

Meridian

Prepared by Kara Parlin, Firebrand Digital Marketing · July 12, 2026 · 4 assets audited

AT A GLANCE

4 CONTRADICTIONARY	3 ABSENT	3 DRIFTING
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SECTION 1

Executive summary

Meridian is telling two different stories to two different buyers under one name. The homepage and pricing page sell a radically simple tool for small creative agencies. The sales deck sells a high-touch enterprise operations platform for agencies at scale. Value proposition, target audience, benefits, and brand promise all conflict, and there's no stated differentiation, positioning, or real proof anywhere. The first fix is a decision, not a rewrite: who is Meridian for, and what does it uniquely promise them. This audit covers four assets and does not assess visual design, SEO, or in-product copy.

Meridian is aligned on none of its foundational messaging. Four elements are Contradictory, three are Absent, and three are Drifting.

Value proposition	Contradictory
Target audience	Contradictory
Key benefits	Contradictory
Brand promise	Contradictory
Differentiation pillars	Absent
Positioning statement	Absent
Proof points	Absent
Tagline / boilerplate	Drifting
Tone & voice	Drifting
Primary CTA	Drifting

SECTION 2

Scope

Assets audited

Homepage hero (audience: agency owners), Pricing page (audience: agency owners), Sales deck (audience: operations leaders at 200+ person agencies), LinkedIn company bio (audience: general).

Not covered or not accessible

Full website beyond the hero, email sequences, in-product copy, paid ads, and visual design, SEO, or page performance.

SECTION 3

Extraction matrix

Every finding below traces back to this table. Cells hold the brand's actual language; a dash means the element is absent from that asset.

ELEMENT	HOMEPAGE HERO	PRICING PAGE	SALES DECK	LINKEDIN BIO
Value proposition	"The simplest way for small creative agencies to keep projects on track."	"Simple pricing for simple project management."	"the enterprise operations platform for agencies at scale."	"helps teams do their best work together."
Positioning statement	(absent)	(absent)	"Built for complex, multi-team agency operations."	(absent)
Brand promise	"Project management that gets out of your way."	"One flat plan. Everything included."	"a dedicated success manager."	(absent)
Target audience	Small creative agencies	Agency owners	Ops leaders at 200+ person agencies	"teams," "creatives" (general)
Key benefits	"No training, no bloat, no consultants. Start in five minutes."	"Everything included. Cancel anytime."	"Resource forecasting, capacity planning, SSO, audit logs."	"do their best work together."
Differentiation pillars	(absent)	(absent)	(absent)	(absent)

ELEMENT	HOMEPAGE HERO	PRICING PAGE	SALES DECK	LINKEDIN BIO
Proof points	(absent)	(absent)	"Trusted by industry leaders."	"Loved by thousands of creatives worldwide."
Tagline / boilerplate	"Project management that gets out of your way."	"project management that gets out of your way."	"the enterprise operations platform for agencies at scale."	"do their best work together."
Tone & voice	Warm, plain, minimal	Warm, plain	Corporate, capability-led	Upbeat, generic
Primary CTA	"Start free"	"Choose your plan"	"Book a demo"	"Learn more"

SECTION 4

Consistency findings

Value proposition **CONTRADICTION**

Homepage: "The simplest way for small creative agencies to keep projects on track. No training, no bloat, no consultants."
 Sales deck: "Meridian: the enterprise operations platform for agencies at scale. Resource forecasting, capacity planning, SSO, audit logs, and a dedicated success manager."

This is the root problem. One story is a lightweight, self-serve tool that stays out of the way. The other is a heavyweight enterprise platform you buy through a demo. They can't both be the core promise.

Target audience **CONTRADICTION**

Homepage and pricing: "small creative agencies."
 Sales deck: "agencies at scale," "complex, multi-team agency operations" (200+ person ops leaders).

Same product, same funnel, two different buyers. This isn't a legitimate audience split. The brand hasn't decided who it serves.

Key benefits **CONTRADICTION**

Homepage: "No training, no bloat, no consultants. Start in five minutes."
 Sales deck: "Resource forecasting, capacity planning, SSO, audit logs, and a dedicated success manager."

"No bloat" and a full enterprise feature stack are opposite selling points. A buyer reading both would not know what they're getting.

Brand promise **CONTRADICTION**

Homepage: "Project management that gets out of your way."
 Sales deck: "a dedicated success manager," "enterprise operations platform."

Software that disappears into the background versus software that comes with a person to manage it. Those set opposite expectations.

Differentiation pillars ABSENT

No asset states why an agency would pick Meridian over another tool.

Simplicity is implied on the homepage, but it's never framed as a reason to choose Meridian, and the deck contradicts it. Nothing here is ownable yet.

Positioning statement ABSENT

Only the deck attempts one: "Built for complex, multi-team agency operations." The buyer-facing pages have none.

