

MINI AUDIT

brand breakdown

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SHIFT
together
Brand & Marketing Audit

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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: www.sproutandsage.com

Social Channels Reviewed: Instagram, Facebook, Pinterest

Industry/Niche: Eco-Friendly Home Goods

Key Product/Service Offering: Sustainable everyday products—including beeswax food wraps, bamboo kitchenware, and refillable household cleaners

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 \$1,500/month. Solo business owner handling most marketing with occasional freelance design support.

AUDIT summary

**Strengths**

- Strong brand identity with a warm, earthy aesthetic that's instantly recognizable.
- Loyal following on Instagram, especially on Reels and Story content.
- Clear brand values (sustainability, simplicity, eco-practicality) that resonate with your audience.
- Well-shot photos for promotional use.
- Packaging and unboxing experience is memorable and aligns with eco-values.
- Storytelling around mission and sustainability is clear and authentic product photography and consistent color palette across channels.

Weaknesses

- Website lacks persuasive copywriting, product pages are descriptive but not benefit-focused.
- No email list or lead capture in place, relying too heavily on social media for reach.
- Pinterest profile is underutilized and not driving meaningful traffic.
- No strategic blog or SEO-driven content to improve search visibility.
- Product navigation on the website could be improved, currently requires too many clicks to reach checkout.

Opportunities to Grow

- Rewrite product descriptions to focus on how they solve customer pain points (not just what they are).
- Introduce a simple email funnel, start building a list with a compelling freebie or discount.
- Use Pinterest to drive traffic by posting evergreen, seasonal, and lifestyle content aligned with your product lines.
- Build out a branded hashtag and encourage customers to share their purchases.

- Develop a post-purchase email sequence to educate, upsell, and invite reviews.

Threats

- **Low Barrier to Entry:** The eco-product space is growing, but it's also easy for new brands to enter with similar aesthetics and messaging, increasing competition.
- **Trends Fatigue:** Sustainability messaging is powerful, but also becoming saturated — customers may start tuning out “green” claims unless backed by authenticity and proof.
- **Economic Sensitivity:** In times of economic uncertainty, customers may deprioritize non-essential lifestyle items, even if they're sustainable.



Low-lift improvements that could start moving the needle within days:

- **Add Calls-to-Action (CTAs)** on product pages like “Add to Cart,” “Why You'll Love It,” and customer testimonials, in case people start to think twice about making the purchase.
- **Create a lead magnet** (example “10 Easy Swaps for a Greener Home”) to kick off your email list.
- **Leverage Instagram Stories more strategically** to include “link in bio” reminders, countdown stickers, and product sneak peeks.
- **Create branded Instagram highlight covers** to give profile a more polished, curated look.
- **Add an “As Seen In”, press mentions section** if any media or influencer features exist.
- **Add a Brag Section** for client testimonials on products

30-DAY FOCUS



Let's keep it simple and strategic. Here's what to focus on first:

- **Top Priority #1:** Rewrite and optimize the top 3 product pages for conversions (for your content think: headline + benefits + CTA + social proof)
- **Top Priority #2:** Launch a basic email capture on your homepage and blog offering either a discount or helpful freebie
- **Optional Enhancement:** Clean up and refresh your Pinterest profile. Add SEO-optimized boards and commit to pinning 3x/week using Canva or other templates.

WANT HELP making it happen?



We've got options—no pressure, just possibilities:

- **DIY:** You take this roadmap and execute at your pace
- **Done-With-You:** We partner with you weekly to guide, tweak, and keep you accountable
- **Done-For-You:** We fully handle strategy, content, and execution so you can focus on your business

THANK YOU FROM THE TEAM



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