



SAMPLE REPORT

Social Media Audit

A platform-by-platform look at where this brand's social presence builds an audience — and where that audience slips away before it ever books.

PREPARED FOR

Sol & Sage Aesthetics & Med Spa

@solandsageskin · Scottsdale, AZ · Med Spa

TOTAL FOLLOWING

~6,440

OVERALL GRADE

C- · Needs Work

PREPARED BY

The Valley Marketing Group

EXECUTIVE SUMMARY

The short version

Sol & Sage has a real audience — over 6,400 followers across Instagram and Facebook — and the content that does go out looks great. But the account is being run reactively: posting has gone quiet, booking requests are sitting unanswered in the DMs, and there's no path from a follower to a booked appointment. The audience is there; the system to convert it isn't.

~30+ / mo

estimated consult requests slipping away every month — unanswered DMs and comments, a bio link that goes nowhere useful, and no retargeting of the people who viewed but didn't book. That's the gap between followers and revenue.

B-

PROFILES &
BRANDING

D

POSTING
CONSISTENCY

C

ENGAGEMENT &
RESPONSE

D+

CONTENT &
CONVERSION

THE FOUR LEAKS WE FOUND

- **1. Posting dropped from 5x/week to ~3x this month**

The last feed post was 11 days ago. When you go quiet, the algorithm stops showing you — reach is already down ~60% from your peak.

- **2. 41 DMs and 60+ comments unanswered in 30 days**

For a med spa, a DM is a booking request. Average reply time is ~14 hours — most of those people booked somewhere else.

- **3. The bio link goes to the homepage, not booking**

Someone ready to book has to hunt for how. Every extra tap loses people at the exact moment of intent.

- **4. No social ads and no Meta pixel installed**

You can't retarget the hundreds of people who viewed your page or watched a Reel but didn't book — that warm audience is invisible to you.

SECTION 1

B- Profiles & Branding

The profiles look professional, but a few high-impact fields are missing — and an unclaimed platform is leaving reach (and your reputation) on the table.

PLATFORM	FOLLOWERS	BIO + CTA	BOOKING LINK	STATUS
Instagram	4,180	Good, no clear CTA	Homepage only	Optimize
Facebook	1,920	Complete	"Book Now" missing	Optimize
TikTok	340	Sparse, off-brand	None	Underused
Google Business Profile	—	Active, few photos	Yes	Good
LinkedIn	—	—	—	Not claimed

- **Instagram bio has no call-to-action or booking link**

It describes the brand but never tells a visitor what to do next. One line + a booking link converts profile visits into consults.

- **Facebook is missing the "Book Now" action button**

Facebook lets you add a one-tap booking button at the top of the page. It's currently set to "Send Message."

Quick win

Optimizing the IG + FB bios with a clear CTA and a one-tap booking link is a 30-minute fix that converts traffic you're **already getting** — usually the fastest ROI on the whole account.



SECTION 2

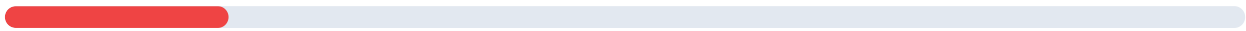
Posting Consistency & Reach

Consistency is the single biggest driver of organic reach. Right now the account is stop-and-go, and the algorithm has responded by showing your posts to fewer people.

<p>11 days</p> <p>Since last feed post</p>	<p>~3 / mo</p> <p>Current posting rate (was 5/wk)</p>	<p>-60%</p> <p>Reach vs your 90-day peak</p>
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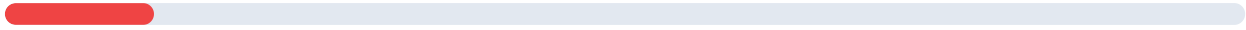
Posting cadence vs. recommended (med spa)

~3/mo vs 16-20/mo



Stories (daily presence)

Rare — biggest missed lever



Why this matters

Instagram rewards accounts that show up. A steady 4-5 feed posts/week plus daily Stories typically rebuilds reach within 3-4 weeks — no ad spend required. The content doesn't have to be fancy; it has to be **consistent**.



