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2025



# Content Audit & Strategy Plan

## **Cosmetic Brand (Anonymized Demo Case)**

This report is designed exclusively to showcase the depth, structure, and detail of the audit approach.

# Report Overview & Methodology

## Data Sources:

- Company website
- Instagram profile
- Anonymized Business Goals

## Principles & Scope:

- Based on current B2B best practices and benchmarks
- Excludes paid traffic and advanced email marketing

## Usage:

- Structured as actionable 90-day sprints with monthly KPI tracking
- Adaptable to any business objective: branding, marketing, SMM, business growth

## About this version:

This is a summary version distilled from a deeper research approach. Each section or paragraph in this demo can be expanded into a standalone report or detailed supplement.

## Disclaimer:

All internal data is anonymized, illustrative, or generalized; visual references are sourced only from public, open-access materials. No confidential company information was used.

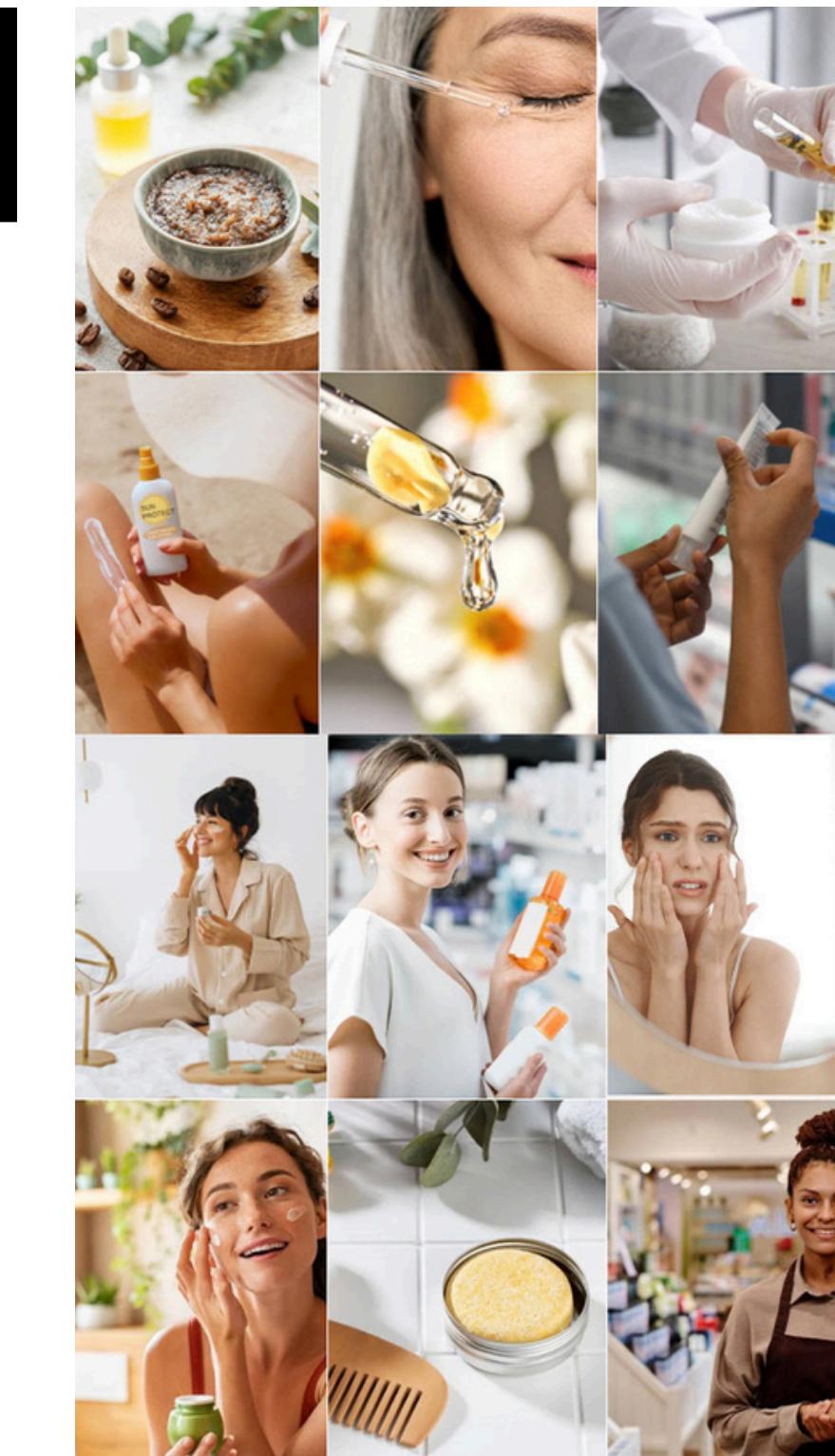


# Executive Summary

Strengths & Weaknesses → Industry Stats → Quick Wins & Expected Results



# Executive Summary



Current Visual. Instagram Content Grid

## Strengths

Established expertise in natural/organic cosmetics and end-to-end capabilities provide a strong base for B2B thought leadership and sales-ready conversations. This level of expertise demonstrably increases brand recognition, trust, and the likelihood of meaningful sales conversations in a B2B context.

The brand's Instagram account already serves as a strong visual showcase of its expertise — with a consistent style, texture-focused imagery, and behind-the-scenes lab content — and has the potential to become a key channel for first contact with B2B clients.

The LinkedIn company page provides a basic professional footprint (complete profile, certifications listed). It can become a B2B hub for thought leadership after a focused channel audit and content setup (expert posts, case snippets, video embeds).

## Weaknesses & Barriers

The brand lacks a human face — there's little presence of team stories or founder narrative. Public proof of expertise (such as case studies and testimonials) is limited. The conversion path is underdeveloped: there are no focused landing pages or lead magnets, which means part of the audience interest never turns into actual inquiries.

