

Creativeguru launches Frame mobile app to help local trade businesses turn finished projects into posted social media content

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New phone app helps builders, decorators, painters, landscapers, gardeners, plumbers, electricians and other trade businesses turn completed jobs into branded social videos, automatically posted across major social networks.

9 July 2026, Surrey, UK. UK digital marketing and technology company Creativeguru has launched Frame, a mobile app designed to help local trade businesses promote the quality of their work through regular social media content.

Frame is built for small businesses working in building, decorating, gardening, landscaping, renovation and home improvement. These businesses often rely on reputation, referrals and visible proof of work, but many struggle to find the time, confidence or consistency to promote themselves online.

The app allows users to upload before-and-after photos of completed projects, add notes through voice or text about the job, and turn them into polished, branded short-form videos. Once approved by the account holder, the videos are automatically posted across six major social networks plus Google Business Profile.

Frame is designed for builders, decorators, painters, landscapers, gardeners, plumbers, electricians and other local service businesses that want to show the quality of their work without needing to film, edit, write captions or manage posting themselves.

Creativeguru has a history of serving larger companies with strategic, technology-driven marketing services. Frame has been created to bring that same level of structured marketing support to smaller businesses at a far more accessible cost.

"Most tradespeople already have the most valuable marketing material they need: the work they have completed," said Marcie Terman, co-founder of Creativeguru. "The problem is that turning that work into regular content takes time and headspace that many business owners simply do not have. Frame removes that barrier by turning completed work into a practical communications tool."

Frame helps trade businesses create a steady stream of social content from real projects, including before-and-after transformations, completed jobs, project highlights and customer-facing updates.

The launch comes as small businesses face increasing pressure to stay visible online, while many lack the time or budget to handcraft regular social media posts. Frame gives local trade businesses a way to maintain a more consistent online presence using the work they are already doing.

Frame is currently available with a **14-day free trial**, allowing businesses to test the app and see how easily their existing project photos can be turned into professional social media videos.

Try Frame free for 14 days and turn completed jobs into professional social media videos.

Media:

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Frame App :: Social Media App
For Tradespeople :: Social Media
Tool For Builders :: Social Media
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