ISSUE 3.0

ENTREPRENEURS of COLOR MAGAZINE

TOP 10 ENTREPRENEURS OF COLOR IN PENSACOLA



DIGITAL BLACK WALLSTREET
by Mustafaa

NICOLE DIXON

CEO of RWR LIVE 365 Speaks on Celebrating 10 Years of IMPACT

1 AI TOOL ISN'T ENOUGH
by Coach Jordan

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Jordan Nichols
PUBLISHER
Yerodin Ghedi Adwin Beluchi
PUBLISHER
Chyna Blue
GRAPHIC DESIGN
Edifyin.Graphix
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ADVERTISING SALES
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Mustafaa
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LETTER FROM THE EDITOR



There are certain entrepreneurs whose impact extends far beyond the businesses they build. Their influence can be seen in the opportunities they create, the people they inspire, and the communities they help shape.

For me, Nicole Dixon is one of those individuals.

This special edition of Entrepreneurs of Color Magazine is particularly meaningful because it allows us to celebrate someone I have known and respected for many years. As a fellow Pensacola native, I have had the privilege of witnessing the growth of RWR Live 365 from its early beginnings to the influential platform it has become today.

Over the years, I have watched Nicole create opportunities for entrepreneurs, amplify voices that might otherwise go unheard, and build a brand that has become a valuable resource for countless business owners. I have personally experienced the impact of her work, having been invited to participate as a guest on multiple RWR platforms throughout my own entrepreneural journey.

What makes this recognition especially important is that it represents more than individual achievement. It is a celebration of a company that has helped pave the way for entrepreneurs throughout our hometown and beyond. It is a recognition of leadership, consistency, vision, and service.

As technology continues to reshape how we communicate, market, and grow our businesses, leaders like Nicole Dixon play an increasingly important role. Her commitment to education, innovation, and business development has positioned her as a trusted resource for entrepreneurs seeking to navigate today's digital landscape. Through her leadership and platforms such as Brand Builders, she continues to equip business owners with the tools, systems, and knowledge necessary to succeed.

On behalf of Entrepreneurs of Color Magazine and EOC Media Group, it is an honor to recognize Nicole's contributions to the entrepreneural community and to celebrate the legacy she continues to build.

Congratulations, Nicole. Thank you for your leadership, your service, and your commitment to helping entrepreneurs thrive.

> *"It is a celebration of a company that has helped pave the way for entrepreneurs throughout our hometown and beyond."*

Jordan Nichols

JORDAN NICHOLS
Founder & Editor-in-Chief
Entrepreneurs of Color Magazine

TOP 10 ENTREPRENEURS OF COLOR IN PENSACOLA

2026 HONOREES

01 **SHAZMIN GAINER**
Vibes + Smoothies
Restaurants + Lounges

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The Key to Life Vitamin Injections
Health & Wellness

03 **RODNEISHA JONES**
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Delectable Delights by Tarolyn
Custom Desserts

10 **TANI LOVETTE**
MP Creates
Custom Design Apparel

The ***Entrepreneurs of Color Magazine*** Top 10 Entrepreneurs of Color in Pensacola recognition honors business owners whose leadership, innovation, and commitment to community continue to make a meaningful impact throughout the Pensacola area.



