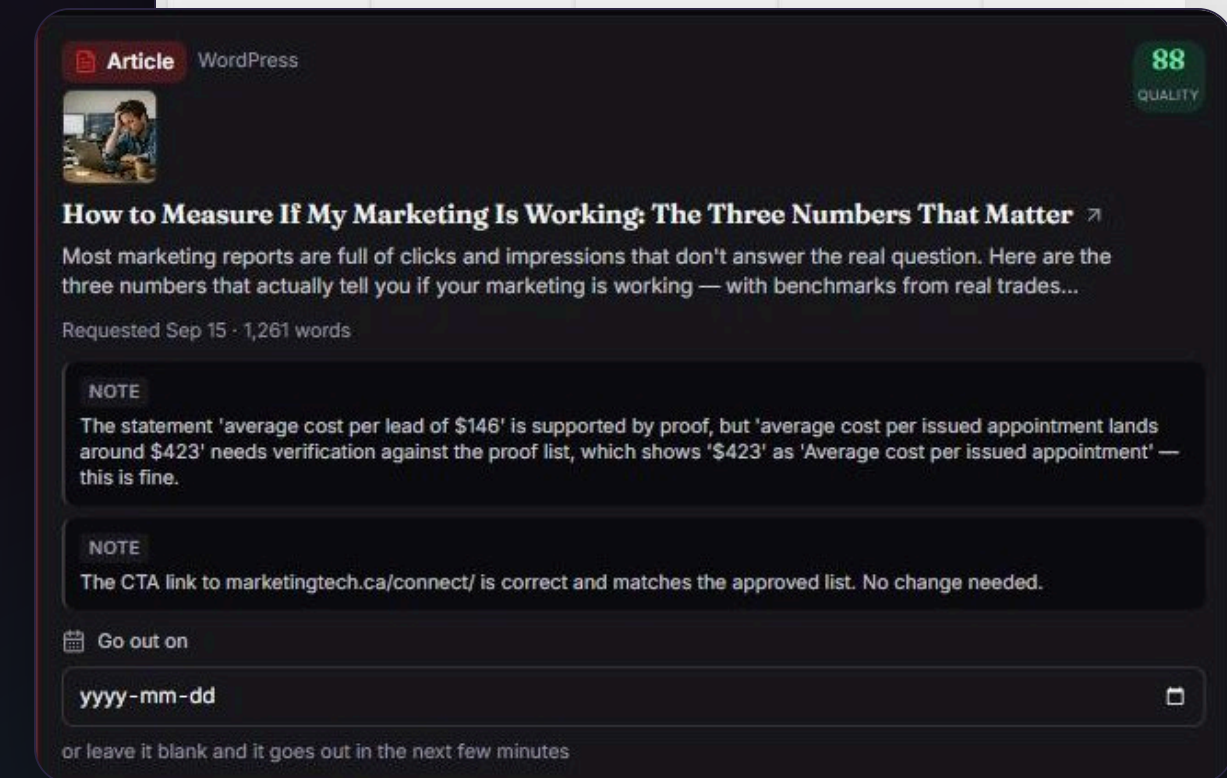
