

HOW TO AUDIT & ELEVATE YOUR
MARKETING

a simple guide on how to assess your
marketing and keep up in today's digital age

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Table of Contents

01 Introduction

- 04 Who We Are
- 05 How To Use This Guide
- 06 What Are Your Goals?

02 Assess & Audit

- 08 Marketing Audit
- 10 Your Marketing Score

03 Establish & Strategize

- 12 Establish A Digital Presence
- 13 Narrowing Down Your Audience
- 14 Free Content Calendar

04 Plan Your Production

- 16 Recommended Gear
- 17 Batch Filming & Editing

05 Track Progress & Elevate

- 19 What's Working?
- 20 Maintaining Momentum

06 Work With Us

- 22 What We Do
- 23 Let's Talk

01

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INTRODUCTION



- 04** Who We Are
- 05** How To Use This Guide
- 06** What Are Your Goals?

WHO WE ARE

A MARKETING COMPANY BUILT FOR THE NOW



Hello, we are **exordiacreative**, a full-service marketing company based in Chatham, Ontario. Our mission is to help businesses and brands reach their full potential with strategic marketing campaigns.

We've taken the time to carefully craft this simple guide to help you take your marketing to the next level, no matter where you're starting from.

ELEVATE TO EXTRAORDINARY.

How To Use This GUIDE

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The purpose of this guide is to help you find out which avenues you're missing out on right now that could allow you to access new leads.

We've intentionally made this guide as interactive as possible, so get ready to watch videos, take notes, and answer questions while you go through each section.

We encourage you to come back to this guide often. As your marketing efforts start to improve, you'll want to keep the momentum going and you might need to try some new strategies to do so. (Don't worry, we have a whole section on this near the end.)

If you're new to marketing, this may be a lot to digest at once. Don't be overwhelmed! Take it one step at a time. Rome wasn't built in a day, and neither are successful marketing campaigns.

Give yourself a pat on the back for starting here and **get ready to take your business to the next level!**

What Are Your GOALS?

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Before we get into all the exciting stuff, let's take a step back.

Ask yourself:

What do you hope to get out of this marketing guide?

How much time and money are you willing to spend on your marketing?

Next, set a few marketing goals for your business. Ensure they are specific, realistic, and measurable. For example:

"I want to increase sales by 20% by the end of next quarter."

"I want to gain 500 new followers on social media this year."

"I want 2 new clients this month."

"I want to spend 10% of my annual revenue on marketing."

Once you've set a few goals, write them down on paper and hang them up somewhere where you'll see them often. Try setting aside some time each week or each month to focus on achieving these goals.

Now, let's figure out how to make these goals come true.

02

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ASSESS & AUDIT



08 Marketing Audit

10 What's Your Score?

Marketing AUDIT

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Let's get real. We've created a series of questions in order to give you a score on how well you're currently marketing your business.

<p>Select an answer for each question and jot down your points for each. Add up your total at the end to get your final score.</p>	0 POINTS	1 POINT	2 POINTS	3 POINTS	4 POINTS
<p>1. Do you have any branding materials such as a logo, colour palette, slogan, etc.?</p>	None	I have a logo	I have a logo and a slogan	I have all three	All three and I have established a personality / story behind my brand
<p>2. How does your business rank on Google?</p>	Not on Google at all	Not on the 1st page of Google	At the bottom of the 1st page	Middle of the 1st page	Ranked above top competitors
<p>3. Is your business on multiple social media platforms?</p>	None	1 platform	2 platforms	3 platforms	4 platforms or more
<p>4. How often do you post on social media?</p>	Never	Once a Month	Twice a Month	1 or 2 times a week	3 times/week or more
<p>5. Do you have a website?</p>	No	Website under construction	Landing page only	Have a website that needs updates	Fully functional, professionally designed site
<p>6. Do you have leads coming in from your marketing efforts?</p>	No	Not sure	Maybe a few	Yes, some	Most leads are from marketing

Continue to the next page.