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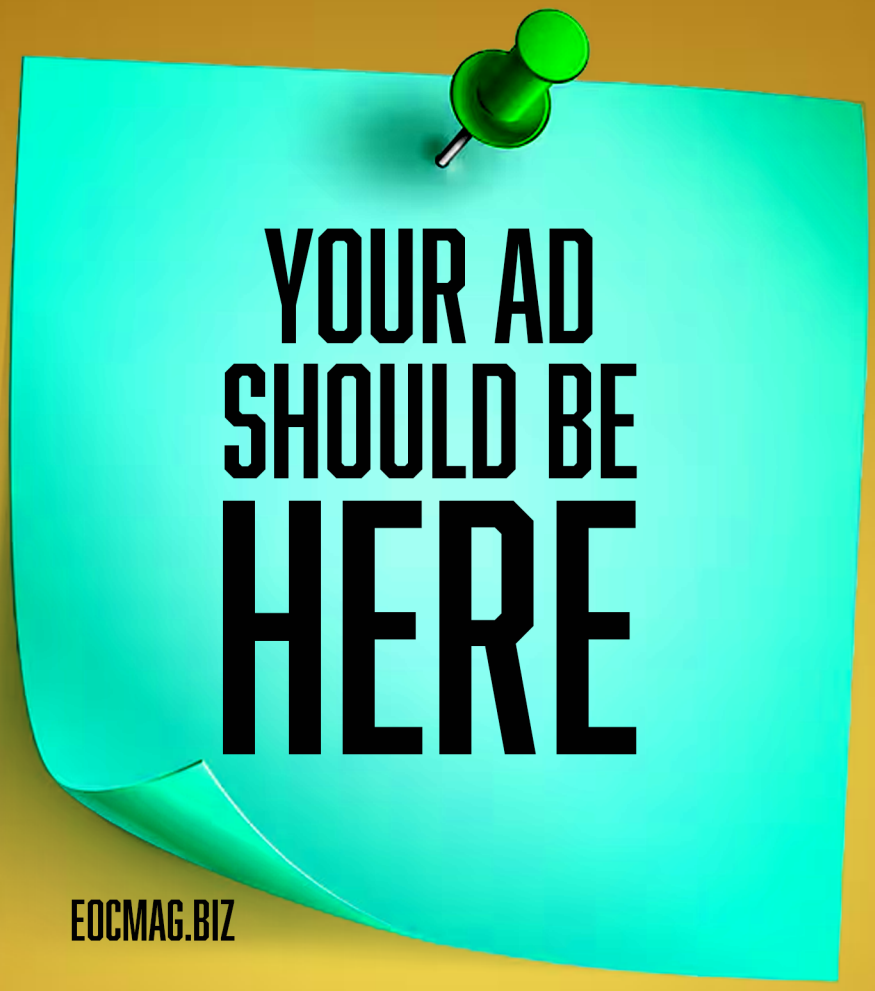
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Digital Black Wall Street

Building Wealth, Influence, and Ownership in the Digital Age

By **Mustafaa**, *Your Digital Marketing Specialist*



May 31, 2026 marked the 105th anniversary of the beginning of the Tulsa Race Massacre of 1921, one of the deadliest domestic acts of terror against Black Americans. More than 35 blocks of the Greenwood neighborhood were destroyed, and estimates place the death toll as high as 300.

This is not an ancient event of a "long time ago." Viola Fletcher, one of the last living survivors, died on November 24, 2025, at age 111.

Before the massacre, Greenwood was known as "Black Wall Street" because of its real estate, economic development, and community enterprises. We built an economic hub that included grocery stores, hotels, barbershops, and offices for doctors, dentists, and lawyers. In the decades since, this history has inspired Black Americans with a vision of what we could truly achieve.

> *"We can dominate individually and collectively utilizing the internet."*

The New Black Wall Street?

In 2026, things have changed. We are living in a digital age where online is another world unto itself. If you and I opened a brick-and-mortar business, competing with big-box retailers such as Walmart, Target, and Costco could be difficult. The new Black Wall Street doesn't necessarily have to be a collective of brick-and-mortar enterprises.

The internet has opened more ways for us to do business. A domain and website can be started at modest cost. We can establish a social media presence, create YouTube videos that serve as our commercials, and begin an email list using free tools. We can dominate individually and collectively utilizing the internet.

The Smartphone Is the Great Equalizer

I have lived long enough to see the cell phone transition from a tool for taking calls away from home into a full-fledged multimedia and production studio. Today's smartphone is a small computer in your pocket.

With it, you can communicate beyond your local community through Zoom, social media, and email; start and manage a business with apps; create video, audio, written, and graphical content; accept payments through platforms like Stripe; and access educational resources.
Your smartphone is one of the greatest tools of our uplift in modern times.

CONTINUED ON NEXT PAGE ›

Content, Community, and Ownership

It is popularly stated that "content is king," pointing to the importance of presenting our knowledge, solutions, and viewpoints in a tangible form that can be consumed by the masses. This content can be an article like the one you are reading, a blog post, videos, reels, memes, social media posts, or ebooks.

Content has been likened to modern-day real estate by online builders like Brother Ben X and others. Just as you would buy land to build enterprises upon, you can build virtually on the digital landscape through social media pages, blogs, podcasts, websites, and YouTube channels.

While social media pages are great platforms to build on, we must remember that we don't own them. What is built can be taken in the twinkling of an eye. It is better to build our own websites, blogs, email lists, and a home for our podcasts and videos, then use social media to connect followers to the ecosystem we have built.

A Call to Action

With the historical inspiration of what we can achieve economically and community-wise, combined with modern digital platforms and tools, we have a decision to make: How will we use such power going forward?

Competing directly with big-box retailers like Walmart, Target, and Costco can be difficult. But with digital tools and the digital landscape, we can build an audience online, market directly to them, and do business in our own lane.

One person can do this, but what if a few of us, in business unity and cooperation, decided to make a move? We could create on the digital landscape the makings of a new Black Wall Street—bigger and better than before.



