ROI JOLT
Audit Introduction
Website Evaluation
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Audit Discovery

Hi [redacted]

Thanks for giving us the opportunity to review your business.

This document contains an overview of everything that we've analyzed.

Based on the audit findings we're 100% confident that we can deliver a consistent flood of laser-targeted leads/sales at the lowest possible cost per acquisition through our tailored business growth solutions.

Best,

Jennifer Blair, Owner
ROI JOLT
jen@roijolt.com

Website Evaluation & Recommendations

Please find your website review in the following document:

https://docs.google.com/presentation/[redacted]

This Website CRO report in and of itself is around 20+ pages. Featuring screenshots, examples of companies doing aspects well so you can model after them, reasons behind the recommendations, data, stats, and so much more.

Email Marketing Audit

'From' field and sending email

30% Off Footer email

From: [redacted]

Sending email: [redacted]

Welcome new members with discount

From: [redacted]

Sending email: [redacted]

Abandoned Carts - Email #1

From: [redacted]

Sending email: [redacted]

Abandoned Carts - Email #2

From: [redacted]

Sending email: [redacted]

You have a trustworthy name and email address as the email sender. Rather than sending an email with an unrecognizable name and/or a no-reply email address, it is always better to have your brand name as the sender name with the email address like you are using, i.e. info@ and orders@.

The subject line and the preheader

30% Off Footer email

Subject line: Welcome to [redacted] Here's 30% Off Your First Purchase!

Preheader: None

Welcome new members with discount

From: [redacted]

Sending email: [redacted]

Abandoned Carts - Email #1

From: [redacted]

Sending email: [redacted]

Abandoned Carts - Email #2

From: [redacted]

Sending email: [redacted]

If your emails are not bringing the desired open rates or if the email opens are consistently below average, the main suspect is bad subject lines.

The subject line length is good in all emails but the "30% Off Footer email" could be cut off in some cases. You want to keep the length under 60-70 characters.

Another culprit for low open rates is the absence of pre-header text. Companies often send emails with the preheader text – View this email in browser'. That is certainly a waste of content space. None of your emails utilize preheader text.

You can link the preheader text with the subject line so that they make sense together and provide additional information about the email's content.

One thing that you can do to further improve your subject lines is to use personalization. Emails that utilize some kind of personalization in the subject line show a significant improvement in open rates. Consider A/B testing using the person's first name in the subject line.

Email content

Your click-through rates rely on your email content. It is, undoubtedly, the age of visual marketing but relevant content combined with appealing visuals is what your subscribers look for. In most cases, a succinct copy that delivers value to the reader along with some visuals (only if needed) is the safest bet.

Email on Acid found that your emails should contain at least 500 text characters in order to dodge spam filters. If this is an issue for you, consider including contact information, legal disclaimers, an unsubscribe link, and/or company address in fine print at the bottom of your email. For example, the cart abandonment email #2 contains only two short lines of text, you should definitely expand on the content here.

The header image looks like it's a little bit pixelated, you should have a high definition version uploaded:

Automations from Mailchimp don't have a proper footer. Emails don't contain key contact information or clickable social media icons.

You should watch out for large images in all emails. For example, this image is over 600Kb, you should resize it without losing on quality and shoot for under 200Kb for all images:

CTAs

30% Off Footer email

You're using only one CTA button [redacted]. You should place another one on top here so they can visit the site immediately after getting the coupon code:

Other emails are fine but nonetheless, you should A/B test CTAs in all of your emails.

Sending frequency

We can't comment on the sending frequency of your campaigns as there are none.

Regarding abandoned cart automations, there are different ways in how you can approach them.

One of the best ways is having 3-4 emails in total and having them go out more frequently than having them spaced out 5 days as you have now between email #1 and email #2.

For example, you could do:

- Email #1 - 20 minutes
- Email #2 - 6 hours
- Email #3 - 24 hours
- Email #4 - 72 hours

Regarding a general sending frequency once you have a content plan, it's a good idea to inform the subscriber right at the outset (in the welcome email or during the time of signup) when they can expect an email from you, or maintain a consistent email sending schedule.

