PERSONA Method MARKETING Est. 2016

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.

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