Instagram, while visually strong, is underutilized as a conversion asset: There's a lack of clear CTAs, pinned Reels or carousels featuring case studies, structured Highlights, and direct linkage to landing pages. Meanwhile, the market expects concrete examples (like case studies and videos) and a clear path to action.

*This portfolio demo audits the website and Instagram and proposes an expansion track for LinkedIn and YouTube based on current B2B best practices; a channel-specific audit for LinkedIn is included in the full version on request.*

# Why Thought Leadership Matters in B2B

71%

of hidden decision-makers say **thought leadership** is more effective than traditional marketing materials when evaluating a potential supplier.<sup>1</sup>

64%

believe **thought leadership** provides a more reliable basis for assessing expertise than advertising.<sup>1</sup>

95%

are more open to engaging in conversation with a supplier who demonstrates strong **thought leadership**.<sup>1</sup>

Source:

<sup>1</sup> Key stats from the Edelman & LinkedIn B2B Thought Leadership Impact Report, 2025

# Why Video & Case Studies Drive B2B Trust

89%

of marketers report that video delivers a positive ROI, while 92% say video helps explain products better and builds trust.<sup>1</sup>

63%

of B2B companies consider case studies and testimonials the most critical formats for promoting expert services.<sup>2</sup>

66%

of B2B content leaders plan to increase the share of video and case studies, making them the core of trust and conversion.<sup>3</sup>

## Source:

<sup>1</sup> [Wyzowl, State of Video Marketing 2025](#)

<sup>2</sup> [HubSpot, State of Marketing 2025](#)

<sup>3</sup> [CMI, B2B Content Marketing Trends: Outlook for 2025](#)

# Executive Summary



Proposed Visual Approach.  
Lab Expertise on Camera

## Quick Wins (90 Days)

- Publish 1–2 anonymized case studies with clear metrics.
- Record a short video interview (30–90 seconds).
- Launch a dedicated landing page for services/case studies.
- Create a simple PDF guide.
- Run an A/B test of a landing page with vs. without video.
- Conduct targeted A/B tests of headlines and CTAs.

