



# Company A Marketing Assessment Report

---

## Content & Pages

### Introduction

- General Notes – 2
- Key Metrics – 4
- Recommendations – 5
- Assigned Priorities – 7
- Priorities Discussed – 7

### 9 Point Assessment

- Website User Experience – 8
  - SEO /Organic – 10
  - Upsell / Cross-sell – 11
  - Systems / Technology – 12
  - Funnel / Sales Process – 13
  - Demand Generation – 14
  - Referral Generation – 16
  - Brand and Messaging – 17
  - Social Media and Video Content – 18
  - Articles and Organic Content – 20
-



## General Notes

### Lead Booking & Automation

There's a missed opportunity to automate the estimate scheduling process using a round-robin calendar system, allowing leads to book estimates without speaking to a rep. This functionality should be integrated into the website, streamlining the customer journey. A model similar to Company B's workflow—where an initial lead form captures interest and directs the user to a booking page—would be a good starting point.

Currently, most outreach is handled manually after a lead is submitted, with emails triggered through HubSpot but SMS follow-ups still manual. This presents a scalability issue. Doubling lead volume will increase administrative overhead, which could be significantly reduced through automation and process improvements, ensuring staff are not overwhelmed.

### Brand & Messaging

The Company A brand has aged and exhibits some inconsistencies. A logo refresh is recommended—tightening it up without altering the core visual identity customers recognize and trust. The brand's messaging is community-centered, which is a strong positioning, but it could be further enhanced by introducing more professional collateral throughout the marketing funnel. Well-placed callouts and refined brand elements will strengthen perceived value and improve overall market positioning.

### Website & User Experience

The website requires several updates to better align with customer expectations and competitor standards. Improvements to navigation, information hierarchy, and page design should immediately enhance lead conversion rates. These updates are essential for effective multi-channel advertising efforts and will directly impact how prospective customers engage with Company A's services.

### Marketing Leadership & Execution

Jim is an underutilized asset for marketing and advertising innovation within the company. His strategic insights are strong, and he would benefit from a team that validates and helps execute his ideas. With the right execution support, he can effectively lead the company's growth and expansion. A strong partnership between Jim and our team would allow him to focus on directional needs while we handle execution, allowing effective implementation.



## Other Media Company & Vendor Challenges

From my (Andrew's) perspective, the current marketing vendor, Other Media Company, is not fulfilling its role as it should. Their reluctance to provide transparency and control over marketing assets raises concerns. This is not necessarily a reflection of poor work, but rather an approach that limits Company A's ability to evolve its marketing efforts.

That said, there are clear areas for improvement in website design, user experience, reporting, and data management—many of which Footbridge has historically managed. Company A must have greater control over these areas to ensure long-term growth and adaptability.

## Demand Generation & Paid Advertising

Paid advertising is active across both Meta and Google platforms, but campaigns are fragmented and lack cohesive direction. On Meta, much of the spend is going toward boosted posts rather than structured campaigns through Ads Manager. Boosting varies in daily budget and objectives, ranging from engagement to link clicks—without clear targeting or follow-up strategy. On Google, a single search campaign is running with limited daily spend and an unrealistically low max cost-per-conversion, resulting in zero tracked conversions. Audience targeting is overly broad, and landing pages lack focus.

Across both platforms, there's no funnel-based approach in place to move prospects from awareness to conversion, and little to no retargeting or lead nurturing. Company A is generating impressions and clicks, but without infrastructure to turn those into qualified leads or track ROI. With strategic restructuring—clear objectives, retargeting audiences, dedicated landing pages, and campaign-specific conversion tracking—these platforms could produce far more efficient results and support scalable lead growth.

## Data, Tracking & Reporting

HubSpot is already capturing lead attribution data, which is a solid foundation. To improve campaign tracking, UTM codes should be used consistently across all digital marketing assets, including scannable QR codes. This will provide deeper insights into lead sources and campaign effectiveness.

Additionally, HubSpot's reporting and marketing functionalities are underutilized. Many of the tools needed to build a scalable marketing engine already exist within HubSpot, but they require better implementation. A structured approach—Assess → Design → Build will ensure that the right systems are developed in a logical, efficient manner.



