



DTC Brand Pain Relief: Your Toolkit for Growth

The essential resource for e-commerce brands under \$5M struggling with limited resources and overwhelming demands.



by John Palmer



Content Creation & Campaign Management



"Keeping up with Instagram, Facebook, email AND ads is overwhelming."

Time drain leaves founders stuck in tactical execution



"I'm stuck making Canva graphics at 11PM."

DIY design creates bottlenecks in campaign launches



Emotion Level: 😞 9/10

Highest stress area for small teams



Deal Value Score: 💰 9/10

Content systems unlock immediate growth potential



Operational Challenges



Inventory Issues

Out-of-stock crises halt momentum



Shipping Problems

Late deliveries damage brand trust



Support Backlog

Customer emails pile up



Emotion: 🤔 8/10

Deal Value: 💰 8/10

Branding Difficulties

Identity Crisis

"Rebranded three times, no one 'gets' us"

Emotion: 😞 7/10

Deal Value: 💰 7/10



Positioning Struggle

Premium vs. affordable – unclear messaging

Voice Confusion

Inconsistent tone across platforms



ThinkDMG: Your Growth Partner

Content Systems

Streamlined creation workflows save 15+ hours weekly

Campaign Support

Coordinated launches across channels

Branding Strategies

Clear, consistent voice that connects with customers

Operational Guidance

Systems that scale with your growth