> *"What if a few of us, in business unity and cooperation, decided to make a move?"*



ABOUT THE AUTHOR

Mustafaa

Mustafaa is a digital marketing specialist, author, speaker, and founder of Digital Marketing With Mustafaa. He teaches entrepreneurs and professionals how to build their brands, create content, and use digital tools for greater visibility and economic empowerment.

DigitalMarketingWithMustafaa.com

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1 AI TOOL ISN'T ENOUGH

Why Smart Entrepreneurs Use Multiple AI Platforms

By Coach Jordan



Artificial intelligence has become one of the most powerful business tools available to entrepreneurs. Yet one of the biggest mistakes many business owners make is trying to use the same AI platform for every task.

The reality is that different AI tools excel in different areas. Just as you wouldn't hire the same person to be your accountant, attorney, marketing manager, and researcher, you shouldn't expect a single AI platform to handle every business need equally well.

> "The smartest entrepreneurs don't use one AI tool. They use the **right** AI tool for the **right job**."

CHATGPT

Create

If you're looking for a versatile AI assistant for business, ChatGPT is one of the most well-rounded tools available today. While other platforms may outperform it in specific areas, ChatGPT's strength lies in its ability to handle a wide range of tasks effectively from a single interface.

I find it especially valuable during the creation phase of business operations. Whether you're brainstorming ideas, developing marketing campaigns, drafting emails, creating content, outlining business plans, or generating images, ChatGPT serves as a reliable thought partner that can help move projects from concept to execution.

- Brainstorming business ideas
- Marketing copy and promotions
- Social media content creation
- Business planning
- Drafting emails and documents
- Creating graphics and images

Think of ChatGPT as your AI Business Partner.

CLAUDE

Refine

While ChatGPT is excellent for creating content, Claude often shines when it's time to improve and polish what has already been created. Claude is particularly useful for reviewing documents, improving readability, organizing information, and refining long-form content. Many professionals appreciate its ability to make writing more concise, structured, and reader-friendly.

- Editing documents
- Reviewing contracts
- Improving clarity and readability
- Organizing information
- Long-form writing projects
- Professional formatting

Think of Claude as your AI Editor.

- Continued on Next Page

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Every business decision should be informed by accurate information. That's where Perplexity stands out. Perplexity combines AI-powered answers with source citations, making it especially valuable for research-heavy tasks. Instead of simply providing an answer, it helps users trace information back to its original sources.

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The most effective entrepreneurs don't rely on just one AI tool. They use the **right tool** at the **right time**—creating a seamless workflow that saves time, improves decisions, and delivers higher-quality results.





ABOUT THE AUTHOR

Coach Jordan Nichols

Business Coach • Author • EOC Magazine Founder

Coach Jordan Nichols is a business coach, founder of Entrepreneurs of Color Magazine, and author of the Amazon #1 bestseller *100 Tools & Resources to Boost Your Brand*. Through his writing and coaching, he connects entrepreneurs with practical tools, resources, and strategies to build stronger brands and work smarter.

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"Build With PURPOSE, Serve With INTEGRITY, AND CREATE SOMETHING THAT OPENS DOORS For Others."

-The Tech Queen

NICOLE DIXON

With **EOC Magazine** celebrating its 13th year in business we are privileged to speak with Nicole Dixon, also known as **the Tech Queen** for this latest issue. Nicole is an author, business strategist, and entrepreneur who empowers business owners to build brands that convert. She is a proud Pensacola native, born and raised in an entrepreneur family. Nicole has spent over 20 years transforming businesses through clarity, strategy, and scalable systems. She is a National Certified Workforce Development Professional, a Certified Scrum Master, and holds a Project Management Professional (PMP) Certification.

So first we wanted to know, **"Since you come from an entrepreneurial family in Pensacola, How did that environment shape the way you view business and leadership today?"**

The Tech Queen :: Growing up in an entrepreneurial family taught me that business was more than making money; it was about solving problems, creating opportunities, and serving people. I watched firsthand the discipline, sacrifice, and creativity it takes to build something from nothing. Being from Pensacola also shaped me because community matters here. Your reputation relationships and the way you treat people becomes your real brand. Those lessons still guide how I lead today.

EOC MAG :: Before becoming **"The Tech Queen"** what were some of the lessons you learned early in your entrepreneurial journey?





> **We are meeting entrepreneurs where they are and helping them build what comes next.**

The Tech Queen :: One of the biggest lessons was that passion alone is not enough; you need systems, strategy, and consistency. Like many entrepreneurs, I started with big dreams and a strong work ethic, but I had to learn how to turn vision into structure. I learned that your gift can open doors, but your systems allow you to grow. That lesson is what led me into branding, technology, and helping entrepreneurs build businesses that actually sustain.

