SAMPLE / FICTIONAL BUSINESS

(00) WRITTEN ASSESSMENT

MARKETING AUDIT

BUSINESS

Example Bakery

A small neighborhood bakery. Fictional: this is a sample.

This is what the written assessment you receive after a free audit looks like.

SOURCE	REVIEWED	PREPARED BY
Public pages only	Brand, social media, public ads, website and search	MRKFLOW

(01) IN SHORT

THE ESSENTIALS ON ONE PAGE

The bakery's products look good and customers respond warmly. The main problem is elsewhere: someone who likes a photo struggles to find out where you are, when you are open and how to order. Almost every finding comes back to that one gap, and closing it does not need a big budget.

AREA BY AREA

Brand and offer	FAIR	The quality shows; the offer in one sentence does not.
Social media and content	FAIR	Good photos, but the profile does not lead to an order.
Public ads	WEAK	Budget is spent; the way to order is not visible.
Website and search	WEAK	The menu is an image; the map listing is out of date.

THREE THINGS TO START WITH

01 Instagram profile: address, hours and one way to order.

02 Google Maps listing: correct hours, new photos, replies to reviews.

03 Menu on the website as text, and a phone number you can tap to call.

RECOMMENDED FIRST STEP

Rewrite the Instagram profile description. It costs nothing, and every other step builds on that page.

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(02) WHAT WE REVIEWED

SCOPE AND METHOD

AREAS REVIEWED

A	**Brand and offer**	How clearly it says what you sell, to whom and how you differ, and whether that reads the same in every channel.
B	**Social media and content**	The Instagram and Facebook profiles, the last 12 posts, the comments and the posting rhythm.
C	**Public ads**	Active ads in Meta’s Ad Library: the copy, the visual and where they send people.
D	**Website and search**	The site on a phone and a computer, its title and description for search, and the Google Maps listing.

HOW EACH FINDING IS BUILT

WHAT WE SEE

A specific observation on a public page.

WHY IT MATTERS

How it affects a customer’s decision.

WHAT WE RECOMMEND

A practical change your own team can make.

MARKERS

PRIORITY

HIGH · MEDIUM · LOW

EFFORT

SMALL: A FEW HOURS · MEDIUM: A FEW DAYS · LARGE: A WEEK OR MORE

AREA RATING

STRONG	It works. Keep doing it.
FAIR	The base is there, but some customers drop off on the way.
WEAK	This is where most customers are lost. Fix it first.

NOT INCLUDED

Access to ad and analytics accounts, sales data and a detailed competitor analysis. Public pages are not enough for those.

(03) BRAND AND OFFER

BRAND AND OFFER

A brand should first answer one question: why here and not the bakery next door? Right now that answer is written three different ways in three places.

A1 The offer is described differently everywhere

PRIORITY: MEDIUM | EFFORT: SMALL

WHAT WE SEE

Instagram says “traditional pastries”, Facebook “handmade desserts” and the website “a family bakery”. All three are true, but together they do not say what sets you apart.

WHY IT MATTERS

People should recognize the same business in every channel. One clear sentence speeds up the decision and makes ad copy easier too.

WHAT WE RECOMMEND

Write one sentence: what you bake, for whom and how you differ. For example: “Morning pastries and cakes to order, fresh every day, delivered in the neighborhood.” Put it, word for word, in every profile and on the website’s first screen.

A2 The logo and colors differ between channels

PRIORITY: LOW | EFFORT: SMALL

WHAT WE SEE

The profile picture shows the logo on white, the Facebook cover still has an old version, and the website uses another color.

WHY IT MATTERS

A consistent mark makes the brand recognizable, especially on a phone screen, where the logo is only a few millimeters wide.

WHAT WE RECOMMEND

Choose one version of the logo and one background, and change every profile at the same time.

THE ONE-SENTENCE FORMULA

WHAT YOU BAKE	FOR WHOM	HOW YOU DIFFER
Morning pastries and cakes to order	People and offices in the neighborhood	Fresh every day, delivered nearby

HOW YOU WILL KNOW IT WORKS

- → Profile visits and follows: do they rise after the change?
- → How many messages ask for what the profile should already say: those questions should drop.