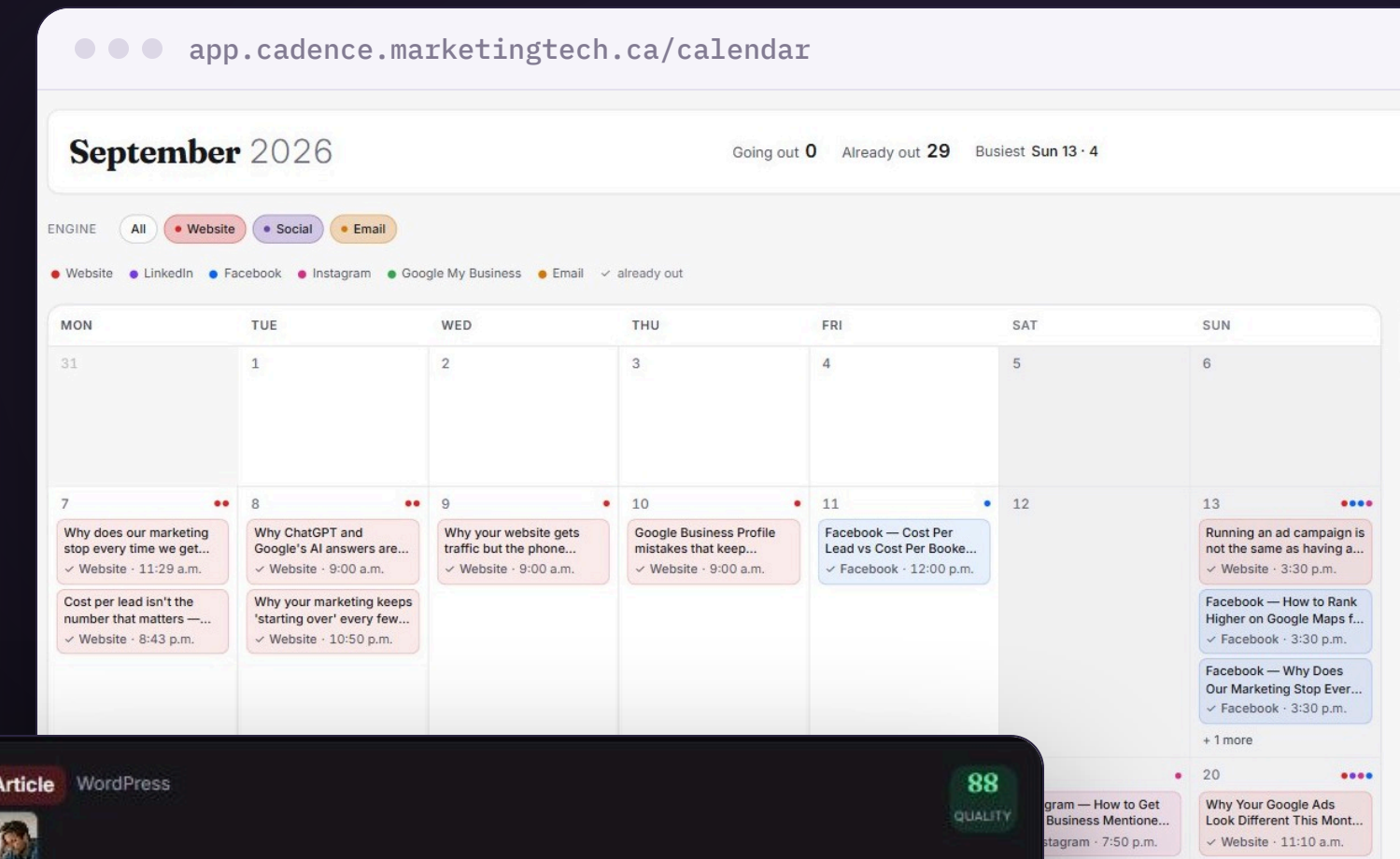