EOC MAG :: Was there a defining moment where you realized branding and strategy would become your life's work?

The Tech Queen :: Yes. It happened when I realized so many talented people were being overlooked, not because they lacked skill, but because they lacked strategy. I kept meeting entrepreneurs with amazing products, powerful stories, and incredible gifts who were invisible because they didn't know hot to communicate their value. I realized my gift was helping people take what was inside of them and build a brand the world could see. That became bigger than marketing for me. It became my mission.

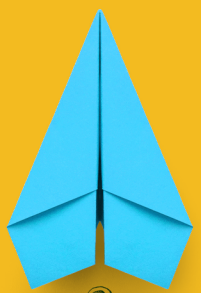
EOC MAG :: What motivated you to build something that services both entrepreneurs and the community simultaneously?

The Tech Queen :: I have always believed economic empowerment is community empowerment. When you help someone build a business, gain a skill, or believe in their own ability, you impact families and communities. Whether through RWR LIVE 365 (The Real Women Radio Foundation) or Brand Builders, the mission has always been the same - give people access, amplify voices, and create opportunities. I don't believe success is something you keep. Success is something you build so others can stand on it.

In 2016, Nicole co-founded Real Women in Radio, an online platform that entertains, empowers, inspires, and informs the community.As CEO of RWR LIVE 365 Creative Agency, Nicole specializes in branding and digital marketing services that help small business owners implement systems and strategies for sustainable growth. Through her Brand Builders platform, she provides entrepreneurs with an all-in-one marketing software solution that streamlines CRM, Email Marketing, funnels, websites, workflows, and AI powered tools -- making professional-grade marketing accessible and affordable. Brand Builders delivers "Marketing Made Easy" with tiered plans that scale with growing businesses.

EOC MAG :: We just wanted to say congrats again to you and RWR LIVE 365 celebrating 10 years of impact. When you reflect on that journey, what are you most proud of?

The Tech Queen :: Thank you. I am most proud that we are still here. Ten years ago, RWR LIVE 365 was founded on the vision of creating a space where voices that were often overlooked could be heard. Today, that vision has grown into a platform, a movement, and a creative agency. The awards and recognition are amazing, but the true impact is the people, the entrepreneurs we promoted, the stories we told, the conversations we started, and the community we built.



EOC MAG :: How has the vision for RWR LIVE 365 evolved from where it started to where it is today?
The Tech Queen :: It started as Real Women Radio -- a place to amplify voices and share stories. Over the years, we realized we weren't just telling stories; we were helping people build the story behind their brands. That evolution led to the creation of RWR LIVE 365 Creative Agency. We still believe in the power of media, but now we combine storytelling, branding, technology and strategy to help businesses grow.

EOC MAG :: So why was now the right time for you to expand into a full-service creative marketing and media agency?
The Tech Queen :: Because entrepreneurs need more than exposure, they need infrastructure. For years, people came to us needing promotion, but I saw the bigger issue. They needed branding, systems, marketing strategies, content, and tools to manage growth. Expanding into a full-service agency was the natural next step. We are meeting entrepreneurs where they are and helping them build what comes next.

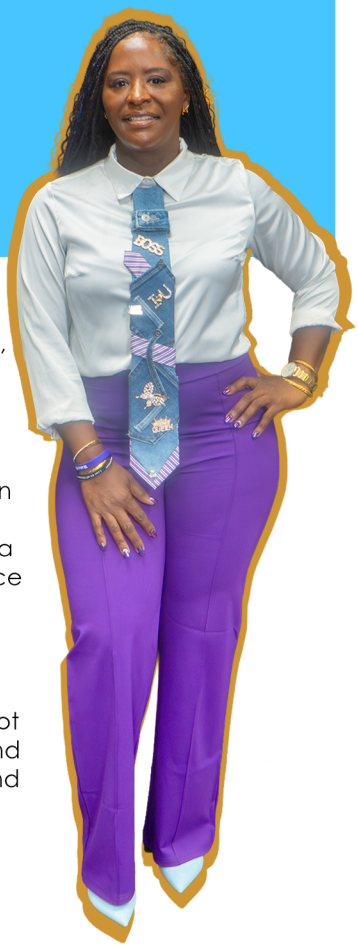
EOC MAG :: What separates RWR LIVE 365 from traditional media or marketing companies?
The Tech Queen :: We don't just market businesses, we understand the people behind them. Our foundation is storytelling. We combine media, culture, technology, and community connection. We don't chase trends; we build brands with purpose.