Buyers landing on the homepage get no clear read on category, audience, and point of difference.

Proof points ABSENT

Deck: "Trusted by industry leaders."

LinkedIn: "Loved by thousands of creatives worldwide."

Both claims appear with zero specifics. No names, no numbers, no results. Empty proof reads as no proof.

Tagline / boilerplate DRIFTING

Home and pricing: "project management that gets out of your way."

Deck: "the enterprise operations platform for agencies at scale."

LinkedIn: "helps teams do their best work together."

Three different one-liners. A reader wouldn't recognize them as the same brand.

Tone & voice DRIFTING

Warm and plain on the homepage and pricing page; corporate and capability-led in the deck; upbeat and generic on LinkedIn.

This tracks the audience split. Resolve who Meridian is for and the voice will mostly settle itself.

Primary CTA DRIFTING

Homepage: "Start free." Pricing: "Choose your plan." Deck: "Book a demo."

Self-serve and sales-led motions are running side by side. The CTA should match the buyer you pick in fix 1.

SECTION 5

Gaps

MISSING ELEMENT Differentiation. No asset says why an agency should choose Meridian over any other project tool.

MISSING ELEMENT Positioning statement. Absent on every buyer-facing page; only weakly implied in the deck.

UNSUPPORTED CLAIM Proof. "Trusted by industry leaders" (deck) and "Loved by thousands of creatives worldwide" (LinkedIn) carry no names, numbers, or results.

AUDIENCE MISMATCH Buyer split. Homepage and pricing target small self-serve agencies; the deck targets 200+ person ops leaders buying through a demo, for the same product.

UNDIFFERENTIATED CLAIM LinkedIn value line. "helps teams do their best work together" could describe any project management tool.

SECTION 6

What to fix first

01 Decide the core buyer and value proposition

Simple-for-small-agencies, or enterprise-for-scale. This is the root cause. It blocks every page, deck, and campaign until it's settled, and it clears four of the ten problems on its own.

RATING: CONTRADICTIONARY EFFORT: HIGH NEXT: POSITIONING WORKSHOP

02 Articulate the differentiation

Once the buyer is set, state why Meridian wins over the alternative. Nothing on any asset gives a reason to choose it today.

RATING: ABSENT EFFORT: MEDIUM NEXT: POSITIONING WORKSHOP TO MESSAGING PLATFORM

03 Align the buying motion and CTAs

Pick self-serve or sales-led to match the buyer in fix 1, then make every CTA agree. Right now "Start free" and "Book a demo" pull in opposite directions.

RATING: DRIFTING EFFORT: LOW TO MEDIUM NEXT: PAGE AND DECK EDITS

04 Unify the tagline and boilerplate

Collapse the three one-liners into one. A cheap coherence win once the value proposition in fix 1 is locked.

RATING: DRIFTING EFFORT: LOW NEXT: MESSAGING PLATFORM

05 Attach real proof, or cut the claims

Replace "trusted by industry leaders" and "loved by thousands" with named customers, numbers, or results. If those don't exist yet, remove the claims until they do.

RATING: UNSUPPORTED EFFORT: LOW TO MEDIUM NEXT: PROOF GATHERING

What only you can decide

This is where the audit stops and you decide. Everything above comes from what the copy actually says, which the audit can read. The calls below can't be made from the copy alone. They need your read of the business, not the AI's.

Is the small-agency versus enterprise split intentional? If Meridian really runs two tiers, it needs two clearly separated messaging tracks, not one blurred story. If it's drift, pick one. Only the team knows which.

Are the "industry leaders" and "thousands of creatives" real? If named customers and numbers exist, proof becomes a fast fix. If not, the claims should come down.

Is "gets out of your way" the promise you want to keep? Confirm it's the current intent and not a leftover from an earlier, simpler version of the product before building on it.

SECTION 8

Where this goes next

Resolve the buyer-and-value-proposition decision in a positioning workshop (that's the strategic bet in fix 1), then codify the chosen value proposition, differentiation, and boilerplate into one messaging platform. This audit stops at the diagnosis.

WHAT'S NEXT

Close these gaps with the Firebrand Intelligence Engine

This audit found the gaps. Fixing them is the next job, and it is exactly what the Firebrand Intelligence Engine is built for: a suite of strategic marketing skills that turn a gap list like this one into corrected positioning, messaging, and voice, written in your brand voice, not generic AI output.



This skill is just the beginning.

I'm hard at work on an entire suite of 12 strategic marketing skills, the **Firebrand Intelligence Engine**, each one built to take hours of work off your plate. Since you downloaded the Messaging Audit, you are on the list to get notified as new skills come out.



This audit inventories and diagnoses existing messaging. It does not create new messaging, and nothing in it has been published or changed on the brand's live assets.