AN OVERVIEW • OCTOBER 2026

12 marketing jobs. One subscription.

Cadence plans, writes, illustrates, publishes, shares and measures your marketing every week, and holds every piece for your approval before it goes anywhere.



Nothing is broken. It just never gets done.

Small teams rarely fail at strategy. They fail at the twenty unglamorous handoffs between a good idea and it being live, measured, and repeated next week.

- 01

The blog that stopped in March

Three good posts, then a busy quarter. Rankings decay quietly, and nobody notices for six months.
- 02

The draft waiting on one approval

Written, proofed, image made, ready to go. Sitting in an inbox behind forty other things.
- 03

The retainer you can't evaluate

Work happens somewhere. A report arrives monthly. Whether any of it produced an enquiry is anyone's guess.
- 04

The tools you pay for and don't use

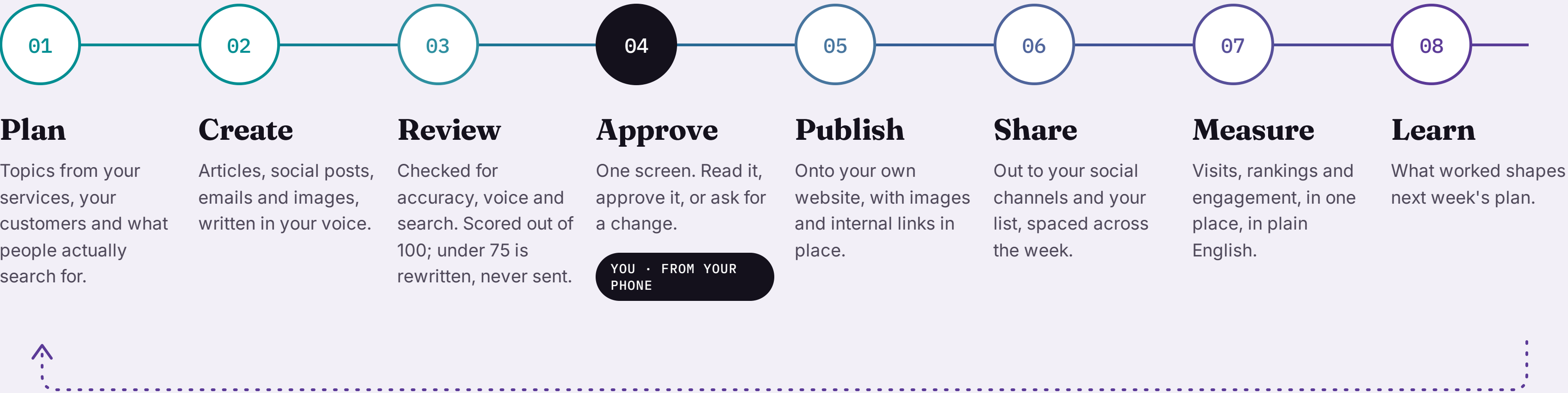
Four subscriptions, three logins nobody remembers, and one spreadsheet holding it together.

Cadence does those handoffs. Every week, without being asked.



Eight steps, every week. One of them is yours.

One pass takes seven days and you are in it once. What it learns at the end changes what it plans at the start, so month six is better than month one.



NEXT MONDAY IT STARTS AGAIN

WHAT YOU ACTUALLY GET

12 marketing jobs. One subscription.

Each part does the job a specialist would, and they share one brief, one brand voice and one set of results. That is the thing a stack of separate tools never does.

01 · Plan

Strategist

Plans the topics every week

02 · Plan

SEO researcher

Finds what your customers search for

03 · Create

Writer

Researched, long-form articles in your voice

04 · Review

Editor

Holds every piece to your brand voice

05 · Review

Fact-checker

Flags any claim it can't back up

06 · Create

Illustrator

An original image for every article

07 · Publish

Web publisher

Publishes to your own site, formatted

08 · Share

Social manager

A post written for each channel

09 · Share

Email marketer

Your newsletter, written and sent

10 · Share

Google Business manager

Posts to your Business Profile

11 · Share

Scheduler

Spaces it all across the week

12 · Measure

Analyst

What it earned, in plain English

All twelve on the Growth plan. Content covers jobs 01–07 and 11–12.

Articles on your own website, under your own name.

- ✓ **Answers what customers actually search for.** Topics come from search research, not guesswork.
- ✓ **An original image for every article.** Made for the piece, never stock.
- ✓ **Published with headings, images and internal links** already handled.
- ✓ **Yours if you leave.** Everything published stays on your site.

