

A FREE GUIDE FOR
PREMIUM WELLNESS BRANDS

The Wellness Content Audit

*A twenty-minute self-assessment for
brands whose product is better than their
content makes it look.*

BEFORE YOU BEGIN

Your product took years to get right. Your content has **seconds** to prove it.

You sourced the ingredients. You tested until it was right. You fought over the packaging. Then your product meets the world through a phone screen, and a customer decides in a single scroll whether it's worth the price.

That decision is rarely about what's inside the bottle. **It comes down to what they see: the light, the texture, the styling, the feeling that someone cared about every detail.**

Now open your product page, your feed, and your latest ad side by side. Do they look like one brand, or three different ones? This is the gap we see most often in wellness. The product is premium. The content is fine. And "fine" quietly discounts everything you built.

This audit helps you see your brand the way a new customer does. It isn't about making more content. It's about checking whether the content you already have is building the value your product deserves.

WHAT WE BELIEVE

*Product storytelling is what we do. Perceived value is what we build. **Desire is the outcome.***

HOW TO USE THIS AUDIT

Twenty minutes. **Be honest.**

The audit only works if you score the brand you have, not the brand you're planning. Open your website, Instagram and ads library in front of you before you start.

1

Score each statement

0 if it isn't true yet, 1 if it's true some of the time, 2 if it's true consistently, across every channel.

2

Run the quick tests

Each section ends with a short test you can do in minutes. They're often more revealing than the score.

3

Add it up

Each section is out of 10, and the full audit is out of 50. Your lowest section tells you where to start.

4

Share it with your team

Ask your marketing lead or a co-founder to score it separately. Where your answers differ is where the brand is least clear.

THE FIVE AREAS

01

Cohesion

02

Perceived Value

03

Story

04

Still + Motion

05

System

01 Cohesion

One brand, everywhere.

Premium brands feel like one world no matter where you meet them. Fragmented content, a different photographer for the website, another for social, creators doing their own thing, quietly tells customers nobody is holding the vision.

0 NOT YET 1 SOMETIMES 2 CONSISTENTLY

- | | | | | |
|---|---|-------------------------|-------------------------|-------------------------|
| 1 | Your product page, Instagram, paid ads and emails look like they come from the same brand. | ☐ 0 | ☐ 1 | ☐ 2 |
| 2 | If you covered your logo, someone could still recognize your content as yours. | ☐ 0 | ☐ 1 | ☐ 2 |
| 3 | Light, color grading and styling stay consistent from shoot to shoot. | ☐ 0 | ☐ 1 | ☐ 2 |
| 4 | One person or partner holds the creative direction across photographers, creators and agencies. | ☐ 0 | ☐ 1 | ☐ 2 |
| 5 | Creator and UGC content feels like part of your world, not a separate one. | ☐ 0 | ☐ 1 | ☐ 2 |

Section score _____ / 10

THE QUICK TEST

Open your product page, your Instagram grid and your latest ad side by side. Do they feel like three brands or one?

02 Perceived Value

Does it look worth the price?

Customers decide what a product is worth before they read a word. Light, texture, styling and restraint are pricing signals. When content looks ordinary, the product gets discounted in the customer's mind, whatever is inside the bottle.

0 NOT YET 1 SOMETIMES 2 CONSISTENTLY

- | | | | | |
|---|--|-------------------------|-------------------------|-------------------------|
| 1 | Your imagery shows texture and detail: the pour, the powder, the serum, the surface. | ☐ 0 | ☐ 1 | ☐ 2 |
| 2 | Light feels intentional, not just bright. It creates mood and depth. | ☐ 0 | ☐ 1 | ☐ 2 |
| 3 | Props, surfaces and sets match the price point you charge. | ☐ 0 | ☐ 1 | ☐ 2 |
| 4 | Frames are edited with restraint. Nothing is there without a reason. | ☐ 0 | ☐ 1 | ☐ 2 |
| 5 | Your packaging is photographed as a hero object, with the care it was designed with. | ☐ 0 | ☐ 1 | ☐ 2 |

Section score _____ / 10

THE QUICK TEST

Show your main product image to someone who doesn't know the brand and ask what they think it costs. Is their answer close to your real price?

03 Story

Does your content explain why it matters?

Wellness customers buy a ritual, a feeling and a belief, not just a product. The strongest brands let visuals carry that story: where ingredients come from, when the product is used, how it feels, and who it is for.

0 NOT YET 1 SOMETIMES 2 CONSISTENTLY

- | | | | | |
|---|---|-------------------------|-------------------------|-------------------------|
| 1 | Ingredients, origin or formulation are brought to life visually, not only listed. | ☐ 0 | ☐ 1 | ☐ 2 |
| 2 | Your content shows the ritual: the moment and place the product lives in someone's day. | ☐ 0 | ☐ 1 | ☐ 2 |
| 3 | Human presence (hands, skin, movement) adds warmth without turning into stock imagery. | ☐ 0 | ☐ 1 | ☐ 2 |
| 4 | Benefits are expressed through sensation and ritual, not visual overpromises. | ☐ 0 | ☐ 1 | ☐ 2 |
| 5 | You have at least one signature visual idea people associate with your brand. | ☐ 0 | ☐ 1 | ☐ 2 |

Section score _____ / 10

THE QUICK TEST

Scroll your last 12 posts. Could a new follower explain what makes your product different, without reading a single caption?

