



BUNN Scale and Digital Presence Audit

You're on your way to stunning digital marketing



Getting Started



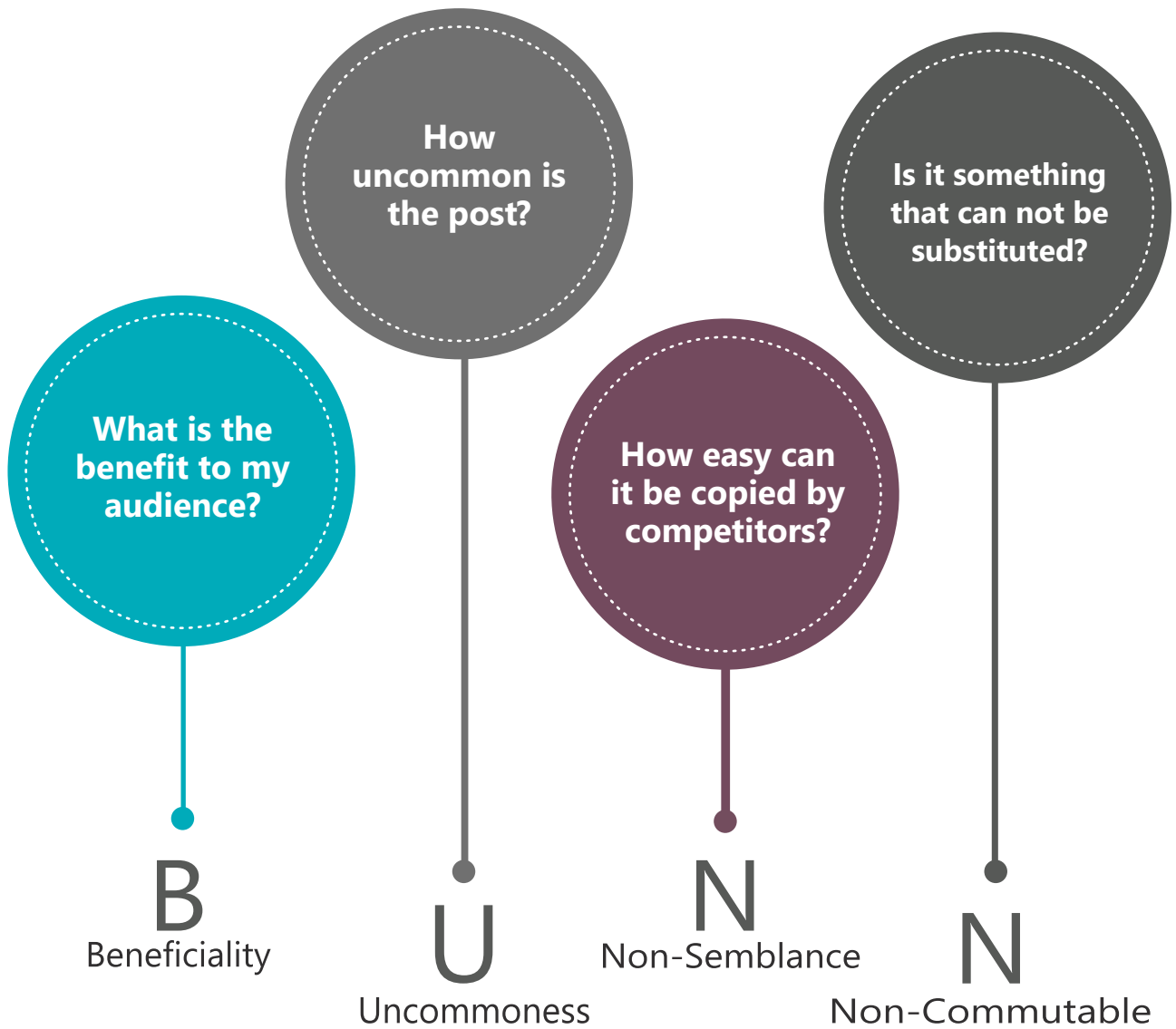
Do you know how to master your marketing efforts? Enhance and grow your social media following and drive more revenues?

This easy to follow solution will help you develop content that your prospects and followers want to read. There are a few simple rules though...

- When you get to know your audience and you listen to what they want you begin to build a following
- Don't post or deliver any content if the average of the 4 BUNN score is less than an 2.5
- To get to an 7.5 in business, you have to have a marketing that is completely convincing and relateable to your audience
- Put some effort into your message
- Give it time... A certain amount of time is required to build enough trust to get a sale, and this can be accomplished through your online and in person marketing activities
- Remember you can still generate business from bad marketing but you need to have at least an 2.5 BUNN Score to have excellent marketing.

These techniques are utilized by business who re making millions on dollars in annual revenues. This information was adapted from: from The Tai Lopez Show

Introduction to the BUNN Scale



BUNN Scale

Our Revolutionary BUNN scale will help you learn how to properly post to your social media. This Scale is going to help you rate your posts, and determine what to do with them. Each category is rated on a 1-10 scale. You will then take all 4 categories and average them. The average that you get will help you decide what you should be doing with your post.