3

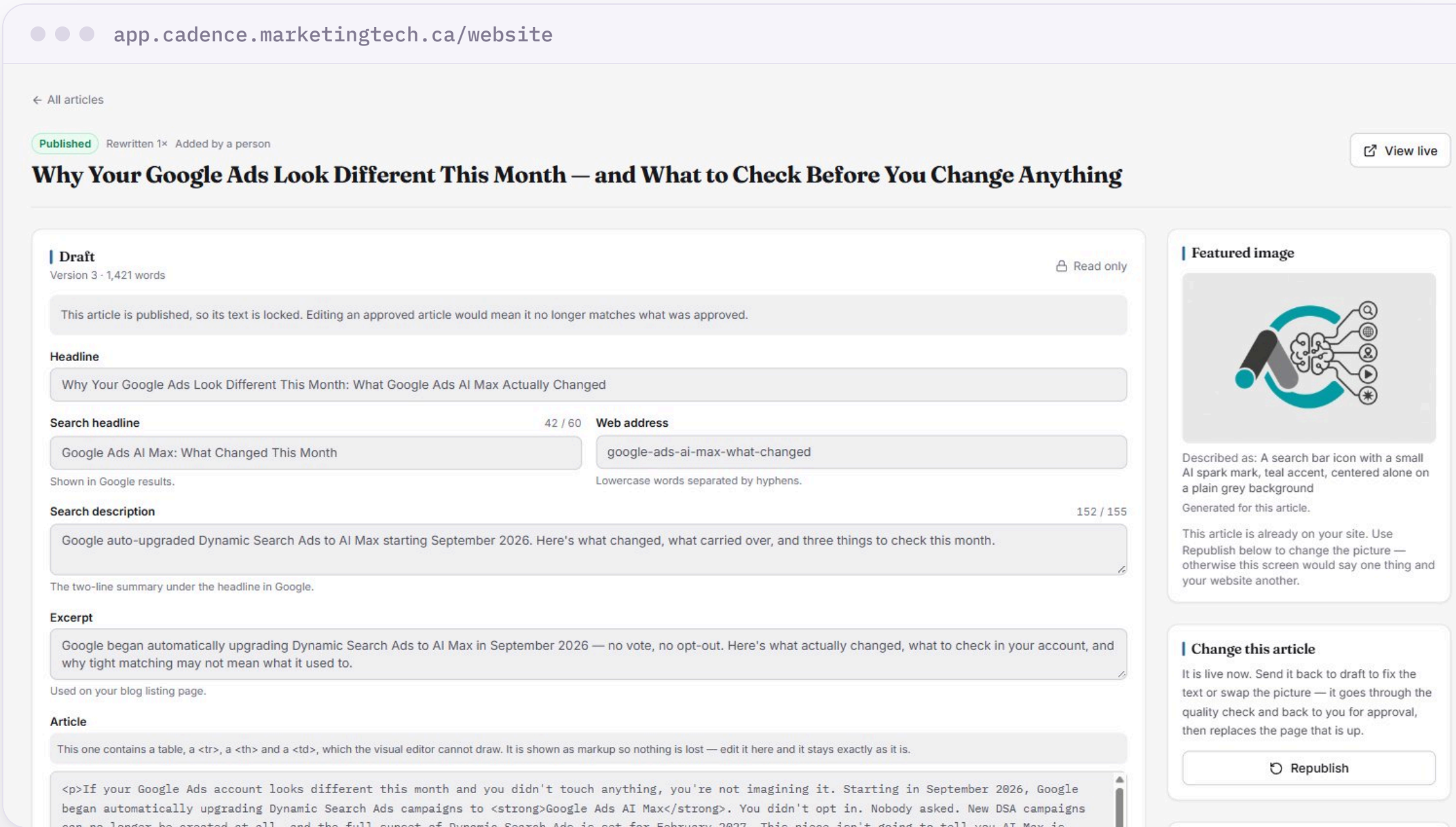
new articles a week · Content

5

new articles a week · Growth

7

a week, one a day · Performance



A real article in our own account: published, locked once approved, with its original image and a link to the live page.

One article becomes a week of marketing.

● ● ● app.cadence.marketingtech.ca/social

Social

Every post made from your articles, where it is going and when. Select a channel to see the post as it will appear and change it. Anything held back says why.

