



15 Minute Marketing Makeover



Most small businesses lose potential customers because their social media profiles don't clearly show what they do, who they help, or why someone should choose them.

In just 15 minutes, you can transform your online presence to stand out, build trust, and generate more enquiries.

Use the audits below (that can be done in one 15 minute session) and the ChatGPT prompt to tailor your socials to become the sales funnel your business needs!

71% of consumers are more likely to buy based on social proof.

Visibility is half the battle. People simply knowing who you are, what problem you fix and how to contact you will increase your enquiries dramatically.

Customers typically need to 'see' you in 4 'locations' before they enquire. Show Up.

The Customer Journey

Here's a simple outline for the journey someone takes to enquire with you:

Discover: They land on your profile (from a post, search, or referral).

Decide: Your bio and visuals tell them who you are and how you help within 7 seconds..

Trust: Your content shows proof (testimonials) and value (tips).

Act: A clear CTA tells them exactly what to do next.

Your social media needs to act like a funnel. Always ask yourself the question - "will this make the sales easier for my prospects", following this question will always ensure your profile pages act like sales tools, rather than what most business owners have - just a page full of details with no clear path.

Posts that are always selling or telling them to book will have low traction.

Content ideas to build trust -

- behind the scenes
- talking about why you started the business
- show you making a product / what you do
- show off your space
- customer testimonials
- talk about what other options there is instead of you (yes really)

First Impressions

The checklist next is a really simple way to audit your own social accounts.

Some may seem obvious (no blurred images, no broken links) but I see dozens of these errors every week.


In the world of digital social media its SO easy for someone to swipe away, look at your competitors and find alternatives.

You have to set a high standard, be approachable, build trust and capture attention all within 7 seconds of them hitting your social pages, website or google business page.

One of the key things is reviews. I'm guilty of this too - but asking for reviews is key. 1 review for ever month in business is a a good metric. You can automate this task if you are struggling.

And to get ahead of the curve - use keywords from your industry all over your socials, google page and website.

Google is now using AI to direct people to relevant links. So you need to be able to be searchable by their AI. Its not just SEO anymore its AI search too. Faces with smiles, product shots and videos are all going to massively help.

Instagram, Facebook and LinkedIn Audit Item	Done? 
Bio clearly states who I help, what I do, and my value.	
A Call To Action is clear, visible, and action-oriented.	
Profile visuals (picture, cover) are updated and on-brand.	
No blurred images on profile or cover photo, and older ones deleted.	
Recent posts include testimonials, tips, or behind-the-scenes content.	
Contact details are correct, and links are working.	
Added a messaging button, such as Messenger or WhatsApp.	
Pinned posts have high value, and have a strong sales message.	
Facebook Reviews - 1 for every month in business.	

Google My Business Audit Item	Done? 
Always a photo newly uploaded (less than 1 month)	
At least 5 product photos	
Plenty of smiling faces in photos (team, customers, you in uniform).	
Reviews - 1 for every month in business.	
A bio has lots of keyword from your industry (for SEO)	
Profile visuals (picture, cover) are updated and on-brand.	
No blurred images on profile or cover photo.	
Contact details are correct, and links are working.	
Address is correct with pin in right place.	

Chat GPT Prompt for Instagram

Add your social media website link and ask this prompt -

“

You're the top Instagram expert, conducting a detailed bio audit for a business owner. Your goal is to ensure their bio attracts their ideal audience, converting visitors into followers and clients.

Use the checklist below to optimize every element.

Character Limits:

Name: Max 64 characters (including spaces)

Bio: Max 150 characters across four lines.

Description (SEO Optimized): Does it clearly describe their niche and expertise using relevant keywords? Is it searchable?

Suggest ways to improve visibility while staying within the 64-character limit.

”

Most small businesses struggle to turn an online presence into enquiries because they don't know where to start. This checklist was a great first step, but there's more we can do together!

Book your FREE full marketing audit today.

I'll personally show you what's holding your marketing back and give you tailored advice to boost enquiries—fast.

No fluff, just results.

GET IN TOUCH HERE -

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