

# PERSONA *Method* Est. 2016 MARKETING

## The Marketing Alignment Toolkit

**Transform Your Marketing Activities Into Aligned, Energising Growth Machines**

Created by Heather Gifford-Jenkins, inspired by The PersonaMarketing™ Method

### **Start Here: Quick Wins**

- Circle 1 marketing activity that feels misaligned
- Run it through all 4 sections of this toolkit
- Choose 1 small upgrade you can implement this week

### Why Use This Toolkit?

You're probably already doing *plenty* of marketing - emails, posts, podcasts, lives, maybe even webinars. But if you're feeling overworked with underwhelming results, the problem isn't effort. It's **alignment**.

This toolkit helps you bring every piece of your marketing ecosystem into harmony with:

- **Your Brand Persona** (who you are and the personality of your business)
- **Your Buyer Personas** (who you're meant to serve)
- **Your Offers** (what you're inviting them into)

Let's clean up the chaos - and reconnect with marketing that *feels like you* again.

## Toolkit Contents

### I. Strategic Alignment Audit

**Use this to stop doing “all the things” and focus only where it matters.**

Make a quick list of the channels and strategies you're using right now (email, social, blog, podcast, events, etc.)

Then answer:

- Does my **Brand Persona** naturally belong here?
- Is my **Buyer Persona** actively engaging here?
- Can we build an authentic connection on this platform?

**Prioritise channels that score high in all three.**

 Use the Natural Platform Matrix in Chapter 8 of ***The Persona Effect*** book to help with this.

### 2. Visual Identity Checkpoint

**Are your visuals helping you stand out - or pushing you into genericville?**

Evaluate your:

- Colour palette
- Fonts and type
- Photography and graphics
- Website design
- Social grid

For each one, ask:

"Does this feel like my Brand Persona?"

"Would my Buyer Persona feel emotionally safe + curious here?"

💡 Tip: Start with the visuals that make the **first impression** (homepage, profile pic, bio photo, lead magnet covers).

### 3. Communication Realignment Prompts

**Your words should *sound like you* (or your brand persona) - and land with them.**

Pull up a recent:

- Instagram post
- Sales page
- Welcome email
- About page
- Lead magnet headline

Then answer:

- Am I using **my brand's voice**, or someone else's?
- Is this written **for my Buyer Persona** - or for my peers/industry?
- Is this clear, emotional, and resonant?

✨ Bonus tip: Speak it out loud. If it sounds awkward, stiff, or "try-hard," it's not aligned yet.

### 4. Customer Journey Touchpoint Map

**Identify the places where energy drops or friction creeps in.**

Use this checklist to audit your journey from discovery to delivery.

For each one, ask:

"Does this moment reflect our brand personality?"

"Is it designed around how our Buyer Persona likes to move?"

**Pre-Purchase:**

- ☐ Website homepage
- ☐ Social media intro/bio
- ☐ Lead magnet delivery
- ☐ Inquiry form or discovery call

**Purchase:**

- ☐ Proposal or product page
- ☐ Checkout or payment page
- ☐ Confirmation emails or onboarding

**Delivery:**

- ☐ Welcome email or intro call
- ☐ Delivery platform or packaging
- ☐ Client portal/workspace

**Post-Purchase:**

- ☐ Follow-up emails
- ☐ Support experiences
- ☐ Referrals / re-engagement

Mark the areas that feel “off” and circle your biggest opportunity for a refresh.

## 5. Fast-Action Alignment Upgrades

Start with ONE of these to see quick results:

- ☒ Cut one channel that feels draining (even if it's trendy)
- ☒ Add a personal touch to your welcome/onboarding experience
- ☒ Rewrite your “About” section using your real voice (or that of your brand persona)
- ☒ Swap stock photos for images that reflect your buyer personas – don't use stock photography
- ☒ Create a single visual reference board for your designer/team

## Need Extra Support?

Want to go deeper?

You'll find this toolkit (and a whole lot more) inside the **Marketing Alignment Module** of the PersonaMarketing™ Method Monthly Membership portal.

Head to [ThePersonaMethod.com](https://ThePersonaMethod.com) to explore what's waiting for you.