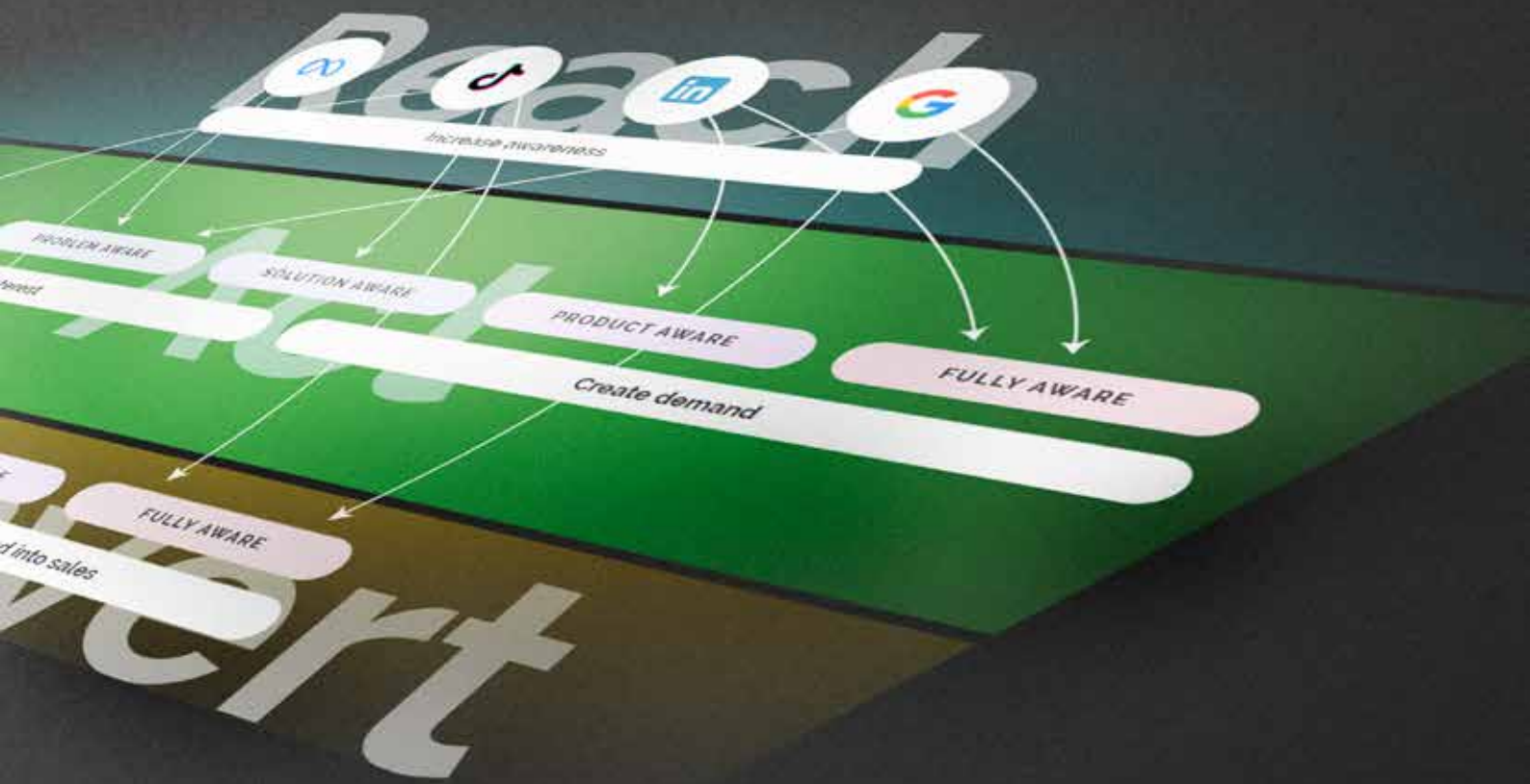




MVG-MRACE®

Digital Marketing Strategy

→ 7 Steps to Creating a Strong Marketing Strategy

SDM



INTRODUCTION

A strong marketing strategy positions your company to win

A strong marketing strategy defines how your company should approach marketing both now and in the future to attract new customers, drive long-term demand, and ensure sustainable success.

Success isn't just about quick and measurable results, like generating new leads or boosting sales. It's also about enhancing your brand's image and appeal, which fosters natural long-term demand. Over time, this creates a significant shift: your marketing results will rely less on immediate actions and more on the demand you've consistently built throughout the year.

