

pixel & palette
MARKETING | DESIGN

Free
DIY SOCIAL AUDIT

*A quick guide and checklist to
enhance your social presence
instantly.*



Woohooo! You've taken the first step to social success!

Meet the Team (aka Emma)



My name is Emma - Em for short,
Founder and Director of Pixel & Palette Marketing.

I've been creating, illustrating, designing and
putting ideas into motion almost since I could walk and talk.

I am educated in marketing and design, meaning you get the best of
both worlds when we work together! I've spent the last 4 years
building Pixel & Palette and using my industry knowledge and sales
psychology (thank you real estate & marketing career of 10 years) to
have a booked out portfolio of clients.

I've been in your shoes, having grown and owned two of my own small
businesses (3 if you include P&P) I understand the highs and lows and
how to grow your brand and adapt to your individual needs and
circumstances.

This is what sets Pixel's services apart from the rest, having someone
who fully understands the needs of your business and doesn't just
follow the traditional textbox methods.

Okay enough about me let's talk about you....

On the next few pages you will find your FREE DIY Instagram audit!

Emma xo

DIY SOCIAL AUDIT

Profile and Bio Optimisation Checklist

- Profile Picture:**
 - Ensure your profile picture is clear, high-quality, and represents your brand.
 - Use a logo or a professional headshot.

- Username:**
 - Choose a username that is easy to remember and relevant to your brand.
 - Avoid using too many numbers or special characters.

- Name Field:**
 - Use keywords relevant to your industry to make your profile more searchable.
 - Include your full name or business name.

- Bio:**
 - Clearly state who you are and what you do.
 - Highlight your unique selling proposition (USP) or what makes you stand out.
 - Include a call-to-action (CTA), such as “Visit our website,” “Shop now,” or “Book a consultation.”
 - Add relevant emojis to make your bio more engaging and easier to read.

- Website Link:**
 - Use the website link wisely; consider using a Linktree or similar tool to include multiple links.

- Contact Information:**
 - Ensure your contact options (email, phone number, etc.) are up to date and easy to find.

- Story Highlights:**
 - Organise your highlights into relevant categories.
 - Use branded covers for a cohesive look.

example

The example shows a social media profile for 'pixel & palette'. The profile picture is a circular logo with the text 'pixel & palette' and the label 'profile picture' below it. The name field is 'Em | Social Media Manager & Graphic Designer Marketing Agency' with the label 'Name Field' above it. The bio is 'Branding | Social Media | Graphic Design' with the label 'Bio info' above it, followed by 'The primer to your social makeover' and 'Worked with 200+ businesses... more'. The website link is 'pixelpalettemarketing.com.au' with the label 'website link + contact info behind "more"' above it. Below the profile are five story highlights: 'SOCIAL...', 'BTS', 'REVIEW', 'LOGO', and 'RESUL...', with the label 'story highlights' below them.

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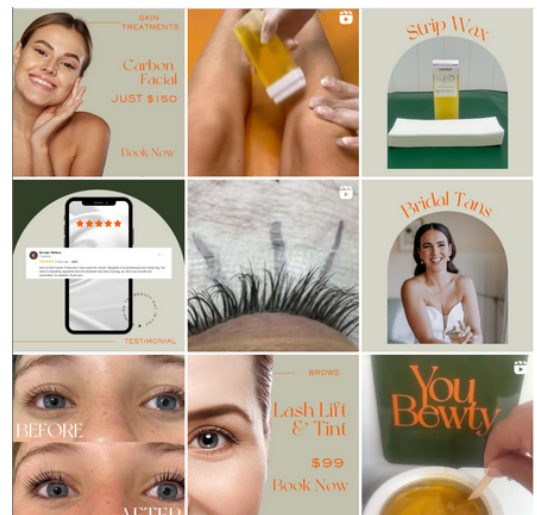
Content and Engagement Checklist

- Consistency:**
 - Post regularly and maintain a consistent posting schedule.
 - Use an Instagram content calendar to plan and organise your posts.
- Visual Aesthetics:**
 - Maintain a consistent visual theme or colour palette across your posts.
 - Use high-quality images and videos.
- Captions:**
 - Write engaging and informative captions.
 - Include relevant keywords and hashtags.
 - Use a mix of short and long captions to keep your audience engaged.
- Hashtags:**
 - Use a mix of popular and niche hashtags relevant to your content.
 - Research and update your hashtag strategy regularly.
- Engagement:**
 - Respond to comments and direct messages promptly.
 - Engage with your followers' content by liking, commenting, and sharing.
 - Use Instagram Stories and polls to interact with your audience.
- Analytics:**
 - Regularly check your Instagram Insights to track your performance.
 - Monitor key metrics like engagement rate, reach, and follower growth.

Hashtag Example for beauty salon

#YOURNICHE
#YOURCITYbeauty
#YOURCITYbeautysalon
#STATEbeauty
#STATEbeautysalon
#YOURBUSINESSNAME
#beautysalonSERVICE
#SERVICE

Visual Aesthetic Example



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Examples of 3 Pinned Posts

1. Introduction Post:

- Image: Professional headshot or branded image.
- Caption:
 - "Welcome to [Your Brand Name]! 🌟 We're here to [briefly state what you do]. Follow us for [what your followers will gain]. #Welcome #AboutUs"
- Why Pin: This post introduces new visitors to your brand and sets the tone for your account.

2. Customer Testimonial:

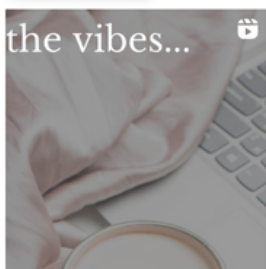
- Image: Photo of a happy customer or a graphic with the testimonial text.
- Caption:
 - "We love hearing from our satisfied customers! 😊 '[Insert testimonial here]' - [Customer Name]. #Testimonial #CustomerLove"
- Why Pin: Showcasing positive feedback builds trust and credibility with potential followers.

3. Product/Service Highlight:

- Image: High-quality photo or video of your best-selling product or service.
- Caption:
 - "Meet our [Product/Service Name] – your solution to [problem it solves]. Available now! 🛒 [Link in bio] #ProductHighlight #BestSeller"
- Why Pin: Highlighting your top product or service makes it easy for new visitors to see what you offer and can drive sales or inquiries.

Pin Posts Example:

Testimonial



Intro Post



Product highlight



Intro Post text eg.

🌟 Who is Pixel & Palette Marketing?! 🌟

Hey there, fellow business owners 🌟 A lot has changed over the last few years (4 years), especially as our Pixel & Palette family continues to grow and our community starts to shift.

So alas it's that time again to say hello.

pixel & palette

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I hope you enjoyed
this free guide.

*I can't wait to check out your new and
improved socials.*

*Liked this guide? Send me a message
for more FREE resources or to work
with me further.*

<https://pixelpalettermarketing.com.au>

