



FIRST HILL MARKETING, LLC
DIGITAL MARKETING AGENCY

From First Hill to Full Momentum

***A guideline about turning your
marketing into consistent,
measurable growth.***



 248-761-5234

 www.firsthillmarketing.com

IG: @firsthillmarketing 

admin@firsthillmarketing.com 





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Understanding where you are on the Hill...

What does your brand currently say about you? Use 2 keywords:

• _____ • _____

What do you WANT your brand to say? Your ideal perception:

• _____ • _____

Pick 3 words/phrases that define your brand:

• _____

• _____

• _____



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What your brand currently says

Identify the immediate impression your brand gives today.

These keywords reflect how people experience you right now, not what you intend.

What you WANT your brand to say

Define the perception you are working toward.

This becomes your direction and helps guide how you show up moving forward.

Pick 3 words or phrases

Choose the words that represent your brand at its strongest.

These act as anchors for your tone, visuals, and overall presence.

The shift

When what your brand currently says aligns with what you want it to say, that is when momentum begins.



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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 If a post does not follow them, do not publish it.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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Are you actually showing up?

Where are you showing up? What platforms or spaces are you visible on?

• _____ • _____

Your consistency check...how often are you really showing up?

• _____ • _____

What is holding you back?



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Where are you showing up

Identify the spaces where your brand is visible.

Visibility is not just about being present, but about being seen consistently in the right places...it's actually vice versa more often.

Your consistency check

Take an honest look at how often you are showing up.

Consistency builds recognition, and recognition is what turns visibility into opportunity.

What is holding you back

Name the real barrier. Whether it is time, fear, overthinking, or uncertainty, clarity here is the first step toward movement.

The shift

Showing up occasionally creates awareness. Showing up consistently creates momentum.



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Visibility plan:

Where will you show up THIS week?

• _____ • _____

Brand experience:

What does it feel like to interact with you?

• _____ • _____

Connection check... whom do you need to follow up with?

• _____ • _____ • _____



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Visibility plan

Choose where you will show up this week with intention.

Focused visibility creates clarity and keeps your brand moving forward.

Brand experience

Define how it feels to interact with you.

Your presence, tone, and visuals should reflect the experience you want people to remember.

Connection check

Identify the people you need to follow up with.

Relationships are built through action, not intention, and follow-up is where trust begins.

The shift

Visibility brings attention. Experience builds trust. Connection creates opportunity.



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Consistency creates growth

Your monthly momentum...one action for this month:

• _____ • _____

Finish this sentence:

If I showed up consistently, my brand would...

• _____ • _____

Final commitment...circle one:

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Your monthly momentum

Identify one action you will commit to this month.

Small, consistent steps are what turn effort into real growth over time.

If I showed up consistently...

Finish the sentence honestly.

This reflection reveals the potential you already know is there.

Final commitment

Decide where you stand right now.

Awareness is powerful, but commitment is what creates change.

The shift

Consistency builds confidence. Confidence builds momentum. Momentum creates growth.



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