

MARKETING AUDIT

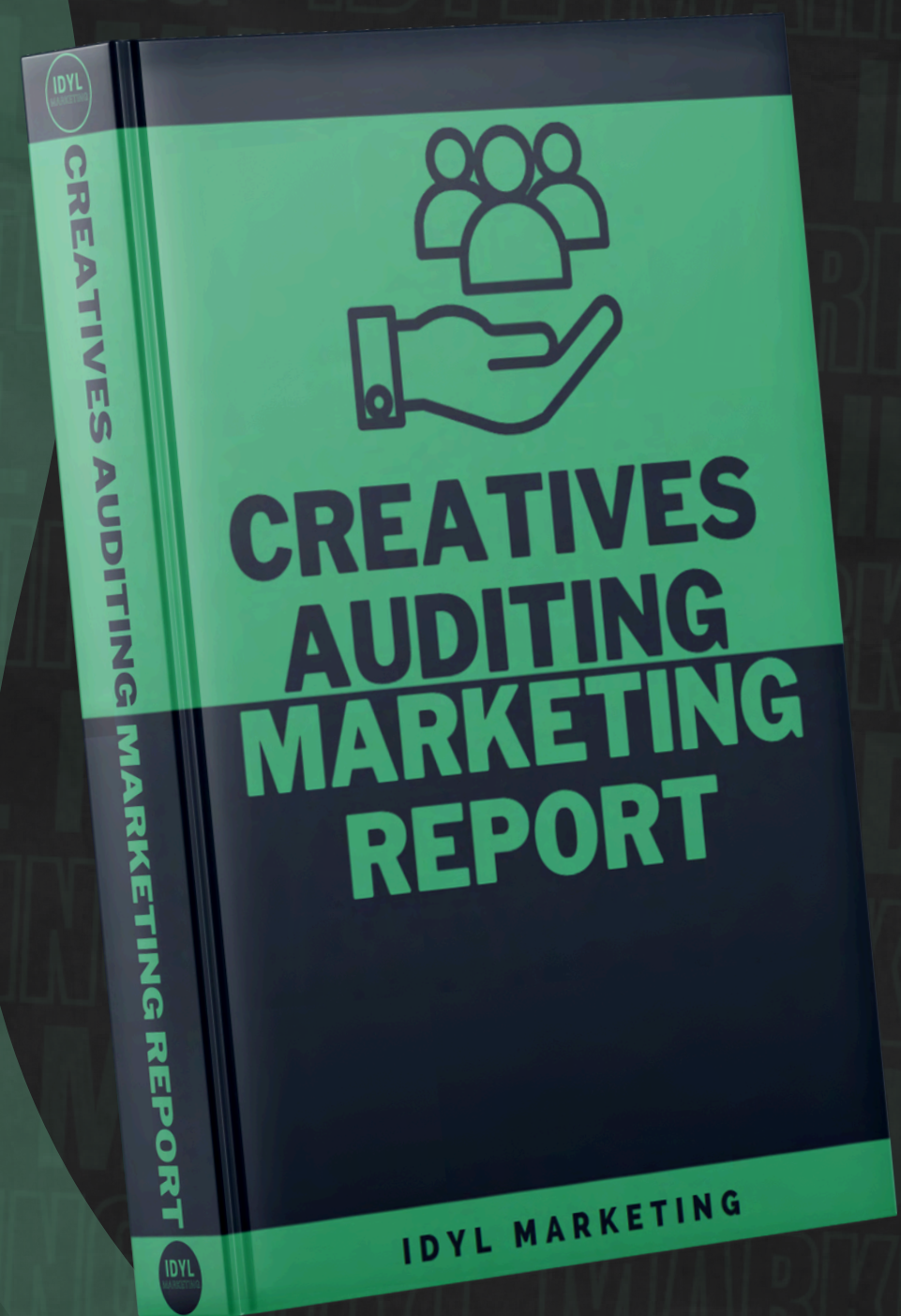
SERVICE PROPOSAL

IDYL
MARKETING

“ THE PERSON **PASSIONATE** ABOUT THE **JOURNEY** ALWAYS
SURPASSES THE PERSON **PASSIONATE** ABOUT THE **GOAL** ”



SERVICE PROPOSAL CONTENTS



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WHY US

‘Creatives Auditing’ is an **Exclusive Marketing Audit service** developed by the team at **IDYL Marketing** to address a critical need in the market.