B - Benefits to Audience

This is a measurement of the scale of benefits a viewer would get from your post. Some examples. A post saying "Good Morning" would score a 1. There is very little value to the viewer. A post saying "Free Pizza Every Week For a Year" would score a 10. That has a value of multiple hundreds of dollars to a viewer.



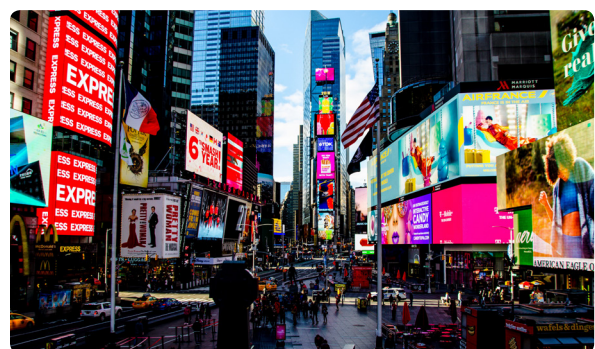
U - Uncommonness

This is a measurement of how often you see other people posting something similar to what you want to post. If you are a restaurant, and you post a picture of an entree, that would score a 1, as every restaurant is doing it. A post that shows something unique happening in the kitchen, or behind the bar, that on YOUR restaurant does, would score a 10 because it is rare compared to others in your industry



N - Non-Semblance

This is a measurement of how hard it would be for someone else in your industry to create a similar post or content. The idea here is to give your audience something that nobody else in your industry has thought to do, and it would be difficult for them to do, or rare for them to even consider doing.



N - Non-Commutable

This is a measurement of how hard it would be for your viewers to replace your post with a post from someone else. If they can replace your content elsewhere, there is no reason for them to pay attention to you.

Final Score



When you have honestly scored each category and averaged them you will get a final score between 1-10. Here is a guideline of what you should be doing with posts in particular score ranges

0 - 2.5

Consider not posting this. This is just going to take up space on viewers' feeds and will most likely just get looked over. Some polls or market research posts may fall in this category. If that is the case, try to jazz it up with some imagery or humor.

2.5 - 5

Post this as a regular post. This is where most "Non-boosted" content will score. Happy Hours, Discounts, Events, Unique Videos and things of that nature normally fall in this category.

5 - 7.5

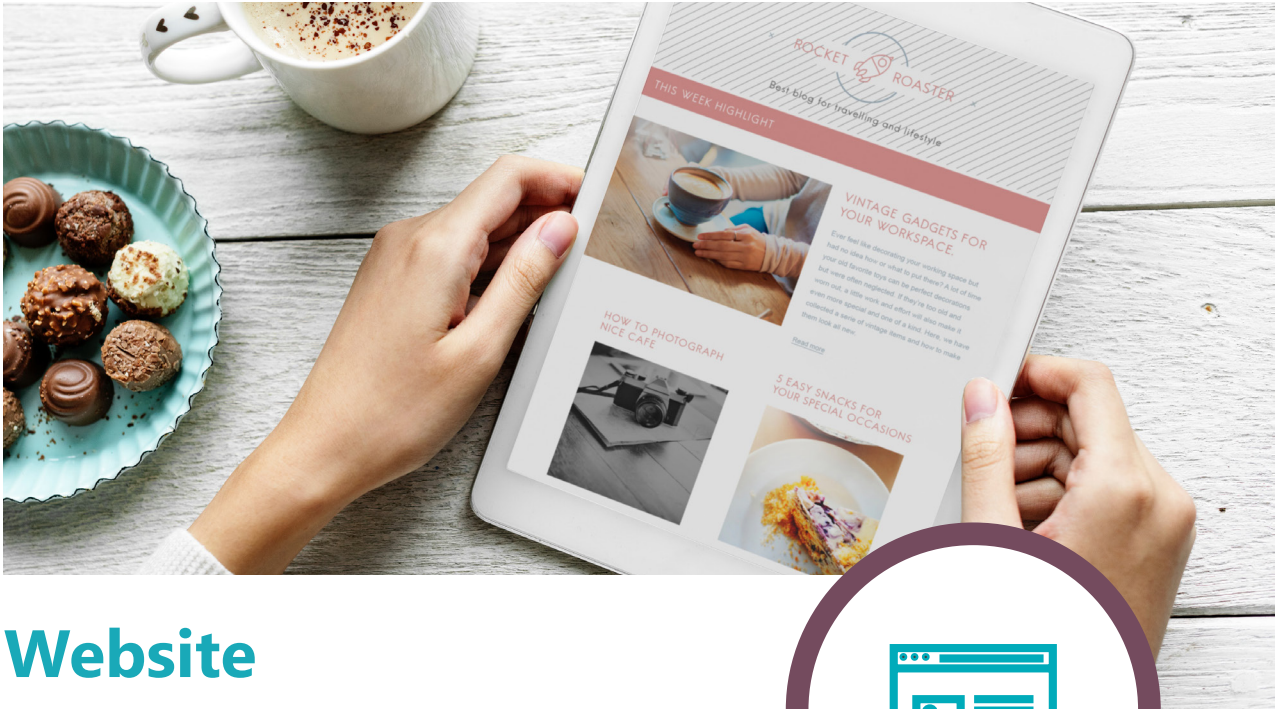
Consider "Boosting" this ad, but not with the Boost Button. Use Ads Manager to target a specific demographic with specific interests, locations, etc. to make it more effective and get it more views. You can ask people to do something for you with these posts. Ask for "Likes", "Shares", "Tag Friends" etc. If a viewer is gaining value, they will give you something of value.

