



Anuncier

Let's get your message out

Digital Strategy Blueprint

A structured session to align your key business objectives with your digital marketing.

The Problem We See

Most business owners and leaders we talk to can describe exactly who they serve and what makes them different. Ask them in conversation and the answer is clear and specific.

But when we evaluate their digital footprint — their website, their social media, how they show up in search and AI — that identity isn't there. What lives in the owner's head never makes it into the digital record. That gap costs customers.

Digital marketing is crowded. Businesses that can't communicate clearly get buried. When different people are managing different pieces — the website, social, ads — without a shared strategy, the message falls apart. Mistakes are expensive. And now that AI tools are often the first stop when someone is researching a business, they pull directly from your digital presence. If the foundation isn't there, AI represents you inaccurately — and most business owners don't even know it's happening.

Even when owners know something needs to change, fixing it feels expensive or like a long commitment. So they put it off, try to handle it themselves, or pay for marketing services that don't deliver.

What the Digital Strategy Blueprint Is

The Digital Strategy Blueprint (DSB) starts with a conversation. We sit down together and talk through your business — your strategy and goals, your target audiences, what makes you different, what your secret sauce is. Most business owners can answer these questions. Getting it documented is another story.

From there we evaluate your digital footprint against what you told us. We review your website, your social media, your search presence — and where relevant, your paid ads and email efforts. We're looking for the gap between how you describe your business and how it actually shows up digitally.

The result is a written document that gives you a clear picture of where you stand and what to do next.

You will receive:

- An evaluation of your current digital efforts
- Where the gaps are — what your digital presence says versus what it should
- Specific recommendations for your website, social media, search, and other digital channels
- Content direction — areas that can drive growth and reach the customers you want
- Tool assessment — making sure the right tools are in place and working for you
- Key KPIs to track going forward, so you can get a quick read on what's working

The DSB document is yours to keep, share with your team, or feed directly into AI tools to guide any future digital marketing work.

How It Works (and Your Time Commitment)

Initial Conversation (15 to 30 minutes)

We start with a brief call to get an overview of you and your business. We walk through the process, discuss any tools or access we may need, and mutually decide whether it makes sense to move forward.

Deep Dive (1 to 1.5 hours)

We sit down together and talk through your business strategy and goals, your target audiences, and what makes you different. This is a real conversation, not a questionnaire. The best answers come out naturally — we know how to ask.

Our Evaluation

We analyze everything you shared — along with any additional documentation — and compare it against your current digital footprint. We also run a technical review to identify anything that may be preventing you from showing up in search and AI.

Results Meeting (30 minutes)

We schedule a follow-up to walk through our findings and recommendations — both short-term and long-term — for a stronger digital presence. This is where we hand over the Blueprint document.

Optional: Follow-Up Conversation (30 minutes)

If you want to talk through the findings after you've had time to sit with them, we're happy to include that at no additional cost.

Your total time commitment: approximately 2 to 2.5 hours.

Investment

\$500

One-time cost

The DSB session is a standalone engagement. Many clients choose to continue working with Anuncier on execution after the session, but that is entirely your call. You walk away with a document you own and can act on however you choose.

Who This Is For

The Digital Strategy Blueprint is built for business owners and leaders who know their business but aren't sure their digital presence reflects it. It can also supplement a marketing department that wants to take a harder look at their digital efforts.

It's a good fit if any of these sound familiar:

- You've invested in digital marketing and didn't see the results you expected
- You have different people handling different pieces — website, social, ads — but nothing feels cohesive
- You know something is off with how you show up online but aren't sure what
- You want to see how digital marketing is contributing — or not — to revenue growth
- You're growing and your digital presence hasn't kept up
- You're starting out and want to get your positioning right from the beginning
- You're trying to leverage AI tools for marketing but don't have the foundation in place