A strong marketing strategy will, for example:

-  Drive better marketing outcomes
-  Enhance focus on tactical execution.
-  Simplify and improve marketing management
-  Build your brand with consistency and control.
-  Align your business strategy with your website and marketing efforts.
-  Boost your brand's visibility, even in highly competitive markets.

A growth-driven marketing strategy begins with a deep understanding of the market, competitive landscape, target audience, and emerging trends. This foundation allows your company to deliver marketing that creates unique value and resonates with your audience in ways competitors cannot.

By shifting from reactive, ad-hoc efforts to a well-planned strategy, your marketing becomes a powerful driver of sustainable business growth.

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What is a marketing strategy?

→ **A marketing strategy answers the following question.**

How should a company approach marketing now and in the future to attract new customers and make the most of its resources?

A marketing strategy is a carefully designed plan to attract new customers through marketing, enabling a business to achieve its goals and drive growth.

This makes it clear that a marketing strategy must always align with the business strategy. Marketing cannot operate in a separate direction from the company, nor should it function as a siloed or isolated unit.

If marketing is undervalued or lacks the necessary resources in your company, it is often due to this isolation. Whether this issue is the cause or effect is less important at this stage.

There's a straightforward solution to restoring marketing's value within the company, which we'll explore shortly. Regaining this appreciation is often the key to securing the resources needed for marketing to succeed.

When marketing begins addressing topics that interest the broader company leadership, it naturally captures the attention of every manager:

- how does your company stand out from competitors and what's their approach to marketing?
- which target groups you must win over and how can you do it effectively?
- how can marketing support and simplify your sales team's efforts?
- how can you guide your business into the digital sales era?
- how can marketing enhance your company's long-term competitiveness?
- how can marketing be leveraged to achieve your business objectives?

These themes move the conversation beyond individual campaigns and social media posts to broader topics, where other leaders often have valuable input.

If you want to clarify how marketing contributes to the points listed above for the entire company, developing a marketing strategy is the simplest way to achieve this. Why?

A good strategy brings together your business's existing potential and translates it into deliberate actions to achieve your goals.

Just as a magnifying glass focuses the sun's rays to create intense heat, a well-crafted strategy focuses your company's potential for maximum impact. The magnifying glass doesn't generate the sun's power; it harnesses what already exists. Similarly, a marketing strategy doesn't create new power but channels your company's potential and resources to deliver the best possible results.

That said, a marketing strategy does introduce something new: enthusiasm. Clearer focus sharpens thinking, leads to better outcomes, and fosters a sense of achievement. This success fuels excitement and pride in your work, driving even greater results.

A marketing strategy helps guide and position your company in the desired direction

Strategy is like a compass: choose a direction and stay the course. While it's essential to adapt if significant market changes render your strategy ineffective, minor shifts—like competitors' campaigns, small market fluctuations, or individual customer requests—shouldn't derail it. Allowing these to dictate your approach makes marketing reactive, leading to confusion and a loss of strategic focus.

A key role of strategy is to simplify and guide decision-making

What to do and what not to do? What to react to and what to ignore? Richard Rumelt's book *Good Strategy, Bad Strategy* offers an excellent example. It highlights an airline that defined its business strategy in a single sentence: We are the low-fare airline.

This clear policy simplified decision-making, strengthened the brand, clarified a competitive edge, and positioned the airline as a distinct type. It allowed employees to evaluate every decision against the strategy. For instance, if a customer suggested serving salads on flights, the staff could immediately consider whether this aligned with being a low-cost airline. If it made the airline more expensive, the idea was rejected.

An important insight follows: Some might argue that the lack of onboard amenities, like salads, could hurt customer experience. However, introducing such changes would have undermined the strategy. Gradually, the airline would have accepted more requests, losing its low-cost focus and becoming indistinguishable from competitors, forfeiting its differentiation.

→ **A good strategy is about choosing which battles to win and which ones you can afford to lose.** This principle should guide your marketing strategy as well.

Marketing strategy lays the foundation for digital sales

The purchasing processes of all of us have become significantly more digitalized and will continue to evolve in this direction. More importantly, digitalization has made these processes far more independent.

Customers now conduct much more background research on their own. Studies show that they complete about 57% of the purchasing process independently before engaging with a company. This shift has also transformed the role of sales—from creating needs to facilitating the changes customers already seek.

