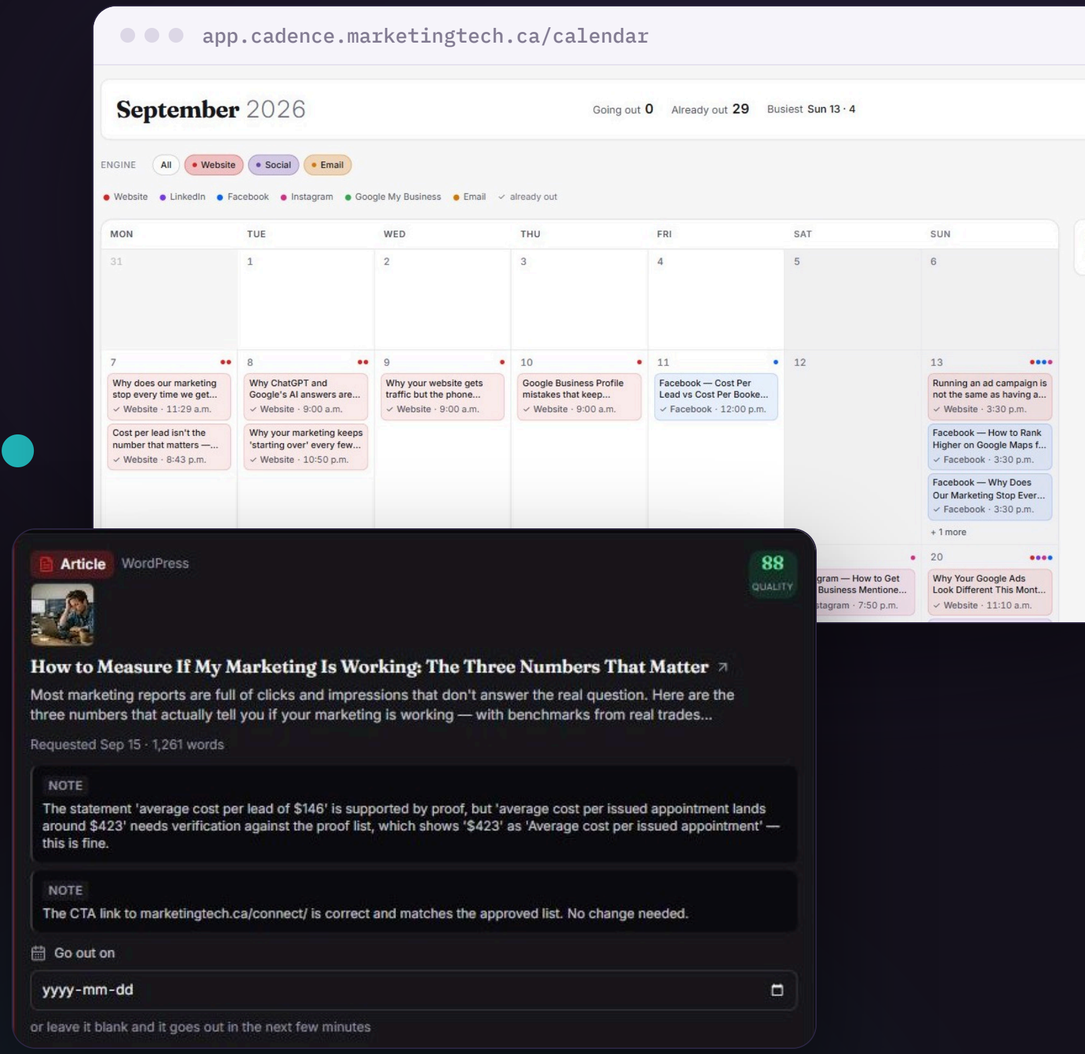
Cadence by Marketing & Technology

12 MARKETING JOBS · ONE SUBSCRIPTION

The AI marketing team you approve.

Doing marketing properly takes a whole team, and most growing businesses don't have one. Cadence does the work every week, on your website, social and email, and holds every piece for your approval.



CADENCE.MARKETINGTECH.CA · 30 DAYS FREE

MARKETING & TECHNOLOGY · HAMILTON, ONTARIO

WHY MARKETING STALLS

You know marketing matters. Nobody has time to run it.

Growing businesses rarely fail at strategy. They fail at the weekly work between a good idea and it being live, measured and repeated, and the customers now asking AI first don't wait for it.