Our service fills the void when it comes to businesses looking to build upon their marketing strategy without falling victim to locked-in contracts that come with outsourcing your entire marketing department to an agency. We present an option that allows you to keep **100% control** of your entire Business, whilst having **access** to a team of **world class Marketing experts** that stand in your corner.

Through **Thousands** of development hours, & over **\$12,683,729** in Client Ad spend to date; We’ve designed a unique service that regardless of what stage of the business you’re at; whether you’re just launching your first product, or looking to scale from six figure months into seven figures, **Creatives Auditing** is the go-to service model globally.

Just as Companies rely on financial Auditing specialists to review the books, or Risk Assurance specialists to mitigating internal risk exposure; We’ve built the **Marketing equivalent**. Our **Creatives Auditing** service assesses a businesses entire marketing ecosystem, delivering a **comprehensive** report that not only helps scale your business, but to **stand out** in their field as a dominant brand.

CASE STUDIES



340% ROI

**Jewellery &
Boutique**



**INCREASED NEW & RETURNING
CUSTOMERS BY 80%**



**RESTRUCTURED WEBSITE
FOR BETTER PERFORMING CTR**



**INCREASED SOCIAL MEDIA
ENGAGEMENT BY 150%**



**INCREASED REVENUE BY
205% WITHIN 90 DAYS**



410% ROI

**GYM & Fitness
Apparel**



**CONVERTED BUSINESS
STRUCTURE FOR GREATER
SCALEABILITY**



**REDEVELOPED WEBSITE TO
INCORPORATE BOOKING SYSTEM
& ACQUISITION FUNNEL**



**BLEW UP SOCIAL MEDIA
ENGAGEMENT BY 500%**



**INCREASED REVENUE BY
355% WITHIN 90 DAYS**



275% ROI

**Personal Training
& Online Coaching**



**INCREASED CLIENT
RETENTION BY 65%**



**INCREASED WEBSITE (CTR)
CLICK THROUGH RATE**



**INCREASED SOCIAL MEDIA
ENGAGEMENT BY 490%**



**INCREASED REVENUE BY
275% WITHIN 90 DAYS**



230% ROI

Consulting Firm



**INCREASED CLIENT
ACQUISITION BY 220%**



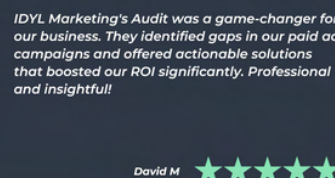
**INCREASED LEAD
GENERATION BY 250%**



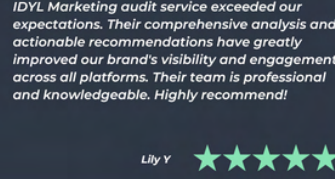
