

WHAT'S STOPPING YOU FROM GETTING MORE CLIENTS?

A 5-MINUTE MARKETING ASSESSMENT FOR
SERVICE-BASED BUSINESSES

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Is your online presence helping your business attract new clients?

If you're relying mostly on referrals or wondering why your digital marketing isn't bringing in consistent enquiries, this self-assessment is for you.

In just 5 minutes, you'll identify opportunities to strengthen your online presence and attract more qualified leads by completing the following assessment.

Bonus: After completing this assessment, you'll receive practical recommendations for improving each area of your online marketing.

How It Works

For each statement below, give yourself:

☒ 1 point = Yes

☐ 0 points = No

At the end, total your score and discover how well your business is positioned to attract new clients online.

There are no right or wrong answers—this assessment is simply designed to help you identify opportunities for growth.

Section 1 - Brand & Online Presence

- ☐ My branding looks professional and consistent across all platforms.
- ☐ My website and/or social media clearly explain what my business offers.
- ☐ My online presence reflects the quality of my services.
- ☐ It is easy for potential clients to contact me.
- ☐ My business stands out from competitors online.

Section Score: ____ /5

Section 2 - Social Media Management

- ☐ I post consistently.
- ☐ My content educates and provides value to my ideal clients.
- ☐ I regularly create engaging short-form videos (Reels).
- ☐ My content clearly tells potential clients what to do next.
- ☐ Potential clients contact me through my social media constantly.

Section Score: ____ /5

Section 3 - Meta Advertising

- ☐ I currently run Meta Ads.
- ☐ My ads are targeting the right audience.
- ☐ I regularly monitor and optimize my campaigns.
- ☐ My ads generate clients consistently.
- ☐ I understand my advertising return on investment (ROI).

Section Score: ____/5

Section 4 - Google Business Profile

- ☐ My Google Business Profile is fully completed and up to date.
- ☐ I consistently collect Google reviews.
- ☐ I regularly upload photos and business updates.
- ☐ I respond to customer reviews.
- ☐ My Google Business Profile generates new clients constantly.

Section Score: ____/5

Section 5 - Lead Generation Strategy

- ☐ I know where most of my clients come from.
- ☐ I have a clear strategy for generating clients online.
- ☐ My business isn't relying solely on referrals.
- ☐ I consistently generate qualified leads each month.
- ☐ I have a process for following up with every new enquiry.

Section Score: ____/5

Your Results



YOUR RESULTS

0–8 Points

Your online presence may be limiting your ability to consistently attract new clients.

9–15 Points

You're doing several things well, but there are still opportunities to improve your visibility, strengthen your online presence, and generate more consistent enquiries.

16–21 Points

You're on the right track. Now it's time to optimise your marketing efforts and build a more predictable lead generation system.

22–25 Points

Excellent work!
Your business has built a strong digital presence.

What's Next?



OUR RECOMMENDATIONS

If you scored low in...

Brand & Online Presence:

Focus on refining your positioning and building trust with potential clients from the very first impression.

Social Media Management:

Improve consistency and create content that educates, builds credibility, and attracts your ideal clients.

Meta Advertising:

Build campaigns that reach the right audience, generate qualified leads, and deliver measurable results.

Google Business Profile:

Optimise your profile to improve local visibility, increase credibility, and generate more enquiries.

Lead Generation Strategy:

Develop a system that consistently turns your online presence into qualified leads and new clients.

**Ready to Turn These Opportunities
Into More Clients?**



You don't have to figure it out on your own

At **Hola Studio Marketing**, we help service-based businesses generate more potential clients through:

- ✓ Social Media Management
- ✓ Meta Advertising
- ✓ Strategic Content Creation
- ✓ Lead Generation Strategy
- ✓ Google Business Profile Optimization

Our goal is to help your business become the first choice for your ideal clients.

YOUR NEXT STEP

If your total score was **21 or below**, we highly recommend booking a **complimentary strategy session**.

During your **complimentary strategy session**, we'll:

- ✓ Review your assessment together
- ✓ Identify your biggest growth opportunities
- ✓ Recommend practical next steps
- ✓ Create a tailored marketing strategy based on your business goals.

Let's build a marketing strategy that helps your business attract more qualified leads—not just more followers.

[Book your complimentary strategy session HERE](#)