

# RESOURCES

Have questions about any of these resources? Email us at [info@wrdigitalmarketing.com](mailto:info@wrdigitalmarketing.com).



## Building Your Brand Strategy

### 1 Create a StoryBrand BrandScript

You will organize and clarify your brand's message by defining its story.

In your BrandScript, your audience is the hero with a challenge to overcome, and your company is the trusted guide to take them to success.

- [YouTube Tutorial](#)
- [The Book \(audio, digital, or paperback\)](#)
- [The Free Tool](#)

There is an expensive training course as well, but you can get the same information from the above materials.

### 2 Brand Voice Exercise

*Template File - Coming soon!* We're in the middle of updating this worksheet. Check back [at this document](#) to find the worksheet when it is added.

You will define 4-6 words that define the voice, or personality, of your brand.

If you have a team, do it together. If you don't have a team, find someone supportive of your vision to join in the activity.

#### CATEGORIZE

On this LucidChart virtual whiteboard, there are many words that could describe your business. Start by categorizing each word as either:

- **Who You Are**
- **Who You're Not**

Think about your business as a person. If you have to describe that person, what words would you use?

As you go through the process, ask each other questions about selections.

- **Why do you feel like your business is pioneering but not cutting edge?**
- **Why did you hesitate to put national under Who You Are?**
- **In what ways is your business both traditional and modern?**

Don't move on to the next step until you have gone through the exercise for all the words. The discussion and decision-making will help you clarify and understand what you want your business to be — and what you don't want it to be.

## GROUP

You'll notice certain words that naturally go together.

For example, welcoming, approachable, accessible, and down-to-earth. Put these similar words in a group together.

These groups will likely reveal some key attributes of your company.

## PRIORITIZE

Now comes the tricky part! Your brand needs to be focused. If it is trying to be too many things at once, your message will get lost, and your audience will be confused.

So your goal now is to narrow that list down to 4 to 6 words. No more than six! These 4-6 words will help guide your branding.

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## Brand Visual Board

Pick your colors, fonts, logo, and the types of images that will represent your business.

These decisions have an impact on your business. So don't choose solely on aesthetics or personal preference.

Look back at the choices you made for your BrandScript and Brand Voice. Make selections that support those decisions.

- [Canva Template: Visual Brand Board](#)
- [10-Minute Canva Tutorial](#)

## TOOLS FOR SELECTING COLORS

- [Coolors](#)
- [Adobe Color](#)



# Creating Your Marketing Strategy

1

## Awareness Channels: Finding Your Mix

Use this worksheet to figure out what 5 awareness channels you want to focus on.

*Coming soon!* We're in the middle of updating this worksheet.

Check back [at this document](#) to find the worksheet when it is added.

2

## Planning Your Funnel

Remember to start slow. Keep it simple and then build out over time.

- [LucidChart](#)
- [My favorite tools: a whiteboard and markers](#)



# Executing Your Marketing Plan

## 1 Your Website

If you do not have logins for your site host and domain registrar, WALK AWAY!

### ZERO BUDGET: DIY

- Wix
- Squarespace
- NameCheap: Buy Domain Name

### MICRO BUDGET: SKILLED HELP

- Use WordPress.org
- For eCommerce: WooCommerce
- (also look at Shopify as a WordPress alternative)
- For Simple Scheduling: Calendly
- Keep it to 3-5 pages
- Use a WordPress theme with high ratings and solid help resource
- Use Elementor builder

### SMALL BUDGET: GET STRATEGIC HELP

- Open communication
- Willing to push back
- Looking at results
- Wants to get to know you

### MAKE SURE YOU OWN YOUR WEBSITE

- Copyright to all content and design
- Host and domain registrar in your name
- Logins for your host and domain registrar (it may be one login for both)

### MAKE SURE YOU HAVE AN AUTOMATIC BACKUP

## 2 Social Media

- Scheduling Tool: Buffer

## 3 Email

- Email Marketing Tool: MailerLite

## SMALL BUSINESS WORKSHOP SERIES:

# Digital Marketing That Grows with You

Does it ever seem like the “expert” marketing advice for small businesses doesn’t fit your small business?

You’re not alone. In fact, the majority of advice is designed to create large-scale campaigns most small businesses *can’t even afford!*

That’s why we designed a workshop for truly small businesses. One that shows you how to build an effective strategy with any budget so it can *grow* with you.

*If you can put together a Word document, you can learn the basics of digital marketing.*

## AFTER THIS WORKSHOP, YOU’LL BE ABLE TO:

- Create a DIY digital marketing plan scaled to your budget
- Understand the concepts and vocab needed to hire and utilize affordable help
- Avoid common marketing mistakes that waste your time, money, and effort
- Evaluate if your marketing is effective and reflects the business you want to build
- Utilize tactical marketing skills and tools to implement immediately

## WHO THE WORKSHOP IS FOR

Businesses owners who:

- 1 Have under 30 employees
- 2 Hate marketing, technology, or social media
- 3 Feel overwhelmed and unsure where to start

REGISTER NOW



Six Sessions

Register now:

[wrdigital.teachable.com](http://wrdigital.teachable.com)

*Homework will be assigned between sessions.*

## ABOUT US

Juliana Weiss-Roessler is the founder of WR Digital Marketing, a women-run digital marketing agency in the Austin area.

With over two decades of experience in digital marketing, Juliana has consulted or worked on the marketing strategy for 100+ organizations, including Dog Whisperer with Cesar Millan, National Restaurant Association, and Miami-Dade County.

Her current focus is helping women- and minority-run businesses avoid costly digital marketing mistakes by making the choices that set them up for success in the long run.