7.5 - 10

Anything in this category should be a sponsored post. These posts can ask for even more. You can get people to make appointments, give their email address, phone numbers, answer questions and more. Most Giveaways will always fall under this category. Discounted tickets to events, contests etc. will usually fall here as well..

Digital Presence Audit

Below, are the questions you can answer to see if your Online Tools are being used to their full potential. Each "Yes" is a +1, and each "No" or "Not Sure" is 0



Website



Score:

- _____ 1. Does your Website have an SSL certificate?
- _____ 2. Is your Website Mobile-Friendly?
- _____ 3. Does your Website perform well across all different Internet Browsers?
- _____ 4. Does your site use proper security practices? (denying access after failed logins, etc)?
- _____ 5. Do you use Google Analytics?
- _____ 6. Do you know if your website traffic has increased or decreased in the last week, month, or year?
- _____ 7. Do you know the most Visited pages on your website?
- _____ 8. Do you know the most Entered pages on your website outside of your Home Page?
- _____ 9. Do you know your most Exited pages on your Website?
- _____ 10. Are your "Calls to Action" visible above the page fold on each page?

Total

Digital Presence Audit



Social Media



Score:

- _____ 1. Do you know which Social Media platforms are best for your industry?
- _____ 2. Do you have a Facebook Page?
- _____ 3. Have you posted to your Facebook at least 3 times in the last 7 days?
- _____ 4. Do you know the BUNN score of your last 5 posts?
- _____ 5. Have you spent over \$100 in the last month advertising on Facebook?
- _____ 6. Have you ever collected Contact Information from people on Facebook?
- _____ 7. Have you done a Giveaway on Facebook in the last 6 months?
- _____ 8. Are you using any of the following, (Instagram, Twitter, LinkedIn, Youtube)?
- _____ 9. Are you increasing your following by 150+/month on any social media platform?
- _____ 10. Do you currently use Facebooks Business Manager or Ads Manager Tools?
- _____ 11. Have you installed a Facebook Pixel on your Website?
- _____ **Total**

Digital Presence Audit



Google/SEO

Score:

- _____ 1. Have you registered your business with Google?
- _____ 2. Does your business appear on the first page when people search for terms related to your business?
- _____ 3. Can people easily call your business from Google if they search for it specifically?
- _____ 4. Do you know which Key Terms you rank for Organically?
- _____ 5. Do you know which Key Terms your competitors are ranking for in Google, and where you rank in comparison?
- _____ 6. Have you run a Pay Per Click Campaign on Google in the last 3 months?
- _____ 7. Are all pages on your website properly formatted regarding SEO?
- _____ 8. Can you identify all relevant search terms with your business?
- _____ 9. Do you know which Key Phrases you rank for that you share with competitors who also rank for the same Key Phrases?

Total

Results

Below 10	Losing Customers	
10 to 20		Room for Improvement
20 to 30		Good Presence, Some Fixes

Below 10

If you scored below a 10, your digital presence is most likely causing you to lose customers. Customers may likely not be seeing you online at all. You should overhaul your entire online presence quickly.

Between 10 and 20

If you scored between a 10 and 20, people may be seeing your brand online, but it probably isn't doing a good job of engaging them or prompting them to become customers. We should talk about what needs to be changed and what you can expect from those changes.

Between 20 and 30

If you scored between 20 and 30, your online presence is good. It is engaging, and valuable to your prospective customers. We can still help you fix somethings and add some missing pieces.

MY RESULTS

Website _____
Social Media _____
Google/SEO _____

A Little More About Reverb

Our Vision

Provide innovative and effective integrated inbound marketing solutions that allow our clients to amplify their brand.

Reverb helps your business create a clear and concise voice that will become recognized everywhere. We craft a powerful marketing strategy tailor-made to amplify your brand.

We take the Inbound approach to things. This replaces the antiquated one-way communication of intrusive ads with out-of-the box thinking, personal referrals, optimized search engine results and effective social media campaigns that will leave their mark. We go beyond simply building a presence.

Inbound Marketing is a concentrated fusion of website development, content creation, search engine optimization, email marketing, lead generation, and social media engagement. We deliver valuable content to your prospects so that we can turn them into lifelong customers.

From the initial consultation to your next milestone – we're here to hone your vision throughout every stage of your business, as it grows into the best version it can be.

Company Value



Passion

We love everything marketing. It is exciting meeting new business challenges that allow our clients to grow.



Excellence

We deliver our promises and add unexpected value to our clients' businesses.



Innovation

Using the latest technology, trends and systems. We develop sophisticated marketing campaigns that elevate your brand.



**WE LIKE YOU,
TOO :)**



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