In 2018, she and community leaders established the Real Women Radio Foundation, a Florida based 501(c)(3) organization focused on civic government and workforce development. The foundation launched the #BeTheChangeVOTE campaign during the 2018 elections, organizing 27 nonpartisan parties across Northwest Florida. Today, the foundation employs over 40 people and has registered more than 20,000 voters in Escambia, Santa Rosa, Okaloosa, and Leon counties.

EOC MAG :: The Real Women Radio Foundation has registered over 20,000 voters and created workforce development opportunities across Northwest Florida. What drives that commitment?
The Tech Queen :: Access. I believe people can change their lives when they have access to information, resources, and opportunities. Whether it is civic engagement, workforce training, or entrepreneurship, the goal is to help people recognize their own power.

EOC MAG :: Why has community impact remained such an important part of your mission?
The Tech Queen :: Because everything I build comes back to people. Business is one vehicle for change, but the bigger mission is empowerment, helping people access resources, information, and opportunities.

> "a BRAND is the promise PEOPLE BELIEVE about you when you are NOT in the ROOM"



In October 2025, Nicole released her debut book, Your Brand Is the Blueprint: From Invisible to Unforgettable. The 12-chapter, full-color guide provides Black women entrepreneurs with a proven 3P Framework—Promise, Position, and Proof—helping them move from brand confusion to confident clarity in 90 days. Drawing from her work with over 1,000 clients, the book delivers actionable systems for defining brand purpose, developing an authentic voice, and creating a visual identity that converts. Your Brand Is the Blueprint equips coaches, consultants, and service providers with the foundation to build recognizable, profitable brands that attract ideal clients and create lasting impact.

EOC MAG :: What inspired you to write Your Brand Is the Blueprint?
The Tech Queen :: I wrote this book because I wanted entrepreneurs to understand they are not starting from scratch; they are the blueprint. Everything they have experienced, overcome, and learned is part of their brand story. This book is about helping people stop hiding their value and start building from who they already are.

- Continued on Next Page

EOC MAG :: Your book introduces the 3P Framework: Promise, Position, and Proof. Why are those three principles so important?
The Tech Queen :: Because every strong brand must answer three questions: What do you promise people? Where do you stand in the marketplace? What proof do you have that you can deliver? Your promise creates trust. Your position creates clarity. Your proof creates credibility. When those three things align, you don't just have a business, you have a brand.

EOC MAG :: What do you hope readers walk away with after finishing the book?
The Tech Queen :: Confidence and clarity. I want them to stop asking "Am I good enough?" and start asking "How do I build the strategy to share what I have?"

EOC MAG :: You've helped over 1,000 clients transform their brands. What are the most common mistakes entrepreneurs make when building a brand?
The Tech Queen :: The biggest mistake is starting with how it looks before understanding what it means. A logo is not a brand. Colors are not a brand. A brand is the promise people believe about you when you are not in the room. Many entrepreneurs skip clarity and go straight to creation. But when you understand your audience, your message, and your value, everything else becomes stronger.

EOC MAG :: Why is access to digital skills and technology so important in today's econom
The Tech Queen :: Technology is no longer optional; it is the new language of opportunity. If we want our communities to compete, grow businesses, and access better careers, we have to make sure they have digital skills. Access creates opportunity.

EOC MAG :: How has AI and technology changed the future of branding and marketing?
The Tech Queen :: AI has removed barriers. Small businesses now have access to tools that once cost only large companies. Technology allows entrepreneurs to create faster, automate smarter, and compete at a higher level. But AI does not replace authenticity. The entrepreneurs who win will be those who combine technology with their unique stories and creativity.

EOC MAG :: What legacy do you ultimately want Nicole Dixon and RWR Live 365 to leave behind?
The Tech Queen :: I want my legacy to be that I helped people see what was possible. That I opened doors. That I created platforms. That I helped people turn ideas into impact. I want people to say: she didn't just build something for herself, she built something that helped others build.





EOC MAG :: What advice would you give young black women entrepreneurs trying to build something meaningful?
The Tech Queen :: Do not shrink your vision to fit other people's expectations. Your ideas matter. Your voice matters. Your story matters. Build the room if they don't give you a seat at the table.

EOC MAG :: As a leader, how do you balance business growth, community service, and motherhood?
The Tech Queen :: I have learned that balance is not about doing everything perfectly. It is about being present with what matters. Motherhood is one of my greatest motivations. I want my children to see what it looks like to dream, work hard, serve others, and build something meaningful.