Marketing AUDIT

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Select an answer for each question and jot down your points for each. Add up your total at the end to get your final score.	0 POINTS	1 POINT	2 POINTS	3 POINTS	4 POINTS
7. Do you create photos, videos, or other content for your business?	No	I have taken some photos	I regularly take photos	I take photos and video	I have professional photos & videos
8. Do you have the necessary equipment for creating content?	No	I have a camera on my smartphone	I have an iPhone and editing software	I have a digital camera and editing software	I have a high quality camera, microphone, lighting, and editing software
9. Do you plan your content in advance?	No	I wait for content to come to me	Rarely	I use a content calendar	I use a content calendar and plan a month in advance
10. Does your content include at least 4 content pillars?	No	Not sure	At least 2 content pillars	At least 3 content pillars	All 4 content pillars
11. Do you track your analytics and ROI?	No	I don't know what to look for	I check sometimes	I check often	I use analytics regularly to determine my ROI
12. Do you run social media ads?	Never	Once, but it didn't work well	A few times	Often, but I don't see results	Yes, and they perform well

Calculate your final score and find out what it means on the next page.

What's your SCORE?

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0-11

LEVEL 1

It's time to start marketing. Finding a few ways to start establishing your online presence will greatly impact your business' visibility in the long run. It may be overwhelming at first, so take it one step at a time; we promise it will be worth it! Talk to a marketing expert, a friend who has seen success in their marketing, or just start with this guide.

12-22

LEVEL 2

You're at a good starting point. There is a lot of opportunity to develop your marketing further and watch your business grow. This is where a lot of the hard work comes into play to get you over the hump, but once it's done you will reap the benefits of what you sow.

23-38

LEVEL 3

You have a great foundation, but it's time to take it to the next level. You've likely seen some results from your marketing, but now is the time to unlock your full potential to double and triple those results. The next steps in your marketing strategy can help create a ripple effect in how you market your business.

39-48

LEVEL 4

You're well established and your marketing is amplifying your business greatly. Since there are minimal changes required to your marketing strategy, now is the time to simply focus on continuing your growth. Find creative strategies to keep your audience interested and engaged with your business. This is where we turn followers into loyal customers.

So, what's next?

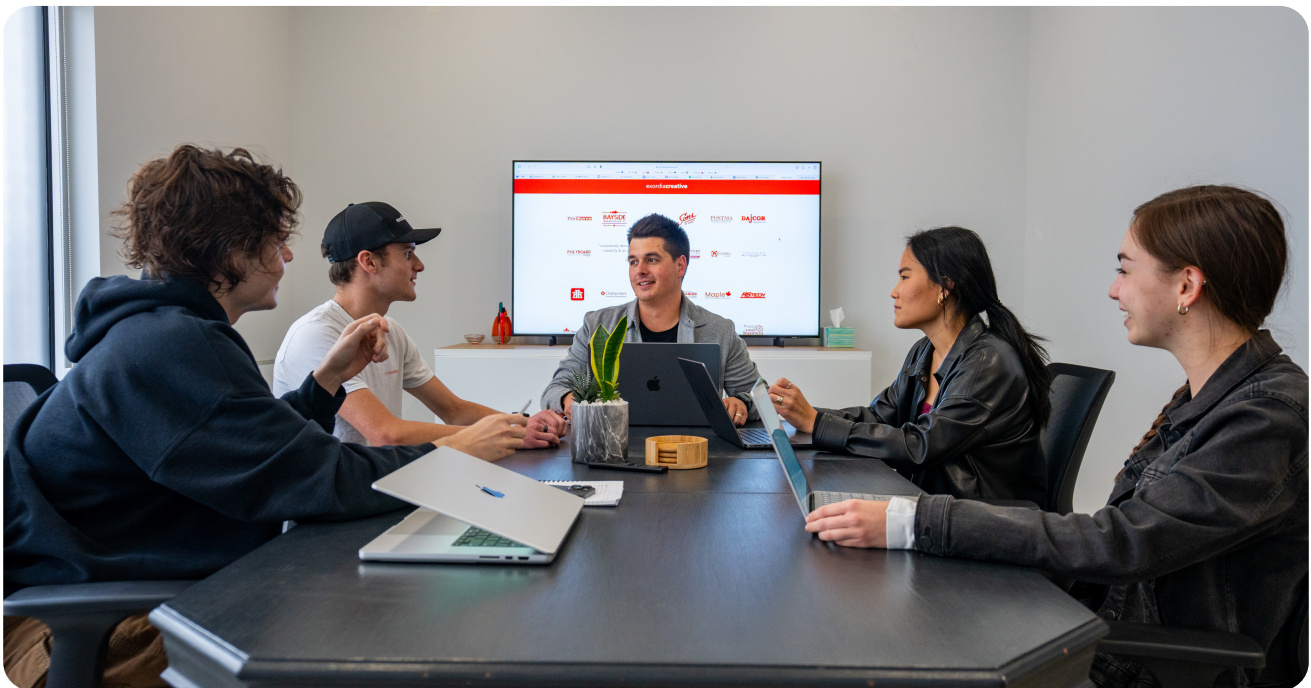
No matter where you're at with your marketing, we're here to help. Whether you start small or take a big step in your marketing strategy, it all counts towards reaching your goals for your business.

