

FREQUENCY 528

GROWTH INITIATIVE

March 2026
Pittsburgh, PA

The Opportunity: Frequency 528 has proven product, 10+ years of operational credibility, and a market growing and underserved. The gap is not product—it's visibility and systems. This plan closes it systematically.

CURRENT STATE VS. 24-MONTH TARGET

\$40K Current Annual Revenue	\$75K+ 24-Month Target	<\$30/mo Infrastructure Cost
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THE STRATEGY: FOUR PHASES

1 GBP Opt. Local visibility (\$0)	2 Website SEO rebuild (\$0-20/mo)	2.5 B2B Lead Vectors Communities (\$0)	3 CRM + Pipeline HubSpot (\$6/mo)
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WHY NOW

Festival season begins in 8-10 weeks. The planning and booking window is open right now. Operators visible in March-April will capture the season. Those who wait will miss it entirely.

THE PIVOT

Metric	Today	24 Months
Revenue Model	Event production + rental	Gear rental primary
Lead Source	Word of mouth only	Multi-channel inbound
Pipeline Visibility	None	HubSpot CRM
Google Reviews	8 reviews (4.1★)	25+ reviews (4.5★+)

WHAT GETS BUILT (COST BREAKDOWN)

- **Phase 1:** Google Business Profile optimization—zero cost, biggest immediate impact
- **Phase 2:** Fast, rental-focused website on Netlify or Vercel—free or ~\$20/mo
- **Phase 2.5:** B2B outreach to festivals, venues, event planners—time investment only
- **Phase 3:** HubSpot CRM + Tally forms + automation—\$6/mo for email
- **Phase 4:** Google Ads + programmatic—\$200-\$500/mo (only after foundation is live)

BOTTOM LINE

Frequency 528 does not require significant capital to execute this plan. Infrastructure cost is low by design. The gap between where it is and where it could be is not a product gap. It is a visibility and systems gap. That gap is being closed systematically, starting now, ahead of the highest-demand season.

Frequency 528 | 814-310-1528 | frequency528live.com

Strategy & execution by Function Consulting LLC