EOC MAG :: What's next for Nicole Dixon?
The Tech Queen :: Expansion. I am focused on taking everything we have built over the last decade and creating greater access through technology, media, and education. The next chapter is about helping more entrepreneurs build smarter, creating more opportunities in our communities, and continuing to prove that when purpose meets strategy, anything is possible

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Nicole Tech Queen

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MEET Coach Icyy & THE CHEER CHERRIES



1. At what point did you realize NWF Cheer Cherries could become something bigger than just an idea?

I realized NWF Cheer Cherries could become something bigger when I started seeing the overwhelming interest from families in our community. My vision to create opportunities for young athletes quickly turned into something much larger when parents started reaching out, registering their children, and actually believing in the mission. Seeing the support motivated me to go harder. I had a total of 117 that registered and a total of 50 that actually joined the team in my first season. Nothing but God.

2. What was the biggest challenge you faced when launching the program?

One of the biggest challenges was building a program from the ground up while earning the trust of parents and the community. There are many moving parts involved, from securing coaches and practice locations to uniforms, finances, and creating a strong foundation. While learning how to balance being a coach, a business owner & a mother of 2 handsome sons, has been a valuable but challenging experience.



3. What age groups does NWF Cheer Cherries currently serve?

NWF Cheer Cherries currently serves athletes ages 4 to 11. Elementary K4–5th grade.

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4. Beyond cheerleading, what life lessons do you hope these girls carry with them as they grow older?

Beyond cheerleading, I want every athlete to leave with confidence, discipline, leadership skills, and a strong work ethic. I want them to understand the importance of teamwork/ sisterhood, accountability, and believing in themselves even when things get difficult. Knowing that they can do all things through Christ whom strengthens them. As a former cheerleader, I know the lessons learned through sports can carry over into every area of life. Keeping God first.

> "Train up a child in the way he should go, and when he is old, he will not depart from it."
> PROVERBS 22:6

5. What makes NWF Cheer Cherries different from other cheer programs?

NWF Cheer Cherries is about more than just cheer. We focus on building confident young leaders while creating a family-oriented environment where every athlete feels seen, supported, and valued. We emphasize character development, mentorship, community involvement, and providing opportunities for athletes who may not otherwise have access to competitive cheer. Teaching them that you can be an All-Star no matter what skill level you have and knowing school comes 1st!

6. Can you share a story about an athlete who has grown significantly through the program?

One of the most rewarding things has been watching athletes come into the program shy and unsure of themselves, then gradually develop confidence in their abilities. I've coached a few young girls with slight disabilities and you couldn't tell them apart from the rest. Those moments of growth mean just as much as any trophy or award. It shows me I'm made for this.

7. What does entrepreneurship mean to you, and how has starting NWF Cheer Cherries changed you as a business owner and leader?

Entrepreneurship means having the courage to take a vision and turn it into reality, even when the path isn't always clear. I stand heavy on Habakkuk 2:2. NWF Cheer Cherries is my second business but it has taught me resilience, and the importance of serving my community & making a difference. It has challenged me to grow not only as a business owner but also as a mentor, role model, and leader for the athletes and families who trust me with their children.

8. Are there any upcoming goals, competitions, performances, or milestones you're excited about?

I'm excited about our upcoming competitive season and continuing to grow the NWF Cheer Cherries family. Our goals include developing strong athletes, competing at a high level, building community partnerships, and creating memorable experiences for our girls. As a new program, every milestone is exciting, and I look forward to seeing what this season brings for our athletes and organization.



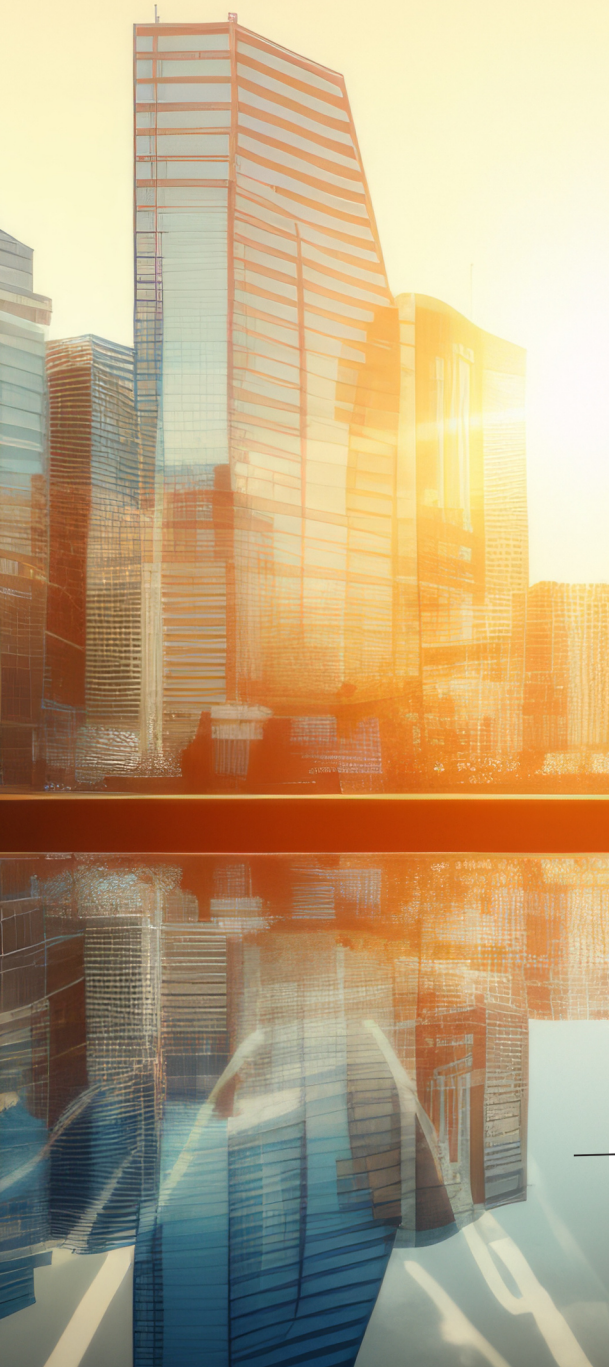
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DIGITAL MARKETING

