30–100 people, they are tight-knit, referral-heavy communities. Our goal is to earn credibility in the room and generate word-of-mouth growth in regional trade circles.

90-Day Execution Plan

Our 90-day roadmap is designed to establish Fasten as a trusted, credible tool for trade professionals by combining high-ROI digital efforts with grassroots, relationship-first outreach. Each phase builds on the last — gaining momentum while generating real data to inform scale.

Phase 1 (Days 0–30): Build the Foundation

We begin with a full audit and redesign of the Fasten website to clearly communicate our three pillars and hero features. The updated site will serve two key roles: convert visitors with modern UX and language rooted in trust, and reassure hesitant users with social proof and transparency. In tandem, we'll audit the Fasten app itself—focusing on UI simplicity and user clarity around key features like dispute protection and automated follow-ups. We'll also develop segmented messaging tailored to owners and bookkeepers, so content and campaigns feel directly relevant to each persona.

Phase 2 (Days 30–60): Launch the Engine

With assets finalized, we launch our content engine: Our **YouTube series, Youtube Tutorials** and **podcast placements** will go live for male owners, and our **Facebook and Instagram ads** begin targeting wives with relatable, lifestyle-rooted content. Retargeting campaigns featuring testimonials and “trusted by” visuals will reinforce brand legitimacy. Our goals in this phase are traffic growth, early trial sign-ups, and engagement benchmarks across all channels.

Phase 3 (Days 60–90): Activate Communities

We extend our strategy offline by launching the pilot BNI sponsorship program. Through hosted workshops, local sponsorships, and direct referrals, we build in-person credibility. Hyper-local advertising at trade supply stores, gas stations, and job site-adjacent locations reinforces brand presence. We'll track lead sources, CPA's, and referral velocity using these insights to scale what's working with confidence.

KPIs & Measuring Success

We will measure progress through metrics that align with both our short-term growth objectives and long-term brand positioning.

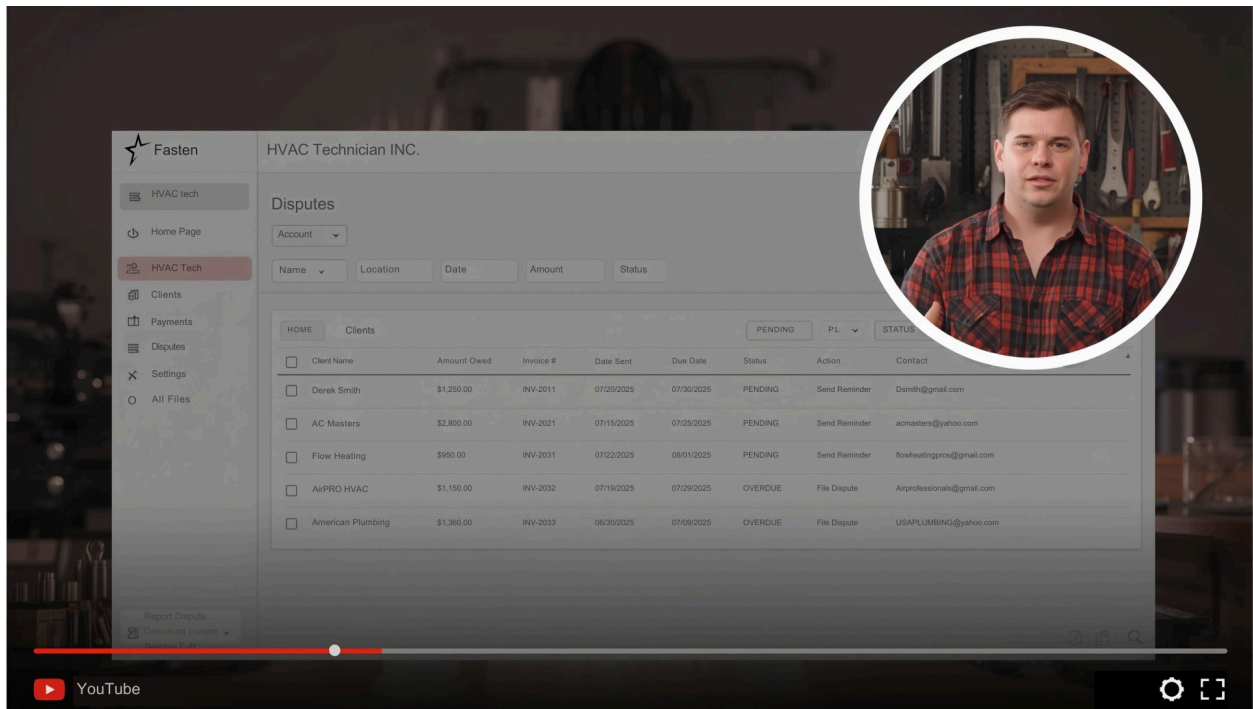
Primary KPIs: These will focus on customer acquisition and retention, including free trials started (goal: 1,000 within the first 6 months), cost-per-acquisition (target: <\$150), and retention rates after 30 days (goal: 75%). These numbers will help us understand the efficiency of our funnel and the stickiness of our product.

Secondary KPIs: These will measure engagement and awareness, such as workshop attendance, lead conversion rates from BNI pilots, and engagement on our YouTube series, podcast collaborations, and social campaigns. We will also monitor incremental website traffic growth and track how different channels contribute to trial sign-ups. By tying these metrics to campaign phases, we can clearly see what drives ROI and adjust accordingly.

Final Thoughts

Fasten has a unique opportunity to become the go-to bookkeeping partner for trade professionals. This strategy balances automation with empathy, clarity with customization, and digital awareness with humanized connection. By leading with understanding and executing with discipline, Fasten can build lasting trust with contractors, bookkeepers, and the families behind them.

Visual Examples



Mockup of our youtube, showing how to navigate our software and file a dispute



screengrab from our video ad

Appendix

Air Conditioning Contractors of America (ACCA)

<https://www.acca.org>

Pew Research – AI in Financial Services (2024)

<https://www.pewresearch.org/fact-tank/2024/01/10/how-americans-feel-about-ai-in-finance>

Pew Research – Social Media Use by Age & Gender (2024)

<https://www.pewresearch.org/internet/2024/04/12/social-media-use-in-2024>

BookkeepingExpress.com – Family Business Bookkeeping Roles

<https://www.bookkeepingexpress.com/blog/family-business-bookkeeping>

Salesforce 2023 Customer Service Report

<https://www.salesforce.com/resources/research/state-of-service/>