SECTION 3

Engagement & Response

Your audience actually engages — the content earns comments and DMs. The problem is what happens next: those messages are booking intent, and they're going cold.

2.1%

Engagement rate (benchmark
~1.5%)

~14 hrs

Avg reply time to DMs (should be
<1hr)

41

Unanswered DMs (last 30 days)

- **Engagement rate is above benchmark**

People like your content — the top of the funnel is working. That makes the response gap even more costly.

- **"How much is this?" comments go unanswered for days**

Every one of those is a warm lead. A same-hour reply (or an AI agent that answers instantly) turns them into consults.

The opportunity

An AI social agent can answer DMs and comments in seconds, 24/7 — qualify the inquiry, share pricing, and drop a booking link. For a med spa, that alone typically recovers **15-25 consults a month** that are currently slipping away.



SECTION 4

Content Mix & Conversion

The content is too promotional and skips the formats that actually drive reach and trust. And there's no paid layer to capture the warm audience you're building.

CONTENT TYPE	YOUR MIX	HEALTHY MIX	VERDICT
Promotions / offers	70%	~30%	Too high
Education / tips	10%	~25%	Low
Before / after & results	12%	~25%	Low
Reviews / UGC / testimonials	3%	~20%	Missing
Reels (vs static posts)	~5%	50%+	Missing

- **Almost no Reels — the #1 reach driver right now**

Reels reach far more non-followers than static posts. Skipping them caps how many new people ever discover you.

- **No paid social and no Meta pixel**

Without a pixel you can't retarget page viewers, Reel watchers, or website visitors — the warmest, cheapest audience to convert.

What this is costing you

You're doing the hard part — earning attention — and then letting it evaporate. Rebalanced content + Reels + a simple retargeting layer turns that attention into booked appointments instead of vanity reach.

THE OPPORTUNITY

What fixing this is worth

You already have the audience and the content quality. This is about consistency and conversion — turning the followers you have into booked consults.

LEVER	TODAY	AFTER FIXES	MONTHLY IMPACT
Unanswered DMs & comments	~14 hr reply, 41 missed	Instant AI replies, 24/7	15-25 consults
Posting consistency + Reels	~3/mo, no Reels	4-5/wk + daily Stories	Reach +2-3x
Bio & booking path	Link to homepage	One-tap booking	More booked
Retargeting (pixel + ads)	None	Warm-audience ads	Compounds
Estimated recovered consults			~30+/mo

RECOMMENDED FIXES, IN ORDER

- 1 Turn on instant DM & comment replies (AI agent)**
Answer every booking question in seconds, qualify, and drop a booking link — 24/7. **Highest ROI**
recovers warm leads
- 2 Fix the bios + add one-tap booking**
Clear CTA and a booking link on IG, FB, and TikTok. **30 min**
converts current traffic
- 3 Get back to a consistent posting rhythm + Reels**
4-5 posts/week, daily Stories, Reels-first. Rebuilds organic reach. **Reach 2-3x**
in ~4 weeks
- 4 Install the Meta pixel + a simple retargeting ad**
Capture and re-reach everyone who viewed but didn't book. **Compounds**
cheap warm audience

WANT THIS FOR YOUR BUSINESS?

This is a sample. Yours would be real.

This report uses a fictional business to show how deep we go. When we run **your** free social media audit, every number comes from your actual accounts — and you keep the report whether or not we ever work together.

Get your free Social Media Audit

We'll show you exactly where your social presence is leaking attention before it becomes a booking — no charge, no obligation, no pushy pitch.

thevalleymarketinggroup.com/free-audit

 (623) 343-3141

Real data

From your actual social accounts

Plain English

No jargon, no 40-slide deck

Free to keep

Yours either way

Sample report prepared by The Valley Marketing Group, an AI-powered marketing agency serving the Phoenix metro. "Sol & Sage Aesthetics & Med Spa" is a fictional business created for illustration; all figures are representative examples of issues we commonly find, not data from a real account.