



The AIS helps stop waste, unlock growth, and turn your marketing investment into a realistic plan for better performance.

Advertising Improvement Service

The Advertising Improvement Service (AIS) is a senior-led diagnostic for organizations navigating an increasingly fragmented marketing landscape — identifying where performance breaks down and where reinvestment will have the greatest impact.

AIS gives you access to seasoned strategic and creative talent that can be difficult to secure in-house. We examine your current approach, identify what isn't working, and determine where changes can produce the greatest return.

It's about how well your targeting, messaging, creative, and channels connect with your audience—which is why AIS combines proven principles of human psychology with an evolved AIDA framework and carefully applied AI tools to sharpen strategy and creative solutions.

This approach lets us pinpoint where your advertising is failing to connect—whether through misallocated spend, ineffective messaging, or strategic misalignment—and provide the course corrections and creative ideas needed to turn those gaps into growth.

The Result

A customized **Blueprint for Action** — a realistic, actionable plan to cut waste, boost performance, and increase ROI. **No long-term commitment required.**

Service Snapshot

What It Does

- Diagnoses market communication “pain points.”
- Defines high-value target audiences using demographic, psychographic, and sociographic insights.
- Maps customer journeys and optimizes key brand encounters.
- Develops integrated cross-platform strategies.
- Provides creative concepts and tactical recommendations.

Who It's For

- Organizations below enterprise scale with declining or underperforming results.
- Organizations launching new products or entering competitive markets.
- Companies seeking an objective, expert perspective.
- Brands looking to scale or adapt to market changes.
- B2B and Non-Profit organizations looking for the psychological edge usually reserved for high-performance B2C brands.

Timeline & Process

- 4 – 6 week engagement.
- Kickoff with key stakeholders.
- Research and analysis.
- Strategy and creative development.
- Budget and timeline outlines.
- Delivery of a comprehensive report.

What Clients Receive

- Strategic and tactical recommendations.
- Creative mockups.
- Channel and budget guidance.
- A fully actionable marketing communications plan (“blueprint for action”).

Service Elements

Competition and Market

A 360° SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis on available market data as they relate to paid advertising, PR, and all web-related properties (including AI audits) and activities.

Objectives

A clear assessment of your current direct-response and branding goals, with recommendations for realistic, measurable objectives that align with market conditions and growth potential.

Targeting

An in-depth review of your audience demographics, psychographics, sociographics, and customer journeys to identify the most profitable segments — and how to reach them more effectively.

Positioning and Branding

An evaluation of your current brand positioning to uncover gaps, inconsistencies, and opportunities to strengthen relevance and differentiation across all brand encounters.

Creative Solutions

A review of your existing creative assets with recommendations for stronger messaging, design, and cross-platform concepts — including mockups to illustrate improvements.

Media, Platforms, and Tools Assessment

A comprehensive audit of your paid, earned, and owned media ecosystem, followed by a refined strategy to maximize reach, efficiency, and channel effectiveness.

Line-Item Budget and Timeline

A practical, resource-aligned budget and implementation timeline that ensures improvements are executed efficiently and cost-effectively.

The Outcome

The Blueprint for Action

A master roadmap that removes the guesswork from your advertising. We provide the clarity you need to spend your budget on time-tested methodology, not "digital hope."

[\(415\) 930-9104](tel:4159309104), or [email](#) to request a Senior-Led Conversation.

No vanity metrics. No cookie-cutter solutions. No guessing. **No long-term commitments.**

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Gonzberg Agency also provides ongoing support and turnkey solutions across paid advertising, owned media, and public relations to help clients sustain long-term growth.