For example: If you send out an email every Friday at 9 PM, your subscribers are surely going to appreciate the consistent marketing strategy that you follow.

You also don't want to 'batch and blast' emails every single day. That is one of the most damaging email marketing practices. Emailing too often will annoy people, especially if most of your emails are promotional. This will lead to lower open and CTR rates and a high number of people flagging your emails as spam and unsubscribing.

A/B testing

No A/B testing was done.

A/B testing can help you uncover high-impact changes in your subject lines, email design, landing pages, and more.

To A/B test your emails, all you need to do is present two variations to two different groups of your subscribers and then listen. The metrics will tell you their preference, which you can then act on either in the short-term by sending the winning variation to more of your audience, or in the long-term by applying that preference to future campaigns.

UTM codes

You were not utilizing UTM codes on links in emails.

While measuring open and click-through rates is a great start, it's useful to understand what people do on your website after they click through from your campaigns.

To do this, you can use UTM codes to tell your analytics tool that these people visited from your email campaigns and track what they do on your site, from the pages they visited to the items they purchased.

Content emails

Currently, you don't have a content strategy.

A lot of companies start by emailing their list once a month (common with small businesses).

If you start that way, you could slowly increase the frequency of your emails without annoying your subscribers, just keep an eye on the stats (unsubs, spam rate, etc.).

A good approach could be to send emails twice a month and then up it to weekly. If you create a lot of great content and have regular promotions and offers then you could consider sending emails two times a week (be sure to monitor these campaigns, the last thing you want is to annoy people).

Spam words in the subject line and body

You were staying away from common spam words but it would be a good idea to keep an eye on them moving forward to make sure all your emails actually hit the inbox. Here's the list of words to avoid in both the subject line and the body:

- Free
- Act now!
- Money
- $
- Income
- Discount
- Special
- Using ALL CAPS
- Using a lot of symbols!!!!*********

Essential automations that you are missing out on

Pre-purchase

- Welcome sequence (expanded, not just a single email)
- The breakup series (unengaged subscribers)

Hot lists

- Exit-intent
- Cart abandonment (re-done and expanded)
- Browse abandonment

Post-purchase

- Post-purchase
- 2x buyer/VIP
- Win-back

The Breakup Series (unengaged subscribers) flow

- Here are some of the benefits of this flow:
- Reduce unsubscribe rate
- Increase open and click-through rates
- Save money by eliminating unengaged subscribers
- Increase deliverability with email providers
- Allows you to refine campaign content

Browse Abandonment flow

Browse abandonment emails are similar to abandoned cart emails, but are triggered when an identifiable browser visits a product page and does not start or complete a checkout — a visitor doesn't have to add an item to his/her cart to trigger this flow. All a site visitor has to do is view an item and move on.

Average open rate	52.79%
Average click-through rate	10.87%
Average revenue per recipient	$1.35

You can see that these types of emails have extremely high open rates (because they're timely), high click rates (because they're relevant), and a very respectable revenue per recipient (because they work).

2x Buyer & VIP flow

Identifying your VIP customers and treating them differently is a key component of customer retention. It builds brand loyalty and customer advocacy.

Offering VIP customers special offers not only rewards them for their business but also encourages other customers to strive to reach VIP status to reap these benefits. So, you should have a program in place to handle your VIP customers.

There are a number of offers and incentives you can give to your VIP customers. Here are some ideas to get started with:

- Run exclusive sales for VIP customers
- Open sales early to VIP customers
- Have a points system where customers accumulate points with each purchase — once they've accumulated a certain number of points, they can redeem a gift
- Offer benefits to VIP customers

Welcome Series

Currently, you have only one email that goes out to subscribers. But are your visitors engaged with your brand? Do they know your unique selling proposition, or why they should purchase from you versus a competitor? This is where we indoctrinate new subscribers and push them to become new customers. Great welcome series account for 20-40% of email revenue.