In marketing, purchasing is viewed as the customer's desire to make a change, while selling is the process of enabling that change.

In practice, a more independent purchasing process looks like this:

- The customer identifies a need, either independently or prompted by advertising, and begins researching the topic.
- They define the desired product features or capabilities.
- They evaluate different companies and shortlist those they see as potential partners.
- After narrowing their options, the customer contacts, for example, three companies, eliminating others in the process.

If your company wants to be included in the customer's purchasing process when they reach out to potential partners, you'll need at least one of the following:

- A strong library of strategically created content tailored to your target audience.
- A powerful, well-positioned brand.

With ample content, such as case studies, expert insights, and reference stories on your website, customers can assess whether you're the right fit. Alternatively, a strong, clearly defined brand increases the likelihood of being considered without customers needing to deeply explore your website.

The role of the brand

Your company's brand is central to everything, but its broad nature makes it difficult to treat as a separate part of the marketing strategy—it extends to almost every aspect of the business.

The goal of a marketing strategy is to support and strengthen your brand. However, if the brand hasn't been clearly defined, a marketing strategy alone cannot define it.

That said, the marketing strategy significantly influences the brand by determining:

- Who you target and the messages you use,
- How you differentiate from competitors, and
- The channels where you appear.

What the marketing strategy doesn't address is how your brand is visually presented on your website, in materials, on social media, or across other channels. It also doesn't define your company's purpose, your reason for existence, or how your value proposition and differentiators are visually communicated.

These are key aspects of branding, which is why conducting a brand audit is an essential first step in developing a marketing strategy.

The 7 elements of a good marketing strategy

This section explores the key elements of a strong marketing strategy at a broader level. Later, we will dive deeper into the details and provide practical guidance on building a marketing strategy using the MVG-MRACE® model, focusing on these 7 elements.

- 1 Conducting a competitor analysis
- 2 Defining target groups and creating buyer personas
- 3 Identifying technological opportunities
- 4 Setting marketing objectives
- 5 Crystallising the value proposition and defining competitive advantages
- 6 Creating a content marketing plan and a marketing channel strategy
- 7 Creating a measurement plan and setting up a KPI framework

-
- Before proceeding, it's important to emphasize that your brand connects to nearly all these elements. This is why discussing the brand is essential when creating a marketing strategy.
 - **Marketing and branding are inseparable — just like food and its flavor. Even if food lacks taste, it still has a flavor: bland.**

What can your business achieve with a strong marketing strategy?

A marketing strategy should guide daily marketing activities while ensuring alignment with long-term goals. At its best, it serves as a marketer's daily tool, simplifying decisions on what actions to take today to achieve the company's future objectives.

At our digital marketing agency, we've witnessed firsthand the transformative impact a well-defined marketing strategy can have, not only on marketing efforts but also on **the company's team as a whole.**

Key reasons to invest in a marketing strategy (beyond improving results)

1. STRATEGY FUELS ENTHUSIASM

A well-crafted strategy creates clarity and excitement within your company. It replaces the chaos of ad-hoc campaigns with a clear plan for marketing development, guiding your efforts from A to B.

The best strategies are simple, focusing on your competitive advantages, business objectives, and customer needs while adapting to market conditions. Rather than overloading with ideas, they inspire and align teams around shared goals.

2. STRATEGY CREATES COMPETITIVE ADVANTAGE

A well-defined marketing strategy can give your business a competitive edge by clearly differentiating it in the market. Strong brands have value. Tactical execution, while important, cannot sustain long-term success in highly competitive industries.



Competitors with strong strategies often stand out by emphasizing unique, clearly defined value propositions. A strategic approach ensures your company rises above the noise by focusing on what sets it apart—whether that’s innovation, quality, or customer-centricity.

Relying on a singular narrative or tactical efforts alone risks blending into the market. A comprehensive strategy positions your brand for long-term competitiveness by aligning every aspect of your marketing with your business objectives and market opportunities.

3. STRATEGY STRENGTHENS THE BRAND AND ADDS VALUE

A strong brand makes marketing easier. For instance, branded design curtains sell more effectively than those from a small unknown local maker because the brand itself does much of the work, reducing reliance on marketers.

A marketing strategy helps shape your brand by consistently communicating your value, competitive advantages, and target audience. Over time, repeating these messages builds a specific perception of your company.