## Seasonal Campaigns & Automations

Taking a strategic and targeted approach to seasonal campaigns and offers is an effective way to maximize marketing budget without overcomplicating execution. Automated long-term follow-up sequences, seasonal promotions, and inbound lead communication should significantly reduce the administrative burden while enhancing efficiency and lead conversion rates.

## Email Deliverability & Best Practices

If Company A plans to scale email marketing efforts, adding proxy sending domains is highly recommended. Sending mass emails from the primary domain could damage sender reputation and impact deliverability. Implementing proxy domains will help mitigate spam risks and help maintain high email engagement rates.

## Key Metrics You Will Want to Know in Order to Manage at Scale:

(you may have some, most, or all, already) ((highlighted - these should be reported in the leadership meetings, if not already))

- Marketing Spend as % of Revenue Sold (MoM)
- Average Cost per Lead (MoM)
  - Average CPL by Active Channels
- Spend by Channel (MoM)
- Revenue Generating Spend (MoM)
  - Ad Spend
  - Asset Creation
- Marketing CapEx Spend (MoM)
- Total Marketable Lead Count
  - Ready for Reactivation Campaigns
  - Active in Pipeline
  - Non-Marketable
- Lead Count (Monthly) (Weekly)
- Lead Count by Channel / Source (Monthly) (Weekly)

## Key Recommendations

### Data & Reporting



- **Improve Lead Attribution & Tracking**
  - Use UTM codes consistently across digital marketing assets, including QR codes.
  - Improve tracking of website conversions and form submissions in HubSpot.
  - Layer in 1st touch sources and last-touch for better visibility into attribution.
  - Update internal links to improve search visibility and lead attribution.
- **Make Better Use of HubSpot Reporting**
  - Create dashboards for tracking leads, campaign results, and conversions.
  - Use HubSpot's automation tools to reduce manual processes and improve efficiency.
- **Key Metrics for Leadership Meetings**
  - Marketing Spend & ROI: Marketing spend as % of revenue, ad spend, cost per lead, and channel effectiveness.
  - Lead & Conversion Data: Total lead count, lead count by source, and how leads move through the pipeline.
  - Customer Reactivation & Retention: Leads available for reactivation, active pipeline leads, and customer retention trends.

## Brand & Messaging

- **Refining Brand Identity**
  - Update the logo while keeping the established recognition.
  - Develop a Brand Guide with clear guidelines for visual elements, tone, and messaging.
  - Highlight “local” and “independent” positioning to stand apart from national franchises.
  - Show authentic connections to the local city through messaging and marketing.
- **Website & User Experience**
  - Improve navigation for a smoother customer experience.
  - Strengthen content hierarchy to guide potential customers more effectively.
  - Organize blog and resource sections to serve both customers and job seekers.
- **Social Media & Video Content Strategy**
  - Keep branding consistent across all social platforms.
  - Use clear before-and-after labeling and storytelling to boost engagement.



- Resume video production, including customer testimonials, time-lapse projects, and expert tips.
- **Referral Program Updates**
  - Build a structured referral program with clear incentives.
  - Automate referral tracking and follow-ups through HubSpot.
  - Consider a system that rewards referrals only when they result in a project.

## Automations & Scalability

- **Streamlining Lead Booking & Follow-Ups**
  - Add a round-robin calendar to allow customers to book estimates without waiting for a call.
  - Automate email and SMS follow-ups for form submissions.
  - Use proxy sending domains to protect email deliverability when scaling outreach.
- **Better Use of CRM & Contact Data**
  - Organize and maintain 28,000+ contacts inside HubSpot.
  - Set up dynamic segmentation to improve targeting and automation.
- **Seasonal Campaigns & Upselling**
  - Automate follow-ups for seasonal promotions and returning customers.
  - Build cross-sell campaigns to encourage customers to book complementary services.
  - Create automated nurture sequences post-estimate to increase conversions.
- **Automating Sales Pipeline Outreach**
  - Use SMS marketing for last-minute bookings, seasonal offers, and financing options.
  - Set up retargeting ads for engaged leads who didn't convert.
  - Automate lead nurturing through email and SMS sequences.

