

# 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**

## 1. 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.

X 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 generic ville?

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

✓ Create a single visual reference board for your designer/team

photography

## 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** to explore what's waiting for you.