



# Branding for Change

Socially Conscious Marketing

**for Black Women Founders & Entrepreneurs**

*A guide to building a value-driven brand and sparking social impact.*



*Olisna DeRizma*

Purpose-Driven Branding - Social Impact

# Table of Contents

Nothing will work unless you do.  
~ Maya Angelou



## Section 1

04

The Shift From Purpose-  
Led to Purpose-Scalable

## Section 2

05

Data-Driven Storytelling

## Section 3

06

Building Sustainable  
Ecosystems

## Section 4

07

Impact-Driven Marketing  
Funnel

## Section 5

08

Action Plan

# Scaling Impact: Advanced Brand & Marketing Strategies for Black Women Founders Driving Social Change



***You've built the brand...  
Now it's time to take it to the  
next **Level!*****

You've built a brand rooted in purpose. You've led, inspired, and created change. But now, you're ready for the next level—scaling that impact beyond your immediate circle and into a broader ecosystem.

This guide is designed for experienced Black women entrepreneurs like you—those who already have a mission but seek to integrate advanced strategies to elevate both brand influence and social change.

## Section 1

# The Shift From Purpose-Led to Purpose-Scalable

Being purpose-led isn't just about making statements—it's about building infrastructure and systems that sustain and multiply your impact.

### **Purpose-Scalable = Impact x Ecosystem x Influence**

- Impact: Your core mission and community work.
- Ecosystem: Partnerships, networks, and supply chain consciousness.
- Influence: Your thought leadership, visibility, and narrative power.

### ***Noteworthy Black Woman Founder and Leader***

---

Blavity Inc., a media company created by Morgan DeBaun, is a great example of scaling Black-centered impact by expanding beyond content into events (Afrotech), educational initiatives, and partnerships with corporations seeking diverse talent pipelines.



## Section 2

# Data-Driven Storytelling

Your data tells a story of impact and effectiveness—but are you using it to position your brand as a leader in social innovation?

### How to integrate data into your narrative:

- Track KPIs beyond revenue: social impact (e.g., people served, communities reached, hours volunteered)
- Share data visually on your website and socials (impact dashboards, annual reports, infographics)
- Combine testimonials with measurable outcomes (“We empowered 500 Black women founders in 2024...”)



### ***Noteworthy Black Woman Founder and Leader***

---

Tiffany Aliche (The Budgetnista) uses stats and clear metrics to back up her financial education brand—highlighting how many women she’s helped achieve financial literacy.

---

## Section 3

# Building Sustainable Ecosystems

Scaling impact means building long-term, mutually beneficial partnerships.

### **3 strategies to try:**

1. Cause-driven collaborations: Partner with aligned nonprofits or socially conscious businesses to amplify both brands.
2. Community ambassador programs: Empower your most passionate customers or clients to become grassroots advocates.
3. Supplier & vendor audit: Is your supply chain aligned with your values? Shift toward sourcing from BIPOC or women-owned vendors.



## Section 4

# Impact-Driven Marketing Funnel

**Here's how to reframe your funnel to prioritize BOTH conversions and community uplift:**

### Top of Funnel:

- Publish thought leadership content on social justice, entrepreneurship, or community economics.
- Host panels or events centering on marginalized voices.

### Middle of Funnel:

- Create case studies showing measurable community impact.
- Launch give-back programs where a % of profits supports grassroots initiatives.

### Bottom of Funnel:

- Align your premium offers with social change (ex: "Every consulting package funds training for underserved entrepreneurs").

## Section 5

# Action Plan

### **Audit Prompt:**

Where are you leaving social impact on the table?

- Partnerships?
- Marketing content?
- Community programs?

### **Next 5 Steps:**

1. Review brand KPIs & add 3 social impact metrics.
2. Pitch a cause-collaboration to a values-aligned brand.
3. Launch an ambassador program.
4. Create a social impact report for your website.
5. Implement a give-back model in your next campaign.



# CONCLUSION

You've already built something powerful—but now, it's **time to amplify it.**

In this guide, you've explored how to:

- Expand your brand's ecosystem through conscious partnerships
- Use data as a narrative tool for influence and trust
- Build a marketing funnel that converts while creating measurable community outcomes

**But strategy alone isn't enough—it's your courage, creativity, and conviction that will truly set your brand apart as a force for social good.**

**You're already a leader. Now it's time to be a movement-maker.**

Your next steps:

- Audit your current social impact initiatives and identify key areas for scale.
- Start building a network of like-minded partners and collaborators.
- Position yourself as a thought leader by owning your impact narrative.

When you scale your impact, you don't just grow your brand—you shift culture, inspire change, and open doors for the next generation of Black women entrepreneurs.

**You're ready to lead at the next level.  
I'm ready to help you get there.**



## READY TO SCALE?

Ready to scale your brand's impact?

Email me to book your Private Brand  
Impact Strategy Intensive Today!



[OlisnaDerisma@gmail.com](mailto:OlisnaDerisma@gmail.com)



*Olisna Derisma*

Purpose-Driven Branding - Social Impact