## Lead Generation

- **Improving Website Conversions**
  - Redirect form submissions to a thank-you page for better tracking and engagement.
  - Optimize high-ranking location-based pages with better layout, visuals, and clear calls-to-action.



- Create **conversion-focused landing pages** for marketing campaigns and ad traffic.
- **Paid Advertising & Retargeting**
  - Expand Google and Facebook ad strategies with better audience segmentation.
  - Run retargeting campaigns for leads who engaged but didn't book an estimate.
  - Test special offers, including financing, to expand market share in a more cost-effective way—lowering cost per lead and customer acquisition over time.
  - Execute true omni-channel approach to advertising.
- **Expanding Organic Search Visibility (SEO)**
  - Improve search result click-through rates by refining page titles and meta descriptions.
  - Add content around pressure washing services as an additional lead source.
  - Strengthen local search rankings by improving Google Business Profiles and targeting nearby communities.
- **Referral & Word-of-Mouth Growth**
  - Automate follow-ups to encourage referrals 3, 6, and 12 months after a project.
  - Develop a structured rewards system for customer referrals.
  - Provide project completion handoff materials with a guarantee and a referral offer.

## Priorities Discussed

### 1. CRM Cleanup & Segmentation

- a. Improve HubSpot reporting
- b. Build segmentation and tags in HS based on pipeline stage

1-2 months - Est Price: \$2,150

### 2. Refine Branding & Social Media Strategy

- a. Logo design cleanup
- b. Colors, typography and iconography
- c. Tagline and positioning
- d. Kits, templates, standards

1-2 months - Est Price: \$5,500

### 3. Web Ux & SEO

- a. Implement updated brand on-site
- b. SEO improvements (valuable but slow, longer-term play)



- c. Improve website conversion rates (leads get more efficient & scalable)

2-3 months - Est Price: \$5,000 (depends a lot on scale of updates / changes)

#### **4. Marketing Automations**

- a. Design lead follow up flow
- b. Design lead follow up assets
- c. Finish (if not done) set up of booking calendar (Calendly or YouCanBookMe)
- d. Automate lead follow up in marketing sequence

1 month - Est Price: \$2,750

#### **5. Sales Automations**

- a. Design sales follow up flow
- b. Design sales follow up assets
- c. Layer automation in sales pipeline

1 month - Est Price: \$2,750

#### **6. Marketing & Advertising Campaign Execution**

- a. Launch/refine paid ads & retargeting (scalable, repeatable growth)
- b. Design & execute seasonal campaigns (consistency in lead flow)

1 month - Est Price: \$600-1,800+ (*if managed / ongoing*)

## 9-Point Assessment

### Website User Experience

The Company A website functions well on both desktop and mobile. There is a significant opportunity to refine the navigation and lead submission experience.

Our team was unable to locate the website form within Company A's HubSpot account, limiting our ability to check its effectiveness. After running a test submission, we noted a few things:

- No redirection to a confirmation or thank-you page.
- No immediate automated follow-up.
- A manual phone call was received, followed by an email that may or may not have been automated.





While the website's design appears somewhat dated, we do not consider this a critical issue for usability, user retention, or conversions.

## Requirements

### 1. Navigation Clean-Up

- Add a homepage link to the Company A logo.
- Rearrange navigation items from most important (left) to least (right).
- Remove “Home” from the navigation menu.
- Move “Careers” under “About Us.”
- Remove social media icons from the navigation bar.
- Reduce excess white space at the top of the navigation.

### 2. Form Updates for UX

- Expand the sub-footer form to take up the entire column.
- On the Contact page, ensure the form is visible on page load.

### 3. Accessibility & Page Speed Optimizations

- Replace PNG and JPG images with WebP format for faster loading.
- Increase spacing between footer links for better readability.
- Add ARIA labels to social media icons in the footer for accessibility.

## Opportunities

### 1. Increased Form Conversions & Tracking

- Implement an automated email & SMS sequence for form submissions.
- Redirect users to a thank-you page to track conversions & improve Ux.

