

GREATLY DIGITAL STUDIO AUDIT

BRAND



- Review of existing tone, voice, visuals and trust signals
- Identify areas of opportunity and efficiency

WEBSITE



- Platform and functionality, performance, user experience, SEO
- Identify areas of opportunity and efficiency

ORGANIC AND PAID MEDIA



- Google Suite, Facebook, Instagram, YouTube, LinkedIn, More
- Identify areas of opportunity and efficiency

SOCIAL MEDIA



- Review of organic engagement and content calendar
- Identify areas of efficiency and opportunity

OTHER MARKETING



- Email, Marketplaces, Other
- Identify areas of efficiency and opportunity

TECH, ANALYTICS AND KPIs



- Review existing technology support stack
- Identify areas of opportunity and efficiency