



**FIRST HILL MARKETING, LLC**  
DIGITAL MARKETING AGENCY

# ***YOUR BRANDING & MARKETING GUIDELINE***



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**What moves you?**

**Sounds, visuals, or styles that feel like you:**

• \_\_\_\_\_ • \_\_\_\_\_

**Ask around:**

**3 things people say about your energy:**

• \_\_\_\_\_ • \_\_\_\_\_ • \_\_\_\_\_

**Know your "why"!**

**I create to:** \_\_\_\_\_

**Pick 3 words:**

• \_\_\_\_\_ • \_\_\_\_\_ • \_\_\_\_\_

**Visual Vibes:**

**Colors, images, or moods:**

• \_\_\_\_\_ • \_\_\_\_\_

**Describe your audience:**

**Whom are you trying to reach or move?**

• \_\_\_\_\_ • \_\_\_\_\_



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### **What moves you?**

Identify the sounds, visuals, and styles that naturally resonate with you.

- This reveals your creative fingerprint and the aesthetic that feels authentic.

### **Ask around**

Understand how others perceive your energy and vibe.

- What people reflect back can uncover consistent traits that are part of your brand identity.

### **Know your "why"**

Clarify your deeper purpose for creating.

- This becomes your message—the fuel behind everything you do and say creatively.

### **Pick 3 words**

Choose the words that describe how you want to be remembered.

- These anchor your tone, visuals, and storytelling across your brand.



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**Ask around:**

**3 actions you want people to take after seeing your content:**

• \_\_\_\_\_ • \_\_\_\_\_ • \_\_\_\_\_

**Know your “why” in campaigning!**

**These campaigns exist to:** \_\_\_\_\_

**Visual Vibes:**

**Your content style rules (what you will always show):**

• \_\_\_\_\_ • \_\_\_\_\_

**Describe your audience:**

**What problem are they trying to solve right now, and what are they searching for?**

• \_\_\_\_\_ • \_\_\_\_\_

**Pick 3 formats:**

**Top 3 campaign formats you will run weekly to stay top of mind:**

• \_\_\_\_\_ • \_\_\_\_\_ • \_\_\_\_\_



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**Ask around:**

Turn your 3 actions into your weekly CTAs. Choose 1 primary action and rotate all 3 across posts and reels.

**Know your “why” in campaigning!**

Make your “why” a one-line campaign promise you can repeat everywhere.

**Visual Vibes:**

Use your style rules as a checklist. If a post does not follow them, do not publish it.

**Describe your audience:**

Create content that addresses their problem and matches their search queries. Speak in their words, not yours.

**Pick 3 formats:**

Assign one format to 3 days each week. Repeat for 4 weeks so people recognize you fast. 😊❤️



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