### 2. Navigation Improvements for Mobile Users

- Increase the logo size for better readability.
- Add an “X” button to the pop-up menu for easier navigation.
- Increase the touchpoint size of the “Text or Call 555-555-5555” CTA.
- Update the text to “Call 555-555-5555”.
  - i. Avoids confusion as the link triggers a call-only prompt.

### 3. Optimize design on location-based pages that are highest ranking for engagement and conversions

- Create better hierarchy of information flow
- Add relevant pictures for the geolocation
- Cleanup text layouts
- Strengthen call to actions



## SEO / Organic

### Summary

Our audit using Google Search Console and SE Ranking confirmed that Company A has a solid SEO foundation, backed by a large volume of on-site content. The company ranks well in Google search results for core service areas.

Top local search queries for services generate thousands of impressions weekly, yet yield 0 or 1 clicks, resulting in an average CTR (Click-Through Rate) of just 0.2%. This could be a Google reporting discrepancy, because we know Google hides quite a bit of data, but worth flagging.

A healthy CTR benchmark falls between 2% and 5%, though industry factors may influence these numbers. Even achieving a 1% CTR would increase clicks and website traffic by 5X.

Currently, from what we can see, most website traffic comes from branded searches (users specifically looking for "Company A"), highlighting a significant missed opportunity for organic traffic growth. By improving page schema, metadata, and on-page content strategy, Company A can increase engagement, clicks, and conversions from relevant search queries.

Expanding Google Business Profiles / locations in tandem would open up a large amount of search relevance in hyper-local markets (cities / municipalities).

### Open Questions

- Does your current SEO provider regularly report on key SEO metrics?
- Are there any priority services you want to push more aggressively in search rankings?
- Have any recent site updates impacted search performance (e.g., content updates, site structure changes)?

### Requirements

#### 1. Internal Link Optimization

- Run a search & replace audit to ensure all internal links point to direct, updated URLs.
- Optimize internal linking structure to pass authority efficiently across key service pages.

#### 2. Missed Ranking Opportunities: Your Additional Service(s)

- Create dedicated content around Your Additional Service(s) (e.g., blog posts, service pages).
- Incorporate related keywords



- Ensure Google My Business profile includes Your Additional Service(s) as a service offering.

## Opportunities

### 1. Click-Through Rate (CTR) Optimization

- Rewrite meta titles & descriptions with more persuasive, benefit-driven messaging.
- Incorporate power words & CTAs (e.g., Get a Free Quote Today).
  - i. A/B test different variations to see what increases engagement.
- Ensure keywords naturally align with user intent while maintaining readability.

### 2. Page Title Refinement for Higher Engagement

- Refine titles to focus on user intent & emotional triggers (e.g., Top-Rated Services – Free Estimate!)
- Make use of numbers, brackets, and questions (e.g., [2024 Guide] Best Services Near You).
- Ensure title length is under 60 characters for optimal SERP display.

## Upsell / Cross-sell

### Summary

There are natural cross-sell opportunities across different types of projects. Additionally, long-term customer reactivation is a significant opportunity. Developing a systematic approach to cross-sells and reactivation through automated follow-ups, sales scripting, and seasonal promotions could drive repeat business and increase lifetime customer value.

### Requirements

#### 1. Segmented List of Past Customer Projects for Automated Upsell Campaigns

- Define segmentation criteria (project type, timeframe, customer history).
- Organize and clean past customer data inside HubSpot.
- Automate marketing campaigns offering related services.
- Set up email, SMS, and retargeting ads to nurture past customers.

## Opportunities

#### 1. Segmented List of Past Customer Projects for Automated Upsell Campaigns



## Systems / Technology

### Summary

Company A relies heavily on HubSpot, but their CRM is not being fully utilized for tracking, automations, or reporting. The contact database (25,000 contacts) is underutilized due to most contacts being marked as non-marketing contacts, and workflows in HubSpot are minimal. Establishing a single source of truth inside HubSpot and expanding its functionality will improve efficiency, data accuracy, and automation.

