

Launch & Learn: A Marketing 101 Crash Course

A Practical Guide to Building a Brand
That Sticks, Connects & Converts

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Launch
Marketing Solutions





Introduction

Let's be honest—marketing can feel like a hot mess. With so many platforms, opinions, and shiny new trends out there, it's easy to get overwhelmed (and maybe a little annoyed). But here's the good news: it doesn't have to be that complicated.

This guide is here to help you cut through the noise and focus on what actually works. Let's turn that marketing stress into marketing success.

01 Why Most Marketing Doesn't Work

Why most marketing flops and how to fix it with clarity and purpose.

02 Three Things Every Brand Actually Needs

The 3 essentials every brand needs to grow with confidence.

03 Legit Without the Budget

How to look pro without spending big.

04 Stop Stressing Over Content.

You don't need a perfect posting strategy, you just need to show up with purpose.

05 The Case for Getting Help

When to get help and how to do it on your own terms.

06 A Simple Marketing Plan You Can Actually Use

A real-world marketing plan you can steal (and start using today).



A woman with long dark hair is sitting at a wooden desk, writing in a notebook with a pen. The image is overlaid with a large blue circle. Inside the circle, the text "Effective marketing isn't about doing more, it's about doing what matters, consistently." is written in white. Below the text is a short horizontal white line.

**Effective
marketing** isn't
about doing more,
it's about doing
what matters,
consistently.

Why Most Marketing Doesn't Work (and What to Do Instead)

THE FIRST STEP IS TO TAKE A STEP BACK AND EVALUATE WHAT THE HECK YOU ARE DOING

A lot of marketing fails because it's reactive, not strategic. Maybe you post something because "you should," or you run a promo because your competitor did. But without a plan, you're just guessing and guessing burns time and money.

Marketing that works starts with clarity. Think of it like this: you wouldn't build a house without a blueprint, so don't build a brand without a plan. Ask yourself.



QUICK TIPS



GET CRYSTAL CLEAR

Get super clear on who you're talking to. Not "everyone." Be specific. What do they care about? What do they struggle with?

WHOSE LINE IS IT ANYWAY?

Write out a one-line promise:
"We help [this person] solve
[this problem] with [this offer]."



MAKE IT COUNT

Use that line to guide your content, tone, and strategy moving forward.



Sometimes, it
simply starts
with taking a
step **backwards**
in order to move
forward.

Three Things Every Brand Actually Needs

You don't need to be on every platform. You don't need 27 different campaigns. You need three things working in sync:

01

Clear Positioning

If someone asked what your business does in 10 seconds, could you explain it in a way that gets them interested? Positioning is the “why you” part of your brand.



Tip! Avoid generic language like “We provide high-quality services.” Say what you actually do and why it matters.

02

Cohesive Visual Identity

This isn't just about having a logo. Your brand should look and feel consistent, from your Instagram feed to your email signature to your website. A visual identity builds trust faster than you think.



Tip! Pick 2–3 brand colours, 1–2 fonts, and stick to them. Consistency > complexity.

03

A Simple Marketing Plan

Posting randomly doesn't work. You need to know what you're saying, to who, and when.



Tip! Commit to 1–2 platforms where your audience is active. Post consistently (even if that's once a week to start). Don't overthink the rest.

Making Your Brand Look Legit Without a Huge Budget

Looking professional doesn't require a big spend—it just takes thoughtful choices and consistency.



LOGO

Your logo doesn't have to be intricate or expensive, but it should work in different sizes, look good in black and white, and feel like you. Avoid overly trendy icons and focus on something simple that can grow with your business.



COLOUR PALETTE

Pick 2–3 main brand colours and 1–2 fonts you'll use consistently across everything—from your website to your flyers. This creates visual harmony and makes your brand instantly recognizable.



CONSISTENCY

Your Instagram shouldn't look totally different from your website or business cards. Use the same colours, fonts, tone, and imagery style across all touchpoints so your brand feels familiar wherever someone interacts with you.



Tip! You can create a solid brand presence with DIY tools and a little direction. The key is to avoid “template overload” where everything looks like everyone else. Start with clean design, aligned messaging, and polish.



WHAT YOU CAN DO TODAY:

- Pick a free tool like **Canva** to design your social graphics.
- Create a **brand “starter kit”** with your colours, fonts, and logo. Use it every time you post or send something.
- Update your **email signature** to reflect your brand look (*you'd be surprised how often that small detail gets noticed*).



Your brand isn't
just what's online
—it's the **feeling**
people get when
they visit your
space or talk
about you in town.
Shape that story
on purpose.

04

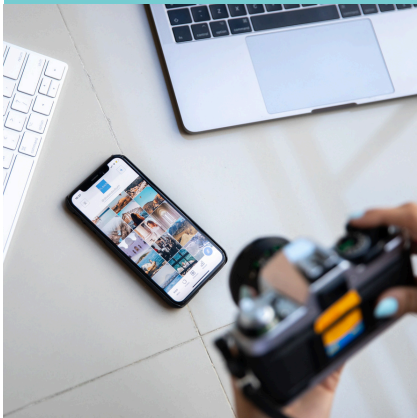
Stop Stressing Over Content. Start Connecting.

People do business with people. The content that performs best isn't overly polished, it's honest, helpful, and human.