(04) SOCIAL MEDIA AND CONTENT

SOCIAL MEDIA

Instagram is this business's main shop window: people find the bakery here, compare it here and decide here whether to come.

B1 The profile does not say where you are or how to order

PRIORITY: HIGH | EFFORT: SMALL

WHAT WE SEE

The description has a name and a slogan. No address, opening hours, phone number or way to order. The Highlights hold only old holiday photos.

WHY IT MATTERS

Someone who likes a post opens the profile. If it does not say where you are and how to order, they often move on to the next account.

WHAT WE RECOMMEND

In the description: one sentence on the offer, the address, the hours and one way to order. Switch on the "Call" and "Directions" buttons. Add "Menu", "Order" and "Find us" to the Highlights.

NOW



example.bakery

Example Bakery
Delicious every day

Follow | Message


New Year


2023



RECOMMENDED



example.bakery

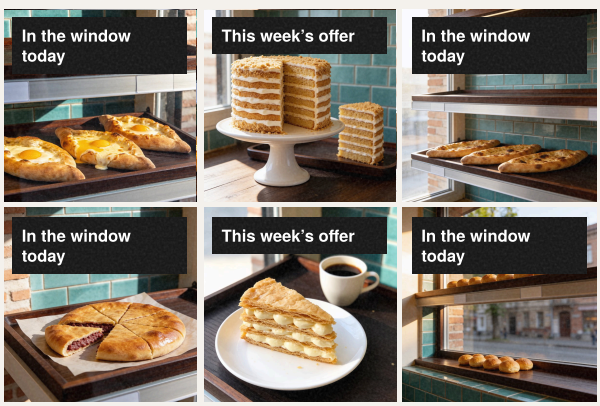
Morning pastries and cakes to order
Mon–Sat 8:00–20:00
12 Example St. / delivery nearby
Order: message or call

Call | Directions | Message


Menu


Order


Find us



The profile now and as recommended: the description (B1) and the post formats (B2).

(04) SOCIAL MEDIA AND CONTENT

B2 The posts do not say what you have today

PRIORITY: MEDIUM | EFFORT: MEDIUM

WHAT WE SEE

In 9 of the last 12 posts the products are shown, but with no name, no price and no word on which day they are baked. Daily news appears only in stories, which disappear after a day.

WHY IT MATTERS

If a post does not say what it is, what it costs and when it is sold, the viewer has no concrete reason to come.

WHAT WE RECOMMEND

Start two simple formats: "In the window today" (names and prices every morning) and "This week's offer". Give both the same look so followers recognize them at a glance.

B3 Questions in the comments go unanswered

PRIORITY: HIGH | EFFORT: SMALL

WHAT WE SEE

Under recent posts there are questions ("Will you have it tomorrow?", "Do you deliver?") with no visible reply.

WHY IT MATTERS

A question like that is often an order waiting to happen. Other viewers read the reply too, so it builds trust in public.

WHAT WE RECOMMEND

Set a rule: reply to comments and messages within a few hours during opening hours. Write answers to the common questions in advance and keep them at hand.

B4 The posting rhythm is uneven

PRIORITY: LOW | EFFORT: SMALL

WHAT WE SEE

Some weeks have five posts, then two weeks have none.

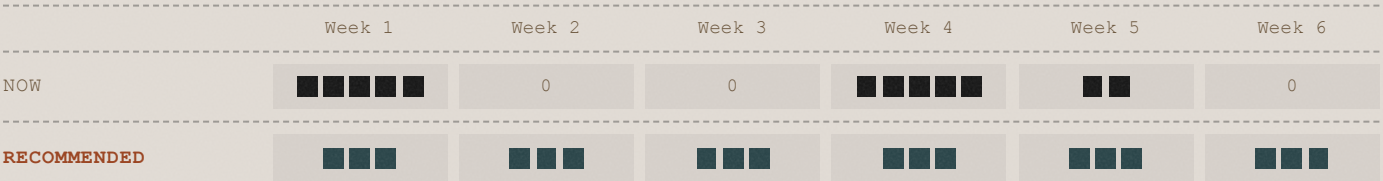
WHY IT MATTERS

When the page goes quiet for weeks, followers see the bakery less often and think of it less.