Abandoned Cart Series

Your abandoned cart automation is pretty basic and not really effective.

67% of visitors will abandon their cart before purchasing. With proper cart abandonment automation, you can re-capture those lost visitors and turn them into paying customers. Great cart abandonment series account for 20-40% of email revenue.

New Customer Series

Congratulate your new customers on their decision and make them feel great about purchasing from you. Give them the "new customer" experience and inspire them to become repeat customers, brand advocates, and increase revenue. This series is perfect for inserting one major up-sell/cross-sells.

Deliverability Audit

Your stats

- 30% Off Footer email
- Emails sent: 421
- Open rate: 7.6%
- Click-through rate: 0.95%
- Unsubscribe rate: 0.71%
- Bounce rate: 11.4%

Welcome new members with discount

- Emails sent: 2
- *negligible stats

Abandoned Carts - Email #1

- Emails sent: 115
- Open rate: 53.9%
- Click-through rate: 3.5%
- Unsubscribe rate: 0% (tracking from June 10 2021)
- Bounce rate: 2.9%
- Conversions: 4

Abandoned Carts - Email #2

- Emails sent: 85
- Open rate: 30.6%
- Click-through rate: 3.5%
- Unsubscribe rate: 0% (tracking from June 10 2021)
- Bounce rate: 1.32%
- Conversions: 1

Benchmarks

How to Evaluate Your Deliverability

	Unique Open Rates	Unique Clicks	Bounce Rate	Unsubscribe Rate	Spam Rate
Good	20% or more	4% or more	Less than 0.5%	Less than 0.3%	Less than 0.08%
Room for Improvement	10-20%	2-3%	0.6-1%	0.4-0.9%	0.08-0.15%
Critical	Less than 10%	Less than 1%	2% or more	1% or more	0.15% or more

You should monitor these ranges based on the last three campaigns you have sent. If the averages fall in the yellow or red ranges, you should take action.

30% Off Footer email

- The open rate is far below the 20% level that we want to shoot for. This could be fixed by A/B testing subject lines.
- The Click-through rate is also below a minimum 2% level at 0.95%. This indicates that there is room for improvement in the email copy and call to action.
- Unsubscribe rate is not extremely bad but it's not ideal either at 0.71%. A higher rate indicates content/offer issues.
- The bounce rate is critical at 11.4%. Recommendation for mitigating this below.

Abandoned Carts - Email #1

- The open rate is good at 53.9%.
- The Click-through rate is decent at 3.5%, but copy and CTAs should be tested to further improve it.
- There is no data on the unsubscribe rate as the tracking has started just recently
- The bounce rate is high here as well at 2.9%.

Abandoned Carts - Email #2

- The open rate is good here as well at 30.6%.
- The same Click-through rate at 3.5% as the first email. The same recommendations apply (further testing of copy and CTAs).
- There is no data on the unsubscribe rate as the tracking has started just recently
- High bounce rate here too at 1.32% but it's nothing alarming

How to reduce high bounce rate

One of the most effective ways to keep bounce rates low is to use a double opt-in.

Here are some of the reasons why bounces happen:

- Overloaded email server (soft bounce, usually temporary)
- The domain is no longer valid
- The email contains a typo
- Fake emails.

You can use the tools below to clean up your lists:

https://www.klean13.com/

https://neverbounce.com/

http://www.briteverify.com/

https://www.datavalidation.com/

DO:

- Import and email people who have opened in the last 3 months
- Remove emails that haven't opened in 3 months
- Remove emails that don't open welcome emails
- Clean list prior to mailing!Test all your emails by sending them to yourself first (put your email on a list then email)
- Put new leads through a clear, high value, optimized welcome funnel
- Email non-openers again with a different content/subject line

DO NOT:

- Mail non-openers
- Send the same content to the same email twice on the same day
- Mail without testing delivery first
- Mail without cleaning (spam trap and high bounces guaranteed)

Overall Summary

There is a lot to be done here.

