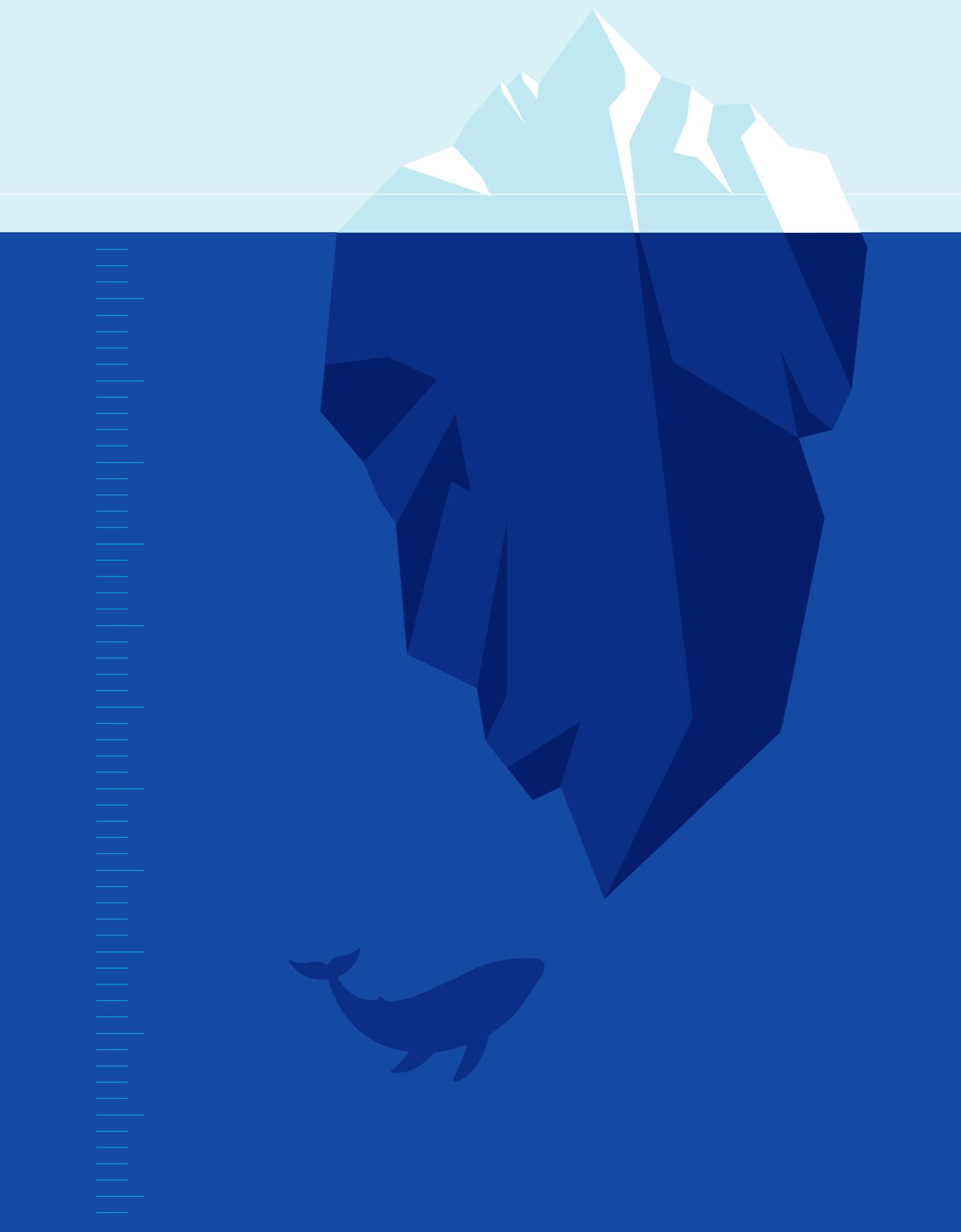


Marketing Dives

A series of marketing audits to evaluate and elevate your marketing efforts.





Don't worry, we don't bite.

We understand that behind every brand is a hard-working marketing team. Our dives are designed to provide a gentle, honest assessment highlighting your team's great work while recommending ways to take your efforts to higher levels.





With our marketing dives you can better connect with your target markets.

Our marketing dives will :

Identify areas for improvement

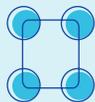
Uncover new growth opportunities

Provide actionable steps for implementation



We perform the following types of dives

Design Dive



Web Dive

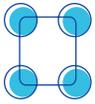


Content Dive



SEO Dive





Design Dive

1. What is it?

A design dive uncovers how your visual identity impacts perception. We analyze everything from color and typography to layout and imagery to evaluate the effectiveness of your brand's design.

2. What's included?

- In-depth review of at least five core marketing assets
- Evaluation of typography, color usage, iconography, and supporting brand elements
- Assessment of visual alignment, spacing, layout structure, and aesthetic consistency
- A comprehensive report documenting design strengths and weaknesses
- Recommendations to strengthen and refine your design

3. How does this help me?

- Develop a more cohesive and recognizable brand identity
- Establish a stronger connection with your audience
- Enhance brand equity and improve ROI across all marketing channels

Starting at
\$1,500



Web Dive

1. What is it?

A web dive reveals how your website performs as a marketing tool. We evaluate design, UX, content, mobility, SEO and backend usability. Each aspect is assessed and scored, leading to an overall performance rating for the website.

2. What's included?

- In-depth review of design, layout, and user experience (UX)
- Evaluation of content quality, clarity of messaging, and effectiveness of calls to action
- Assessment of mobile performance across various devices and screen sizes
- A general SEO review including competitor comparisons
- A thorough report with category scores and an overall rating
- Recommendations to improve your website's performance

3. How does this help me?

- Improve design and usability to create a stronger user experience
- Strengthen your messaging to turn interest into action
- Boost engagement, drive more inquiries, and increase conversions

Starting at
\$1,500



Content Dive

1. What is it?

A content dive analyzes your brand's messaging to ensure clarity, consistency, and impact across all marketing channels. We evaluate your website, email campaigns, brand assets, and social media to see how effectively your message resonates with your target audience.

2. What's included?

- Review of website content, email campaigns, brand identity, and social media communication
- Evaluation of message clarity, consistency, and brand alignment
- Assessment of content structure, formatting, and hierarchy
- Identification of gaps or missed opportunities in storytelling
- A report outlining strengths, weaknesses, and messaging misalignments
- Guidance for refining your messaging across platforms

3. How does this help me?

- Realign your messaging with your audience's needs and motivation
- Strengthen brand voice and consistency across all channels
- Boost engagement, build trust, and increase conversion rates

Starting at
\$1,500



SEO Dive

1. What is it?

An SEO dive is an analysis of how well your website is optimized for search engines—and where it's falling short. We examine on-page elements, content structure, keyword strategy, website health, and competitor performance.

2. What's included?

- Review of meta data, headers, image tags, content structure
- Analysis of keyword rankings and performance compared to key competitors
- Audit of internal/external linking, and website crawlability
- High-level domain authority and backlink analysis
- A report outlining SEO health, red flags, and missed opportunities
- Recommendations to improve search visibility and drive organic traffic

3. How does this help me?

- Gain a clear picture of your current SEO performance
- Increase visibility on search engines and outrank competitors
- Drive high-quality, organic traffic to your website

Starting at
\$2,500



Ready to dive in?

Get real insight
and actionable
recommendations.

- Schedule a free consultation
- Contact us to get started

