

Marie Weidlich from London Fashion Today Launches Power Brand Builder

a Marketing Toolkit and Mentorship Program for Entrepreneurs and Creatives



London, United Kingdom Jul 2, 2024 ([Issuewire.com](https://www.issuewire.com)) - Transforming How Entrepreneurs and Creatives Approach Marketing

Power Brand Builder, founded by digital marketing guru and influencer Marie Weidlich from [London Fashion Today](#), is thrilled to announce the launch of its comprehensive marketing toolkit and mentorship

program designed to transform how entrepreneurs and creatives approach brand development and marketing strategies.

With a successful track record in digital marketing and as the founder of London Fashion Today, Marie Weidlich brings her extensive expertise within the startup and scale-up scene in London to Power Brand Builder, offering a unique opportunity for business leaders to learn from a proven growth track record and industry leader.

Addressing the Industry Problem

Many entrepreneurs and creatives face challenges in developing comprehensive marketing strategies that extend beyond content and social media. There is often a lack of strategic thinking in in-house marketing efforts, difficulty in building sustainable relationships, and inefficiencies in automating marketing tasks and tracking performance across channels. **Power Brand Builder** aims to solve these problems by providing a holistic and strategic approach to marketing.

Transformative Benefits of Power Brand Builder Toolkit and Mentorship

The Power Brand Builder toolkit is structured into 5 in-depth sessions that cover every aspect of branding and marketing, ensuring a 360 approach to business growth. Participants will benefit from personalised mentorship, gaining insights that go beyond traditional content and social media strategies and exploring the applications of Artificial Intelligence and ChatGpt in building effective marketing functions.

Key Benefits of the Power Brand Builder Program:

- Expert Guidance from Marie Weidlich: Leverage the knowledge and experience of a seasoned digital marketing professional who has successfully launched and helped grow multiple brands such as Laka, Tandem Bank, Alpha FMC, World Summit AI, Rocket Internet, and more.
- Comprehensive Brand Development: From defining your brand's purpose and mission to identifying target audiences and competitors, the program provides a solid foundation for creating a compelling brand identity.
- Strategic Marketing Insights: Learn how to craft a strong brand message, develop effective storytelling techniques, and position your brand uniquely in the market.
- Harnessing Technology: Discover how to utilise AI and cutting-edge software to automate marketing tasks, track performance, and achieve sustainable growth.
- Sustainable Relationship Building: Focus on building long-term, meaningful relationships with your audience, ensuring lasting brand loyalty and recognition.
- Hands-On Learning: Engage in practical exercises, including creating brand identity moodboards, developing pitch decks, and analysing growth metrics through real-world examples.

Marie Weidlich on the Launch:

"I am excited to bring the Power Brand Builder toolkit to entrepreneurs and creatives looking to elevate their marketing strategies," said Marie Weidlich. "This program is designed to provide the tools, insights, and mentorship needed to build unforgettable brands and achieve sustainable growth. Our approach goes beyond conventional tactics, focusing on strategic thinking and the effective use of technology. With my extensive experience in the startup and scale-up scene in London, I bring all this growth energy to my first marketing educational product, Power Brand Builder."

About Power Brand Builder:

Power Brand Builder is a transformative marketing toolkit and mentorship program created to empower entrepreneurs and creatives with the knowledge and tools necessary to build strong, sustainable brands. Led by Marie Weidlich, an expert in digital marketing and founder of London Fashion Today, the program offers a comprehensive approach to brand development and marketing strategies, ensuring participants can achieve their business goals with confidence and effectiveness.

Contact Information:

For more information about Power Brand Builder or to schedule an interview with Marie Weidlich, please contact:

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Note to Editors:

High-resolution images and additional press materials are available upon request.



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