There is no strategy around campaigns or content.

There are a lot of little things to fix such as using preheader text, UTMs, better CTAs, more content in emails, A/B testing, etc.

You only have a welcome flow with just one email which needs to be re-done and expanded on.

Besides that, the basic cart abandonment flow needs to be re-done as well to improve its effectiveness.

You're missing out on all other flows which are essential and that are proven to increase business revenue by 20%+. Overall, the current email setup is very basic and underutilized so a full email marketing setup is needed to fix this channel and bring it to a proper level because otherwise when you start running traffic to the site you'll be leaving a ton of money on the table.

Social Media Evaluation

Maintaining active social media pages is useful to provide an online 'storefront' for the business where potential customers can visit to gain more confidence before purchasing.

In addition, posting to the Facebook page enhances the reach and helps lower the cost of paid ads.

Here is how we audited your social media accounts:

Facebook page [illegible]

[illegible]

- page has 132 followers

- profile is complete and page links are working

- post are quite frequent which is great, content is in place

- there are a few reviews, customers can be incentivized to leave more reviews

- responsiveness is not visible on the page

- page is not responding to reviews which is a mistake, this is your opportunity to learn more from your clients and create a community

Recommendations:

- the page would benefit from engaging audience (by initiating more conversation with followers, asking for followers' experience/ opinion/ doubts, providing more educational/ engaging/ informative content, responding to all reviews to build a community)

- incentivizing and using positive reviews as posts can create engagement and help increase sales

- show off more customer testimonials

Instagram page [illegible]

[illegible]

- there are 184 followers on the page

- posts are being published quite frequently, content is visually appealing

- there are not many comments on posts, all engagement should be addressed

Recommendations :

- it would be good to ask your audience more questions to engage them more, ask for feedback and their experiences/ needs, provide more valuable content/ information

- this will both help create a stronger community and enable you to learn more about your target profile, their preferences, and barriers.

Social Media Recommendations:

Keep posting regularly to social media - especially Facebook - if you will be doing paid ads. Facebook rewards advertisers who post frequently on their page with lower ad costs and increased research. This also increases their social proof and customer confidence in the brand. Using more videos is very helpful.

Using paid ads can also be a means to grow the social media following on each platform. The large volume of traffic can easily be converted into followers.

Keep improving Facebook and Instagram responsiveness (reviews, comments, messages). Responsiveness encourages more conversation and customer participation. It increases brand loyalty, purchase intent, and product sentiment. The exchanges via social media give you constant feedback that you can use to improve your product. Social listening is important as it gives you a chance to make things better and prevent a potential blow to your reputation.

Engage social media audiences. Ask questions or initiate conversations with your audience to show you care about their opinions and experiences. This way you can create a connection and learn a lot about their preferences and experience with your brand.

Show off customer testimonials, incentivize people leaving reviews, introduce more CTAs.

Facebook Ads Audit

1. Account structure

There is no structure in the ad account. The campaigns that were created are totally random. Moreover, even the campaign objectives (which are extremely important to select right) were something that a person who had watched a 15 minute Youtube tutorial for Facebook ads would choose. So the ads had a huge handicap from the get go (hence zero sales).

The audiences that were used were mostly repeated across all campaigns with no real testing done. A bunch of interest targeting was just grouped together instead of being tested individually.

Here's an example of how a simplified but effective account may look like for you:

Campaign #1: Prospecting (Top of Funnel)

- Individual interests
- Lookalikes (separate interests and lookalike audiences in different campaigns)

Campaign #2: Re-engagement (Mid Funnel)

- Instagram & Facebook engagers
- Video viewers

Campaign #3: Warm audiences – (Bottom Funnel)

- Visitors
- Cart abandoners
- People who finished the questionnaire

2. Auto advanced matching

This setting is not enabled on your account.

Using auto advanced matching will help you to more accurately attribute conversions and increase your audience size. Auto advanced matching improves ad performance by more accurately ascribing where conversions come from and help the pixel learn exactly who, when, and how people convert on your site. To set up Automatic Advanced Matching, you don't need to code. You can toggle it on in the Events Manager.