## On Instagram

- Update the profile header (CTA + link-in-bio to the case study landing page).
- Pin 3 Reels (brand story / process / case studies).
- Organize Highlights (Team, Process, Certificates, Cases).

*Instagram assets will be repurposed and scaled for LinkedIn in the 90-day plan – carousels, expert posts, interview clips and company updates adapted for B2B distribution.*

## Expected Results (6–12 Months)

- Conversion rate of key landing pages: reach 6–7% or achieve +30% vs. current level.
- Build up trust assets (case studies, testimonials).
- Strengthen positioning as an industry expert.
- Increase traffic from Instagram to landing pages.
- Improve engagement metrics: saves/shares and Reels completion rates.

### Benchmark for conversion:

Median B2B landing page CR = 6.6%  
([Unbounce, Conversion Benchmark Report, 2024](#))



# Brand Core & Identity

Positioning → Gap Analysis



# Brand Core & Identity



Proposed Visual Approach. R&D in Action:  
The Human Side of Innovation

## Positioning

A full-cycle laboratory for natural and organic cosmetics brands: R&D → production → packaging → compliance.

Core values: natural ingredients, sustainability, transparency (INCI), personalization, and quality.

The current tone of voice is professionally neutral; it should be humanized — while keeping an expert angle — to build trust and memorability.

On Instagram, this ToV is reflected in captions, carousels, and short Reels: approachable yet authoritative, always with a clear CTA and a link to the landing page.

This is exactly what B2B decision makers and procurement teams expect: they prefer to first explore a supplier's expert materials on their own, and only then initiate contact.

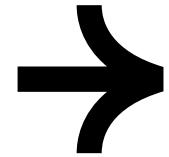
## Brand Gap Matrix: From Claimed to Delivered

Claimed	Current State	Best Practice / Target
Expertise / Experience	General statements	R&D stories, portfolio numbers (formulas/lines)
Personalization	Little specificity	2-3 anonymized cases by solution type
Reliability / Certification	Mentioned in passing	Certificates shown, case: "certified on first attempt"
Tone of Voice	Formal / dry	Confident, human (first-person, IG Highlights, blog)

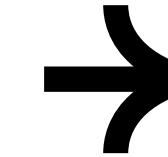


# Business Goals & Needs

SMART Goals



KPI Core



Risk Assessment



# Business Goals & Needs

## SMART Goals (12 Months)

### Leads (inbound inquiries):

Q2 2025: 18 leads (up from 15 in Q1, +20% YoY). Tracked by channel: Instagram (7), website form (6), LinkedIn (3), direct email (2).

### Website-to-lead conversion:

Current CR: 3.1% (April–June avg., N=194 visits, 6 leads).  
Target: 6.6–7.0% by Q4 (benchmark: top B2B landing pages<sup>1</sup>).

### Audience & reach:

- Instagram engagement rate (ER): 2.4% avg. (target:  $\geq 2.7\%$  by Nov)
- Instagram saves/share ratio: 11% of users who engaged saved or shared at least one post in last 30 days (target:  $\geq 15\%$ ).
- Link clicks from Instagram bio: +32% over previous 3 months (tracked via UTM).
- LinkedIn engagement (ER): 1.7% avg. (niche median: 1.3%).
- Instagram video metrics:
- Pinned Reels completion rate: 83% (3-month avg.)
- Best-performing Reel (FAQ: Organic Certification): 2,100 views, 89 saves, 28 shares, 94% completion rate

### Key metrics tracked:

- Leads per channel (monthly/quarterly),
- Website/landing CR,
- % content with clear CTA,
- Number/quality of case studies/testimonials,
- ER and clicks (Instagram/LinkedIn),
- Video watch-through rates,
- Content-driven pipeline growth (via UTM/CRM).