Let's get to work.

03

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ESTABLISH & STRATEGIZE



- 12** Establish A Digital Presence
- 13** Narrow Down Your Audience
- 14** Free Content Calendar

Narrow Down Your AUDIENCE

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If you're marketing to everyone, you're marketing to no one.

Think about your ideal customer... Who are they?

- What is their age range?
- What is their income?
- What are their interests or what industry do they work in?
- What problems do they have that you can solve?
- Where are they located geographically?
- How do they decide what to buy?



Let's look at an example. Think of yourself as a consumer. Pretend you're looking through a menu at a restaurant. How do you decide what to eat?

Believe it or not, the menu's design has a significant impact on how you decide what to order. For example, we tend to subconsciously order the top two items in each menu section more often, so restaurant owners tend to list their highest-margin dishes first. However, some people tend to pick the bottom option, so the last item in each section is usually a restaurant's third most cost-effective dish.

Read about [The Psychology of Menu Design](#) and see if you notice any of these tactics the next time you visit a restaurant.

Determining who your audience is and what their typical purchasing behaviour looks like is a major advantage in marketing strategically and effectively. **Once you know who you're targeting and how to reach them, you'll start to notice a better ROI and bring in more valuable leads to your business.**

Establish A Digital **PRESENCE**

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If you're not on any social media, now is the time to create some accounts. However, don't think you need to be on every single platform out there.

Determining which platforms will be most beneficial to you will depend on if you are a B2B or a B2C company.

Marketing to other businesses means your marketing strategies will typically focus on **efficiency, education, interpersonal relationships, long-term goals, and long sales cycles**. LinkedIn, a professional networking platform, is perfect for B2B.

Marketing directly to consumers means marketing **entertainment, convenience, desires and benefits, and transactional relationships**. Instagram is a popular photo and video sharing platform that is best suited for B2C.

Facebook is the world's most active social media platform with over 2.9 billion users. If you're still unsure of where to start, a Facebook page is a great platform to create your first social media account to establish an online presence.

Another thing to consider is your **time commitment** to social media marketing. Don't overwhelm yourself with signing up for every platform if you know you won't have the time to keep up with posting on each and every one of those platforms.

Start somewhere, start small, and build up from there.

WATCH: [Using Scheduling Tools](#)

Content CALENDAR

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Using a content calendar helps you stay organized and gives you the opportunity to plan your production ahead of time. We've created a **31-day sample content calendar** that you can use as inspiration!

