

A portrait of Donna Cravotta, a woman with dark brown hair, wearing glasses and a green top, smiling. The background is dark.

DONNA CRAVOTTA

marketing
strategist
storyteller

BIOGRAPHY

Donna Cravotta is the CEO and Founder of Cravotta Media Group and the creator of Visibility Packages for Authors and Speakers. She works exclusively with content creators to help them tell their stories in a strategic, organic, and human way with custom-designed, story-driven marketing assets.

After years of creating strategies and building customized online platforms for clients, Donna saw a recurring theme, clients never had the marketing assets they needed to effectively implement the strategies.

So she flipped her own story and now leads with creating marketing assets that pull together all of the parts to tell stories that the stories of her clients. These assets include Speaker and Book Reels and the Mix Tape Reel which tells the brand story or any story about the business. Plus marketing collateral such as bookmarks, postcards, speaker marketing kits, and book marketing kits. The strategy is built-in.

Her clients have shared that they feel prepared for bigger opportunities and to make a bigger impact with the work they do.

INTERVIEW TOPICS

- 01** Are Your Assets Covered?
Why Being Prepared Matters
- 02** Why Story-driven Marketing
Assets are a Gift to Introverts and
Neurodivergent Professionals
- 03** Building Community and
Partnerships with a Service

INTERVIEW QUESTIONS

- What is a Mix Tape?
- What impact has the story-driven marketing assets had on your clients?
- How do you build community/partnership around services?
- How do they benefit introverts and neurodivergent professionals?