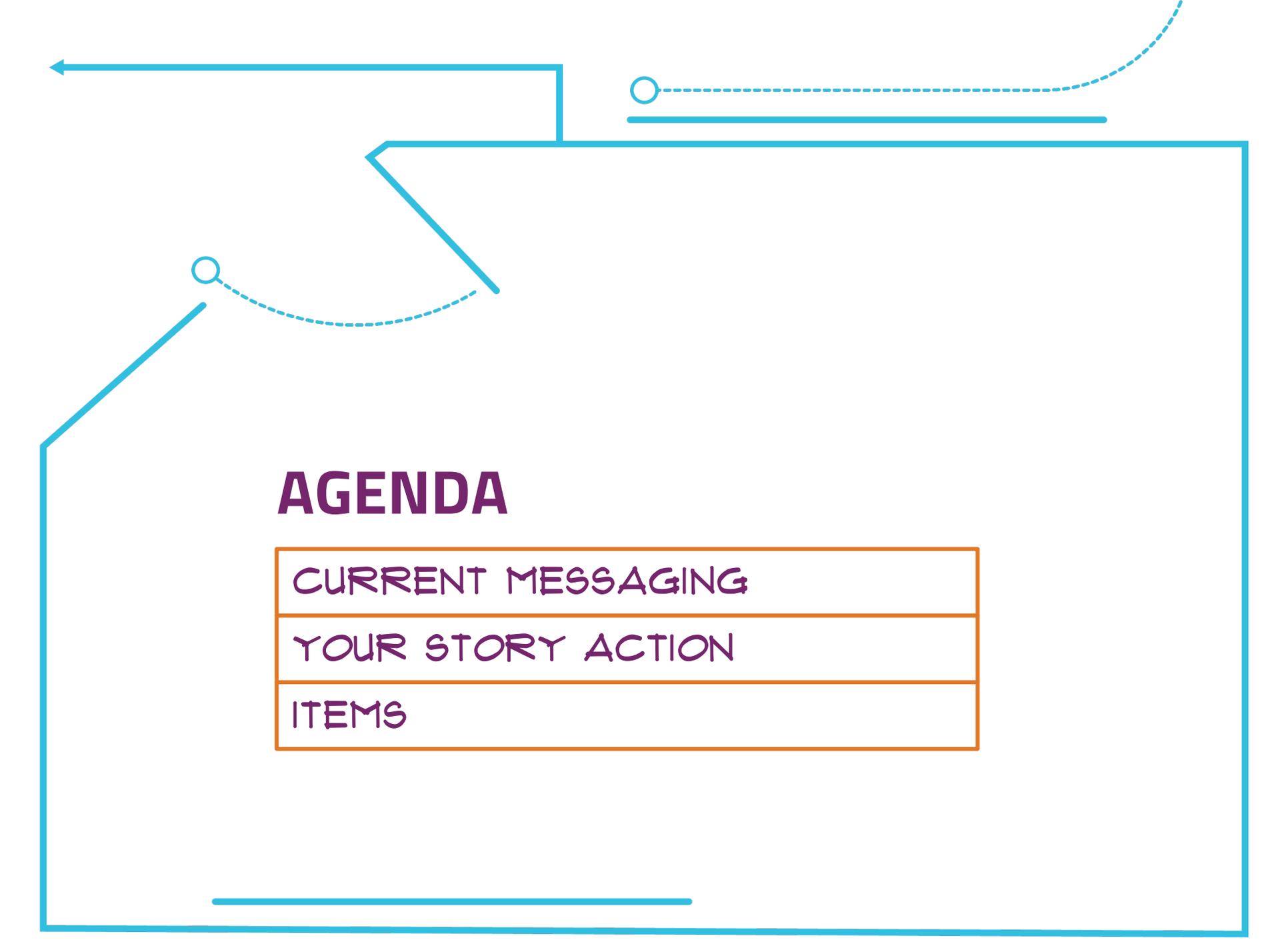


MARKETING 101

BUILDING YOUR
STORYBRAND





AGENDA

CURRENT MESSAGING

YOUR STORY ACTION

ITEMS

CURRENT ELEVATOR PITCH

TAGLINES, SLOGANS, HASHTAGS

TARGET AUDIENCE(S)

CURRENT MARKETING METHODS (WHERE, WHAT, WHO)?

STORY

VALUES

TONE

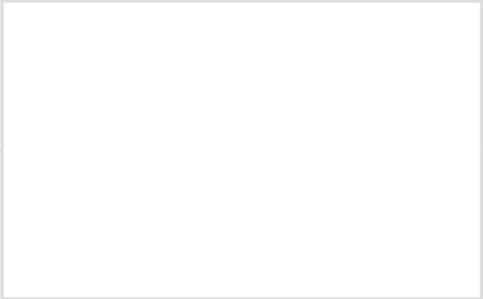
CREDIBILITY

DON'TS (AND DOS)

CHANNEL

[Why]

[What]



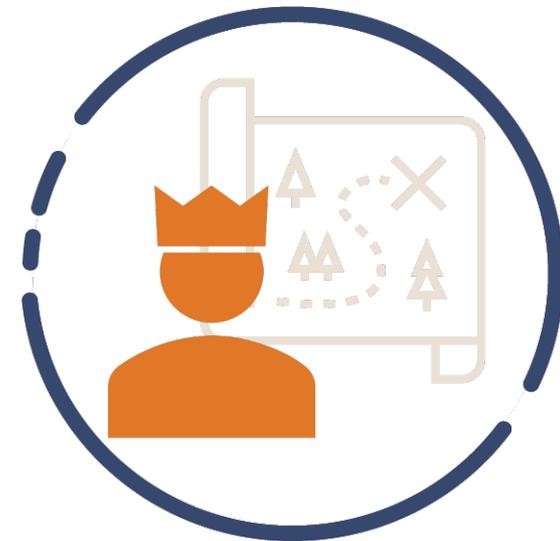
[Who]

[How]

ACTION ITEMS

Learning about your ideal customers – their challenges, their goals, their demographic traits, and so on – helps you set a strategy aimed at attracting the most valuable visitors, leads, and customers to your business.

- [Create 1-2 Buyer Personas using this interactive guide](#)



Step 2
Understanding The Hero

IF YOUR MARKETING EXPERIENCE FEELS LIKE THIS...

I pick up the ball and throw it to who?

That's the first thing you've said right.

I don't even know what I'm talking about!

LET'S FIX THAT.

CONNECT & INSPIRE.



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