SUN	MON	TUE	WED	THU	FRI	SAT
Share a testimonial	Monday Motivation quote	Showcase a product or service	Get to know me	Share a link to a recent blog post	Fun Fact Friday	Valuable tip
Photo carousel	One thing you can't live without	Explain an industry term in a video	Ask your followers a question	Client spotlight	Short video behind the scenes	This vs That
Share a lesson you've learned	Tutorial video	Share a statistic	Showcase a product or service	Infographic	Special promo or giveaway	Share some user generated content
Share a free resource	Showcase a product or service	Testimonial Tuesday	Short video behind the scenes	Sneak peak of a new product or service	Answer a FAQ	Spill an industry secret
Funny video	Before and After	Film a trending reel				

04

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PLAN YOUR PRODUCTION





16 Recommended Gear

17 Batch Filming & Editing

Recommended GEAR

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Whether you're just starting out with content creation or you're ready to learn how to elevate your content production, we've put together a list of gear we'd recommend for your starter kit.

	BEGINNER	INTERMEDIATE
	<p>If you're just starting out we recommend using an iPhone to shoot your photos and videos.</p> <p>WATCH: How To Enhance Camera Quality on Your iPhone</p>	<p>Sony A7Siii</p> <p>Lens: 24-105 G Lens</p> <p>WATCH: ND Filter</p>
	<p>If you don't have a studio light, find an area that has a lot of natural light.</p> <p>NEEWER Dimmable Bi Color 480 LED Video Light</p>	<p>Godox SL60W Kit</p>
	<p>CKOKC Dual Wireless Microphone for iPhone, iPad</p>	<p>RODE Wireless Go II Single Ultra-Compact Dual Channel Wireless Mic</p>
	<p>DJI Phone Gimbal</p> <p>WATCH: Why You Should Use a Gimbal</p>	<p>DJI RS 3 Camera Gimbal</p>
	<p>Torjim 60" Phone Tripod</p>	<p>Manfrotto Camera Tripod</p>

Batch Filming & **EDITING**

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The best way to optimize your time when it comes to creating and scheduling content is **batch filming and editing**.

Here's how it works:

- Brainstorm what content you want to make ahead of time (you can start with **our free content calendar**.)
- Shoot as much of that content as you can in one day (you'll want to get all the scripting and shot lists done beforehand so it can be an **efficient and seamless** filming process.)
- Edit all the content in one day.
- Write your captions and schedule all your posts.
- Now you don't have to worry about creating or posting content for at least an entire month!

Keep in mind you might want to make some wardrobe changes and possibly create a few background variations when you're batch filming. This keeps it a secret from your viewers that you're batch filming and prevents them from getting bored of the same look in each video.

05

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TRACK PROGRESS & ELEVATE



- 19** What's Working?
- 20** Maintaining Momentum

What's **WORKING?**

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If you haven't had a dozen new clients come in since starting a new marketing strategy, **don't get discouraged**. It can take some time to see drastic results, but there are many ways to distinguish whether your marketing efforts are working at all.

You can use tools like Google Analytics and social media insights to look at the cold hard numbers to determine if your content is catching eyes and triggering clicks. Some tangible results you might notice from your marketing are: gaining new followers, seeing more engagement on your posts, receiving new inquiries about your business, more website clicks, and new email subscribers.

On average, consumers need to see your brand at least 7 times before making a purchase decision. This is called the Rule of 7.

Social media platforms contain a virtually endless array of content and social media users don't typically spend a lot of time on each individual piece of content they encounter. As an advertiser, you're bidding for their attention in a saturated marketplace with millions of other bidders.

The main takeaways here are to not get discouraged, be patient, and keep marketing!

Be sure to track your progress regularly. We recommend monthly check-ins to see what's working and what isn't. **From there, let's elevate what you have and complete your marketing strategy.**

Maintaining MOMENTUM

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Once you've created a strong foundation for your digital marketing, you'll want to **keep the momentum going**. One of the best ways to do that is by running paid ads on social media.

Ad campaigns are a great way to **raise brand awareness online, gain more traffic on your website, increase engagement on social media, and drive sales**.

Click on any of the topics below to watch some short video tips on how to run ads effectively.

