

FREE MARKETING STRATEGY AUDIT

Find the Gaps in Your Marketing Funnel & Start Attracting More of the Right Clients

How to Use This Guide:
This self-audit will help you pinpoint where your marketing efforts are breaking down—whether at the **top of the funnel** (**visibility**), **middle of the funnel** (**engagement & trust**), **or bottom of the funnel** (**conversion & retention**). Once you know where your weak point is, you can focus on fixing the right things instead of wasting time on tactics that don't work.





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HEY, I'M CHANTELL

FOUNDER OF STRATEGY SQUARE AND A DIGITAL MARKETING STRATEGIST. I LEFT MY ROLE AS A DIGITAL MARKETING EXECUTIVE AT A LEADING CALIFORNIA AGENCY AFTER SEEING A FUNDAMENTAL FLAW IN THE BIG-AGENCY APPROACH—FOCUSING ON CHECKLISTS INSTEAD OF REAL CONNECTION. THIS TRANSACTIONAL MINDSET LED TO POOR RESULTS AND FRUSTRATED BUSINESS OWNERS.

I STARTED STRATEGY SQUARE TO CHANGE THAT. HERE, WE GO BEYOND SURFACE-LEVEL TACTICS AND BUILD COMPREHENSIVE MARKETING STRATEGIES THAT ACTUALLY DRIVE SUCCESS. BECAUSE WHEN YOUR MARKETING IS ROOTED IN STRATEGY, NOT GUESSWORK, YOUR BUSINESS THRIVES.

LET'S DO IT!

Chantell xoxo



01

IDENTIFY YOUR BIGGEST CHALLENGE

Read the three common struggles below and check which one resonates most with you.

☐ **Top of Funnel Problem (Awareness & Visibility):**

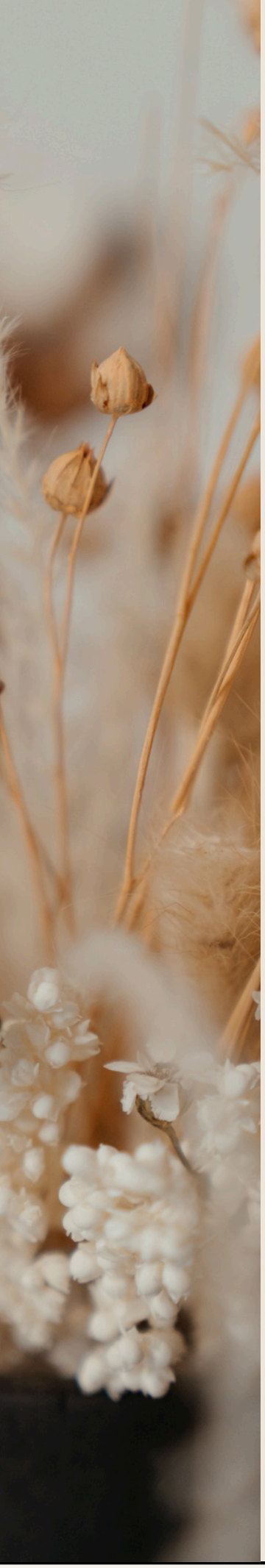
- You feel like no one knows your business exists.
- You don't get much website traffic or new leads.
- Your social media following isn't growing, and your engagement is low.
- You struggle to explain what makes your business different from competitors.
- You're unsure how to get in front of the right people.

☐ **Middle of Funnel Problem (Engagement & Trust):**

- People find you, but they don't stick around or engage.
- You get website traffic, but visitors leave quickly without taking action.
- You struggle with email open rates or social media engagement.
- People show interest but hesitate to buy or book with you.
- You haven't built a strong connection with your audience.

☐ **Bottom of Funnel Problem (Conversion & Retention):**

- You get inquiries, but they don't turn into paying customers.
- People add products to their cart but don't complete the purchase.
- You rely heavily on one-time customers instead of repeat business.
- You don't have a clear process to nurture leads into customers.
- You struggle to get referrals or word-of-mouth business.



02

AUDIT YOUR FUNNEL

Use the checklist below to diagnose where your marketing needs improvement. Check all that apply.

Top of Funnel Audit: Do you have a visibility problem?

- ☐ Are you consistently creating content that attracts new people?
- ☐ Are you optimizing SEO so people can find you on Google?
- ☐ Are you using social media to connect with your ideal audience?
- ☐ Are you leveraging paid ads or collaborations to expand your reach?
- ☐ Can people instantly understand what you do and who you serve?

If you left multiple boxes unchecked, focus on improving your visibility and brand awareness.

Middle of Funnel Audit: Do you have an engagement problem?

- ☐ Are you regularly engaging with your audience through comments, DMs, and emails?
- ☐ Do you have a content strategy that educates, entertains, or inspires your audience?
- ☐ Is your website easy to navigate, with clear messaging and calls to action?
- ☐ Are you nurturing leads with valuable emails, blog posts, or other content?
- ☐ Do you have strong, trust-building testimonials and social proof?

If you left multiple boxes unchecked, focus on strengthening engagement and building trust.

Bottom of Funnel Audit: Do you have a conversion problem?

- ☐ Do you have a clear, compelling offer that solves your audience's problem?
- ☐ Is your sales process simple, with an easy checkout or booking system?
- ☐ Do you follow up with leads who show interest but haven't purchased?
- ☐ Are you encouraging referrals and repeat business from past customers?
- ☐ Are you tracking your conversion rates to understand what's working?

If you left multiple boxes unchecked, focus on optimizing your sales and retention strategy.



03

TAKE ACTION

Now that you know where your funnel needs work, here's what to do next:

- **Top of Funnel Focus:** Improve brand awareness with consistent content, SEO, and audience growth strategies.
- **Click here to schedule your 1-on-1 consultation** for practical tips to YOUR boost visibility and get your business in front of the right people.

- **Middle of Funnel Focus:** Strengthen engagement with valuable content, nurturing sequences, and audience interaction.
- **Click here to scheulde your 1-on-1 consultation** on how YOU can build trust with your audience and keep them engaged.

- **Bottom of Funnel Focus:** Optimize your sales process, follow-up strategy, and customer retention efforts.
- **Click here to schdule your 1-on-1 consultation** for a step-by-step guide on converting leads into loyal customers and improving your retention strategy.

Your individual consultation will provide additional support and actionable steps to help you implement changes that will make the most difference in your funnel.