### Requirements

- 1. Centralized Data Tracking & Reporting Dashboard**
  - Consolidate all lead and conversion tracking into HubSpot dashboards.
  - Accurate tracking of lead sources, conversion rates, and revenue impact.

### Opportunities

- 1. Clean Up & Maintain 25,000-Contact Database**
  - Audit and tag all contacts for marketability.
  - Create rules for keeping contacts updated in HubSpot.
  - Implement ongoing data hygiene processes (merge duplicates, remove inactive contacts).
- 2. Implement Automated Workflows**
  - Create lead nurture workflows based on engagement triggers.
  - Automate appointment confirmations, reminders, and follow-ups.
  - Build re-engagement sequences for dormant contacts.
- 2. Segment Lists Properly & Define Audience Buckets**
  - Define and document customer lifecycle stages (New Lead, Estimate Scheduled, Completed Job, Dormant Lead, etc.).
    - i. Set up dynamic lists that move contacts between marketing campaigns based on behavior.
    - ii. Integrate with Google & Facebook Ads for segmented retargeting.
- 3. Add SMS Tool to Marketing Stack**
  - Define SMS needs and proper place in workflows from marketing, remarketing, and lead engagement.



## Funnel / Sales Process

### Summary

Company A has a structured sales pipeline but lacks automation and optimization. There is a two-week blackout period after sending an estimate, during which no automated marketing occurs. The marketing pipeline has multiple lead follow-up stages, but it's unclear how leads move between them and what outreach happens at each stage. More automation, segmentation, and dynamic retargeting would improve lead conversion rates.

### Opportunities

1. **SMS Marketing for Time-Based Offers & Financing Options**
  - Set up text message automation for last-minute openings, seasonal discounts, and financing offers.
  - Allow customers to respond directly via SMS to book an appointment. (*You Can Book Me has not been set up yet. Why?*)
2. **Retargeting Campaigns for Unconverted Leads**
  - Build Facebook/Google Ads audiences for prospects who engaged but did not book an estimate.
  - Test special incentives (e.g., limited-time discounts for first-time customers).
3. **Automated Follow-Up & Outreach Marketing for Leads in the Marketing Pipeline**
  - Define the follow-up workflow (who gets contacted, when, and how).
  - Ensure data integration (proper tagging in HubSpot).
  - Create and design email/SMS content.
4. **Educational & Nurturing Content for Prospects with Scheduled Estimates**
  - Develop content addressing common objections and FAQs.
  - Create automated emails, text messages, and video content that educates and reassures customers before their estimate.
5. **Reactivating Lost Leads in the Marketing Pipeline**
  - Identify “zombie” leads that dropped off during follow-up.
  - Send email & SMS sequences and offers to re-engage them.



# Demand Generation

## Summary

Company A is currently running paid ads on both Meta and Google platforms, but the campaigns lack a clear and cohesive strategy. On Meta, instead of using a dedicated Ads Manager with conversion tracking and campaign objectives, they are relying on boosted posts with inconsistent budgets and unclear goals. Boosts range from \$16/day to \$200 per post, with targeting objectives changing from post engagement to link clicks or "automatic" depending on the post. While impressions and clicks are being generated, there is no structured funnel or nurturing system in place to convert these interactions into leads or customers.

On Google Ads, there is only one active search campaign running at just under \$50/day. It targets your services across dynamically inserted city keywords. Impressions and clicks appear decent, but the campaign is reporting zero conversions. Several different landing pages are linked within the campaign, which could dilute conversion intent. Their max cost per conversion is set to \$9, which is likely too low to be competitive, even though Google's own recommendations show they could get nearly 2,000 more clicks at their current spend if adjustments are made.

Audience targeting on Google is basic, relying on broad interest categories and remarketing to all website visitors without segmentation.

Overall, both platforms show signs of tactical action without unified direction. There is no clear path for capturing, nurturing, or retargeting leads once they engage with the ads—limiting return on investment and long-term audience building. There is no multi-channel or omni-channel approach to building their marketing engine.

