



Comprehensive Marketing Audit

\$497

Fully Editable Client Packet

Secure Payment Link: <https://buy.stripe.com/5kQcN6eyw4QVgCq44i7AI00>

What This Marketing Audit Is Designed to Do A marketing audit should give you clarity, direction, and a stronger path to revenue. TSSi evaluates how your business presents itself, attracts attention, captures leads, follows up, and converts opportunities into paying and returning customers.

Primary Areas of Review

- Brand positioning and clarity of your message
- Website structure, calls to action, and conversion readiness
- Social media consistency, audience alignment, and content effectiveness
- Lead generation, contact forms, booking links, and funnel flow
- Email, phone, and follow-up communication
- Customer journey from first impression through repeat business
- Marketing offers, promotions, and sales alignment
- Missed opportunities that may be affecting visibility or revenue

What You Will Receive

- A professional review of the marketing information and assets you provide
- Identification of strengths, gaps, inconsistencies, and missed opportunities
- Prioritized recommendations based on impact and urgency
- Suggested improvements for messaging, calls to action, and customer flow
- Practical next steps your team can begin implementing
- A review conversation to explain the findings and answer questions

Important: This audit evaluates and recommends. Implementation, design work, advertising spend, content production, website rebuilding, CRM setup, or ongoing consulting may be quoted separately based on your needs.

The TSSi Marketing Audit Process

Step	Stage	What Happens
1	Secure Your Audit	Submit the \$497 payment using the secure Stripe link provided in this packet.
2	Complete the Intake Packet	Answer the questions honestly and provide links, files, screenshots, and relevant data.
3	Asset Review	TSSi reviews your website, messaging, social platforms, lead flow, customer journey, and marketing systems.
4	Findings & Priorities	We organize the findings by what is working, what needs attention, and what should be addressed first.
5	Review & Next Steps	You receive the audit findings and a guided conversation about the strongest next moves for your business.

Recommended Preparation

☐ Website link

☐ Social media links

☐ Current offers and pricing☐ Examples of emails or scripts☐ Logo and brand materials☐ Recent promotions or advertisements☐ Lead or inquiry process☐ CRM or follow-up process☐ Analytics or performance reports☐ Customer feedback or reviews☐ Top competitors☐ Current growth goals

Business & Brand Intake Questions Please provide enough detail for us to understand your business, audience, offers, and current marketing position.

1. What is the legal or public name of your business?

2. What products or services do you currently offer?

3. Which offer generates the most revenue?

4. Who is your ideal customer or client?

5. What geographic area do you serve?

6. What makes your business different from competitors?

7. What problem does your business solve for customers?

8. How would you describe your brand in three to five words?

9. What do you want people to immediately understand when they see your brand?

10. What are your top three business goals for the next 12 months?

Marketing Performance & Lead Generation

11. Which marketing channels are you currently using?

12. Which marketing channel produces the most leads or sales?

13. How many leads or inquiries do you typically receive each month?

14. How quickly does your team respond to a new lead?

15. What happens after someone completes a form, calls, sends a message, or requests information?

16. Do you use a CRM or lead-tracking system? If yes, which one?

17. How many follow-up attempts are made before a lead is considered inactive?

18. What percentage of leads become paying customers, if known?

19. What is your average customer or contract value?

20. What is your current monthly marketing budget?

21. Have you run paid advertising? Describe the platform, budget, and results.

22. What marketing activity has disappointed you the most, and why?

Website, Messaging & Conversion Questions

23. What is your primary website URL?

24. What is the main action you want visitors to take on your website?

25. Does every major page contain a clear call to action?

26. Can a customer easily understand your services, pricing, process, and next step?

27. Do you currently offer a free assessment, consultation, audit, download, or lead magnet?

28. What questions or objections do prospects ask most often?

29. What words or phrases do you believe customers use when searching for your services?

30. Which website pages receive the most traffic, if known?

31. Where do visitors appear to stop, leave, or fail to take action?

32. Are website inquiries automatically acknowledged or followed up?

Social Media, Content & Customer Experience

33. Which social platforms are active for your business?

34. How often do you publish content?

35. What types of content receive the strongest engagement?

36. Does your content clearly lead people toward an offer or next step?

37. Who creates, approves, and publishes your content?

38. How do you respond to comments, direct messages, reviews, and complaints?

39. Do you collect customer testimonials, reviews, photos, or success stories?

40. What percentage of customers return, renew, or purchase again, if known?

41. Do you have a formal referral, loyalty, or retention strategy?

42. What should customers say about their experience with your company?

Competitors, Goals & Success Measures

43. List up to five competitors or businesses whose marketing you admire.

44. What do competitors appear to do better than your business?

45. What do you believe your business does better than competitors?

46. What must improve for this audit to feel valuable to you?

47. What would a successful marketing outcome look like in the next 30 days?

48. What would a successful marketing outcome look like in the next 90 days?

49. What would a successful marketing outcome look like in the next 12 months?

50. Are there any upcoming launches, events, expansions, deadlines, or seasonal opportunities we should consider?

Marketing Asset Submission Checklist Provide what is available. Missing items will not automatically prevent the audit, but they may limit the depth of analysis in that area.

Brand & Messaging ■ Logo files

■ Brand colors and fonts

■ Mission or positioning statement

■ Service descriptions

■ Company bio or About Us copy

■ Current offers and pricing

Digital Presence ■ Website URL

■ Google Business Profile

■ Facebook page

■ Instagram profile

■ LinkedIn page

■ TikTok or YouTube

■ Online directories

- Sales & Lead Flow ■ Contact or inquiry forms ■ Booking link
- Sales scripts ■ Email templates
- CRM screenshots ■ Lead follow-up workflow

■ Proposal or quote template

- Performance & Feedback ■ Website analytics ■ Social media insights
- Ad reports ■ Email performance
- Customer reviews ■ Complaints or recurring concerns

■ Conversion reports

Submission Notes

Secure Your Comprehensive Marketing Audit Professional Investment

\$497 Once payment is completed, save your confirmation and complete this packet. Your detailed responses and supporting materials help us provide a stronger, more relevant audit.

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Phone: 940-263-1332 Website: www.theservicestandardinstitute.com

REQUEST YOUR MARKETING AUDIT TODAY

Click the secure payment link above or scan the QR code to pay the \$497 audit investment.

Practical solutions. Real results. Your audit is designed to help you see what your current marketing may be missing and what your business should do next.

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