

Making words work for you

Content audit: getting started

Thank you for purchasing a content audit.

Before I start the audit, I need a bit of background about your business and what makes it tick. I also need information on the piece of marketing material you'd like me to audit. It means I can get into your shoes – and the shoes of your customers – and give you useful, well-informed feedback and advice.

Please send me your answers by email – catherine@hellopippin.co.uk. You can send them in the body of the email or as an attachment in the format that works best for you (for example, Word, PowerPoint, handwritten and scanned in, audio, video). Please give me as much detail as you can in your answers – the more information I have the better the audit I can provide.

As soon as I've got your answers, I'll schedule in time to audit your content and reply to confirm when you can expect to receive it. There is no obligation to work with me after I've audited your content, but equally, I'm more than happy to discuss the options and process if you'd like to!

About your company

The practical details

- Company name
- Address
- Web address
- Email address
- Telephone number
- Twitter name
- Facebook page

Telephone 01531 248874 | Email hello@hellopippin.co.uk | www.hellopippin.co.uk
Pippin Copywriting Ltd, 78 Biddulph Way, Ledbury, Herefordshire HR8 2HN

- LinkedIn page

The in-depth details

- What products / services does your company provide?
- Who is your target market?
- What drives your target market to seek your products / services?
- How do your products / services help your target market?
- Who are your competitors?
- What makes you different to your competitors?
- Who are your suppliers?
- What is your company's ethos?
- What is your company's ambition?
- Which background resources (websites, publications etc) would it be useful to read to understand more about your company and your industry generally?

The piece of content you'd like audited

The practical details

If the content is online, please let me have the address where I can find it. If it's in electronic format, you can attach it to the email with your answers. If it's in hard copy, please send it to me at Catherine Every, Pippin Consultancy Ltd, 78 Biddulph Way, Ledbury, Herefordshire, HR8 2HN.

The in-depth details

- Where / how does it fit into your overall marketing strategy and plan?
- Who is the target market?
- What is the required call to action (i.e. what do you want people to do once they've read the piece)?
- Are there any specific concerns you have about it or aspects you'd like me to look at?
- Is there anything else it would be helpful for me to know?