

HeyHeyZGirl

Hybrid Marketing Starter Kit

Your Brand, Your Story



Welcome

Hey Hey,

Your brand is more than a business—it's a living narrative. And great marketing isn't just about visibility; it's about alignment, intention, and connection. In a world oversaturated with digital noise, the ability to pause and deliver a message people can hold, see, and feel? That's a strategic advantage few leverage well.

This starter kit was designed to help you bridge the immediacy of digital with the intimacy of print—creating campaigns that aren't just seen but remembered. Because storytelling is strongest when it engages all the senses. Inside, you'll find a curated path to hybrid marketing that blends thoughtful design, proven tools, and practical ideas.

Whether you're exploring this approach for the first time or looking to refine what you've started, this is your invitation to build marketing that reflects who you are and resonates with those you serve.

Let us turn trust into traction. Let's bring your story to life—strategically, beautifully, and boldly.

Your Story, Your Brand,
— Z, Lead Strategist, Hey Hey ZGirl

“Let us help your message feel as unforgettable as your mission.”



What Is Hybrid Marketing?

Think of hybrid marketing like hosting a thoughtful dinner party.

You send a digital invite so guests know what to expect. Then, when they arrive, there's handwritten place cards and a beautiful table setting that makes them feel special. It's not just the invitation that counts — it's the full experience.

Digital marketing gets people in the door.

Print makes them feel welcome — seen, remembered, and valued.

Used together, hybrid strategies create something more memorable than either one could alone. They don't just promote your brand — they reflect your care, your story, and your intention.



Is Hybrid Right for You?

Imagine preparing a beautiful table — the meal is heartfelt, the vibe is inviting. But half your guests only got a digital invite, and the other half had no reminder at all.

Hybrid marketing ensures every seat is filled and every guest feels welcomed — through a mix of online touchpoints and printed moments that say, “I see you. I’ve been expecting you.”

Ask yourself:

- Do your digital efforts feel like they need something more personal?
- Do you want your message to feel intentional, not just scheduled?
- Would your audience respond better to a warm hello in their hands, not just their feed?

If you answered yes to any of these, hybrid marketing might be exactly what your brand’s been craving.



Your Hybrid Marketing Toolbox

Every element matters!

In hybrid marketing, it's the same: you need the right mix of systems and style to create an experience that feels seamless and soulful.

Here are a few favorite tools to help you turn moments into momentum:

Tool	What It Does	Why It Matters
Canva Print	Design postcards, flyers, and branded print materials	Your story deserves beautiful packaging
Mailchimp	Automate email flows and stay in touch digitally	Keeps your voice consistent and timely
QR Code Generator	Add scannable links to print pieces that lead to landing pages	Bridges physical touchpoints to digital actions
HubSpot or Notion	Organize contacts, track campaigns, and follow up	Let the systems hold the details so you can hold the vision

Pro Tip from Z: Print without follow-up is like a party with no dessert.
Make sure every piece of your campaign invites a next step."

Tips from “Z”

What I Wish More Brands Knew

“Print slows the scroll.”

Sometimes your audience needs a moment — a postcard, a flyer — to pause and actually hear you.

“Pair every print piece with a next step.”

Give people something to do, not just admire. A QR code, a landing page, a simple CTA keeps the momentum going.

“Beauty matters.”

Visuals are part of the message. Invest in design that reflects your brand’s values and vibes.

“Automation isn’t cold — it’s clarity.”

Use email flows and CRMs to follow up with care. Systems allow you to show up with consistency.

“Your story deserves more than pixels.”

Digital is a spark. Print is the warmth.
Together, they build a brand that feels real.

Touchpoint Map

Where Does Your Brand Show Up?

Hybrid Marketing Mini-Exercise

1. Grab a pen and paper. Divide it into two columns: Digital and Print
2. List out 3 key moments when customers interact with your brand (examples: discovering you, making a purchase, staying engaged).
3. Under each moment, write what digital touchpoints you're using (email, social, ads, website).
4. Now, add potential or current print touchpoints that could reinforce each moment (postcard, thank-you note, flyer, signage).
5. Highlight the gaps—where could print elevate trust or where could digital deepen the



Hybrid Marketing Touchpoint Map

Map Your Customer Journey

Think about the key moments when your customers interact with your brand.

Write down 3 of these moments below:

Customer Moment:	Digital Touchpoints	Print Touchpoints	Gap	Action
ex: Discovering your brand	Social media ads, website	Postcard, flyer		
1.				
2.				
3.				

Pro Tip: Start small! Test one hybrid pairing and track the results before scaling up.

Ready to Elevate Your Brand?

You've got the vision.

You've got the voice. Now it's time to bring it all together with strategy that doesn't just look good — it works.

Whether you're ready to launch a hybrid campaign or just need help clarifying your next move, I'm here to help you turn your story into something unforgettable.

- Let's build a brand that connects — in inboxes, in mailboxes, and in hearts.
- Here's how to get started:
- [Schedule Your Strategy Session](#)
- [Download the Full Kit as a PDF](#)
- [Let's Build Your Hybrid Campaign](#)

Only 3 campaign slots
open this quarter —
yours could be one.

