

The 30-Day Content Engine

Reels, TikTok, blog, email and WhatsApp for local and service businesses — one system, run with AI, 14 industries.

HOTELS & TOURISM

RESTAURANTS, BARS & CAFÉS

HEALTH & CLINICS

BEAUTY

GENERAL SMB

LAW FIRMS

REAL ESTATE

LOCAL RETAIL, GYMS & BOUTIQUES

AUTOMOTIVE

EDUCATION

EVENTS & WEDDINGS

FINANCIAL SERVICES

HOME SERVICES

WINE & AGRICULTURE

About this series

Five playbooks, one operating system. Each book covers one system in full and then applies it to all 14 industries NetWebMedia serves, so you read the method once and then only the section written for your business.

1. **Get Cited by AI** — The Answer Engine Optimization playbook
2. **Own the Map** — Google Business Profile, local SEO and reviews
3. **The 30-Day Content Engine** — Reels, TikTok, blog, email and WhatsApp, run with AI — **this book**
4. **Paid Ads That Pay** — Google and Meta ads for local businesses
5. **From Click to Client** — Lead capture, follow-up and retention systems

First edition · August 2026

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Published by NetWebMedia · www.netwebmedia.com · WhatsApp +1 (442) 385-4585 · English and Spanish editions

Every statistic in this book carries a numbered reference to a named, dated source in the Sources section.

Benchmarks are medians or averages from other businesses as published by those sources — not predictions of your results.

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Statistics are reported as published by the sources listed in the Sources section, with their dates. Where a source is a vendor, a PR firm or a modeled estimate, the text says so. Benchmarks are medians or averages measured on other businesses; they describe a range, not a forecast for your business. NetWebMedia does not guarantee rankings, citations, leads, costs or revenue. Results vary.

Company, product and platform names are the property of their respective owners and are used for identification only. Worked examples are hypothetical unless a source is cited.

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Start Here

This playbook is for the owner or manager of a local or service business who knows content matters and has run out of ways to fit it into the week. You are not a marketer. You have no content team. You have a phone, a business that produces something worth filming, and maybe four hours a week you could protect if the output justified it.

By the end of this book you will have a system that produces, every month: eight to ten short videos per platform you actually use, two articles written from your own first-hand experience, one welcome sequence that runs without you, and a WhatsApp list you message on a schedule instead of on impulse. All of it batched on one day a week, drafted with an AI assistant, executed natively per platform.

Part 1 is the method: what the platforms measurably reward in 2026, what Google's rules say about AI-assisted content, why email automations earn while broadcasts do not, and how the batch day runs hour by hour. Read it once, all the way through. Part 2 has fourteen industry playbooks — read only yours. Part 3 is the reusable kit you will open every week once the system is running.

Every statistic here carries a footnote to the study it came from. Where a widely repeated figure turned out to be vendor marketing copy with no method behind it, this book says so and gives you the measured number instead. There are two of those, and both change how you work.

What this playbook does not do. It will not make you go viral, and it makes no promise about follower counts, leads or revenue — the benchmarks here are medians and averages, which means roughly half the accounts measured fell below them. It does not cover paid advertising or the operational side of answering leads fast; both are separate books. And it will not write your content for you: the AI assistant drafts structure, you supply the first-hand experience that makes it worth publishing. If you will not appear on camera or describe what you do in your own words, this system runs at about a third of its capacity.

INDUSTRY PLAYBOOK 1 OF 14

1. Hotels & Tourism

► Where the money leaks

Guests choose the destination on social before they compare properties, and most hotels still publish room photography. Social media is now the most influential source of travel inspiration, ahead of official travel websites, review platforms and traditional media, and 57% of travelers are comfortable purchasing high-priced activities directly through social.²⁵ Travel and Tourism email opens run 28.21% against a 30.8% average.¹⁸

► The five moves

1. Sell the place, not the property. Three pillars: the region (neighborhood, the drive, the sunrise), arrival-and-stay utility (check-in, transfers, what to pack), and behind-the-scenes hospitality.
2. Two anchor formats: a "POV: you just opened the curtains" room reveal as a Reel, and a silent 45-second unbroken walk from lobby to room as a Short.
3. Two staff TikToks a week: "3 things nobody tells you about visiting [region]," and a team member's own day-off itinerary.
4. Two articles a month: "Best time of year to visit [region]" and "How to get from [airport] to [town]: every option and cost," with real prices and durations.
5. Three automated messages: booking confirmed becomes an arrival cheat-sheet; T-7 days sends weather, packing and one local recommendation; T+3 days asks for the review and offers a returning-guest rate.