01

Your customers ask AI first

They ask Google and ChatGPT before they call anyone. If your business isn't answering their questions, someone else's is.

02

Your best people have real work to do

Content lands on whoever is least busy, which is nobody. Three good posts, then a busy quarter, and the blog stops in March.

03

The draft waiting on one approval

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

04

Spend you can't evaluate

An agency retainer, four tools and a monthly report. Whether any of it produced an enquiry is anyone's guess.

Doing it properly takes a whole team. Cadence does the work, and you approve it.

WHAT IT TAKES

Doing marketing properly takes a whole team.

Twelve jobs a specialist would do. Cadence does all of them, sharing one brief, one brand voice and one set of results, which 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 ask Google and AI

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.

HOW IT WORKS

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.

01

Plan

Topics from your services, your customers and the questions people ask Google and AI assistants.

02

Create

Articles, social posts, emails and images, written in your voice.

03

Review

Checked for accuracy, voice and search. Scored out of 100; under 75 is rewritten, never sent.

04

Approve

One screen. Read it, approve it, or ask for a change.

YOU · FROM YOUR PHONE

05

Publish

Onto your own website, with images and internal links in place.

06

Share

Out to your social channels and your list, spaced across the week.

07

Measure

Visits, rankings and engagement, in one place, in plain English.

08

Learn

What worked shapes next week's plan.

NEXT MONDAY IT STARTS AGAIN

CONTENT · EVERY PLAN

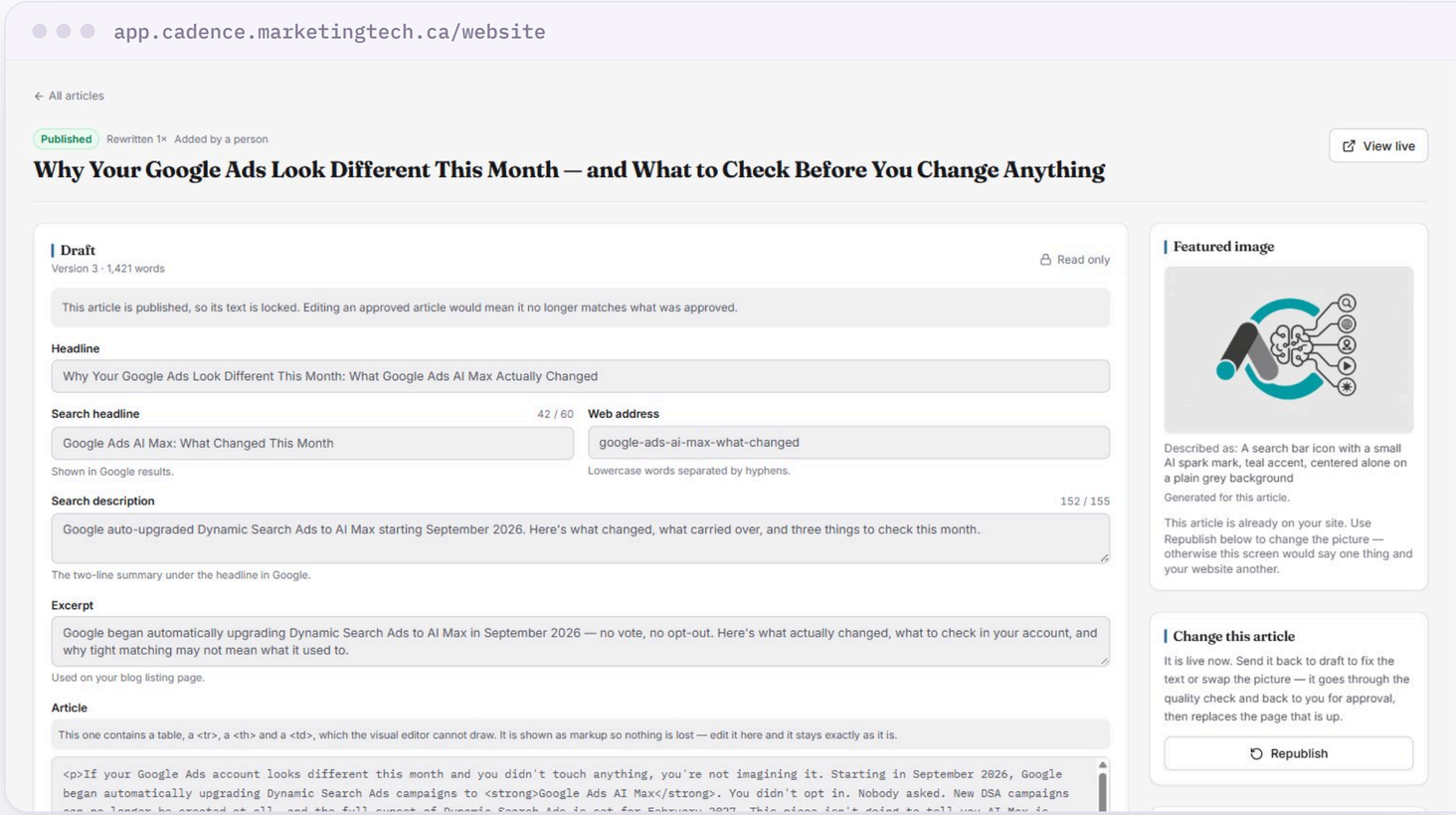
Articles on your own website, under your own name.