- Build Before You Market
- Market With Intention
- Turn Attention Into Relationships

BE STRATEGIC, NOT EVERYWHERE

By K. Nicole The Tech Queen



For entrepreneurs, digital marketing can often feel like a never-ending checklist: post on Facebook, create a Reel, send emails, update your website, try TikTok, run an ad—and then do it all over again. But being busy online doesn't mean you have a strategy. Digital marketing should serve a purpose: **helping the right audience discover your business, understand what you offer, trust your expertise, and take action.** For entrepreneurs of color, this matters even more because many of us operate with smaller teams, limited marketing budgets, and multiple responsibilities.

We don't need more marketing tasks. We need marketing that works together as a system.

BUILD BEFORE YOU MARKET

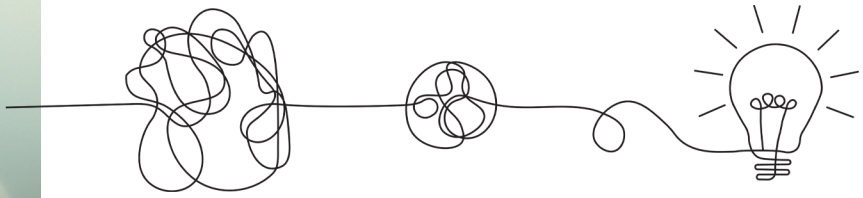
Before worrying about how often you post, make sure you have a strong foundation to support your marketing. Your website, landing pages, booking calendar, customer database, reviews, and follow-up process are all part of your digital marketing system. Consider what happens after someone sees your post. Can they easily understand what you offer? **Is there a clear next step? Can they book an appointment, request information, make a purchase, or stay connected?** If not, gaining more followers may not solve the problem.

MARKET WITH INTENTION

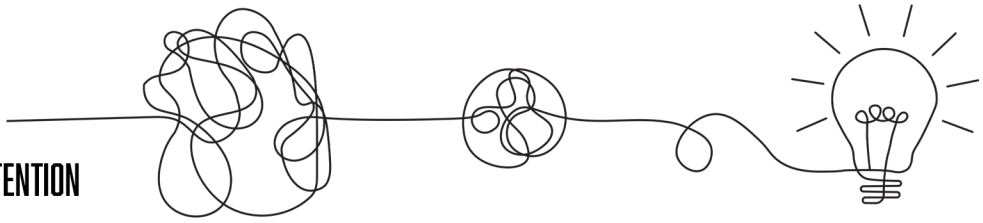
You don't need to be on every platform. You need to be where your customers are—and have a reason for being there. Each piece of content should serve a purpose. Some content builds awareness. Some establishes credibility. Some creates engagement. And some should invite people to take action.

Instead of asking, "What should I post today?" ask, "What does my customer need to see, know, or understand before they are ready to do business with me?"

That's the difference between simply creating content and marketing strategically.



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MARKET WITH INTENTION

Avoid building your entire audience on social media. Your followers belong to those platforms. Your customer relationships belong to you. Use social media to guide potential customers into systems you control: your website, email list, text list, booking system, CRM, or customer database. Then follow up. This is where technology, automation, and tools like **Brand Builders** can help small businesses turn marketing activity into a system capturing leads, manages customer relationships, follows up, requests reviews, schedules content, and stays connected without having to manually do everything. Technology shouldn't replace your strategy. It should help you execute it.