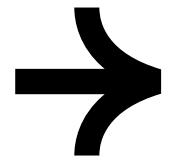
### Action on underperformance:

If website CR does not reach 5.5% by October, shift focus to alternative video/testimonial formats and accelerate A/B testing for new Reel/storyboard variants.

<sup>1</sup> Median B2B landing page CR = 6.6%  
([Unbounce, Conversion Benchmark Report, 2024](#))

# Content Strategy

Strategy Table



Visual Board



# Strategy Table

Direction	Problem	Goal	Key Formats	Channels
<b>Brand Storytelling</b>	Brand feels impersonal	Humanize the brand and show the people and mission	Founder/lead technologist interviews (30–90s), "A Day in the Lab", updated "About Us", pinned Reels/posts, Highlights (Team/Process/Certificates)	Website/Blog, LinkedIn, YouTube/Shorts, Instagram (Reels/Highlights)
<b>Trust Building</b>	Lack of social proof	Remove barriers and increase trust	2-3 anonymized case studies (problem → solution → result), case study carousels, 1 video testimonial, infographics with key figures	Website (Case Studies), LinkedIn, Instagram (carousels/Highlights)
<b>Education &amp; Engagement</b>	Lots of FAQs/objections	Be a guide and reduce uncertainty	Guides/FAQs (certification, timelines, MOQ), how-to articles, mini-Reels answering FAQs, "how it works" carousels	Blog, LinkedIn, Instagram (Reels/carousels)
<b>Conversion &amp; Lead Gen</b>	Traffic doesn't convert	Build a system to drive leads	Thematic landing pages, A/B tests of headlines/CTAs/forms, Stories with CTA & tap-to-link, UTM tracking profile to landing pages	Website, Instagram (link-in-bio/Stories CTA/pinned content)

**Note:** YouTube is proposed as a strategic video-hosting platform rather than a primary social channel. Original videos are uploaded to YouTube and embedded on the website and in LinkedIn posts — this approach supports better SEO signals (longer dwell time, potential video snippets), provides detailed viewer analytics for content optimisation, and enables curated playlist creation (FAQs, case studies) for long-term content architecture.