WAITING ON YOU

0

SCHEDULED

0

PUBLISHED

16

NEEDS AN EDIT

0

CHANNEL

All

● LinkedIn

● Facebook

● Google My Business

● Instagram

Select

What a marketing automation audit finds in a Hamilton small business

3 posts

● LinkedIn

Archived

QA 100

Most owners think their marketing problem is not enough leads. Run an audit on a Hamilton service business and that is rarely what shows up first.

What shows up first is a gap between when a lead comes in and when someo...

#HamiltonOntario #ServiceBusinessOwners #LeadResponse

Show all

● Facebook

Archived

QA 94

If you run a service business in Hamilton with a small team, here is something worth checking: what actually happens between a lead coming in and someone following up.

We do free audits for owner-led businesses (5 to 50...

#HamiltonOntario #SmallBusinessHamilton

Show all

● Google My Business

Published

Published Fri, Sep 25, 11:10 PM

View

AEO: What Answer Engines Change About Ranking in the Local Map Pack

3 posts

● LinkedIn

Published

QA 94

Published Tue, Sep 22, 8:30 AM

View

You don't lose a ranking with AI answer engines. You just never enter the conversation.

When someone asks ChatGPT or Google's AI Overview "who's a reliable plumber in Hamilton for a burst pipe," the model names one or t...

#AEO #LocalSEO #HamiltonOntario

Show all

● Facebook

Published

QA 94

Published Tue, Sep 22, 8:30 AM

View

Quick one for anyone whose business runs on booked jobs or appointments: have you checked whether ChatGPT or Google's AI Overview actually knows who you are?

A lot of local searches don't end in the map pack anymore. So...

#HamiltonOntario #LocalSEO

Show all

● Instagram

Published

QA 94

Published Tue, Sep 22, 8:30 AM

- ✓ A post written for each channel, not the same text pasted four times.
- ✓ Scheduled across the week, so your feed looks tended, not dumped.
- ✓ A newsletter every week or month, sent through your own email platform to your own list.
- ✓ Google Business Profile posts with a button that sends people to you.

In their inbox

M

Marketing & Technology

Google is replacing Dynamic Search ...

Automatic upgrades started this month — here's what ...

The newsletter, previewed as it lands in an inbox.

CADENCE BY MARKETING & TECHNOLOGY

06

THE PART EVERYONE ASKS ABOUT

Nothing goes out until you say so.

Approval is on from the day you start. Every article, post and email waits for a named person.

From your phone

Read it, tap approve, or say what you want changed. It rewrites and comes back.

Hand the job over

Give a colleague approval rights without the keys to your accounts or billing.