- **Answers what customers ask Google and AI.** 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

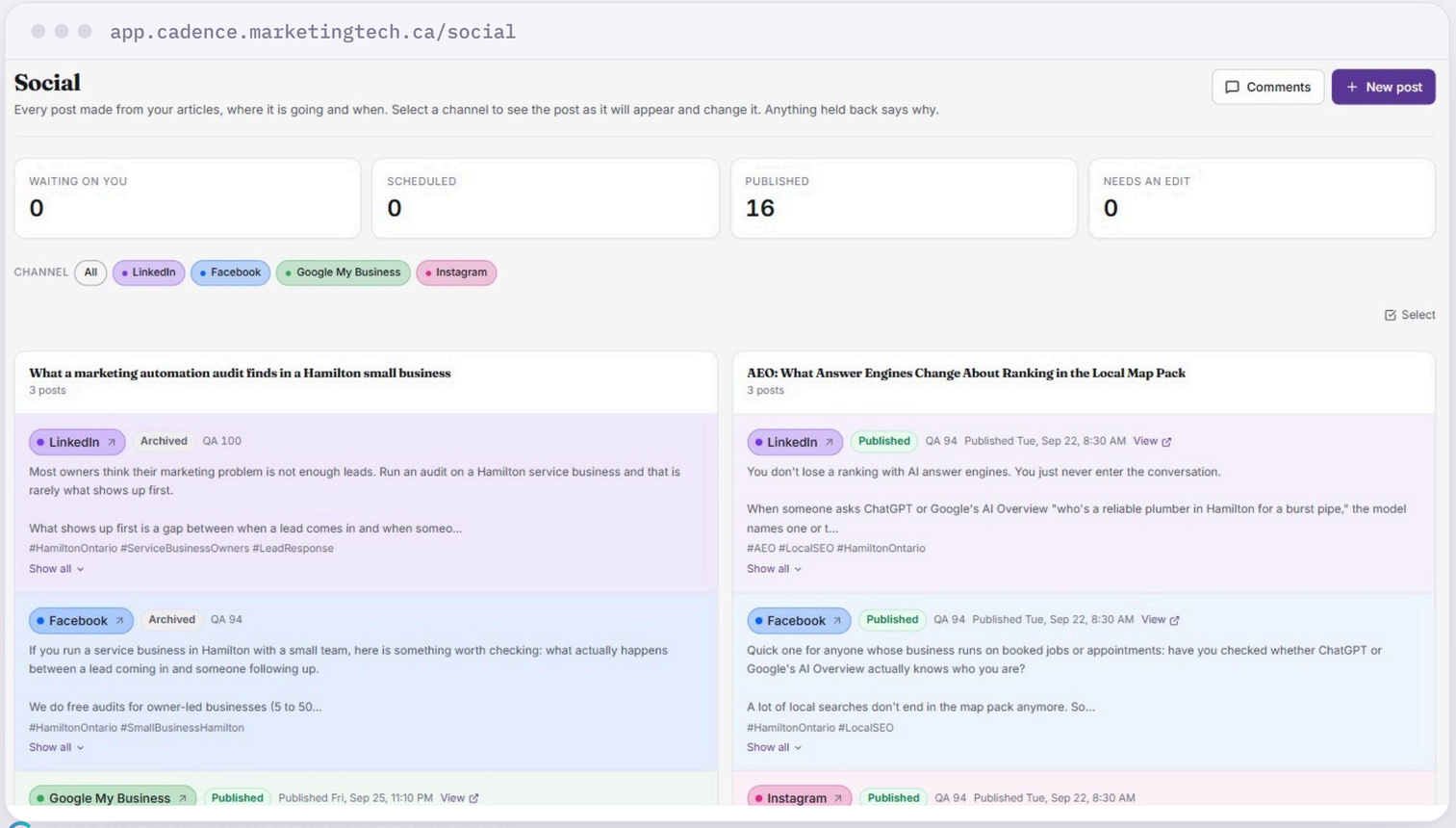
5
new articles a week · Growth

7
a week, one a day · Performance

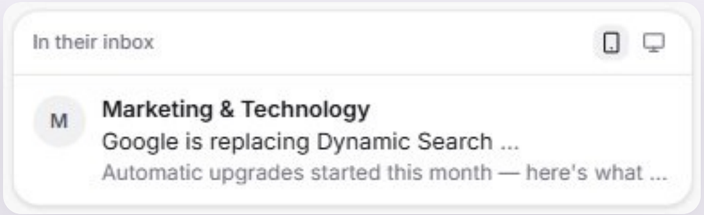


A real article in our own account: published, locked once approved, with its original image and a link to the live page.

One article becomes a week of marketing.



- **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.



