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2025
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01

Build a Strategy

If you want to increase sales, you must successfully increase awareness, traffic and conversions. You are going to learn exactly how to do this.

- 1.1. Build a Customer Avatar;
- 1.2. Grow Awareness & Visibility;
- 1.3. Drive Website Traffic;
- 1.4. Convert Traffic;
- 1.5. Increase Conversion Rate;
- 1.6. Increase Sales.



Brand Identity

Make sure you have a well-constructed and clear brand identity.

02

- 2.1. Check the clarity of the fundamental elements - strategic, these define the essence of the brand - "who it is" and "why it exists";
- 2.2. Visual elements: Logo, Color palette, Typography, Visual style / graphic direction, Imagery, Layout design;
- 2.3. Verbal elements (brand voice): Naming, Slogan / Tagline, Tone of voice, Key messages;
- 2.4. Experiential elements - the complete experience that the audience has with the brand: Product / packaging design, Website & UX, Social media presence, Customer service & direct interactions, Events.