When marketing aligns with a clear strategy, each campaign contributes to the long-term value of your brand. Without a strategy, marketing becomes disjointed, delivering short-term results without leaving lasting value. Strategic marketing deposits value into your brand, ensuring campaigns have a lasting impact well beyond their immediate results.

One of the greatest benefits of a marketing strategy is a stronger brand. By consistently communicating your value, how you differentiate from competitors, the types of customers you serve, and the advantages you offer, your marketing creates a clear and compelling image of your company.

When marketing focuses on these elements, your brand image naturally evolves in the desired direction. With a strategy, every marketing activity adds value to your brand. Without one, marketing lacks a clear focus, and today’s campaign won’t create lasting impact. Strategically planned campaigns, however, build long-term brand value that endures well beyond their initial execution.

CASE STUDY:

How to market effectively against more well-known competitors?

We often work with customers on how to outperform competitors with stronger, more well-known brands. The key is that lesser-known brands need to focus more intensely on core marketing efforts than their competitors.

This includes precisely defining the target audience, building social proof on the website (e.g., references and content that showcase the company's expertise), and clearly communicating value in a way that is distinctive, easy to understand, and more compelling than competitors.

The first step is to win over your most important target groups and focus your marketing efforts on them. As your company gradually attracts its ideal customers, a snowball effect can occur, where satisfied customers bring in more good customers through recommendations.



Account-based marketing is an excellent strategy to target and win your dream customers effectively.

How to create a marketing strategy using the MVG model (Market-Value-Growth)

By leveraging the **MVG model** (Market-Value-Growth), you can develop an executive-level marketing strategy tailored to your company's competitive landscape.

- 👍 This model is especially suited for companies aiming to secure long-term growth, transition away from campaign-based marketing, and align their business with customers' increasingly digital purchasing behaviors.

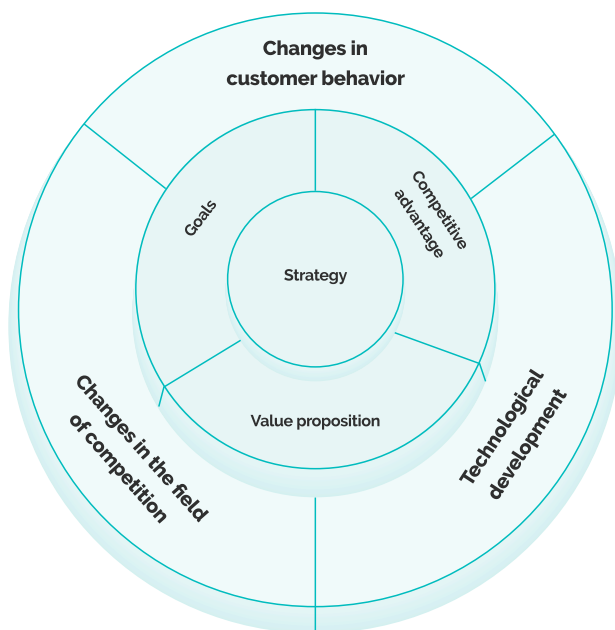
THE STRATEGY PROCESS EXPLAINED IN THREE STAGES

- 1 **Market** = Understand the current state of the market and how it is evolving.
- 2 **Value** = Deliver unique value to your target groups that competitors cannot match.
- 3 **Growth** = Use this foundation to develop a marketing strategy that truly fuels growth.

The key concept in the third point is fueling. The goal is to reach a stage where your company's marketing sustains itself, rather than relying solely on individual actions and tasks. At this point, marketing has successfully strengthened your brand and attracted ideal customers who, in turn, bring along other like-minded customers naturally.

The 7 elements of the marketing strategy are organized into three phases as follows:

- 1 Conducting a competitor analysis (MARKET)
 - 2 Defining target groups and creating buyer personas (MARKET)
 - 3 Identifying technological opportunities (MARKET)
-
- 4 Setting marketing objectives (VALUE)
 - 5 Defining competitive advantages and refining the value proposition (VALUE)
-
- 6 Developing a content plan and channel strategy (GROWTH)
 - 7 Creating a measurement plan and setting KPIs (GROWTH)



MVG MODEL

The MVG model allows your company to create an executive-level marketing strategy.

Lowest level = Market

Middle = Value

Top level = Growth

I. MARKET

– Gaining a clear understanding of the current market situation and identifying the changes taking place

- In the MARKET phase, you need to build up an understanding of the current state of your company's marketing and your company's market. Then you need to develop insight into the changes taking place in the market.