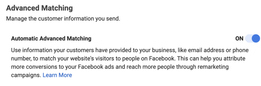
Here's how to turn it on:

1. Go to "Events Manager"

2. Select your Pixel

3. Click "Settings"

4. Under "Details", toggle on Auto Advanced Matching

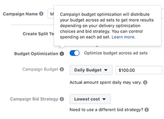


3. CBO

Campaign Budget Optimization (CBO) wasn't utilized on any of the campaigns.

Using CBO instead of allocating budget at the ad set level can help eliminate guessing which audience will perform better.

With CBO, Facebook will utilize its machine learning and get maximum performance from your ad sets. If Facebook starts noticing strong performance in an ad set, they will start funneling more budget to that ad set for you and less to ones that are performing worse.



4. Using an adequate budget

Ad sets are not given enough of an initial budget to see if they're working.

Very low lifetime budgets were used (mostly in the $40-$70 range) and the ads were given one month to run, equaling to $1-$2.3 per day, which is enough to maybe get a click or two per day. This doesn't make any sense.

Many advertisers are still stuck in "2012" mode, where they launch every new ad set at, e.g. $5-10 dollars a day thinking they're mitigating risk and saving money. The truth is that many advertisers are actually hurting their campaigns and their tests by doing this.

Facebook's Auction determines which advertisers win what impressions in part by what those advertisers tell Facebook about how much a conversion is worth to them (i.e. your bid).

Even if you're using automatic bids on your ad sets, you're still bidding but you're just letting Facebook do it for you. And if your bid is a function of your budget, and your budget is $5-10 a day, you're telling Facebook your conversions are worth a fraction of that.

Users who are likely to click, opt-in, and buy will cost more to reach in the auction, so you want to make sure you're starting your ad set budgets at 3-3x what you're willing to pay for that lead or that customer. This way, you won't end up getting priced out of the auction for those valuable impressions.

5. Implement exclusions

There weren't any exclusions used.

You want to always use proper exclusions at the awareness level (TOF campaigns).

Exclude past customers, website visitors, and page fans for true acquisition. No one wants to spend more money on cold traffic to reach people who have already opted-in or bought.

Because Facebook always tends to look for the low-hanging fruit, it can easily show your new ads to these warm audiences who already took action in the past so you would just be wasting ad spend in that case.

6. Dynamic ads

Instead of manually refreshing creative for your ads, which may or may not be relevant to your audience, try dynamic ads. You can select this at the ad set level.

With dynamic ads, Facebook will automatically deliver the right product ad to the right person. Dynamic ads are super powerful for testing when you are not sure what types of ads will resonate most with your target audience. They can also be used for retargeting and scaling to cold audiences.

Dynamic ads don't just search for the best overall combinations, it also selects the best combinations for each individual user.

7. Auto placements

This was the only thing that was properly used. Automatic placements will generate superior results compared to traditional campaigns that manually segment out ad placements. Facebook will optimize your spending to the best performing placements and helps reduce your overall CPMs, which helps reduce your CPCs and ultimately your CPAs.

8. Automatic rules

No automatic rules were used. This wasn't necessary to use at this point, especially with those few dollars per day budgets.

When testing new ads or when scaling, it's important to implement the right rules. This will help you to automatically pause the underperforming ads and ad sets as well as scale the ones that are doing the best.

Here are a few automatic rules that you could implement:

Rule #1 - Stop loss

- Implement at an ad set or ad level
- $X spent & no sales -> Turn off ad set
- The spend amount will depend on your target CPA. E.g. if you are willing to spend up to $50 to acquire a customer, use $50.

