

# DIAGNOSTIC

Mint Studios

|                            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
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| <b>Why do it?</b>          | <ul style="list-style-type: none"><li>• Get clarity on what's working, what's not, and where the opportunity is</li><li>• Align on goals and strategy to execute</li><li>• Uncover exactly what future marketing activity will drive greatest results for you</li></ul>                                                                                                                                                                                                                                                                                                                            |
| <b>What you'll get</b>     | <ul style="list-style-type: none"><li>• In-depth presentation including Findings and Recommendations for content marketing<ul style="list-style-type: none"><li>◦ Content strategy and plan</li><li>◦ Content topic ideas (incl. keywords)</li><li>◦ SEO &amp; LLM recommendations</li><li>◦ Content type recommendations (e.g. case studies, sales enablement, etc)</li><li>◦ Financial model with projections of potential outcomes</li></ul></li><li>• HubSpot / Salesforce and Google Analytics reporting plan set up for tracking success</li><li>• Proposal on how to move forward</li></ul> |
| <b>Your commitment</b>     | <ul style="list-style-type: none"><li>• Kick-off call</li><li>• 1h interview with a salesperson</li><li>• Access to Google Analytics, Google Search Console, Google Ads and HubSpot / Salesforce</li><li>• Slack / Teams channel</li><li>• 1h content strategy presentation</li></ul>                                                                                                                                                                                                                                                                                                              |
| <b>What we'll do</b>       | <ul style="list-style-type: none"><li>• One kick-off call</li><li>• One interview with one person who understands customer pain points</li><li>• Website content audit<ul style="list-style-type: none"><li>◦ Content, SEO &amp; LLM audit</li><li>◦ Competitive analysis</li><li>◦ HubSpot / Salesforce + GA4 audit</li><li>◦ Google Ads audit</li></ul></li><li>• Keyword research</li></ul>                                                                                                                                                                                                     |
| <b>How long it'll take</b> | 2 weeks                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <b>Price</b>               | \$2,000 / £1,500 (excluding VAT)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |

## After the Diagnostic, what does a typical engagement look like?

Usually, it'll involve some of the following:

- X new articles per month
- X optimizations per month (improving existing articles)
- X reports / white papers per quarter
- LLM visibility work (GPT pieces, outreach, FAQs)
- Any website tracking / fixes required
- X backlinks per month
- In-person workshop
- "One source of truth" Looker dashboard
- Weekly check-ins
- Monthly reporting

## What's the pricing for an engagement?

Clients typically spend between **USD 10,000 - USD 20,000 per month** with us.

The main factors that influence pricing are:

- **Size and scale:** how much you want to scale to reach your goals
- **Team and setup:** whether you need additional set-up or tracking, such as tracking a complex sign-up journey
- **Strategy:** the types of deliverables required to reach your goals

## How will we track success?

We like to split KPIs across in three ways:

1. **Leading indicators**
  - a. LLM visibility
  - b. Rankings
  - c. Traffic
2. **Mid-funnel indicators**
  - a. Contact form submissions
  - b. First, last and multi-touch MQLs
3. **Commercial indicators**
  - a. N. of opportunities / deals created
  - b. Deal value

## Why Mint Studios?

Three main reasons:

1. **You'll get customers and revenue**, not just blog posts and audits – we are commercially focused
2. **You'll get expertly written financial content** – we only work in the financial services sector
3. **You'll get a knowledge partner, not just an execution partner** – we're on the cutting edge of all things content, LLM and SEO and you'll gain from those insights as well

## What others say



### Testimonial

"The Diagnostic was a great way for us to **clearly understand where our gaps were** and what the business opportunity (with financial numbers attached) of investing in content marketing was.

Mint Studios succinctly **summarised their findings** and also put together a clear strategy and plan to help achieve our goals, which we are now implementing together"

Gregory Aubert,  
**Head of Marketing, YAPILY**



### Testimonial

"The Diagnostic helped us get a good understanding of what was **truly driving new business**, which pages performed best and what were the opportunities to get better results.

Mint Studios also helped set up HubSpot reports which we **now regularly use to create our marketing reporting and strategy.**"

Elaine Tighe,  
**Head of Marketing, fscom**  
Experts that add value