THIS PHASE FOCUSES ON ANSWERING KEY QUESTIONS:

- What are we currently doing in marketing, who are we targeting, and what results have we achieved?
- What is the current competitive landscape in the market?
- Has the competitive situation changed, or is it evolving?
- How saturated is the market?
- Which target groups do we want to focus on in the future?
- What is the level of product awareness among these groups?
- How might the purchasing behavior and criteria of our target groups change in the coming years?
- What trends are shaping our industry, and in what direction?
- What technologies can we leverage in our marketing efforts?

1. Conducting a competitor analysis

- **What are your competitors doing?** How can your company market itself to stand out?
How can you effectively communicate your competitive advantage in the marketplace?

A thorough competitor analysis provides three key perspectives:

- Insights into what your main competitors are doing.
- An understanding of the overall competitive landscape in the market.
- A clear direction for how your company should market itself to outperform competitors and stand out effectively.

Competitor analysis helps uncover essential aspects of your industry, such as:

- The intrinsic values driving the market.
- The target groups specific competitors focus on.
- The key messages competitors use and what differentiates your business from theirs.
- How competitors sell their products or services online.
- The marketing channels they use and their strategies for those channels.

A strong indicator of market dynamics is the market's maturity level.

This concept categorizes the market into five distinct levels based on the competitive environment:

1.

Sole player
in the market.

2.

Competition
begins.

3.

The market
grows.

4.

The market
is saturated.

5.

A new market
emerges.



The maturity level of the market indicates how competitive the market is and how the maturity affects marketing.

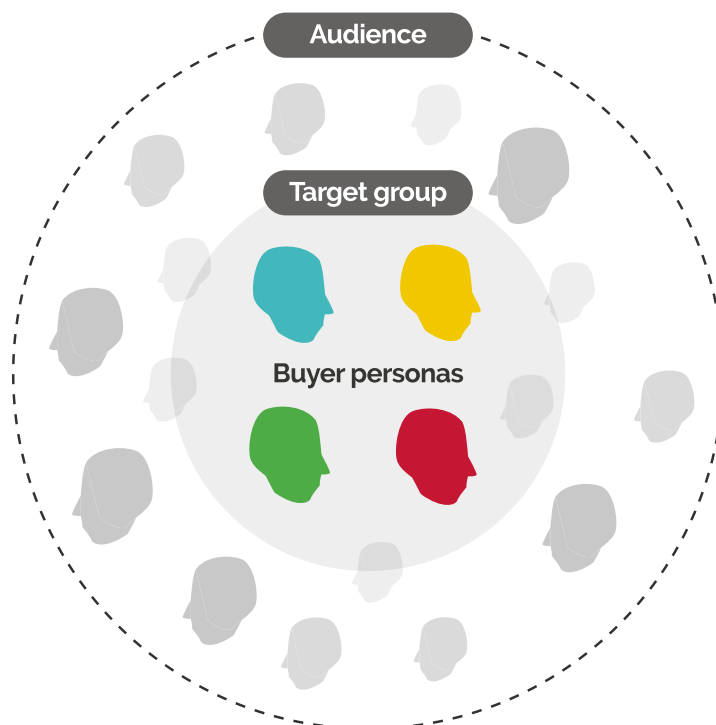
2. Defining target groups and creating buyer personas

- Which target groups do you need to win, and how can you reach them?
- What messages will persuade your customers to make a purchase?
- How can you generate more leads effectively?

Buyer personas are a critical component of a marketing strategy because understanding your customers is essential to achieving marketing objectives.

Buyer personas outline what your company needs to do and say in its marketing to win over specific target groups. The more ideal customers you attract, the better your business performs. Moreover, satisfied customers often bring in others like them.

With buyer personas, your marketing shifts from a product-focused sales pitch to a customer-centric service approach, as we'll explore in the upcoming discussion on product awareness levels.



What buyer personas should NOT include

-  The type of car the buyer drives.
-  Their hobbies or spare time activities.
-  Broad interests at a higher level (e.g., "Economy").