Rule #2 - Turn off campaign (pause nonprofitable campaigns)

- Implement at a campaign level
- Turn off the campaign when spend is over $X and CPA is over $Y
- For the CPA number, if your target CPA is $50 then put $50

Rule #3 - Safety campaign (turns profitable campaigns on if they were turned off by accident)

- Implement at the campaign level
- Turn on a campaign when: Today spend is >= $X & CPA <$Y & CPA>$1
- Spend will depend on how much you are spending per day
- For the CPA number, if your target CPA is $50 then put $50

9. Leverage all custom audiences

No custom audiences were used. There was one ad set with website visitor retargeting but the custom audience wasn't set up right plus they put a lookalike audience with it so it defeated the purpose of that targeting.

Be sure to regularly update your custom audience lists, especially when using lookalikes created from these lists.

Here's a quick list of custom audiences that you can leverage to make sure that you reach everyone in your audience:

- View content 3, 7, 14, 30, 60, 180 days
- Add to cart 3, 7, 14, 30, 60, 180 days
- Initiate checkout 3, 7, 14, 30, 60, 180 days
- Purchase 3, 7, 15, 30, 60, 180 days
- Visitors by time spent top 5%
- Visitors by time spent top 10%
- Visitors by time spent top 25%
- Facebook engagers 7, 30, 365 days
- Instagram engagers 7, 30, 365 days
- Video viewers 50%, 75%, 95% (30/180/365 days, depending on the volume)

10. Ad creative

Creatives with a click-through rate (CTR) of less than 1% are a huge red flag.

Your average CTR across all ads was 0.29%:

0.06%	0.05%
0.04%	0.07%
0.02%	0.77%
0.07%	—
0.07%	0.48%
0.06%	1.48%
0.03%	1.31%

In general, you should be shooting for a CTR of 2-4% if you want to have profitable ads.

You need to work on getting proper images done for your ads before you think about running them again.

You can increase the CTR of your images by:

- Adding a call to action on the image
- Test benefit based CTA copy
- Using pictures of your "ideal customer avatar" i.e. pictures of people in the demographic you're trying to reach
- Testing images that are congruent with the concept in your ad copy
- Testing images with a blurred or opaque background and the CTA in focus

Important points:

- No video ads were used. You can't really expect to run and scale profitable campaigns without creating proper video ads on a regular basis
- Videos have to hook viewers and have clear, readable text
- Creatives need to deliver value props and show why a product is special and different
- Use creatives to overcome possible consumer objections
- No one cares about generic branding videos, people will not stop scrolling on social media and watch a 2-minute video like that
- You need to catch their attention and show them that your product solves their problem
- Explore UGC (user-generated content). Have real users give positive testimonials

11. Ad copy

A low conversion rate often indicates a copy messaging issue. There weren't a lot of copy tests done plus they didn't even bother to format the copy but instead, they were just pasting a big chunk of text which is not legible.

Here are some test ideas you can use to improve your ad copy:

- The first line in ad copy: Who Else Wants ___
- "Testimonial headlines or body copy"
- How To" headlines
- News Headline "Announcing, Introducing"
- Long-form story-based copy: "Hi my name is ____, and years ago I was broke or fat or <insert problem here> until I found ____"
- Social Proof Headlines
- USP based first line: "The first ____ to _____ in _____"
- If then copy, "If you experience ____, then you need to check out ____"

Overall Summary & Recommendations

The total ad spend is only $600 so you are basically starting from scratch. It's good that you didn't spend more because everything that was done doesn't make any sense.

Because you didn't do much on the ads front, your account needs proper structure and setup utilizing the advice above before you start with the ads again.

The first thing that you need is getting proper variations of ad copy written so that you can test different types of copy and see what resonates the best with the audience and most importantly which angle do you play. Also, maybe going after a specific segment (e.g. pre-natal) will produce a lot better results than trying a broad approach.

