



MG DigiGrowth

Brand · Marketing · Technology · Growth

EBOOK · BRAND & CREATIVE

From Brand to Demand

The founder's guide to launching a business people can find

A practical sequence for the first 120 days: positioning, naming, identity, website, content and the first acquisition channel.

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Who this is for

Founders and first marketing hires taking a new business or product to market.

Deciding what you are before deciding what you look like

Positioning answers three questions: who is this for, what does it replace, and why is it better for that person. Until those are written down, every design decision is a matter of taste and every review meeting is an argument.

- Write one sentence a salesperson can say out loud without embarrassment.
- Name the alternative you are displacing, including 'doing nothing'.
- Test it on five people in the target audience before designing anything.

Naming without the six-week detour

Names fail on three practical grounds: availability, pronounceability and search. Shortlist against all three at once rather than falling in love first.

- Check domain, marketplace and social handle availability in the same session.
- Say it aloud on a phone call — if it needs spelling twice, it will cost you.
- Run formal trademark clearance with counsel before printing anything.

An identity system your team can actually use

A logo is not a brand system. Type, colour, grid, imagery and motion specified together are, because they let people produce new material without asking a designer.

Ship templates with the guidelines: deck, document, social formats, ad sizes, email signature. The correct thing must be the easy thing.

The launch website: eleven pages, not fifty

Home, what you do, two or three service or product pages, pricing, about, contact, one proof page and two content pieces. That is enough to launch and enough to rank for your own name.

Build the structure so pages can be added without redesign, and instrument analytics before launch day, not after.

Your first thirty pieces of content

Ten answering the questions buyers ask before they are ready, ten comparing approaches, and ten proving you can do the work. Publish on a rhythm you can sustain with the team you actually have.

One long-form asset can become a newsletter, three social posts, a short video and a sales one-pager. Produce once, publish many times.

Choosing one acquisition channel and proving it

New businesses fail at marketing by running five channels badly. Pick the one where your buyers already are, fund it properly for ninety days, and only add a second once the first is producing predictably.

What to measure in the first 120 days

Qualified conversations, cost per qualified conversation, branded search volume, and the conversion rate of your two most important pages. Everything else is noise at this stage.

Want this applied to your business?

We audit what you have, tell you what is actually limiting growth, and scope the work that fixes it. No obligation on the first call.

Hop on a call

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