Over the years, many buyer persona documents have included irrelevant details, such as political preferences, vehicle choices, or family structure. While these details might seem interesting, they don't contribute to improving marketing efforts. Instead, **buyer personas should focus on the motivations and factors influencing buying decisions.**

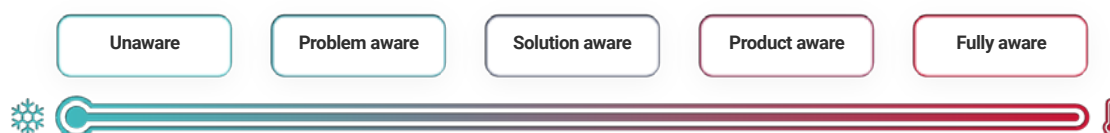
What buyer personas should focus on

-  The factors that trigger a customer's desire to buy.
-  The purchasing criteria for the product or service.
-  The customer's goals in their work or personal life.
-  Barriers preventing them from achieving their objectives.
-  How your company can make it easier for them to succeed.
-  How your company can help address their challenges.
-  Any barriers to purchase that need to be removed.
-  The customer's level of product awareness.

Let's expand on the last point about product awareness. Your target audience can be categorized into five levels of product awareness. These levels indicate how well customers understand their needs and recognize the differences between products or services. This determines the most effective marketing approach for each group.



There are five levels of product awareness. The levels describe how much the customer knows about your products and the subject in general.



1. UNAWARE

An unaware person doesn't realize, for example, that their poor sleep quality could be improved with a better pillow. They may have been tired for years, accepting this as their "new normal." They don't recognize the problem (poor sleep) or its consequences (fatigue). They believe that taking an hour to fall asleep and waking frequently at night is simply part of sleeping.

Marketing to this audience is challenging because the goal is to help them identify themselves in the message.

Examples include:

- "When was the last time you changed your pillow?"
- "Do you know the 30 health benefits of a good night's sleep for adults?"
- "I can guess your name with a 1/37,000 probability. But if I say you could significantly improve your sleep with one simple change, I have a 1 in 4 chance of being right—because one in four adults.

2. PROBLEM AWARE

A problem-aware person knows they're sleeping poorly. They may notice morning neck pain, a dry mouth, or not feeling rested upon waking. However, they don't know the cause or the solution. They might guess their poor sleep is due to stress, lack of exercise, an old bed, a bad pillow, or other factors.

Marketing to this group should focus on addressing their problems directly:

- "Do you wake up with a sore neck?"
- "Do you feel like you're not sleeping well?"

This approach captures their attention and provides an opportunity to educate them about potential solutions.

3. SOLUTION AWARE

A solution-aware person knows their poor sleep is caused by a bad pillow but isn't sure which type of pillow is best for them.

Marketing for this group should focus on guiding them toward the right choice with outcome-oriented messages, such as:

- "7 Tips for Choosing the Right Pillow."
 - "Find Out Whether a High or Low Pillow Is Right for You."
-

4. PRODUCT AWARE

A product-aware person knows the type of pillow they want but hasn't decided where to buy it. For example, they might think, "I need a high pillow," but are unsure if a fiber-filled pillow is better than other options, or if they prefer soft or firm.

Marketing to this group should focus on the product while also educating them:

- Why should they choose your high pillow over a competitor's?
- What unique benefits do they gain by buying from you?

5. FULLY AWARE

A fully aware person knows they want to buy a specific pillow from your company but haven't made the purchase yet. They may not feel an urgent need to buy now, but they plan to purchase your product when ready.

In this case, marketing should focus on staying top-of-mind and encouraging action:

- Emphasize limited availability.
- Offer a small discount.
- Highlight key benefits more prominently.

Competition is toughest for product-aware and fully aware customers. These groups represent the existing market where your company competes for shares through effective marketing. In contrast, the less competitive levels offer significant opportunities to engage colder audiences, grow the overall market, and gain a competitive advantage.

Buyer personas are crucial for tailoring your company's marketing to your customers' needs. Marketing isn't about telling people what you want to sell or how great your product is. Its purpose is to show how you can help the customer better than anyone else and what meaningful change you can bring to their life.