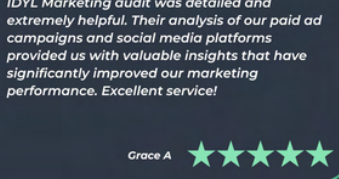
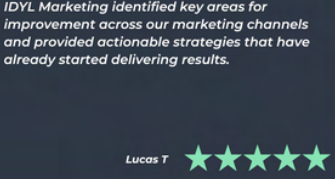
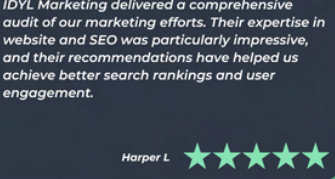
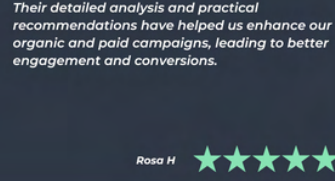
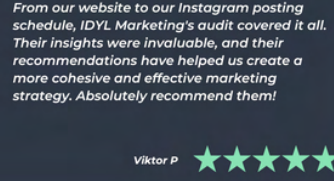
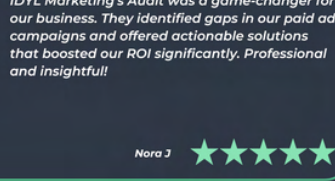
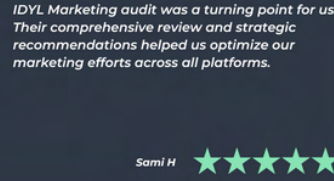
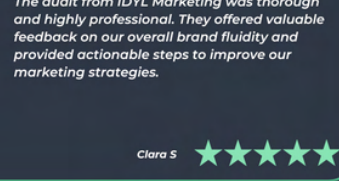
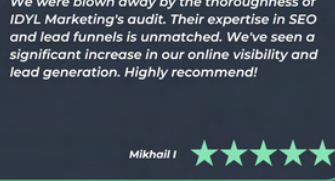
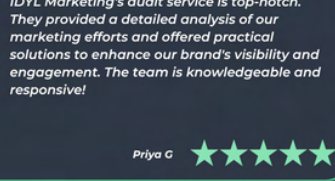
**INCREASED SOCIAL MEDIA
ENGAGEMENT BY 180%**



**INCREASED REVENUE BY
310% WITHIN 90 DAYS**



WE COULD KEEP GOING...



YOU GET THE IDEA 07

OUR APPROACH

Three Stages of our Marketing Audit Service

01

STAGE 1
FINDINGS

02

STAGE 2
RECOMMENDATION

03

STAGE 3
IMPLEMENTATION

STAGE 1 - FINDINGS

Our first Stage is all about Reviewing every single aspect of your Businesses Digital Brand identity, with our objective being to assess the complete effectiveness of your Marketing strategy on both the macro & micro levels. In simple terms, our goal is to identify every **weakness, missed opportunity, & improvement area** across your Business universe.

We Assess the following Scoping areas, analysing these core sub-sections within our Stage 1 Findings Assessment:



Organic Social Media

- Content Output
- Copywriting
- Engagement Analytics
- Value Funnels
- CTA, CTR,
- Scheduling
- Short-Term // Long-Term Strategy
- Demographic Targeting
- Consumer Feedback Loops
- Post Indexing

Paid Ad Campaigns

- Campaign Creatives
- Content Variants // Optimisation
- Copywriting
- Performance Metric Analysis
- Target Demographics
- Audience Segmentation
- Engagement Analytics
- CTA, CTR, CPC, CPA, ROAS
- Pixel Setup
- Outbound Journey Mapping
- Business Manager Functionality
- Internal Risk Analysis

Website Structure

- Site Quality
- SEO Analysis
- Backlinks
- On-Site // Off-Site Indexing
- Reperformance Analysis
- Content Structure
- Copywriting (H1 ~ H2 ~ H3 ~ D)

Conversion Funnels & Brand Fluidity

- User Walkthrough Analysis
- Exposure Analysis
- Funnel Reproduction
- Public Business Profile Review
- Email & SMS Funnel Assessment
- Branding Palette Synergy
- Social Symmetry

