

Marketing Matters Series Workbook

Breaking down viral and non-viral marketing matters and the impact marketing can have on small businesses, influencers, and content creators.



JINGLE ME BABY!

Romeo, Dr. Pepper,
and the \$2 million deal

Part 1



BROUGHT TO YOU BY KENDRA DEANNA
The Business Doula

A close-up photograph of red velvet curtains, showing vertical folds and a rich, deep red color.

Hey Village!

Ok, so I did a thing!! I started a 90-day posting challenge on YouTube, in an effort to get more active on the platform. I came across a creator named Aprilynne Walter who was sharing a challenge she'd started. You can watch that video [here](#). I wanted to offer useful knowledge but also entertain as well. So I started a series called Marketing Matters. In the series, I break down viral and non-viral marketing matters and why they matter in marketing.

In each episode, I give you a short synopsis of the viral moment, where I insert the actual footage, and share some lessons you can learn, action steps to take, and leave you with some Business Doula love notes to carry you through the journey. I wanted to keep the series going even after the challenge though, because there are so many marketing matters that come up!

I hope that you enjoy the series and actually learn how you can leverage your social media platforms to build your business baby up!

I always say, I don't know everything, but what I do know I'm gon share it with ya'll because ya'll are my village and it takes a village to raise a business.

HOW TO USE This Workbook

After watching each Marketing Matters episode:

- Write down & reflect on the viral moment.
- Identify the business impact.
- Think about the lessons you learned personally from the viral moment from a business standpoint.
- Apply the action steps to your own business.

I created this workbook so you don't just watch an entertaining video about marketing, but you also take some action for your business baby! Now let's get to the breakdown.



The Breakdown

A Creator Named Romeo, Dr. Pepper, and the \$2 Million Deal!

In Dec. 2025, a creator named Romeo posted a random candid video on TikTok telling Dr. Pepper that she created a jingle for them. The internet went wild and her video racked up 13.1 M likes, 145M+ views and major brands in her comments asking to be next in line! One of the major brands that commented was Dr. Pepper!

Now, initially following Romeo's video, they too posted a candid video with the caption "Dr. Pepper *hand shake emoji* @Romeo. Officially official."

Romeo's new found community went to the comments of Dr. Pepper's video and expressed how upset they were that they gave such a "bootleg video" as some were calling it. As Vita Coco, another major brand Romeo worked with, posted a more polished video working together first, and also took Romeo to the Superbowl with them as their special guest.

Finally, Dr. Pepper offered Romeo a \$2 million dollar deal and released a fully produced nationwide commercial!

The Business Doula Thoughts:

✓ As a content creator, business owner, and/or influencer, always go through the proper channels to get your ideas to major brands. Some brands WILL steal your idea, use it without credit, and not acknowledge your hard work and creativity. Very seldom does luck come into play when it comes to business matters.

✓ Patience, exclusivity, and building anticipation is key in marketing! A lot of people were upset that Dr. Pepper had not publicly announced any partnership with Romeo. But the important thing to note here is, major brands go through a highly extensive process when it comes to releasing campaigns. There was no way they would prematurely announce a major deal on social media!

THE Marketing Lesson

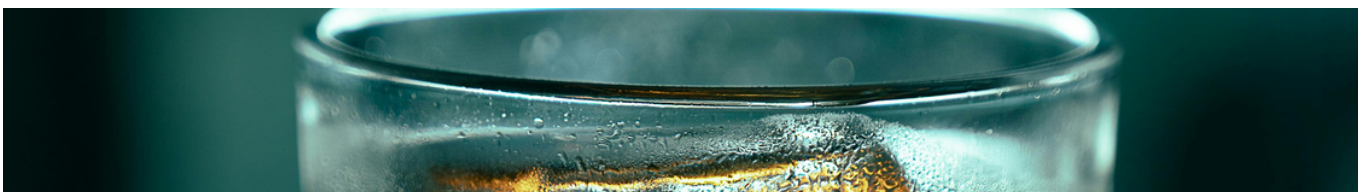
1. **Consistency creates opportunity:** Romeo had clearly been posting for a while before contracting such a huge brand deal. Creating content consistently can feel redundant at times, but it can produce incredible results.
2. **Marketing can create community.** Romeo has now built a huge community of people waiting to see what's next and supporting current success.
3. **Content is the new resume.** These days brands and consumers look for social proof. They need to know before working with you that it's essentially "worth it" and that others have had success working with you. They usually go to your social media platforms to find this. Having no content could potentially hurt your chances of them wanting to work with you.
4. **Repetition is key.** Repetitive marketing such as jingles, can get stuck in your head and makes your brand memorable.
5. **Emotion beats perfection.** Imagine the nostalgia felt by those who grew up on memorable jingles! They were eating the new jingle up and began reminiscing on the era of jingles. Relatable content.



One piece of content could potentially turn into a \$2 million deal!

THE Business Impact

1. Romeo is now a paid creator. Dr. Pepper offered a \$2 million deal, and other brands are paying to get jingles created. Romeo has created a whole business from that one piece of content posted.
2. Dr. Pepper has produced a full production nationwide commercial using Romeo's jingle, with her voice and original lyrics and all.
3. People around the globe have set out to purchase Dr. Pepper even more now due to this jingle! They wanted to be a part of the hype and hop on the trend. Some people commented that they hadn't had Dr. Pepper in years but were considering drinking it again. People were also posting videos of themselves going to get cases of Dr. Pepper thanks to Romeo's jingle.