3. Identifying technological opportunities

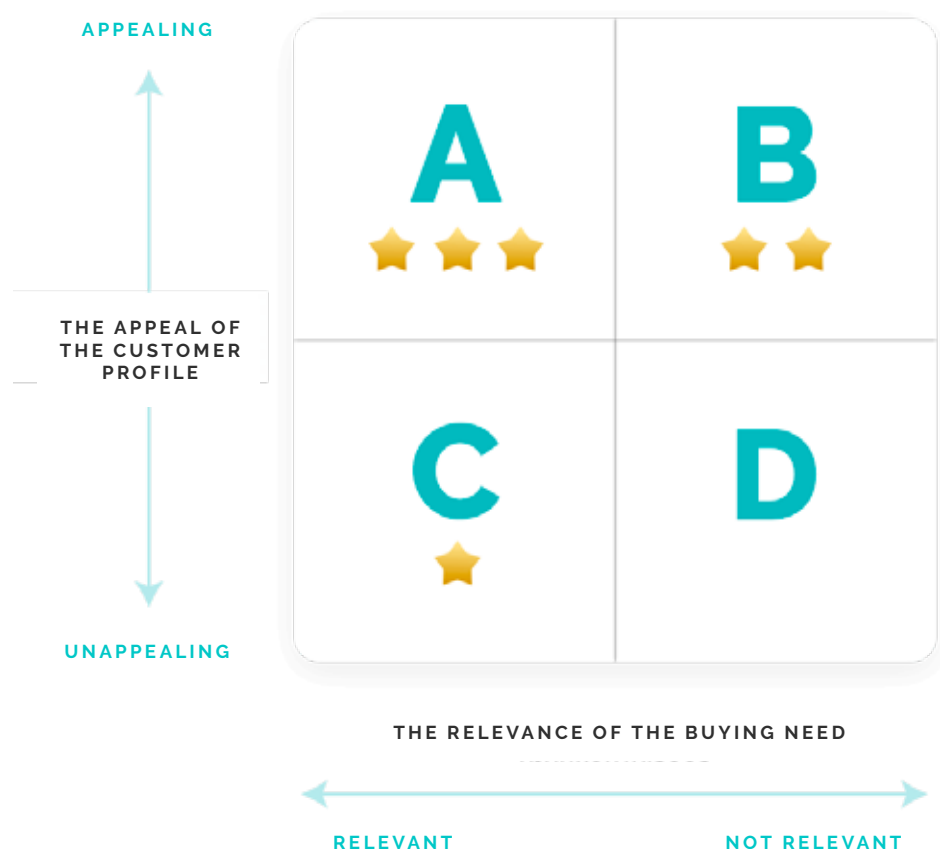
- How can you leverage marketing technologies to improve sales, marketing and the customer experience?

Organizations rely on technology and software to operate efficiently. It is essential for companies to use up-to-date, integrated, and appropriate technologies for marketing, sales, customer service, and performance measurement. Leveraging technology creates competitive advantages, while failing to adopt it leads to delays. This makes investing in technology critical.

One of the most common challenges addressed with technology is aligning sales and marketing. A frequent issue is poor communication between the two, resulting in sales losing trust in leads generated by marketing. This often happens when sales expects only fully purchase-ready leads or those at the request-for-quote stage.

When communication improves, lead segmentation becomes much easier, enabling sales to clearly identify who they should contact next.

The figure below illustrates the ideal scenario for aligning sales and marketing using marketing technologies. Marketing automation plays a key role in achieving this, as outlined here. Instead of reaching out to every lead generated by marketing, sales focuses only on A-level and B-level leads—those whose profiles align closely with the buyer personas. This approach makes sales conversations more relevant and meaningful while enabling the company to continuously refine its understanding of buyer personas through feedback from sales to marketing.



👍 When contacts are segmented by customer interests and the urgency of their purchase needs, the contact list becomes much clearer and more actionable for both sales and marketing.

II. VALUE

– Decisions about what you want your marketing to accomplish and the type of value it should communicate

- In the VALUE phase, you determine your marketing objectives and decide how to achieve them.
- This phase also establishes the framework for creating unique value for your target audience—value that your competitors cannot replicate.

THIS PHASE ADDRESSES THE FOLLOWING QUESTIONS:

- 1 What do we aim to achieve through marketing?
What are our objectives?
- 2 What are our competitive advantages?
- 3 How do we differentiate ourselves from competitors?
- 4 What is the primary reason customers should choose us?
- 5 How do we position our brand effectively
in the minds of our target audience??

4. Setting marketing objectives

→ What marketing objectives best align with and support the overall business goals?

Marketing objectives form the foundation of a strategy, setting the direction and strategic goals for marketing efforts. They focus resources on the right channels and actions, ensuring alignment with business objectives. Studies show that marketers who set clear targets are 376% more successful than those without them.

Objectives must be rooted in the company's business strategy to ensure marketing doesn't operate as a separate entity with its own disconnected goals. This clarity helps the entire company understand how marketing contributes to achieving business objectives.