# Key Formats Visual Board

## Brand Storytelling



Founder Interview in the Lab



A Day in the Lab



About Us - Team

## Trust Building



Video Testimonial

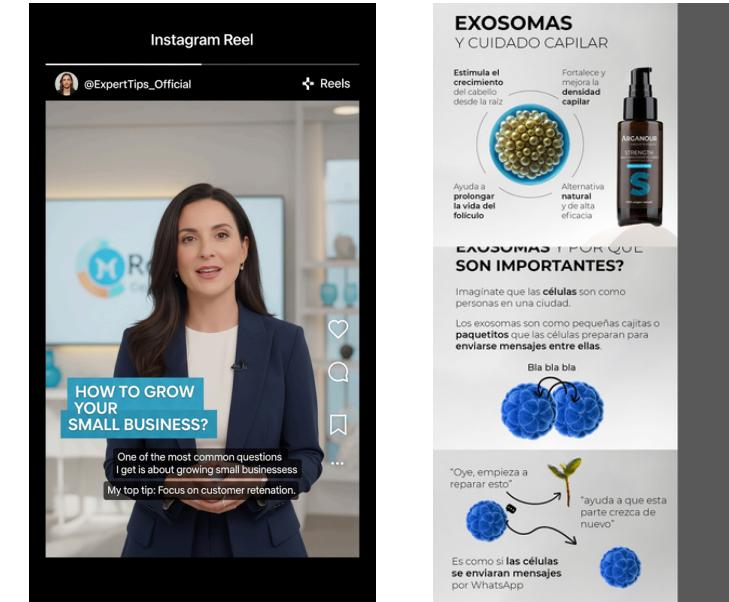


Key Infographic

## Education & Engagement



Client Guide / FAQ Infographic

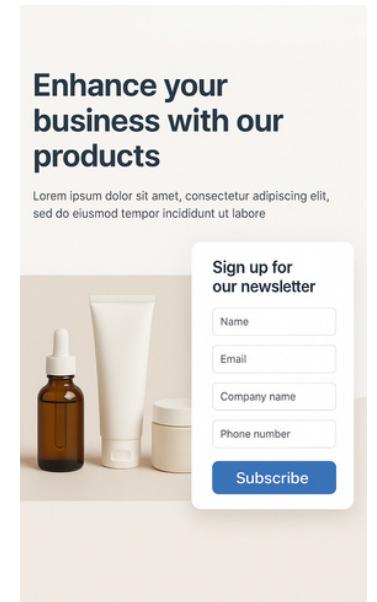


FAQ Mini-Reel

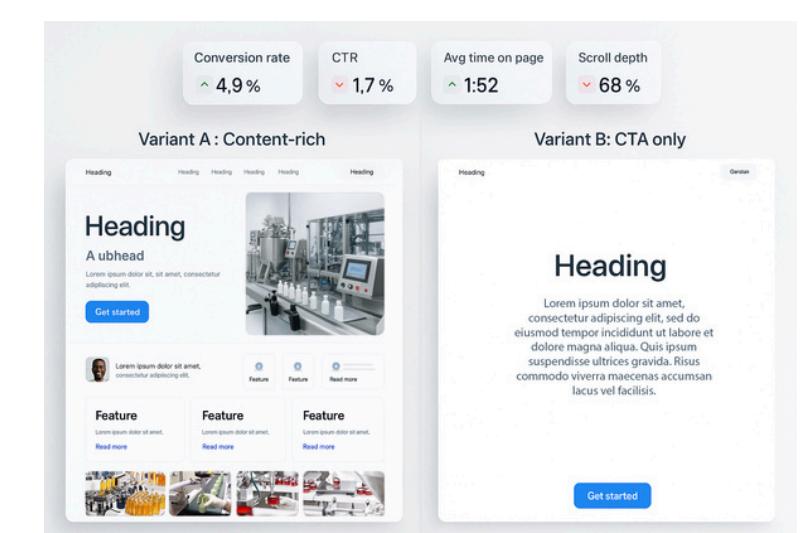
## Conversion & Lead Gen



Story with CTA



Thematic Landing

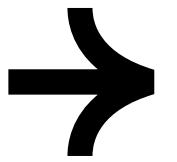


A/B Test: Page With Content vs. Without Content

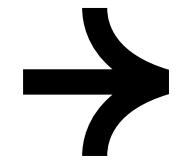
All visuals on this page are suggested formats for illustration and planning only.

# Next Steps

Sprint 0–30 Days



Sprint 31–60 Days



Sprint 61–90 Days



# Next Steps



## 0–30 Days – Foundation: Build Trust & Humanize

### Priority topics:

- Team interview/presentation (Storytelling)
- Case study/testimonial (Trust)
- Expert FAQ (Education)

### Content activities:

- Film 3–4 short videos (team, expert, case/testimonial).
- Publish on: YouTube (separate playlist), embed on landing page, website ("About Us", "Case Studies"), LinkedIn (at least 1–2 posts/interviews), Instagram (Reels/Stories).
- Create a landing page for service/case studies with a lead form and embedded videos.
- Simple downloadable PDF guide ("5 Certification Mistakes") on the landing page.

### CTA Hypothesis:

- At the end of each video: "Download your PDF guide to launching your product line" (button/link below the video, separate form on the landing).
- In YouTube case description and LinkedIn posts: "Request a free project audit" (lead form on the landing page).

### KPIs & Metrics:

- Goal: Generate first 3–5 quality leads via the landing form promoted by video.
- Video completion rate (YouTube/Instagram), ER, clicks from bio/YouTube/LinkedIn to landing, form submissions, PDF downloads.