Post a behind-the-scenes photo of your process.



Share a customer win or kind review.



Answer a common question you get from clients.



Share a mistake you made and what you learned (relatable > perfect).



Quick tips or helpful advice



Tip! Batch create 3–5 posts in one sitting and schedule them. Done is better than perfect. Just show up regularly and stay true to your brand voice.

The background of the image is a close-up of a professional video camera. A boom microphone with a fuzzy windscreen is positioned at the top. The camera's LCD screen is visible on the right, showing a woman smiling and holding a smartphone. Overlaid on the camera is a large, semi-transparent circular graphic. This graphic consists of two concentric circles: an outer light blue circle and an inner dark blue circle. The text is centered within the dark blue circle.

Good content
doesn't have to
be perfect, it just
has to be you.

The Case for Getting Help (And How to Do It Without Losing Control)

TRYING TO DO IT ALL YOURSELF?

That's the fastest path to burnout and missed opportunities. You don't need to hand over the reins—you just need support in the areas where you don't have time, energy, or expertise.

01

NOT ENOUGH HOURS IN A DAY?

What's taking up the most time but generating the least return?

02

PROCRASTINATING SOUND FAMILIAR?

What marketing tasks feel like a grind (or never get done)?

03

WOULD YOUR PROBLEM GO AWAY?

Could a freelancer, agency, or part-time team member help here?



Tip! When hiring help, don't just look for talent—look for alignment. A partner who “gets” your brand is worth more than someone who just checks boxes.

A Simple Marketing Plan You Can Actually Use

HERE'S A SAMPLE FOR YOU TO GET STARTED

You've read the advice. You've got the ideas. But what does this actually look like in action?

Let's walk through a sample marketing plan built for a fictional small business: "Tavern Trail Brewing Co.", a local craft brewery that just opened and is looking to boost taproom visits, grow brand awareness, and keep regulars coming back.

This sample can easily be adapted to your business—just swap in your own goals, audience, and messages.

BUSINESS GOAL

Increase weekend taproom traffic and boost engagement on social media.

TARGET AUDIENCE

Beer lovers aged 25–45, local to the area, who appreciate craft brewing, community events, and trying something new.

KEY MESSAGES

- "Bold beers, local roots."
- "Your weekend just got better, pull up a stool at Tavern Trail."
- "Crafted for community. Brewed for flavour."



Tip! Test, tweak, repeat. Not every post or promo will be a hit. What matters is that you learn what works for your audience and double down on it.



Marketing doesn't
have to be
complicated to
work. **Start small,**
stay consistent, and
grow from there.

60-Day Marketing Plan

TAVERN TRAIL BREWING CO.

No theory here, just a real-world, week-by-week marketing plan for a fictional local brewery. Use it as a template or inspiration to craft your own plan and take action right away.

DAYS 1–30: SET THE FOUNDATION & BUILD AWARENESS

Your first month is all about getting the basics in place, showing up online, and letting your local community know you exist.

WEEK	ACTION ITEMS	DETAILS
Week 1	Launch your online presence	- Set up and verify your Google Business Profile - Create/optimize your Instagram and Facebook pages - Add taproom hours, contact info, and a simple bio ("Independent craft beer brewed locally in [City]. Now open!")
Week 2	Introduce your brand	- Post your origin story: why you started the brewery, what sets you apart - Highlight your first beer lineup with simple tasting notes - Take high-quality photos of the taproom, brews, and team
Week 3	Start local engagement	- Join and post in relevant local Facebook groups - Comment and engage with local businesses on Instagram - Follow local creators and F&B influencers
Week 4	Encourage first visits & reviews	- Run a small "first pint's on us" offer for early visitors - Ask happy customers to leave reviews on Google - Post your first customer feature or UGC (user-generated content)

DAYS 31–60: GROW YOUR REACH & BUILD COMMUNITY

Now that the foundation is in place, it's time to expand your reach, build a sense of belonging around your brand, and start planning for the long game.

Focus Areas:

- Increase reach and local buzz
- Build repeat visits
- Deepen community connection

WEEK	ACTION ITEMS	DETAILS
Week 5	Run your first small promo or event	• Host a soft event: trivia night, live music, or a brewer Q&A • Promote it with a simple \$50 local Instagram ad • Post countdowns or teaser content throughout the week
Week 6	Tell your story visually	• Share a photo series about the brewing process • Spotlight your team members • Post about your values (e.g. sustainability, supporting local)
Week 7	Create connections	• Launch an email signup list (“Get first access to releases & events”) • Start collecting short testimonials to use in future content • Consider a small collaboration with a local bakery or food truck
Week 8	Look at what's working and adjust	• Review Instagram insights (which posts worked best?) • Ask in-store visitors how they found you • Begin mapping out a monthly content calendar for Month 3+

 **Tip!** Start with your goal, then work backwards. Before choosing platforms, content, or tactics, ask: What do I actually want to achieve? Whether it's more website traffic, local foot traffic, or lead generation, your plan should be built around one clear objective. From there, outline the actions that will directly support that goal—don't just “do marketing” for the sake of it.

Get In Touch

You don't have to do marketing the hard way. With a little clarity, a solid plan, and the right kind of support, you can build a brand that feels as good behind the scenes as it looks out in the world.



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