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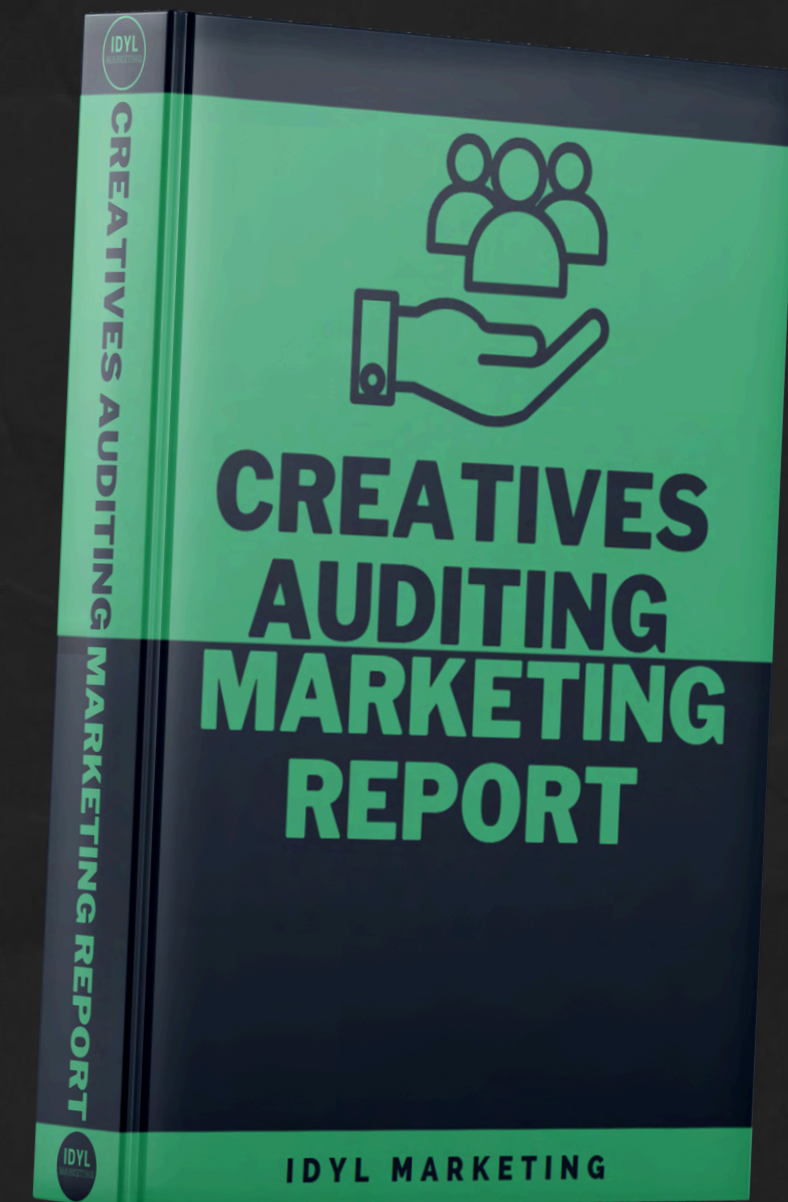
STAGE 2 - RECOMMENDATIONS

Our second stage begins by implementing our **findings, recommendations & testing results** into a **tailored Audit report**. We structure our Reports in a manner that individually recognises each finding based on Scope area & rank them in order based on level of severity/weakness. Ranked into four levels of **risk awareness**, we allocate each of our findings a rating of; **Low, Medium, High, or Extreme**. Partnered with each finding is our **detailed recommendations** specifically outlining what changes to make, along with further guide as to how those changes can be made.

Similarly with our testing results, a **detailed report** is **generated** where our core findings can be viewed. Our testing results are based on the **Engagement & Reperformances** of each lead funnel across the business, captured through the use of our **internally developed software**. Snapshots of our testing sheets will also be made available to view.

Together you'll receive a **Complete Action-packed Tailored report** that details every finding & recommendation discovered across your Marketing Strategy from start to finish, covering your Businesses entire Digital presence.

Which then leads us into the third & final stage of our Audit process;
~ **The Implementation Stage.**



OUR APPROACH

Three Stages of our Marketing Audit Service

01

STAGE 1
FINDINGS

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STAGE 3
IMPLEMENTATION

STAGE 3 - IMPLEMENTATIONS

Our third stage complements the recommendation stage by providing a **comprehensive roadmap guide**, outlining the implementation steps needed to transform your brand presence and marketing strategy recommendations into a **winning formula**.