# Next Steps



## 31–60 Days — Scale & Engage: Drive Leads

### Content activities:

- Double down on successful formats and topics (repeat/scale what worked)
- Experiment with new content types: micro-videos, Q&A sessions, carousel case breakdowns, behind-the-scenes storytelling
- Produce 2–3 new stories/expert responses: New case studies, expert commentary, answers to questions from comments or polls
- Expand educational content line-up: Mini-guides, video tutorials, step-by-step Reels, Q&A series, interactive carousels (“How to Choose a Product,” “Certification in 3 Steps”). Thematic rubrics: “Myths About Natural Cosmetics,” “Client FAQ,” “Expert Advice”

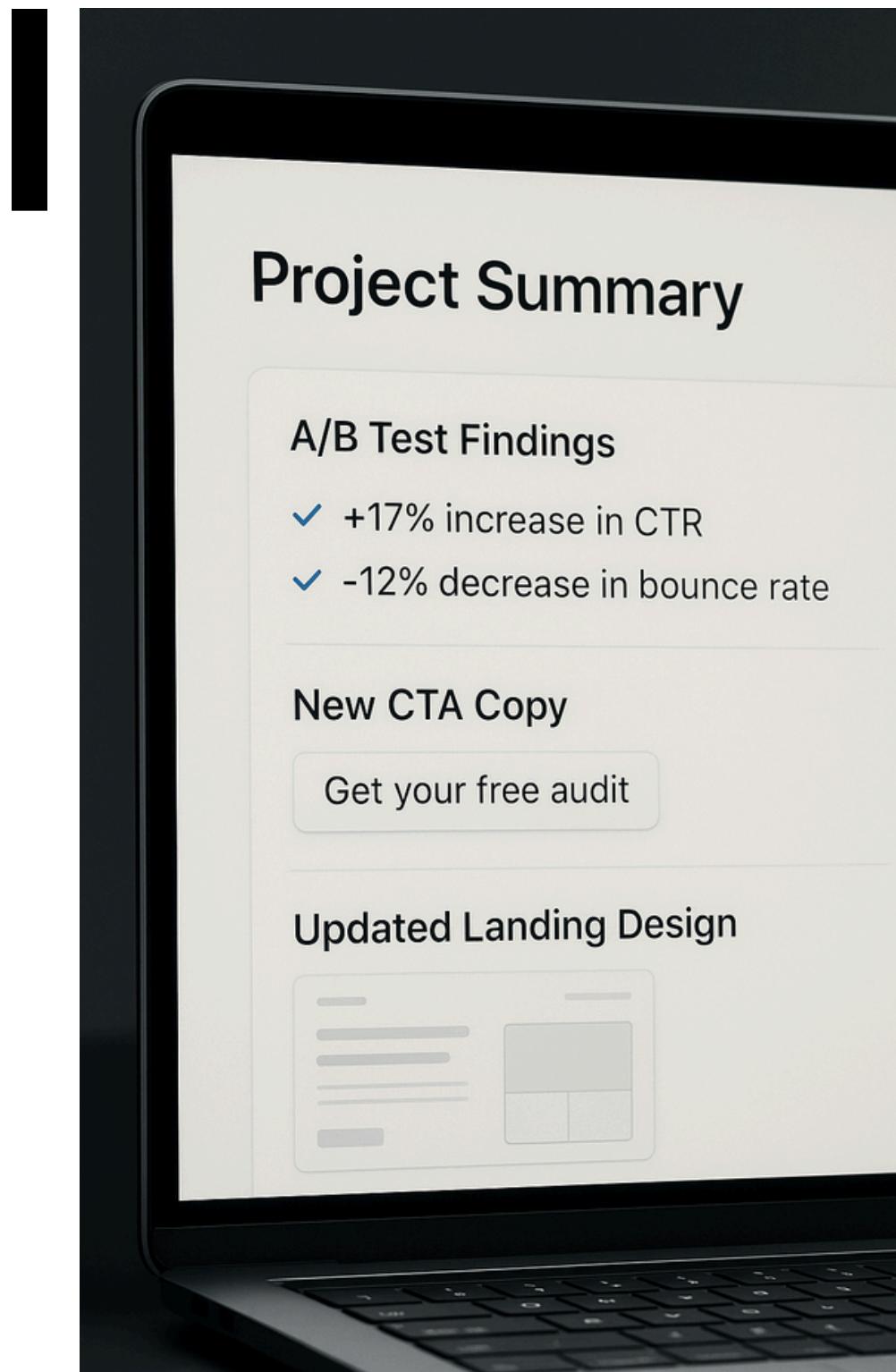
### CTA Hypothesis:

