

THE CINTMAN GROUP

Social Media Client Reveal

Condensed authorized social media assessment for TR33 LLC

Client: TR33 LLC

Website: <https://tr33llc.com/>

Report date: July 9, 2026

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Executive Reveal

Social diagnosis

For TR33 LLC, social media is not optional if the book, program, consulting, and leadership-tool strategy is moving forward. The firm does not need every platform; it needs a governed professional presence that turns thought leadership and book visibility into owned contacts and qualified conversations.

Channel need classification: Necessary

Confidence: Medium. The business need is strongly supported by the transcript and website direction. Account inventory is limited because no confirmed official social links were visible on the reviewed site.

Recommendations

- Confirm official accounts before linking anything from the website.
- Prioritize LinkedIn for authority, professional discovery, executive education, academic/institutional relationships, and consulting credibility.
- Use Facebook only if it supports book/community reach and can be maintained without diluting the B2B strategy.
- Consider YouTube or LinkedIn video for short educational explanations of TOM, PRN, business maturity, and EQ-driven change resistance.
- Connect every campaign and profile CTA to a CRM-tagged landing page, not a generic homepage.

Current Channel Footprint

Channel	Status	Assessment
Website social links	None observed	The reviewed pages did not display LinkedIn, Facebook, Instagram, X/Twitter, or YouTube links.
Official social accounts	Unverified	A limited public search did not return confirmed official TR33 accounts during this review.
Book/program social strategy	Needed	The transcript indicates upcoming book traffic and audience capture goals that social can support.
Website integration	Missing	No confirmed social-to-site or site-to-social journey is visible yet.

Audience and Channel Fit

Audience	Best-fit channel role	Reason
Business executives and transformation leaders	LinkedIn	Professional trust, thought leadership, and direct referral to consultation or tool demos.
Public-sector buyers	LinkedIn + website proof	Professional credibility and procurement-friendly proof matter more than broad consumer channels.
University leaders/professors	LinkedIn + targeted email/CRM	Institutional decision makers need program clarity, syllabus value, and professional credibility.
Book readers	LinkedIn, Facebook, email/CRM	Book interest should convert into owned audience and future program/workshop opportunities.
Students/cohort participants	Email/CRM + gated platform	Social may create awareness, but program access and communication should be owned and structured.

Brand and Message Consistency

- The social voice should be expert, grounded, and educational - not motivational content alone.
- Signature themes should include change readiness, EQ vs IQ problems, adoption, business maturity, TOM, PRN, leadership communication, and culture as community at work.
- Profiles should use a consistent description of TR33 as a change-management and leadership intelligence firm, with Darryl positioned as author, practitioner, and tool/framework creator.

Selected Evidence

- Website evidence: no social links observed in the reviewed pages.
- Transcript evidence: book launch, CRM capture, subdomains, academic program, and future traffic create a need for owned audience-building and professional visibility.
- Transcript evidence: LinkedIn was discussed as a likely professional promotion channel for a business leadership book.

Missing-Channel Opportunities

- LinkedIn company page and Darryl personal profile alignment - high priority.
- Book launch content sequence - high priority.
- YouTube or LinkedIn video education library - medium priority.
- Facebook book/community page - optional, only if the team can maintain it and the audience is present.
- Instagram, TikTok, and X/Twitter - not primary unless a specific audience or content workflow is confirmed.

Next Step

Recommended next step

Complete an account inventory and channel role matrix before adding social links to the website. Then create a 90-day LinkedIn-first launch plan connected to book, program, and consultation landing pages.

Evidence Sources and Limitations

- Primary website reviewed: tr33llc.com, including Home, About, Business Analysis, Services, and Contact pages.
- Meeting transcript reviewed first: Darryl T. Anderson and Jerry Gutierrez, July 2, 2026, Notes by Gemini.
- Social media review was authorized by the requester. The public website did not display social links in the reviewed text. A limited search did not return confirmed official TR33 social profiles during this review.
- Additional product/book/CRM properties referenced in the transcript were not fully reviewed because the client had not provided confirmed URLs or HTML files. They are treated as strategic dependencies rather than completed evidence.
- No analytics, WordPress admin, CRM, LMS, payment, or proprietary HTML access was available for this review.