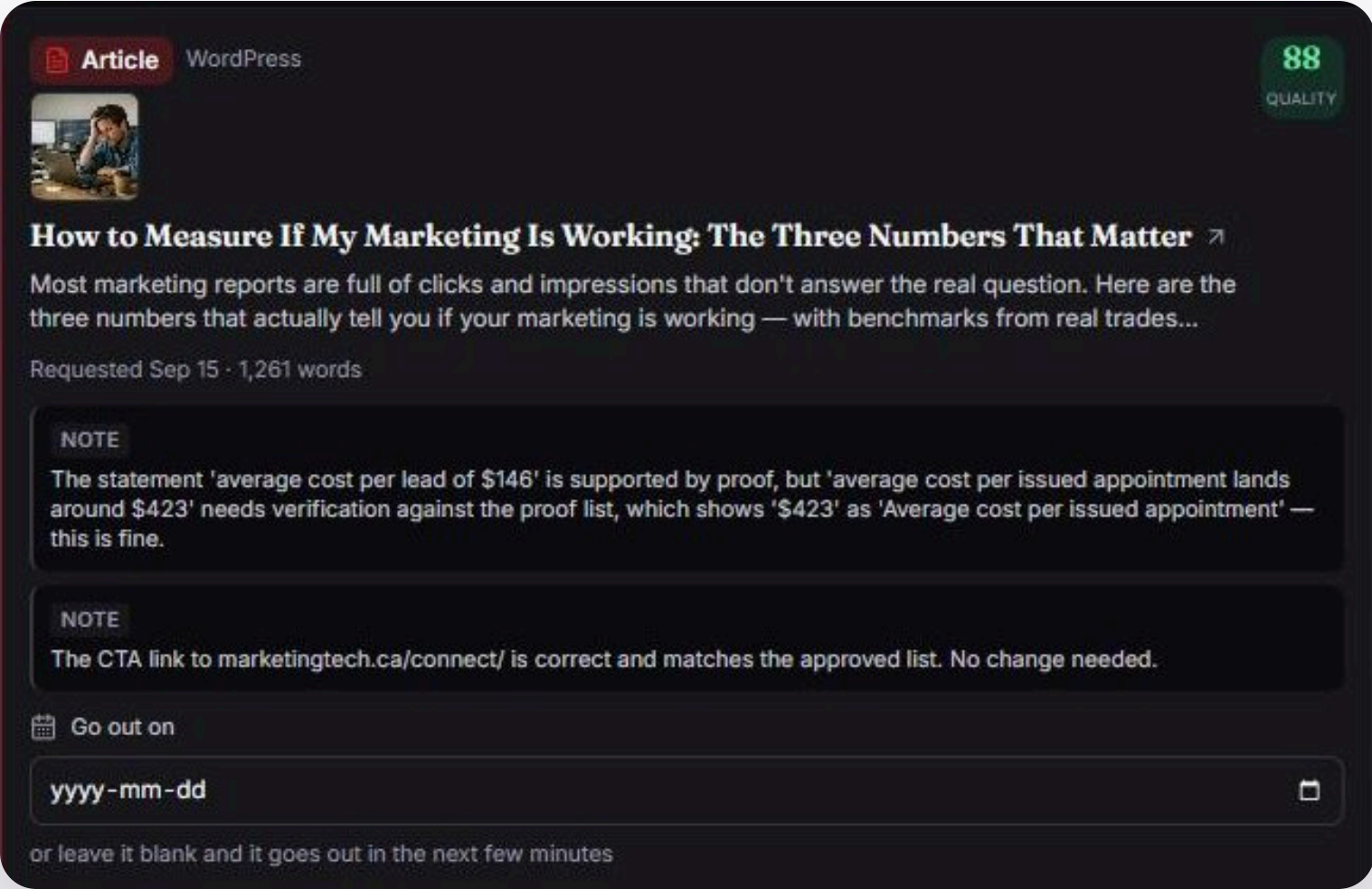
Later, if you choose: let pieces that clear a quality score you set go out on their own, on the channels you pick. Off until you turn it on.

Nothing quietly published

If you never approve something, it never goes anywhere. It waits, and tells you it's waiting.

Every decision on record

Who approved what, when, and what changed since.



The real approval card. The checker notes show where it verified a figure against the business's own proof list before asking.

It tells you what it earned.

One page that answers four questions: is traffic growing, is anyone enquiring, which content earned it, and what should change next month.

- ✓ **Website and search:** traffic from Google Analytics, rankings from Search Console.
- ✓ **Social, email and Google Business** engagement, read back after each piece goes out.
- ✓ **Plain English, every time:** what happened, why it matters, what to do.
- ✓ **Performance adds paid media:** Google and Meta ad analysis with written recommendations.

| What your marketing is telling you

Your site started showing up in search this week

WHAT HAPPENED

Your site appeared in Google search results 940 times this week, up from zero the week before. That brought 26 visits to your site, also up from zero.

WHY IT MATTERS

This looks like the first week your site had search visibility and traffic being recorded. Zero to something is a real change, but 26 visits is still a small number, so there is not much to read into yet beyond the fact that it is now showing up.

WHAT TO DO

Check your Google Business Profile this week and make sure your hours, service area and phone number are current, since that is often what people check right after finding you in search.