The newsletter, previewed as it lands in an inbox.

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.

Nothing quietly published

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

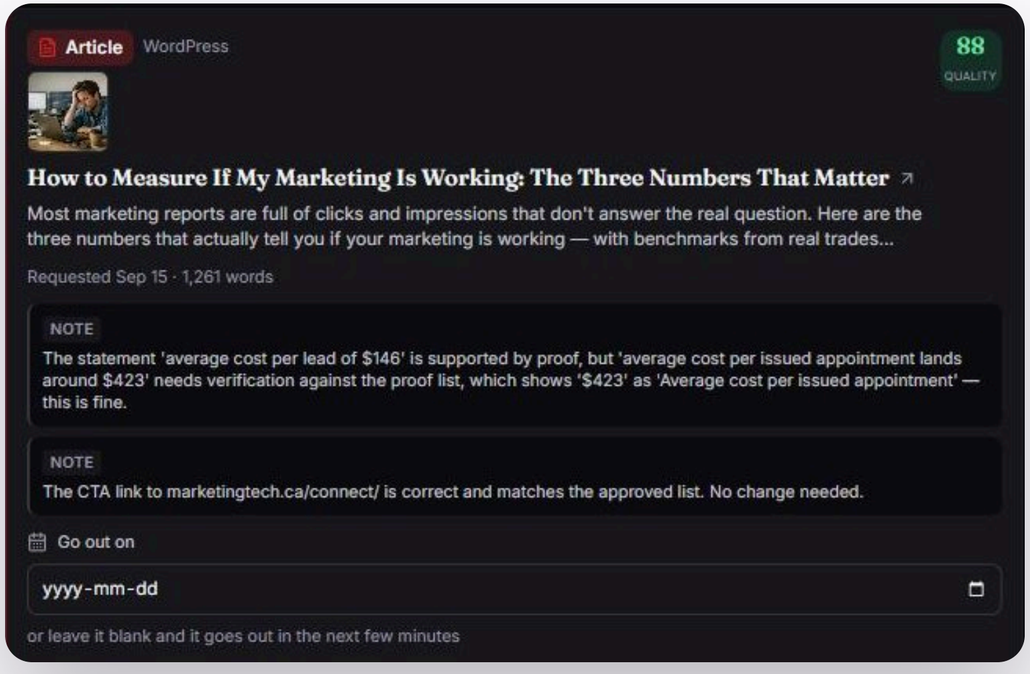
Hand the job over

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

Every decision on record

Who approved what, when, and what changed since.

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.



