



Digital Marketing Audit Report for Twisted Dimensions Tattoo Studio

Twisted Dimensions Tattoo Studio is a premier tattoo shop located in Wisconsin Dells, WI. The studio offers exceptional tattoo artistry and personalized designs in a welcoming and creative environment. Owned by Martin Puzek, the studio targets individuals aged 20-38.

Contact Information:

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Audit Overview



Comprehensive Analysis

This report examines the business's digital presence and focuses on key areas for improvement.



Social Media Focus

Special attention is given to Instagram and Facebook, with recommendations for growing audience engagement and visibility.



Actionable Insights

The audit provides practical strategies to enhance Twisted Dimensions' online presence and attract more clients.



Website Analysis

Strengths

- Domain ownership
- Professional branding with a clear focus on tattoos
- Potential for high visual engagement through tattoo galleries and artist portfolios

Areas for Improvement

- Limited use of local SEO keywords
- Missing meta titles and descriptions on some pages
- No blog or content repository to support keyword ranking
- Mobile-responsive, but loading speed could be optimized
- Call-to-Actions (CTAs) not prominent

Social Media Audit: Instagram

1

Current Profile

Handle: @TwistedDimensions24
Followers: Approximately 150-170
Content: Tattoo designs and studio updates
Engagement: Below average due to limited followers and inconsistent posting

2

Opportunities

Increase posting consistency (4-5 times per week)
Use Stories and Reels daily
Showcase time-lapse videos and client testimonials
Implement a strategic hashtag approach

3

Growth Strategy

Use Instagram Ads to promote best-performing posts
Partner with local businesses for cross-promotion
Encourage client tagging and user-generated content





Social Media Audit: Facebook



Posting Schedule

Post 3-4 times per week, including event updates, client stories, and promotions



Content Ideas

Share client reviews, "before and after" designs, promote referral programs, create polls and Q&A sessions



Facebook Ads

Use low-budget ads targeting users within a 50-mile radius of Wisconsin Dells, promote specific services or events

Competitor Analysis

Local Competition

Other tattoo studios in Wisconsin Dells and surrounding areas

Visual Appeal

Ensure a consistent aesthetic with a cohesive color scheme for posts.
Add an on-brand logo watermark to images for increased brand recognition.



Key Differentiators

They highlight unique styles, highlight their Referral programs, and referral incentives on socials

Recommendations

Highlight unique services, advanced techniques, and artist specializations on socials

Additional Marketing Strategies

Referral and Loyalty Programs

Continue the punch card system (e.g., "10 tattoos = 1 free tattoo"). Offer referral discounts to clients who bring new customers.

Search Engine Optimization (SEO)

Optimize for "tattoo studio near me" searches. Ensure website mobile speeds are optimized.

Influencer Collaboration

Partner with local influencers and businesses to showcase the studio's work. Offer free or discounted tattoos in exchange for social media promotions.



Conclusion and Next Steps

Twisted Dimensions Tattoo Studio has strong potential to dominate the local tattoo market with the right digital marketing strategies. By optimizing its Instagram and Facebook presence, leveraging organic growth strategies, and gradually incorporating paid ads, the studio can expand its reach and engagement.

Implement Social Media Strategy

Execute the posting schedule and content ideas for Instagram and Facebook.

Optimize Website

Improve SEO and ensure mobile responsiveness for better user experience.

Monitor and Adjust

Track engagement metrics and refine strategies based on performance data.