Our own account, the week our new site started showing up in search. The numbers are small and the card says so.

🛡️ Cadence never spends your money

This engine can only read. It cannot change a bid, a budget, an audience or a campaign, and it cannot turn anything on or off — not as a setting, not as an option, not by mistake. Cadence does not change your ad accounts. This is for you or your agency to action.

Read-only isn't a setting. It is how the paid media engine is built.

CONNECTS TO WHAT YOU HAVE

Your website. Your accounts. Your list.

Nothing is migrated and nothing is rebuilt. If you leave, everything published stays where it is. A platform is listed as available only once you can sign into it today.

AVAILABLE TODAY

Google Analytics

Reads your traffic

Search Console

Reads your rankings

Google Ads

Analysis, read only

Mailchimp

Sends your newsletter

HubSpot

Newsletter drafts, Marketing Hub Pro+

FINISHING NOW

WordPress

Publishes your articles

Google Business

Posts to your profile

Facebook

Posts and reporting

Instagram

Posts and reporting

Meta Ads

Analysis, read only

IN PLATFORM REVIEW

LinkedIn

Application submitted

ON THE ROADMAP

Shopify

Webflow

Squarespace

YouTube

Slack

Zapier

As of October 2026. The live list is at cadence.marketingtech.ca.

Three things it never does

Spend your ad budget.

It reads ad accounts; there is no code that spends money.

Publish without a yes.

Approval is on from day one and stays on unless you change it.

Train on your data.

Not sold, not shared, not used for general AI models. Export or delete any time.

Week one to month three.

Honest expectations. Content marketing compounds; it does not spike.

Week one

It learns your business.

You answer questions about what you sell and who buys it, connect your website and accounts, and approve the first article. That's an afternoon, and most of it is reading.

Will it sound like a robot?

It learns your voice from your website and from your corrections, and every piece passes a brand-voice check before it reaches you. You judge it before anything goes out.

Month one

The rhythm sets in.

A dozen or more articles live, social running every week, first newsletter out. A few minutes a week approving. Search results start moving on long-tail queries.

Why not just use ChatGPT?

ChatGPT writes when you ask. Cadence decides what to write from your search data, checks it, publishes it, shares it, measures it and plans the next round. Nobody has to remember to open it.

Month three

It compounds.

Enough published work that search traffic is measurably up, and the system knows which topics earn enquiries. The plan it writes for month four is better than the one you'd have written.

Who's behind it?

Marketing & Technology, a consultancy in Hamilton, Ontario. We built it to run our own marketing first, and every article on marketingtech.ca still comes through the same approval queue you'll use.

Priced against one afternoon of agency time.

Start here

Content

\$299

~~\$449~~ / month

3 new articles every week, researched and written

Original images for each one

Published to your website

Traffic and search reporting

1 brand, 3 users

The whole loop

MOST CHOSEN

Growth

\$599

~~\$899~~ / month

5 new articles every week

Every article turned into posts for each social channel

A newsletter every week or month, sent for you

Google Business Profile posts

3 brands, 10 users

Everything, plus paid

Performance

\$1,199

~~\$1,799~~ / month

A new article every day

Cadi, your virtual assistant

Google and Meta ad analysis, read only

Written spend recommendations

Full attribution reporting • 10 brands, unlimited users

Founding rate for the first 25 businesses, kept for as long as you stay. No setup fee, no minimum term, cancel any time, and no charge until you've approved something you'd have been happy to publish. Add articles a week to any plan for \$79 a month each.

≈17h

Growth costs about 17 hours of one marketing coordinator's pay a month.

Job Bank median wage, NOC 11202, Canada: \$35.58/hr (updated Nov 2025).

CADENCE BY MARKETING & TECHNOLOGY

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START HERE • FREE

A free review of what your marketing is actually doing.

- ✓ Where you currently rank, and for what
- ✓ The three things we'd fix first, in order
- ✓ A sample article, written for your business

Two business days, because a person reads it before it goes to you. No card, no call.



SCAN OR VISIT

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