Next, you need very good product photography including videos done. Here are some examples of images that you want to look at:

Quote images

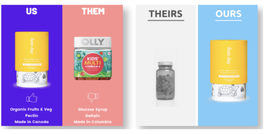
- Have a quote from one of your customers on the image
- A quote from a magazine or reputable company if possible

Customer photos

- Best to try and get an organic-looking photo of your customer with the product
- Can attach some text to the image to make it stand out more
- Try to make the product as obvious as possible, showing benefits if you can

Comparison images

- Showing your product vs another company/brand
- Don't need to name the competitor brand
- Focusing on how your product is superior
- Focus on why their product is not as good as yours
- Make their product look average and yours look amazing



Pain point photos

- Images showing problems customers may be experiencing
- Needs to resonate with your audience
- Focus on the negatives as people will buy if they are in pain and your product offers a solution to them
- Can add relevant text to stand out

For video ads, here are some good examples of ads and their angles:

Convenience angle (watch here)

- Solves a quick and easy problem for the consumer
- Video shows the details of the problem the customer has
- Then video provides the solution through the product
- Call to action

Benefits video angle (watch here)

- Cutting from shots of your product to customers with it, to people using it
- Each different scene has text outlining a benefit the product has
- Music in the background to make it engaging

The solution they want - Problems - Question - Solution - CTA (watch here)

- Start with how your product solves a big solution for them
- Point out their current problems
- Present the solution again
- Call to Action

Simple problem solution video (watch here)

- Introduce the problem they are facing
- Tell them about a solution

Overall, once you have these foundations (creatives and copy) and you have optimized your website to a good point then you are ready to start running ads. Otherwise, any bottleneck that you have will become very obvious quickly and you'll have to pause with the advertising and address it if you want to scale.

Lead Nurture Magnet Evaluation

Lead magnet:

- inline form at the bottom of the home page that offers a discount code on first order, it works well, the email being sent to the prospect ends up in Inbox.

In the very email, you're including a link to build a custom plan, but it would be valuable to include a link to your online store as well, right below the discount code. It would make it easy for leads to go ahead and complete a purchase without necessarily having to go through the custom plan questionnaire.

- you could also re-create this lead magnet in a form of a pop-up which would appear on the site once someone enters it. It would be more visible and it would capture more leads since not everyone will scroll down to the bottom of your page.

- you could create a free e-book to collect leads and place it in your header navigation. Ideally, a 10-page pdf that would be sent to prospects via email and would include useful tips/ information/ guidance.

LET'S MARKET YOUR SUCCESS

ROI JOLT provides the following estimate based on the audit project summary provided:

Recommendations	
CRO updates Address and resolve the issues in the CRO report.	[illegible]
Email Automation Setup/Corrections Address issues with existing flows, expand on Lead Nurture flow, and add other mentioned high-value flows. Includes copywriting, design, setup, A/B test implementation.	[illegible]
Affiliate Assets Creation Creation of 6 different format web banners, 5 emails, and 12 social posts with images and copy that your affiliates can leverage to promote your brand.	[illegible]
Facebook Ad Setup Restructure ad account, setup custom conversions, custom audiences, saved audiences, and proper funnel for testing creatives, copy, audiences, and ad types.	[illegible]
Facebook Management Daily monitoring and optimization of your ad account. Creating new and or pausing underperforming ad campaigns, ad sets, and ads based on data.	[illegible]
Monthly Email Management Includes 2 emails per month that are a mix of informative engaging content, sales promotions, product specific information, etc. We resend to non-openers with 48-hours using new subject lines and preview text, and we optimize existing automations to improve open rates, CTR, and conversion rates from emails.	[illegible]

One-off Total	[illegible]
Monthly Total	[illegible]

*** Moving forward with services great than the audit cost would include a deduction of the audit fee.*

*** Payment for setup is to be made prior to the start of work.*

*** Monthly recurring management is invoiced at the start of a service period. A service period is 4-weeks.*

*** We have no lock-in contracts but encourage clients to work with us for a minimum of three months to produce the best results for your business.*

Conclusion

Overall you have solid branding and a great foundation to build upon. Making the tweaks we've outlined in this audit to get traffic ready will be a great start. Then as we've started gathering data from paid ads we'll be able to identify any further bottlenecks that we need to address in order to improve upon opt-in rates and overall conversion rates.