Similarly as to how each finding is colour coded based on risk rating, our report **segments** each **actionable step** into a **precise, organised manner** that the client can easily understand & follow. Just like a roadmap, our reports details implementation steps that any business, regardless of size, can **effectively execute** into their Businesses Marketing universe immediately.

Collectively, after implementing our findings & recommendations into your Businesses Marketing universe, our **Auditing Report** will have completely **transformed** your strategic approach, optimizing your brand's digital presence, & placing your Businesses in the **best possible position** for overall **Marketing impact**.



“ WE **DRAW** YOU THE MAP, **SCALE** THE MOUNTAINS, **FIND THE TREASURE** AT THE
END OF THE RAINBOW, AND THEN WE GIVE IT ALL TO YOU TO **KEEP FOREVER!** ”

MARKETING AUDIT REPORT

WHAT YOU'LL RECEIVE

Organic Social Media

Paid Ad Campaigns

Website & SEO

Google Profile & Email/SMS

Data Reperformance Analytics

Brand Fluidity Review

Conversion Funnel Review

DELIVERED DIGITALLY
/PHYSICAL

ADDED SUPPORTING DOCUMENTATION

WHAT YOU'LL RECEIVE

Organic Social Media
Publication Guide

S.T.A.R Copywriting Guide

Value Equation - Offer Guide

Campaign Budgeting Formula

Meta Ads Campaign
Performance Presets

Brand Fluidity Review

DELIVERED DIGITALLY

DELIVERABLES

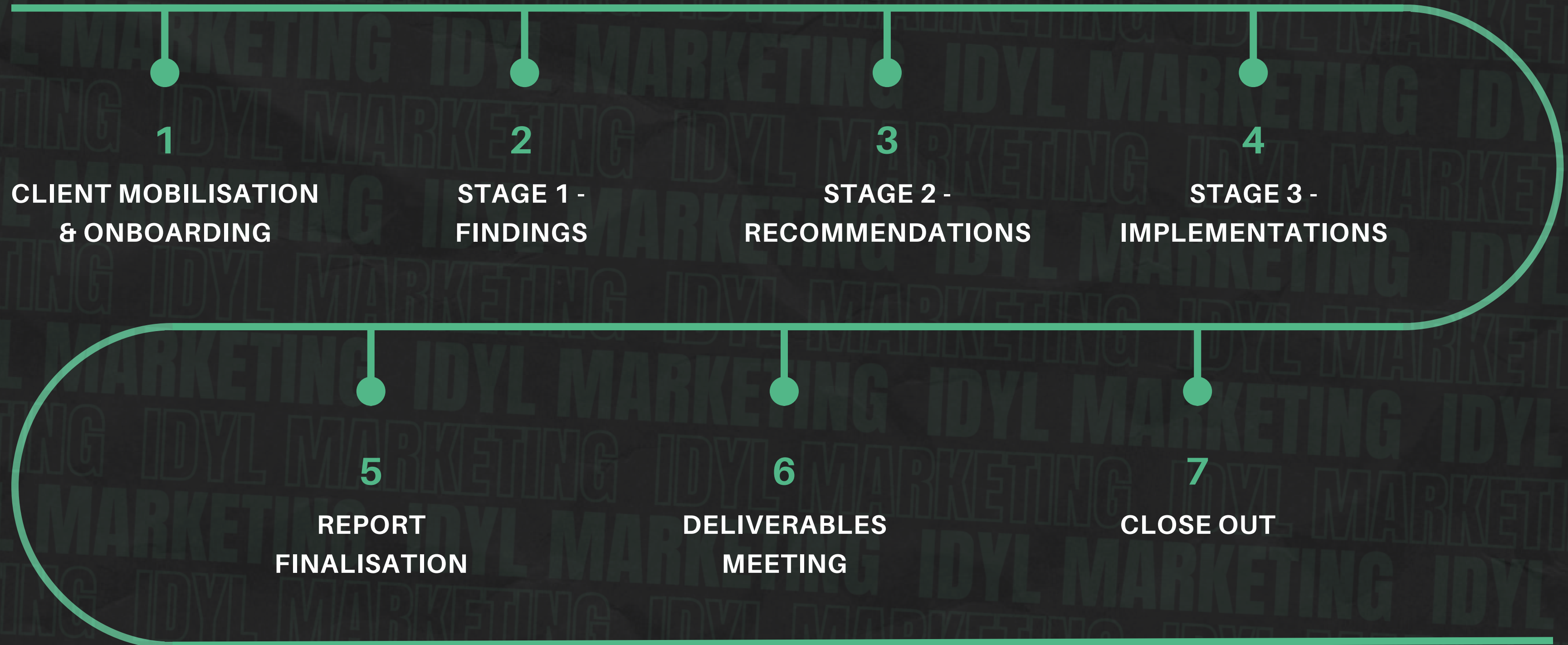
As apart of our **Creatives Auditing** Service, you'll receive access to **two** classes of documentation;