► Watch out

Advertised rates must include mandatory fees where local consumer-protection law requires it — a nightly rate on screen that excludes a resort fee is a problem. Do not film identifiable guests without a written release, lobby and pool b-roll included. Accessibility claims such as "wheelchair accessible" are actionable if inaccurate.

► First 30 days

- ☐ Film one "curtains open" reveal per room type
- ☐ Publish the airport-to-town transfer article with current prices
- ☐ Turn on the three-message booking sequence
- ☐ Collect written releases from all staff who appear on camera

The number that matters: 57% of travelers are comfortable buying high-priced activities directly through social.²⁵ Your Reels are a storefront, not brand awareness.

El motor de contenido de 30 días

Reels, TikTok, blog, email y WhatsApp para negocios locales y de servicios — un solo sistema, con IA, 14 industrias.

HOTELES Y TURISMO

RESTAURANTES, BARES Y CAFETERÍAS

SALUD Y CLÍNICAS

BELLEZA

PYME GENERAL

ESTUDIOS JURÍDICOS

BIENES RAÍCES

RETAIL, GIMNASIOS Y BOUTIQUES

AUTOMOTRIZ

EDUCACIÓN

EVENTOS Y MATRIMONIOS

SERVICIOS FINANCIEROS

SERVICIOS PARA EL HOGAR

VINO Y AGRICULTURA

PLAYBOOK POR INDUSTRIA 1 DE 14

1. Hoteles y Turismo

► Dónde se fuga el dinero

El huésped elige el destino en redes antes de comparar propiedades, y la mayoría de los hoteles publica fotos de habitaciones. Las redes son la fuente más influyente de inspiración de viaje, por delante de los sitios oficiales, las plataformas de reseñas y los medios tradicionales, y el 57% de los viajeros compra actividades de precio alto por redes.²⁷ En Viajes y Turismo la apertura de email corre en 28,21% contra un promedio de 30,8%.¹⁸

► Las cinco jugadas

1. Vende el lugar, no la propiedad. Pilares: la zona, la utilidad de llegada y la hospitalidad detrás de cámara.
2. Dos anclas: un "POV: acabas de abrir las cortinas" como Reel y una caminata muda de 45 segundos del lobby a la habitación como Short.
3. Dos TikToks del equipo por semana: "3 cosas que nadie te cuenta de visitar [zona]" y un itinerario de día libre.
4. Dos artículos: "Mejor época para visitar [zona]" y "Cómo llegar desde [aeropuerto] a [pueblo]", con precios reales.
5. Tres automáticos por WhatsApp: reserva confirmada, guía de llegada; T-7 días, clima y qué empacar; T+3 días, reseña y tarifa de retorno.

► Ojo con esto

Las tarifas publicadas deben incluir los cargos obligatorios: en Estados Unidos lo exige la ley de consumo y en Chile el SERNAC sanciona un precio por noche que excluye un cargo inevitable. No filmes huéspedes identificables sin autorización escrita, ni en tomas de lobby o piscina. Las afirmaciones de accesibilidad son reclamables si no son exactas. Tus reseñas en Booking y TripAdvisor son el mismo activo: respóndelas.

► Primeros 30 días

- ☐ Filmar un "abrir las cortinas" por tipo de habitación
- ☐ Publicar el artículo de traslado aeropuerto-pueblo con precios
- ☐ Activar la secuencia de tres mensajes de reserva
- ☐ Reunir autorizaciones escritas del equipo que sale en cámara

El número que importa: El 57% de los viajeros compra actividades de precio alto por redes.²⁷ Tus Reels son vitrina de venta, no marca.

YOUR NEXT STEP

Want us to run this for you?

Everything in this playbook is work you can do yourself. If you would rather have it done, NetWebMedia runs it as a monthly service — in English and Spanish, for businesses in the United States and Latin America.

1

Run the free instant checker

At netwebmedia.com: see in one minute whether AI engines currently find your business.

2

Get the \$49 AI Visibility Scan

A written report within 48 hours: real queries across ChatGPT, Claude, Perplexity and Google AI, an AEO score and a 10-point fix list. The \$49 is credited in full toward the AEO Starter plan.

3

Pick a plan

AEO plus SEO and content strategy from \$249 a month. Elsewhere, AEO/GEO retainers start at \$1,000–2,500 a month according to The Digital Elevator's 2026 pricing guide.

AEO Starter

\$249/mo

AEO + SEO + content strategy

CMO Growth

\$999/mo

+ paid ads + social media

CMO Premium

\$2,490/mo

Full-stack marketing department

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Prices in USD as published at netwebmedia.com in August 2026 and subject to change. No outcome is guaranteed. Market comparison: thedigitalelevator.com/blog/aeo-and-geo-pricing-guide/ (2026).