

Content Audit

The starting point. A clear-eyed look at where your content is today — and a roadmap for where it needs to go.

WHAT IT IS

The Content Audit is an in-depth analysis of your current content ecosystem. We examine your social channels, visual language, production workflow, and competitive landscape — and deliver a clear, actionable picture of your gaps and opportunities.

WHY IT MATTERS

Most brands don't know exactly what's working and what isn't. They feel the friction but can't name it. The Content Audit gives you language for your problems and a prioritized path forward — so that every dollar and hour you invest in content after this is pointed in the right direction.

WHAT'S INCLUDED

Social media analysis

A platform-by-platform breakdown of your content performance, posting cadence, format mix, and engagement patterns.

Visual consistency review

We assess how cohesive your brand looks across channels — color, framing, tone, and style — and identify where it's breaking down.

Production workflow audit

We map how your content is currently made: who's involved, how long it takes, and where the bottlenecks are.

Competitor mapping

A look at how your closest competitors are showing up visually and editorially — and where the white space is.

Growth opportunities

A prioritized list of the highest-leverage changes you can make immediately.

DELIVERABLE TAGS

Social media analysis	Visual consistency review	Production workflow audit
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Competitor mapping	Growth opportunities	Written report + findings
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WHO THIS IS FOR

Lifestyle brands, founders, and marketing teams who know their content isn't converting but aren't sure why. Also ideal as the entry point into a longer Studio Stupendous engagement — the Audit naturally surfaces what a Team Training or System Build-Out would address.

Ready to start?

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