The **Primary** asset you'll receive is our '**Creatives Auditing Marketing Report**'. This Report includes everything that has been discussed throughout this slide-deck, formatted into a **Certified PDF** Document. A physical copy is also available to be delivered if requested.

The **Secondary** asset you'll receive is our '**Added Supporting Documentation**' that aids the adoption & implementation of our Report findings/Recommendations. These documents are designed to support future Campaign growth & organic content creation.

This supporting documentation will be delivered **digitally** along side the completion of the **Marketing Audit Report**.

OUR AUDIT TIMELINE



PRICING PROPOSAL

IF YOUR
BUSINESS MAKES

**\$0 -
\$20,000**
REVENUE P/M

PROFESSIONAL

OUR APPROXIMATED
SERVICE PRICE IS..

**\$4,500 -
\$7,000**

PRICED IN AUD

IDYL
MARKETING

IF YOUR
BUSINESS MAKES

**\$20,001 -
\$50,000**
REVENUE P/M

COMPANY

OUR APPROXIMATED
SERVICE PRICE IS..

**\$8,000 -
\$11,500**

PRICED IN AUD

IDYL
MARKETING

IF YOUR
BUSINESS MAKES

**\$50,001 -
\$100,000**
REVENUE P/M

CORPORATE

OUR APPROXIMATED
SERVICE PRICE IS..

**\$14,000 -
\$21,000**

PRICED IN AUD

IDYL
MARKETING

IF YOUR
BUSINESS MAKES

**\$100,001 -
\$500,000+**
REVENUE P/M

ENTERPRISE

OUR APPROXIMATED
SERVICE PRICE IS..

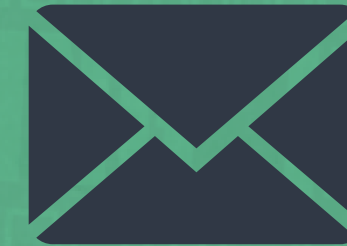
**SOMETHING WE
SHOULD DISCUSS
FURTHER**



SEND AN EMAIL

It's important to note that an exact price for our Creatives Auditing Marketing Report service can only be provided after conducting a thorough review of your business. Every business is unique, and our pricing reflects the specific needs and complexities of each case. To request a Quote, Schedule a call with a member of our team where an exact Quoted service valuation can be provided.

CONNECT WITH US



SEND US AN EMAIL

Admin@IDYLMarketing.com



ENTER OUR WEBSITE

www.IDYLMarketing.com



Our mission is simple; Redefine what it means to offer the highest quality Marketing Service. We do this through providing world's most in-depth Marketing audit services, leaving no stone unturned when it comes to ensuring that our client's Brands are positioned for success in the ever-evolving digital World.



**BOOK A FREE
DISCOVERY CALL**



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“ GROWTH BEGINS AT THE EDGE OF COMFORT. ”
THE TRUE CHALLENGE IS HAVING THE COURAGE TO ACT ON IT!