YOUR NEXT MOVE

Digital marketing doesn't mean doing more. Sometimes the smartest strategy is doing fewer things better. Build the right foundation. Market where your customers actually are. Create clear paths for people to take action. Then put the systems and technology in place to continue the relationship.

That's how we approach digital marketing at RWR Live 365 Creative Agency: Build. Market. Grow. Because you don't need to become a full-time content creator to grow your business.

You need a strategy, the right tools, and a clear next move.

K. Nicole Dixon, "K. Nicole The Tech Queen," is CEO of RWR Live 365 Creative Agency and founder of Brand Builders, an AI-powered business platform helping entrepreneurs manage their marketing, customer relationships, and business growth. Through RWR Live 365 Creative Agency, she helps entrepreneurs Build. Market. Grow. and move forward with purpose.

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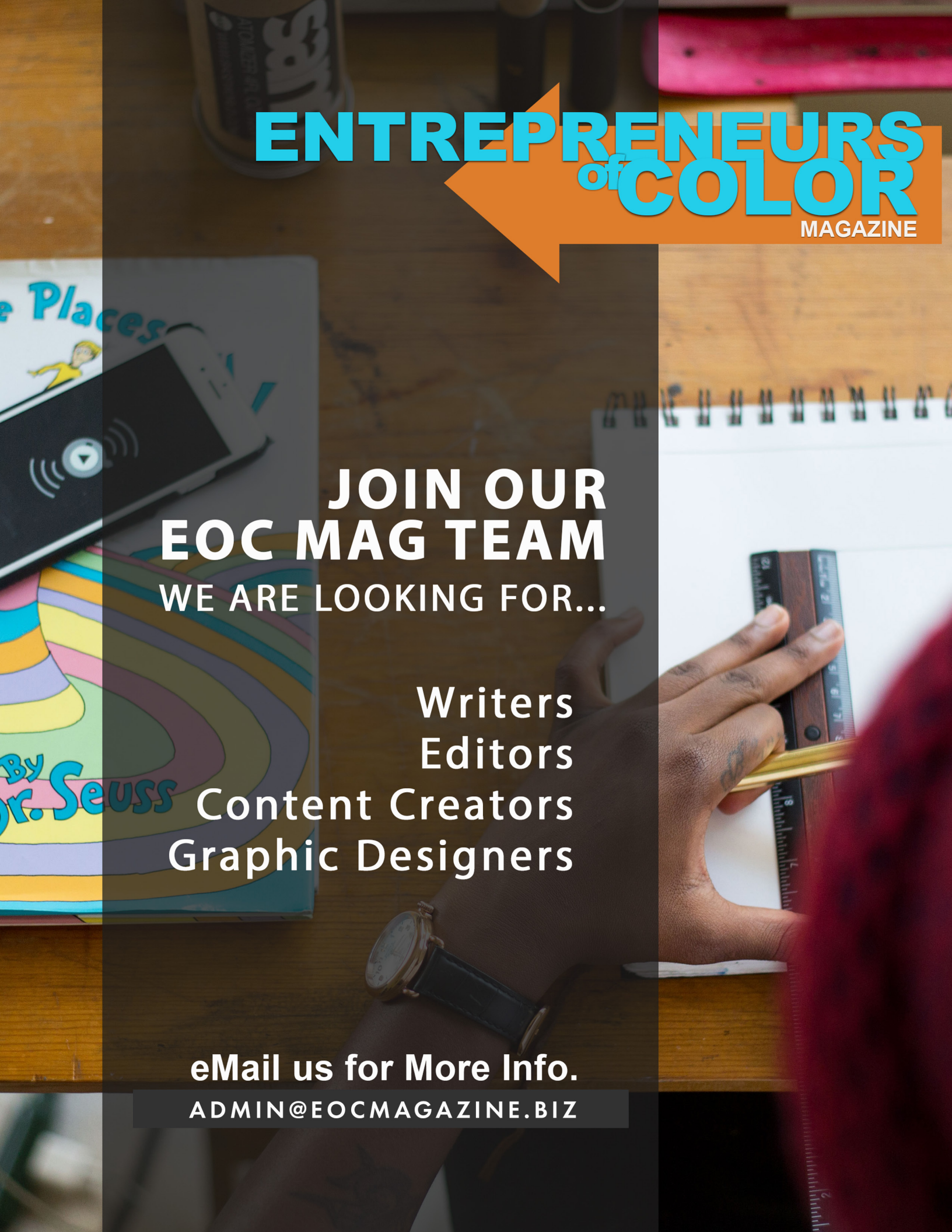






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