

# Pre-Sales/Proof of Concept Support

What can help you build a better proposal,  
a better case for your retainer, faster?

With the right data and inferences about your prospect's digital presence, we can uncover the opportunities that your team can use to build great proposals or land you a Proof of Concept project.

## How you benefit

- You save time and effort, so you can do more business development
- You get insights you can trust: certified inbound marketers do the audits

## What you get

- A deck/spreadsheet that captures the insights from the audit and gives recommendations for the issues identified

## And we work with you to improve it

- You might need more insights, or different ones. We will go back to the audit and figure out the information you need

## What we will need from you

- Briefing about the prospect's business, broad goals, challenges, competition
- A broad picture of the personas being targeted
- Any tools access that might be required to complete the task

## UI Audit [Timeline: 1 week]

Does the User Interface work for the online goals of the prospect's website?

### Our audit

- Studies the target audience
- Reviews the website on desktop and mobile devices
- Looks at conversion elements, and gives recommendations
- Tests existing user journeys for conversion elements
- Summarizes the recommendations on how the issues can be addressed

## Content and Buyer Journey Audit [Timeline: 1 week]

A review of the content on the prospect's website, and how it contributes to goal conversions

### This audit uncovers

- The types of content available, and their performance (via web analytics, and other tools)
- The relevance of content for personas being targeted
- The usage of keywords
- How the buyer journey is addressed
- A user's experience in consuming the content
- How calls to action have been implemented

And gives recommendations on how the issues uncovered can be addressed.

## SEO Audit [Timeline: 1 week]

How can the discoverability of the prospect's website improve?

### We use industry leading tools to get

- An overview of traffic, organic keywords, domain rating, URL rating, etc
- Detailed view of On page elements, Backlinks, Page Performance, Site Health
- Performance of keywords
- Comparison with competition
- Qualitative checks of SEO elements
- Recommendations on SEO interventions needed

## Full Digital Marketing Audit [Timeline: 3 weeks]

Get a full picture of a prospect's digital marketing initiatives

### This audit covers

- UI audit
- Content and User Journey audit
- SEO audit
- Website performance (based on web analytics and other industry leading tools)
- Email marketing audit: Overview of campaigns, adherence to best practices
- Social media marketing audit: Reach, engagement, conversions and traffic to website
- Ad performance: Audit of all paid promotions across channels, and comparisons with industry benchmarks, and recommendations for improvement
- Marketing automation system audit: Is the system being used to its full potential?