## Requirements

### 1. Establish Strategic Campaign Direction

- Move from post boosting to structured campaigns in Meta Ads Manager.
- Define campaign objectives clearly: conversions, leads, reach, or engagement.
- Set up retargeting audiences based on pixel activity
- Create funnel-based campaigns with top, middle, and bottom-of-funnel content.

### 2. Evaluate & Optimize Google Ads Campaigns

- Evaluate and potentially increase max cost-per-conversion to reflect realistic costs.
- Review and streamline landing pages for clarity and focused calls to action.



- Clearly define conversion events and ensure they are properly tracked.
- Split campaigns by service and test ad copy variations with distinct CTAs.
- “Set & Forget” LSAs - can be internally managed.

### 3. **Create a Lead Nurturing Funnel**

- Route ad clicks to optimized landing pages with lead capture forms.
- Track lead attribution from ad click to final estimate or booking in HubSpot.

### 4. **Improve Audience Segments**

- Break out remarketing audiences based on behavior (such as: site visitors or page views)
- Create lookalike audiences for both Meta and Google platforms.

## Opportunities

### 1. **Build a Full-Funnel Ad Strategy**

Build a campaign that moves prospects from awareness, to consideration, to decision.

### 2. **Retargeting & Omni-Channel Approach**

- Use ad-platform pixels to retarget users who clicked on ads but didn't convert on other channels.
- Create segmented audiences for specific services
- Add / Layer in Omni-Channel Approach:
  - Amazon Ad Ecosystem
  - Google
  - Pinterest
  - Meta

### 3. **Improve Reporting**

- Set up a reporting system to understand cost per lead and return on ad spend.
- Define conversion goals beyond basic metrics like clicks or impressions.

### 4. **Increase Budget Efficiency**

- Review Google's recommendations for improving click volume without increasing spend.
- Test variations of ads, audiences, and landing pages to continually improve performance.



## Referral Generation

### Summary

Company A has a strong referral pipeline, with 25-30% of leads coming from referrals. The current system is effective, though improvements could focus on long-term automation to prevent leads from slipping through the cracks and adding strategic follow-ups to maximize opportunities.

### Opportunities

#### 1. Structured Referral Program

- Define reward structure (discounts, gift cards, credits).
- Automate referral tracking inside HubSpot & Airtable.
- Set up post-job follow-ups to encourage referrals. 3, 6, 12 months out?

#### 2. Automated Follow-Ups for Past Customers to Generate Referrals

- Create email sequences that remind satisfied customers to refer friends.
- Include one-click referral links in all communications.
  - i. Wondering if it would be worthwhile to explore a true referral system that gives people rewards for making local referrals. If the referred person already exists in the contact database, they don't get the payout. If the person doesn't turn into a project, they don't get the payout. All of this could be automated. It would just need to be well-architected, defined, and built.

## Brand & Messaging

### Summary

Your Brand is how well you are understood by your customers. The more positive and aligned the understanding, the stronger your brand will be. While your logo is a quick symbol of Company A, your brand crosses all customer and employee touchpoints. From vehicle wraps, to your website, to how your salespeople answer the phone, to community giving. Your brand should work to build confidence in your professionalism and distinguish you from your competition.





## Requirements

“Single source of truth” documentation of visual elements and messaging for consistency and to streamline execution of assets.

### 1. **Basic Visual Guidelines for Consistency**

- Logo usage
- Color palette and use
- Fonts and use guidance
- Design element/pattern use
- Folder with all versions and file formats of the logo

### 2. **Message Guide**

- Example client/employee value statements
- Capabilities & Service list - for consistency
- Tone of voice guidance

### 3. **Create an Email Template Consistent with the Company A Visual Identity**

## Opportunities

### 1. **Create a Tagline for Company A to Constantly Promote Core Values**

- Build your brand wherever your logo is used - website, business cards, yard signs, uniforms, vehicles, etc.