WHAT WE RECOMMEND

Three posts every week beat five in one week. Plan the days and the topics ahead.

POSTS PER WEEK (THE LAST 12 POSTS)



HOW YOU WILL KNOW IT WORKS

- → Calls, messages and address taps from the profile: Instagram's insights show them.
- → How long it takes you to reply to comments and messages.
- → Saves and shares of the "In the window today" posts.

(05) PUBLIC ADS

PUBLIC ADS

There is one ad, made with a good photo, but it sends people somewhere the way to order is not visible.

C1 The ad sends people to a profile with no way to order

PRIORITY: MEDIUM | EFFORT: SMALL

WHAT WE SEE

The only active ad is a boosted post that leads to the Instagram profile.

WHY IT MATTERS

The budget is spent on visits to the profile, and the profile (B1) does not say how to order.

WHAT WE RECOMMEND

Fix the profile first. Then set the ad's goal to messages or calls, so people go from the ad straight to an order.

C2 The ad copy says nothing specific

PRIORITY: MEDIUM | EFFORT: SMALL

WHAT WE SEE

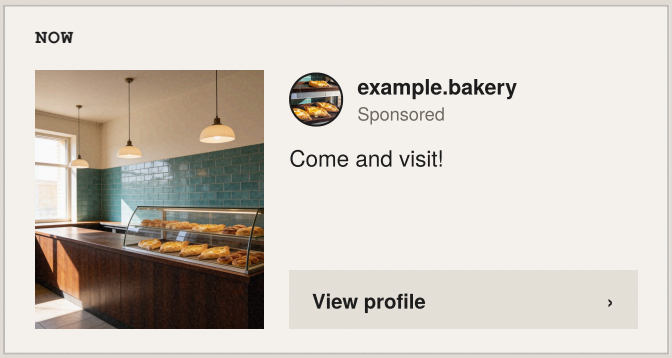
The ad says "Come and visit!": not what you offer, where you are or why now.

WHY IT MATTERS

People look at an ad for a second. If they cannot tell what it is about in that time, the budget is wasted.

WHAT WE RECOMMEND

One product and one reason per ad. For example: "Khachapuri every morning from 8:00, delivered in the neighborhood." Use a photo of the product that sells best.



The ad copy and button: now and as recommended (C1, C2).

HOW YOU WILL KNOW IT WORKS

- → Messages and calls from the ad, not just visits to the profile.
- → What one message or call from the ad costs.

(06) WEBSITE AND SEARCH

WEBSITE AND SEARCH

Many people look for a bakery on a phone or a map, often while already on their way. A mistake here is a lost visit.

D1 The menu and prices on the website are an image

PRIORITY: HIGH | EFFORT: MEDIUM

WHAT WE SEE

A visitor on a phone has to zoom into a picture to read the menu, and cannot tap the number to call.

WHY IT MATTERS

Visitors on a phone leave pages like this easily. Search engines rely on the page's text, so a menu written on a picture is hard to find in search.

WHAT WE RECOMMEND

Write the menu and prices as text, make the number tappable, and add an "Order" button to the first screen.

D2 The site's title says nothing to search

PRIORITY: MEDIUM | EFFORT: SMALL

WHAT WE SEE

The browser tab and the Google result show "Home" as the title, and Google cuts its own description from the page.

WHY IT MATTERS

The title and description are the first things people read in a Google result. They should say what you are and where.

WHAT WE RECOMMEND

Put the name, what you bake and the neighborhood in the title; one sentence on the offer and the way to order in the description.

D3 The Google Maps listing is out of date

PRIORITY: HIGH | EFFORT: SMALL

WHAT WE SEE

The listing shows the winter opening hours, the last photo was uploaded a year ago, and reviews have no replies.

WHY IT MATTERS

People often look for a bakery on the map. With wrong hours, a customer may arrive to a closed door.

WHAT WE RECOMMEND

Update the hours, upload new photos (the window, the entrance, the products) and reply to every review, good and bad.

HOW YOU WILL KNOW IT WORKS

- → Calls and direction requests from the Google Maps listing: its insights show them.
- → Taps on the website's "Order" button.
- → New reviews and your replies.

