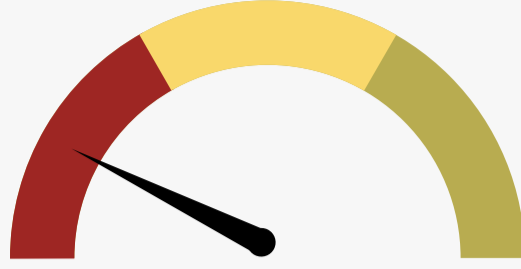


# Critical Issues. Your Marketing Is Working Against You.



Health Score:

## BELOW 65%

Your marketing may be fragmented, inconsistent, or unclear—and that’s likely costing you leads, engagement, and growth. But with a strategic reset, you have the opportunity to align your brand, messaging, and marketing to build trust and drive stronger results.

### Here’s what your score reveals.



#### Branding + Strategy.

Your brand identity may be unclear or inconsistently expressed.

 Inconsistent



#### Advertising + Campaigns.

Your advertising lacks strategic alignment and creative impact.

 Weak



#### Website + Web Experience.

Your website may feel disconnected, outdated, or ineffective.

 Weak



#### Environmental + Tradeshow Presence.

Your spaces may not reflect your brand—or support meaningful engagement.

 Inconsistent



#### SEO, Digital + Social Marketing.


Your digital efforts may miss the mark on reach, targeting, or ROI.

 Mid-performing



#### Ethical, Cause-Based + Nonprofit Marketing.

Your purpose or values may be unclear—or missing from your messaging.

 Inconsistent

#### Strategic next steps.

### Rebuild your marketing around a clear, purpose-driven strategy.

Start by clarifying your core message, aligning creative and campaigns, and reconnecting your marketing efforts with your business goals. With a focused approach, you’ll rebuild trust and create a stronger foundation for growth.



### How to do it?

- 1 Enhance audience segmentation.**  
Take a fresh look at your audience strategy and refocus your targeting.  
[Buyer’s journey insights](#) [Key audience stages](#)
- 2 Expand content storytelling.**  
Refocus your messaging on clarity, purpose, and outcome-driven narratives.  
[Content checklist](#)
- 3 Rebuild your website with a brand-first mindset.**  
Regularly audit for UX, SEO, and conversion improvements.  
[SEO checklist](#)
- 4 Strengthen digital campaigns.**  
Align your advertising with your brand strategy—and ensure it reaches the right audiences.  
[Boost your ROI on PPC](#)
- 5 Leverage data-driven refinement.**  
Begin measuring what matters and adjust based on real insights.  
[Supercharge your campaigns with AI, ER, CRM and more](#)

### Don’t do it alone.

Book a [free 30-minute consult](#) and we’ll help you realign your strategy, sharpen your messaging, and build a marketing plan that delivers.

[BOOK A FREE CONSULT](#)