

# FULL AUDIT

## brand breakdown + strategy



[indicremarketing.com](http://indicremarketing.com)

## Purpose of This Audit

Think of this mini audit as a focused pulse check on your marketing. We're here to help you tune out the noise, zero in on what's clicking, call out what's getting in the way, and uncover the low-hanging fruit that could take your brand to the next level.

## BUSINESS overview



**Business Name:** Sprout & Sage

**Website:** [sproutandsage.com](http://sproutandsage.com)

**Social Channels Reviewed:** Instagram, Pinterest, TikTok

**Industry/Niche:** Eco-conscious lifestyle and home goods

**Key Product/Service Offering:** Sustainable home and kitchen products, including reusable wraps, produce bags, and earth-friendly cleaning tools

**Target Audience:**

Eco-conscious women ages 25–40, especially young families and urban professionals who are values-driven and want their purchases to reflect sustainability and purpose. They shop with intention, value quality, and are influenced heavily by social media and peer reviews.

**Primary Goals (Next 3–6 Months):**

- Convert more social followers into customers.
- Successfully launch new product line with pre-orders and email signups.
- Build a marketing system that doesn't rely solely on Instagram.

**Marketing Budget / Resources:**

Approximately \$3,500/month. Solo business owner handling most marketing with occasional freelance design support.

# AUDIT summary

**Strengths:**

- Cohesive, earthy visual identity that stands out on social
- Loyal Instagram following with high engagement, especially on Stories and Reels
- Clearly defined brand values that resonate with your eco-conscious audience
- Product photography and packaging feel premium and thoughtful
- Community-centered tone creates an approachable, trust-building vibe

**Weaknesses:**

- Website product pages are not benefit-focused; lacking conversion-driven copy
- No email marketing infrastructure or lead capture strategy in place
- Pinterest is underutilized and not driving traffic
- No clear customer journey—from discovery to purchase to repeat engagement
- Product value props aren't being reinforced consistently across all platforms

**Opportunities to Grow:**

- Rewrite website copy to focus on emotional and practical benefits
- Launch a lead magnet to build your list and start an automated welcome series
- Use Pinterest as a visual blog—create pins that drive to product pages and seasonal content
- Highlight customer stories or UGC (user-generated content) to build trust and social proof

- Offer bundles or starter kits to increase AOV and ease decision-making for new customers

### **Threats:**

- No Owned Audience: Lack of email or SMS list limits control over customer relationships and re-engagement.
- Crowded Market: Sustainability and handmade products are popular — but the space is increasingly saturated.
- Supply Chain Instability: Small-batch and seasonal sourcing may lead to delays or fulfillment issues.
- Economic Sensitivity: Customers may deprioritize non-essentials like lifestyle goods in tighter financial climates.
- Ad Platform Risks: Future ad efforts could face restrictions due to ingredient sensitivity or eco-claims.



### **Website**

The site has a clean, calming design and strong visuals that reflect your brand's ethos well. However, the product pages are missing the "why"—they describe what the product is, but not why it matters or how it improves your customer's life. Adding benefit-focused language and sensory storytelling can significantly increase conversions. Calls to action (CTAs) could also be more prominent, emotionally compelling, and urgent.

### **Social Media**

Instagram is clearly your powerhouse—high engagement on Reels and a strong visual presence give you an edge. Reels with behind-the-scenes looks, founder moments, and tutorials are especially effective. Consider refining TikTok strategy by doubling down on educational content (e.g., product care,

sustainability tips, rituals) to drive both reach and trust. Cross-posting evergreen content could also boost visibility with little effort.

### **Email Marketing**

This is a major untapped opportunity. Without an opt-in form, welcome series, or email list, you're missing out on owned audience growth and repeat sales. Starting with a simple lead magnet (like a “10% off” coupon or eco-guide) paired with a welcome series could quickly warm up leads. Once established, emails can become a high-ROI sales channel through promotions, education, and storytelling.

### **Brand Voice & Messaging**

Your tone is grounded and sincere—traits that resonate with your audience. Still, voice consistency varies across touchpoints. Website, email, and packaging should all reflect the same personality and emotional language. A short brand voice guide would help ensure a unified experience across all content, even as your team or output grows.

### **Visual Identity**

Your aesthetic is on point: natural, modern, and cohesive across platforms. Product photography is strong and aligns with eco-conscious values. However, newer platforms (like Pinterest and email) could benefit from more branded visuals to carry your identity across all channels consistently.

### **Paid Media**

No paid media is currently being used, but this could be a strategic lever. Even a minimal spend on retargeting via Meta (Facebook and Instagram) could help re-engage website visitors or cart abandoners. Once your email funnel is in place, these efforts can be paired for stronger lifecycle marketing.

### **Content**

You have strong visuals, but your content strategy would benefit from more structure. Right now, it's likely reactive rather than strategic. Defining 2–3 content pillars—like eco-education, product use, and founder lifestyle—can make planning easier, deepen brand connection, and increase value per post.

### **Competition**

Your competitors include larger, polished brands like Public Goods and Package Free Shop. But where you win is in the small-batch, handmade feel and the authentic founder voice behind the brand. Highlighting your story, local roots, and real-life benefits (e.g., customer routines, sustainability in action) will help carve out a loyal audience that values your personal touch.

# 90-DAY strategy roadmap



## 30 Days: Foundation Fixes

- Simplify homepage CTAs to guide visitors to bestsellers or collections
- Add lead capture with a compelling offer (example “10% off your first order” or “Free zero-waste tips guide”)
- Rewrite product page copy to highlight customer pain points and product benefits

## 60 Days: Build & Optimize

- Launch 3-part welcome email sequence (intro, product education, bestsellers)
- Define and implement 3 content pillars: “Everyday Eco Tips,” “Behind the Brand,” “How-To Product Uses”
- Optimize Pinterest with evergreen seasonal pins and link back to product pages

## 90 Days: Scale & Grow

- Run a small retargeting campaign on Meta (Instagram/Facebook)
- Launch a campaign (example “Spring Reset: 5 Days to a Greener Kitchen”)
- Explore lightweight partnerships with aligned micro-influencers

# YOUR IMPLEMENTATION options



You're now equipped with a strategic roadmap. Here's how we can move forward:

- **DIY:** You own the execution using this roadmap.
- **Done-With-You:** We collaborate on implementing your strategy with guidance and co-creation.
- **Done-For-You:** We handle execution while you stay focused on your business.

## Thank You

Thanks for trusting us to dive into your brand. Clarity is the first step toward momentum — and you've got it. Whether you choose to run with the plan or want a partner in the process, we're here when you're ready.

## THANK YOU FROM THE TEAM



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