A note for wellness brands: images can imply claims just as words can. A before-and-after, a glowing "result," or a visual cure suggests a promise your copy may never be allowed to make. Premium wellness brands show ritual, sensation, texture and ingredient provenance, and leave benefit language to approved copy. It's safer, and it reads as more confident.

04

Still + Motion

Created as one, or stitched together?

Short-form video now carries much of a brand's discovery and paid performance. When video is shot separately from stills, or added as an afterthought, the brand splits into two looks. The best content systems plan both together from the start.

0 NOT YET 1 SOMETIMES 2 CONSISTENTLY

- | | | |
|---|---|---|
| 1 | Your photos and videos look like they come from the same shoot and the same world. | ☐ 0 ☐ 1 ☐ 2 |
| 2 | You have enough motion content to feed Reels, Stories and paid ads without recycling. | ☐ 0 ☐ 1 ☐ 2 |
| 3 | Your video shows what stills can't: texture, pour, application, transformation. | ☐ 0 ☐ 1 ☐ 2 |
| 4 | Assets are delivered in the formats you use: 9:16, 4:5, 1:1 and product-page crops. | ☐ 0 ☐ 1 ☐ 2 |
| 5 | Motion is planned in the brief, not improvised on set. | ☐ 0 ☐ 1 ☐ 2 |

Section score _____ / 10

THE QUICK TEST

Watch your best-performing Reel on mute. Does it still sell the product and feel like your brand?

05 System

Can your content scale without losing itself?

Consistency isn't a talent. It's a system. Brands that stay cohesive as they grow have written guidelines, organized libraries and a plan that runs by launches and seasons, not by what needs posting this week.

0 NOT YET

1 SOMETIMES

2 CONSISTENTLY

- | | | | | |
|---|--|-----------------------|-----------------------|-----------------------|
| 1 | You have written visual guidelines covering light, color, styling, framing and props. | ☐ | ☐ | ☐ |
| 2 | Your content library is organized, so the team can find approved assets quickly. | ☐ | ☐ | ☐ |
| 3 | Content is planned around launches and seasons, not week to week. | ☐ | ☐ | ☐ |
| 4 | Each shoot is planned with its destinations in mind: product page, organic, paid, email. | ☐ | ☐ | ☐ |
| 5 | You refresh ad creative on a regular rhythm, before performance fades. | ☐ | ☐ | ☐ |

Section score _____ / 10

THE QUICK TEST

Ask two people on your team to describe your visual style in one sentence. Do their answers match?

BONUS

Five-minute tests

No spreadsheet required. Each takes a few minutes, and together they show more than most brand reviews.

01

The logo test

Screenshot your last nine posts and cover the logo in each. Could a loyal customer still tell they're yours?

02

The price test

Show your hero image to a friend outside the industry and ask what the product costs. If they guess low, your content is setting the price.

03

The three-tab test

Open your product page, Instagram and latest paid ad side by side. One world, or three?

04

The mute test

Watch your best Reel with the sound off. Does the image alone still create desire?

05

The shelf test

Put your grid next to the three brands you most admire in your category. Would a customer pay the same for yours?

TIP

Write down the first word

For each test, write the first word that comes to mind. If it isn't a word you'd want customers to use, that's your brief.

YOUR SCORE

Add it up

01	Cohesion	_____ / 10
02	Perceived Value	_____ / 10
03	Story	_____ / 10
04	Still + Motion	_____ / 10
05	System	_____ / 10
Total		_____ / 50

40–50 Cohesive and considered

Your content is doing real work for your brand. The job now is to protect it as you grow: keep the creative direction in one place, document it, and scale without diluting it.

25–39 Strong product, uneven world

The most common result, and the most fixable. You have good pieces, but they come from different directions. One clear creative vision across still, motion and social usually closes most of the gap.

0–24 The gap is costing you

Your content is likely underselling your product, on the product page, in ads and on the shelf. Start with your lowest section, then rebuild your core imagery around one direction before adding more volume.

WHERE TO START

Begin with your **lowest section.**

You don't need to fix everything at once. Fixing your weakest area usually lifts the rest. Here's the first move for each.

-
- | | |
|------------------------------|--|
| 01
Cohesion | Choose one creative direction, not one photographer. Define the light, color, styling and framing you want, then brief every partner and creator against it. |
| 02
Perceived Value | Reshoot your hero product image before anything else. It appears on your product page, in ads, in press and on retail listings. It sets your price in the customer's mind. |
| 03
Story | Find your ritual. Name the moment your product belongs to (the morning scoop, the evening serum, the post-training recovery) and build a visual world around it. |
| 04
Still + Motion | Plan your next shoot so stills and video come from the same set, styling and light. You'll get more usable assets from one production, and they'll all belong together. |
| 05
System | Write a one-page visual guide covering light, palette, props, framing and what you never do. Share it with everyone who makes content for you. |
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WANT A SECOND PAIR OF EYES?

We'll run the audit on your brand, **for free.**

It's hard to score your own brand objectively. Send us your results, and we'll review your product page, feed and ads and send back a short, honest read: where your content is building value, where it's leaking, and the first thing we'd change.

Palma House is a Miami-based product storytelling studio for premium wellness brands. We bring creative direction, still photography, motion and social content together under one vision, so your content looks as good as your product is.

HOW TO REACH US

DM **"MY RESULT"** to
@wearepalmahouse

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