WATCH: [Organic Posting vs Paid Ads](#)

WATCH: [Traffic Campaigns](#)

WATCH: [Why Aren't My Ads Performing?](#)

Some examples of other marketing outlets you can try include creating a monthly email newsletter or sending out a brochure mailer. **If you want to stay relevant, the key is to constantly keep an eye out for new and exciting ways to market yourself.**

06

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WORK WITH US

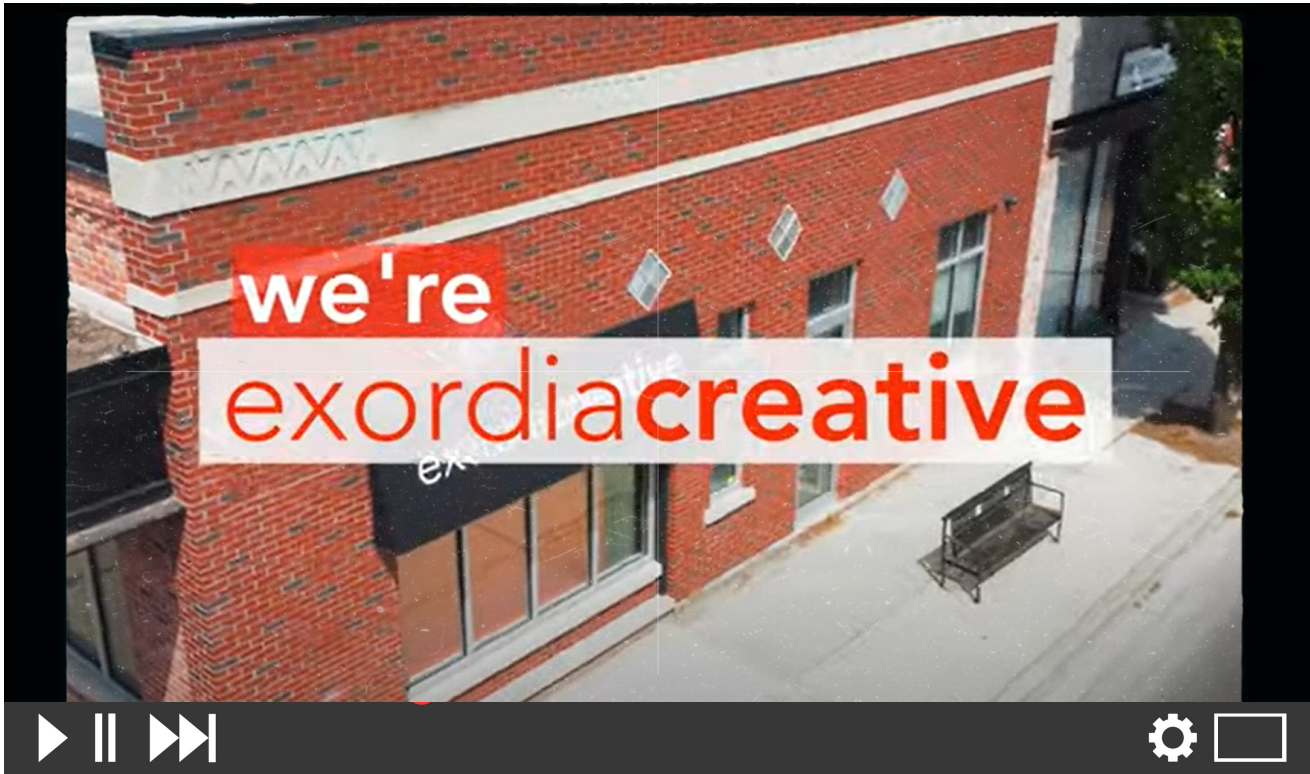


22 What We Do

23 Let's Talk

What We
DO

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This is what we do.

[Our Services](#)

LET'S TALK!

WE'RE HERE TO HELP



We're here to help! Call us, DM us, or fill out our contact form to get started!

We can't wait to work with you! :)

[Contact Us!](#)