### 2. **Update Company A Logo**

- Reduce visual noise and reproduction issues created by outlined font
- Modernize sub-font
- Align logo geometry to reflect precision

### 3. **Play up “Local” and “Independent” in Messaging Overall**

- Distinguish from other consolidated companies
- Write with an intentional TOV

### 4. **Create a One-Pager Service Sheet for Handoff Upon Completion of Project**

- Includes guarantee
- Includes Company A contact & referral offer
- With permission, posted in garage of residential customers

## Social Media & Video Content



## Summary

Company A is consistently active on social media, which is a strong foundation for engagement. Their content aligns well with certain aspects of the 7 C's of Social Media: Community, Content, Curation, Creation, Connection, Conversation, and conversion... particularly Community, Connection, and Conversation—as they regularly showcase their involvement in local initiatives like food pantries, shelters, and paying-it-forward programs. Their captions are well-written and effectively tell stories about their work.

However, Content, Curation, and Creation are areas that need improvement. While they post frequently, their content lacks a cohesive strategy that aligns with their brand identity. The mix of posts doesn't follow a clear theme or structured messaging plan. Some posts, like before-and-after transformations, are not clearly labeled, making it difficult for viewers to understand the progression of a project.

Additionally, video content is underutilized. While their past videos were high-quality, there has been a noticeable gap since June 2024. Engaging video content could significantly boost engagement, especially on Instagram Reels and YouTube Shorts. Their YouTube videos have strong visual storytelling, but the music choices feel overly corporate and could be optimized for better emotional connection.

Finally, they have not adapted to Instagram's updated vertical content ratio, which impacts how their posts appear in users' feeds. Updating their formatting and improving video and photo organization would enhance visual appeal and engagement.

## Requirements

### 1. Establish a Cohesive Social Media Strategy

- Define brand themes for social media (such as: education, community impact, behind-the-scenes).
- Set a structured posting schedule with a mix of educational, promotional, and engaging content.
- Ensure all posts align with Company A's brand voice, values, and aesthetic.

### 2. Improve Visual Storytelling & Labeling

- Develop a standard template for text overlays and post formatting to improve visual consistency.
- Clearly label before-and-after on images to improve user experience.
- Ensure all images and videos are optimized for Instagram's vertical format.

### 3. Increase Video Content Production & Engagement



- Resume regular video posting, especially on Instagram Reels & YouTube Shorts.
- Focus on satisfying, process-driven content
- Improve YouTube video thumbnails & background music for better engagement.

## Opportunities

### 1. Boost Engagement with More Video Content

- Capitalize on the success of past videos
- Incorporate storytelling through mini-docs or customer testimonials
- Increase usage of Instagram Reels and YouTube Shorts for greater organic reach.

### 2. Refine Social Media Aesthetic & Messaging

- Develop stronger brand cohesion across all platforms.
- Create aesthetic templates for posts to portray a recognizable look.
- Adjust YouTube music selection and thumbnails to drive better emotional engagement and click-through rates.

## Articles (blog) & Community Giving Content

### Summary

Company A has a significant library of articles focused on helping educate customers understand everything around their services. The content appears to be self published and has a genuine tone of voice, feels authentic, and is a positive for building trust in Company A. With much of the content being useful and educational, “blog” or “Articles” is probably not the best tag for this content.

Company A in the Community has a legitimate and current list of giving back to the community which proves Company A’s commitment. The content has mostly self produced photos (not stock photos) which adds to the credibility.

### Requirements

#### 1. Content (blog) Tagged, Sortable, Searchable

- Treat current blog content as a useful resource to help customers.
- Allow customers to search for what they are interested in.

#### 2. Improve Formatting - Include Image with Headline and Decrease Line Length

- Imagery with a headline will increase customer engagement.



- Long line length is difficult to read.

### **3. Segment Content by Audience - Customers / Job Seekers**

- Content in "Resources" section should be customer focused.
- Create "Recruitment" section for job seekers with relevant information
- Community section with improved formatting

## Opportunities

### **1. Increase Customer Interactions and Build Trust**

- Separate resources as a go-to place to learn about services.
- Allowing customers to easily access your content will position you as experts.
- Allowing customers to learn from your expertise builds goodwill.

### **2. Increase Job Applications**

- Focus all recruitment information content into one section
- Not necessarily positive for customers to see Company A is actively hiring (*Does this serve the customer at all?*)