

A woman with long blonde hair is shown in profile, hugging a dark-colored horse. The scene is dimly lit, with a soft light highlighting the woman's hair and the horse's face. The overall mood is calm and affectionate.

# 5 steps to boost the visibility of your equine business



EQUINE DESIGN & MARKETING

A woman with blonde hair is shown in profile, hugging a dark horse. The scene is dimly lit, with a soft glow on the woman's face and the horse's head. The background is a blurred outdoor setting, possibly a field or beach.

Need to find more customers, make your brand more visible or give your equine business a kick along?

Here are 5 things you can do to get you started:

- 1 Brand Audit**
- 2 Website Review**
- 3 SEO Analysis**
- 4 Social Media Audit**
- 5 Sponsorship Review**

... read on for the detail on each of these and prepare to take action to improve your business

# 1 Brand Audit

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- Do you have a professionally designed logo that effectively represents your business?
- Do you have a backstory to your brand? Your brand not just about the colours and visuals, it's also about the people behind the business.
- Do all your marketing assets and customer interactions uphold your brand's promise by communicating one cohesive, ongoing story?
- Have you written a brand strategy document?
- Do you have these brand asset files [PNG, EPS, JPEG, PDF etc] in colour and mono?
- Do you have a branded digital assets such as as email signature, social media profile picture and banner images, a newsletter template

# 2 Website Review

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- Do you have a website or landing page?
- Is it current and able to be easily edited and updated?
- Do you manage it yourself or outsource the work?
- Is your website content engaging with multiple CTA opportunities?
- Is your website great to look at, easy to navigate and not too info heavy?
- Do you have a blog and regularly post?
- Do you have an integrated subscription opt-in?
- Is your website integrated with your social and automation platforms?
- Is your website secure?
- Do you have legal disclaimers on your website?

# 3 SEO Analysis

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- Are you clear on who your target audience is?
- What key words or phrases would potential clients use to try and find your business?
- Have you tried using a search engine such as Google to find your business?
- Have you analysed your main competitor's SEO?
- Are you using specific SEO tools to help work out which key word and phrases would be best for your business?
- Did you find your business on page 1?
- Does your website have SEO on every page or product?
- Have you updated the SEO recently inline with new products or services you offer?

# 4 Social Media Audit

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- What social media platforms does your business currently use?
- Write them down in a list, eg: instagram, facebook, linkedin, tik-tok, pinterest etc
- Which of these is delivering good organic or paid results?
- Can you narrow it down to the 3 most effective platforms?
- Do you have time to use them or do you employ someone else to do it for you?
- Do you believe that your content is engaging and finds you new customers?
- Is your content well branded, consistent and with a CTA?
- Do you feel you're getting value for money with your paid ads?

# 5 Sponsorship Review

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- Does your brand sponsor any athletes?
- Do you have a set of criteria for those sponsored athletes?
- Is there an accountability checklist?
- How much product do you give per athlete per month?
- How much sponsored content are you expecting in return?
- Do you have a tier system for your sponsored athletes?
- How do you find your sponsorships?
- Do your sponsors have access to other audiences which would benefit your brand also?
- Do you feel you are getting value for money from them?

# How did you go?

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**Are there areas that you could possibly do better?**

**Would you like to learn more about how to get your equestrian business reaching the targets you dreamed of?**

**Would you like to chat for FREE about how we can help achieve this for you?**





**Book your FREE 45 min**

## **Equine Brand Analysis & Momentum Session**

**yes please**

**I look forward to meeting you  
and helping your equine business  
get the results you dreamed of.**

Bronwyn Wood  
EQ Design & Marketing



EQUINE DESIGN & MARKETING