(07) WHAT WORKS

WHAT YOU CAN BUILD ON

Product photos

Clean, warm and in one style. They are already a ready base for ads.

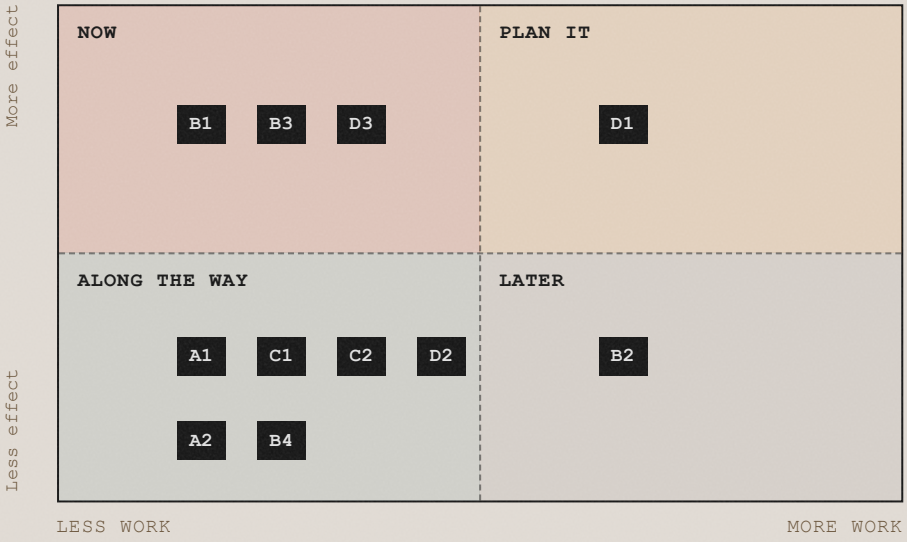
Customer goodwill

Comments are warm: the trust is there; it only needs a way in.

A website exists

It opens quickly on a phone, so fixing it does not mean rebuilding it.

PRIORITY MAP



Start in the top-left box: more effect for less work. The bottom-right box can wait.

ALL FINDINGS AT A GLANCE

A1	The offer is described differently everywhere	MEDIUM	SMALL
A2	The logo and colors differ between channels	LOW	SMALL
B1	The profile does not say where you are or how to order	HIGH	SMALL
B2	The posts do not say what you have today	MEDIUM	MEDIUM
B3	Questions in the comments go unanswered	HIGH	SMALL
B4	The posting rhythm is uneven	LOW	SMALL
C1	The ad sends people to a profile with no way to order	MEDIUM	SMALL
C2	The ad copy says nothing specific	MEDIUM	SMALL
D1	The menu and prices on the website are an image	HIGH	MEDIUM
D2	The site’s title says nothing to search	MEDIUM	SMALL
D3	The Google Maps listing is out of date	HIGH	SMALL

(08) FIRST STEP

WHERE TO START

RECOMMENDED FIRST STEP

Rewrite the Instagram profile description: what you bake, the address, the opening hours and one way to order.

WHY THIS ONE

+ It costs nothing and takes a day.
+ People reach this profile from the ad and from the posts.
+ Every other step builds on this page.

THE NEXT 30 DAYS

WEEK 1	The Instagram profile, the Google Maps listing and a rule for replying to comments.	B1, D3, B3
WEEK 2	One sentence for the offer, one logo everywhere, the site’s title and description.	A1, A2, D2
WEEK 3	The menu on the website as text, and a number you can tap to call.	D1
WEEK 4	The “In the window today” format, a weekly plan and a new version of the ad.	B2, B4, C1, C2

WHAT YOU WILL NEED TO START

→ Access to the Instagram and Facebook pages.
→ Access to the Google Maps listing (Google Business Profile).
→ New photos: the window, the entrance and 5–6 products.
→ Edit access to the website, or a few hours of a developer.

SAMPLE / FICTIONAL BUSINESS

(09) NEXT

HOW WE CONTINUE

This audit is free and commits you to nothing. Your own team can carry out the recommendations. If you like, we can go through where to start together.

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Sample: the business and its pages are fictional, and the photos are AI-generated.
A real audit is based on the public pages you send us.

FLOW