Action Steps

Now, Village, you got some pretty good information here! Don't let it go to waste. Here are some practical action steps you can take to help your business baby grow!

- 1. Show Your Skills!**
 - Whether you can sing, dance, have an incredible product or offer a life-changing service, find a way to creatively and distinctively present it in your marketing.

- 2. Create content that is relatable and not overly produced.** Now more than ever, people are looking for something to relate to. Overly produced content can feel like a paid advertisement from actors that haven't actually experienced your brand.

Other things to reflect on:

- What's currently missing from my marketing?
- If I went viral tomorrow, what is the weakest area of my business?
- Am I just creating content, or am I setting my brand up for expansion?
- If there are specific brands or people that I want to work with, do I have a vision of what that would look like?

Action Plan:

1 thing I will clarify this week is_____.

1 thing I will add to my marketing is _____.

1 piece of content I will create is _____.

Prepare To Go Viral!!!
and for expansion!

Business Baby Prep

Use this section to get your business baby further prepared for virality and expansion! Give yourself grace if you don't score how you'd like to. This is your chance to get things done and be prepared for what's to come!

MY VIRAL/EXPANSION PREPAREDNESS SCORE

- ☐ I own my domain.
- ☐ I own my email list.
- ☐ I have written agreements with collaborators.
- ☐ I have clear revenue distribution.
- ☐ I know my monetization plan.
- ☐ I have a crisis communication plan.
- ☐ I know who controls my social accounts.
- ☐ I have documented brand assets.
- ☐ I have fulfillment capacity.
- ☐ My business name is trademarked.

Score:

0–3 = Vulnerable

4–7 = Growing

8–10 = Positioned



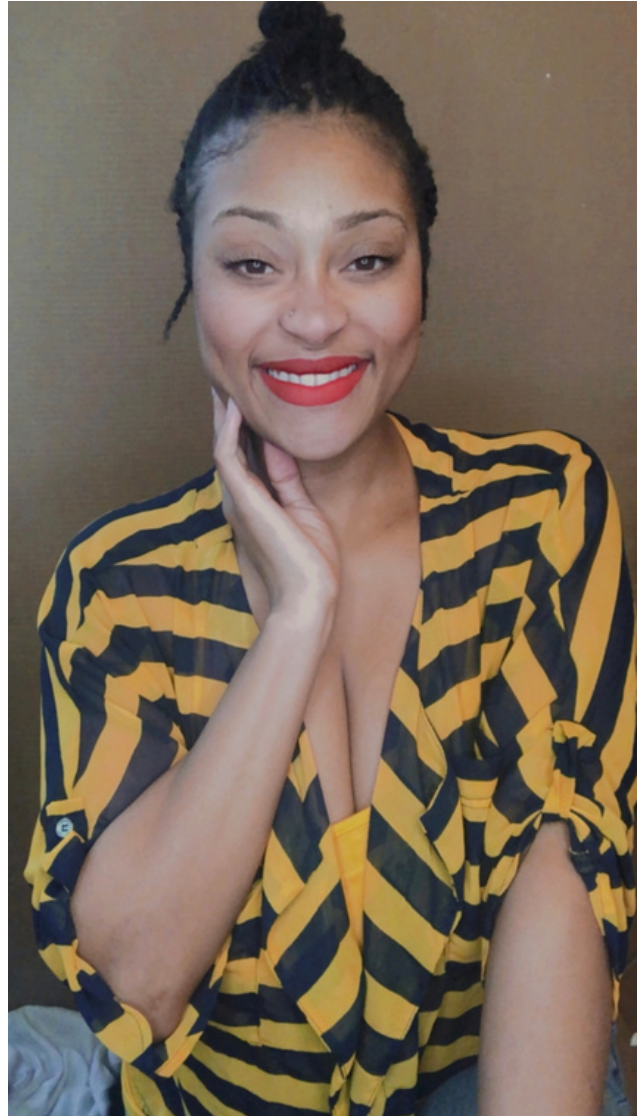
If you scored below an 8 and want strategic support preparing your business for visibility and expansion and you are considering working with Rise 2 Glow, book the Glow and Grow Discovery Call! Let's see if we are good fit to build your business baby up!

The Business Doula Love Notes

You don't need a million followers to present your content to. What you do need is: consistency, clarity, and relatable content. You also don't need a huge production. Use what you have!

Even if going viral isn't on your list of goals to reach in your business, you should still prepare in the event that you did. It's better to be prepared than to be scrambling when it's your time shine.

This is your business baby. It is your job to prepare for the good times and the not so good times. And don't be cute and try to do all of this on your own. It takes a village to raise a business. Since you're here, guess what? You and your business baby are now in my entrepreneurial village and I am here for you! Now let's make room for expansion!



In need of a Business Doula?

[Book The Glow & Grow Discovery Call](#)

Visit my website at rise2glow.com to look into other resources that may be helpful to you. Or email me at kendra@rise2glow.com

