

# Revitalise Your Business with a Cyrius Brand Audit

A robust brand is the cornerstone of enhanced recognition, consumer trust, and increased profitability. As brands evolve through life cycles, a brand audit becomes indispensable, especially during the mature stage, to maintain relevance and competitiveness. If your brand is losing impact, looks outdated, or profits are dwindling, a brand audit is the strategic move to gain insights and revive your brand's performance.



## Key areas covered

**Website:** Enhance user experience and performance for optimal ROI.

**Social Media:** Evaluate effectiveness and alignment with brand goals.

**Content:** Assess strategy impact across platforms.

**SEO:** Optimise for higher visibility and search engine ranking.

**SEM, PPC, and Paid Media:** Assess impact and efficiency of paid campaigns.

**Digital Branding:** Ensure consistency and relevance in the digital landscape.

**Email Marketing:** Analyse engagement and conversion of email strategies.

## What's included

### Determine Company & Digital Goals (Audit):

- Define objectives for a targeted marketing process.

### Gather Performance Related Data:

- Access relevant accounts to collect critical and relevant performance data.

### Revisit Current Marketing Activity & Strategies:

- Evaluate existing strategies to identify successes and areas for improvement.

### Evaluate Competitors:

- Analyse competitor activities for industry trends and identify opportunities.

### Perform Assessments on Each Component:

- Conduct in-depth assessments on website, collateral, user touchpoints, SEO, SEM and technical aspects.

Talk to us about a project – Call Stefan [info@cyrius.com.au](mailto:info@cyrius.com.au)

02 9877 5544 / 0408 868 292

# Revitalise Your Business with a Cyrius Brand Audit

## Unlock the benefits

### *Thriving Business:*

- Reinvest wisely by eliminating non-effective strategies, fostering business growth.

### *Conversion Enhancement:*

- Improve website conversions through refined sales funnel design, CTAs, and form functionality.

### *Architecture Optimisation:*

- Enhance website and app development aspects for improved usability and visual presentation.

### *Content Strategy Refinement:*

- Align content strategy across platforms for maximum impact.

### *Integration Seamlessness:*

- Ensure smooth integration of touchpoints for a cohesive user experience.

### *Expanded Reach:*

- Boost website ranking, social media audience reach, and the impact of PPC and SEM efforts.

### *Effective Measurement:*

- Compare metrics with long-term goals, ensuring growth alignment and robust reporting protocols.

**Empower your brand, revitalise your strategies, and propel your business forward with the insights gained from a Cyrius Digital Audit.**

## What we'll need from you

- Complete the Audit-Brief Sheet with comprehensive information.
- Provide required files and information for the audit.
- We'll provide an estimate, scope, and timeline for your approval in a kick-off meeting.

## Pricing

Cyrius is committed to fair pricing and will quote your job in line with your scope. Book now!

Talk to us about a project – Call Stefan [info@cyrius.com.au](mailto:info@cyrius.com.au)

02 9877 5544 / 0408 868 292