



BUSINESS GROWTH SERVICE PACKET

Marketing Audit

Find the leaks before you spend more. A structured review of your message, channels, lead path, follow-up, and conversion opportunities.

This packet is designed to help you understand:

What the engagement can include, the business outcomes it is built to support, how market pricing compares, and what happens next.

Best fit for

- Owners spending on marketing without a clear picture of return
- Businesses whose website, social, email, or ads do not consistently produce conversations
- Teams preparing to relaunch, expand, or change offers
- Leaders who need an independent review before hiring or renewing a vendor

TSSi approach

Strategy should create action. We focus on practical systems, human-led conversations, measurable next steps, and tools your team can continue using after the engagement.



WHAT IS INCLUDED

Marketing Audit - Scope of Work

Final scope is customized after the strategy call. Depending on the engagement, the packet can include the following components:

- Brand message, offer, and call-to-action review
- Website and conversion-path review
- Social media and content consistency review
- Email, lead-capture, and follow-up review
- Local visibility / SEO / listing observations when relevant
- Paid advertising review when access is provided
- Customer journey alignment between marketing and sales
- Competitor and market-position snapshot
- Priority scorecard: keep, fix, stop, start, and test
- 30/60/90-day action roadmap with priority next steps

How we work

TSSi begins with diagnosis before recommendation. We look at the current process, the people responsible for it, the customer or prospect experience, and the measurements that should guide the next move.



INTENDED OUTCOMES

What This Work Is Designed to Improve

No consultant can guarantee a specific revenue result. The goal is to strengthen the systems and behaviors that influence growth, service quality, follow-up, and decision-making.

- Clarity on what is working and what is wasting attention or budget
- A prioritized list of fixes instead of scattered recommendations
- Stronger alignment between marketing, sales, and follow-up
- A roadmap your internal team or outside vendors can execute
- Better decisions about where to invest next

1. Diagnose	Clarify the goal, current process, performance gap, and available data.
2. Design	Build the practical strategy, scripts, process, tools, and measures needed for the gap.
3. Implement	Apply the plan through coaching, execution support, or a defined action sprint.
4. Measure	Track activity, outcomes, and next actions so decisions are based on evidence.



2026 MARKET COMPARISON

Comparable Investment Ranges

These are market-comparison ranges from publicly posted U.S. consulting, workshop, audit, and outsourced-service pricing. They are **not TSSi price quotes**. TSSi investment is scoped after discovery based on complexity, customization, access to data, implementation level, travel, and duration.

Engagement type	Typical market range	What the range usually reflects
Solo / small business audit	\$350-\$2,500	Published one-time audit offers range from light reviews to full multi-channel diagnostics.
Team / company audit	\$1,500-\$8,995	Deeper multi-channel audits, competitive review, stakeholder input, and executive readout.
Ongoing advisory after audit	\$597-\$1,800+/month	Monthly guidance and decision support, depending on depth and access.

Why ranges are wide: a one-time advisory call, a customized team workshop, a multi-week strategy project, and done-for-you execution are different products. The number of stakeholders, channels, locations, deliverables, and level of implementation all affect price.



READY TO BUILD THE RIGHT GROWTH PLAN?

Book a Strategy Call

We will use the call to understand your goals, identify the biggest gap, and determine the right scope before any proposal is created.

BOOK YOUR STRATEGY SESSION

<https://calendly.com/devinannhwhite/strategy-session>



WHAT TO HAVE READY FOR THE CALL

- Your primary business-growth goal for the next 90 days
- Where the process currently feels inconsistent, slow, or unclear
- The team members who own the work today
- Any CRM, sales, marketing, customer, or calling data you can reasonably share
- What you have already tried and what happened