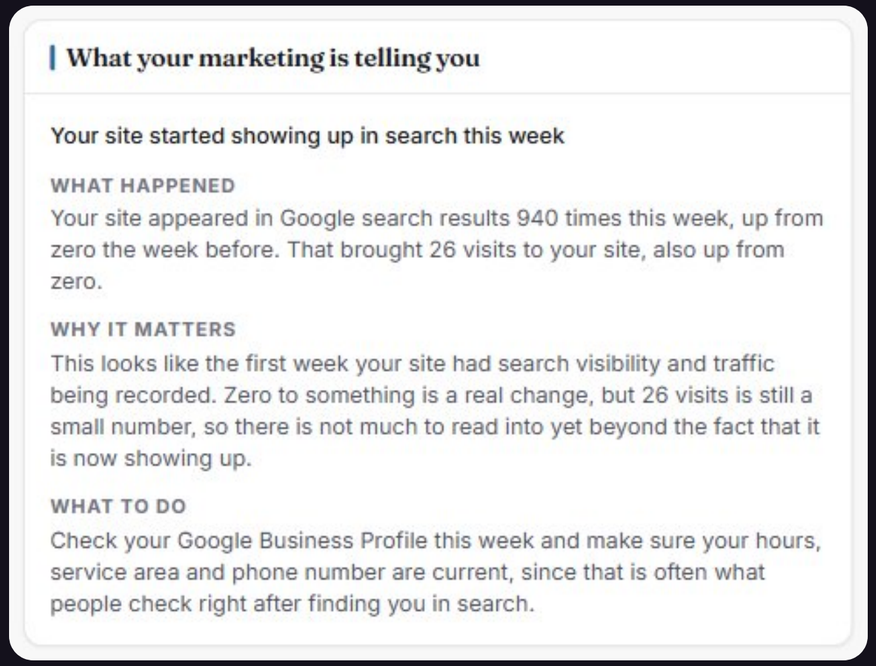
The real approval card. The checker notes show where it verified a figure against the business's own proof list before asking.

REPORTING · EVERY PLAN

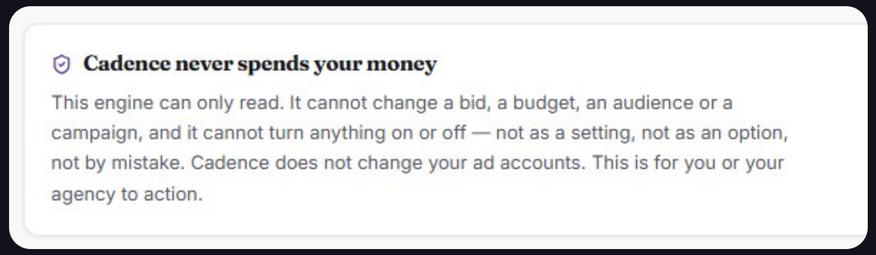
It tells you what it earned.

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.



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



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.

CONNECT TODAY · 7 PLATFORMS

WordPress
Publishes your articles

Google Analytics
Reads your traffic

Search Console
Reads your rankings

Google Business
Posts to your profile · Growth

Google Ads
Analysis, read only

Mailchimp
Sends your newsletter

HubSpot
Newsletter drafts, Marketing Hub Pro+

IN PLATFORM REVIEW

Facebook
Posts and reporting

Instagram
Posts and reporting

LinkedIn
Posts and reporting

Meta Ads
Analysis, read only

ON THE ROADMAP

Shopify
Webflow
Squarespace
YouTube
Slack
Zapier

As of October 2026. Platforms in review are waiting on Meta and LinkedIn approval.

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.

WHAT ACTUALLY HAPPENS

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.

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, and search engines start finding the first articles.

Month three

It compounds.

Enough published work that the patterns show: which topics bring visits and enquiries, and which don't. The plan for month four is built on that, not on guesses.

Will it get us into AI answers?

Nobody can promise that. Cadence does the part you control: clear, accurate answers to your customers' questions, on your own site, every week. That is what search engines and AI assistants draw on.

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.

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.

PRICING · CANADIAN DOLLARS, MONTHLY · 30 DAYS FREE

The work of a whole team, priced against one afternoon of agency time.

Start here

Content

$299 ~~$449~~ / month + tax

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 team

ALL 12 JOBS

Growth

$599 ~~$899~~ / month + tax

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 + tax

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

30 days free, and the 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 approve your first piece. 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).

START HERE

Your marketing team, 30 days free.

- Connect your website and accounts in an afternoon
- Approve your first piece. No charge until you do
- No setup fee, no minimum term, cancel any time

Prefer to see the work first? Ask for a free review: where you rank, the three things we'd fix first, and a sample article written for your business. Two business days, no card, no call.

SCAN OR VISIT

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