- In case studies/expert videos: “Learn more — request your custom quote” (links to a landing form)
- In mini-guides/FAQ/Q&A: “Download the full certification guide”, “Get your checklist”, “Submit your question to the expert”

### KPIs & Metrics:

- Goal: Increase landing page conversion rate with video by X% compared to stage one
- Metrics: landing CR (form), number of PDF/checklist downloads, ER of new videos/carousels, leads from LinkedIn, engagement in new formats (completion rates, saves, questions from the audience)

# Next Steps



## 61–90 Days — Systematize: Analyze & Scale

### Content activities:

- Double down on successful formats and topics (repeat/scale what worked)
- Curate best videos/cases into a YouTube playlist, compile a “Case Study Showcase” section on the website, pin to Instagram/LinkedIn Highlights.
- Q&A series (short videos, Stories, posts): address frequent questions, collect topics via polls.
- Conduct a mini-review: which topics/formats/channels bring leads.

### CTA Hypothesis:

- End of Q&A: “Submit your question or request — get an expert consultation” (landing form).
- In the website showcase: “Request a custom quote — form below the video.”

### KPIs & Metrics:

- Goal: Reach 10 leads per month from the video playlist/landing.
- Compare landing CR, form submissions, Q&A engagement, increase in traffic from LinkedIn/YouTube to the website.

# Glossary of Key Terms & Abbreviations

**CTA** — Call to Action: a prompt for users to take action (e.g., “Submit Request,” “Download PDF”).

**UTM** — Urchin Tracking Module: tracking code for analyzing the source of website traffic (e.g., from Instagram to a website).

**CR** — Conversion Rate: the percentage of website visitors who complete a target action (e.g., form submission).

**ER** — Engagement Rate: the proportion of likes, comments, saves, and other interactions relative to the number of followers or views.

**B2B** — Business-to-Business: sales of products or services between companies.

**Reels** — Short, vertical videos (15–90 seconds) on Instagram, often featuring music, effects, and captions.

**Highlights** — Pinned collections of Instagram Stories, usually with icons and titles (e.g., Team, Cases).

**A/B Test** — Marketing method: comparing two versions of a page, text, or button to find the most effective option.

**Case Study** — A detailed story or breakdown of a completed project or solution for a client, often including metrics and results.

**Trust Assets** — Content that builds trust: case studies, testimonials, team interviews, certifications.

**Thought Leadership** — Strategy of positioning a company or individual as an industry expert or opinion leader (via publications, videos, research).

**Hidden Decision-Makers** — Individuals who influence purchasing decisions in a company: middle management, specialists, advisors.

# Ready to move forward?



## Next steps

### **Review Client Guide:**

Explore the step-by-step Client Guide for details on how the AI audit works.

### **Request a mini-audit:**

Get a short written review of your last 5 posts (Instagram, LinkedIn, or other). You'll receive 3–5 actionable recommendations.

### **Book a 20-minute call:**

If you prefer a live conversation, schedule a quick call to discuss your goals and see if this process fits.

## Contact

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