We use the **5S model** to define targets, breaking marketing objectives into five main themes:

Sell – Increase sales

Serve – Improve customer service

Speak – Enhance customer dialogue

Save – Boost cost efficiency

Sizzle – Strengthen the brand

While marketing objectives often overlap, it's crucial to focus on **the most important goals** – typically 2 or 3 from this list at any given time.

5. Defining competitive advantages and refining the value proposition

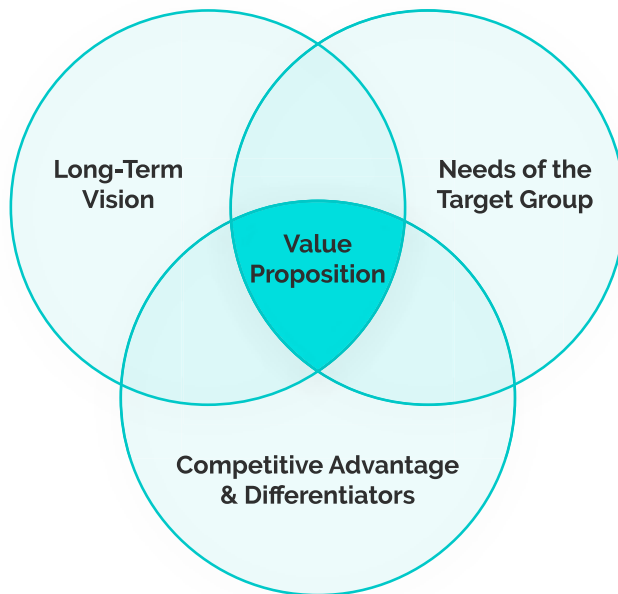
→ How to clearly communicate to your customers why they should buy from you?

- 👍 A value proposition explains why customers should choose you over a competitor by turning your company's competitive advantages into customer benefits.
- 👍 It should be the first thing customers see when they visit your site, acting as the website's headline: Why should they learn more about you?
- 👍 A good value proposition is memorable and clear, making it easy for customers to recall and share with others.

If we had to name one factor that separates mediocre marketing results from exceptional ones, it would be a carefully crafted value proposition. A strong value proposition is critical because it tells customers why your company is worth choosing. The next step is to communicate it through the channels where customers spend their time.

A value proposition isn't created from scratch; it's built using these foundational elements:

- 1 The value or need your customers seek
 - 2 The competitive advantages and unique differentiators of your product or service
 - 3 Your company's long-term vision
-



You will find the content of your value proposition at the heart of these three elements.

All of this can be backed up and substantiated by stories from your employees about how the value proposition is reflected in your work in practice. Stories bring emotion and meaning to an otherwise often very utilitarian value proposition. Ask what your employees are proud of, what your customers thank you for and why they are your customers.

Your company's competitive advantages and differentiators can be analyzed through these five categories:

- 1 Does the product have unique features that set it apart?
- 2 Is the service process exceptional or unique?
- 3 What is the customer experience of using the product or service?
- 4 Can branding and visual identity create differentiation?
- 5 Is it possible to carve out a new market segment specifically for your company's products?

By addressing these questions, we can discover **new angles to articulate the value** of your product or service in **a meaningful and distinctive manner** for your customers.

III. GROWTH

– Creating a marketing strategy that fuels growth

- The GROWTH phase is where strategic choices are transformed into actionable plans. The goal is to enable marketing to drive and sustain its own growth.

When marketing creates significant value for the target audience, it strengthens the brand image and positions the company in their minds. As a result, your company is already a top consideration when they need your services.

THIS PHASE ADDRESSES THE FOLLOWING QUESTIONS:

- ✓ What content is needed to help customers solve their problems?
- ✓ Which existing website content requires improvement?
- ✓ How can we design a seamless buyer journey on our website to support digital purchasing processes?
- ✓ What are the most cost-effective channels to reach our customers?
- ✓ What KPIs are in place to monitor progress toward our targets?
- ✓ What should we measure to evaluate marketing effectiveness?
- ✓ What metrics should we report to demonstrate the value marketing brings to the business?

6. Creating a channel strategy and a content plan

- What kind of content does your site need in order to enable the customer to move forward in their purchasing process and become convinced that your company is the best partner for them?

Your customers need content to **guide them through their purchasing process independently** and evaluate your company as the right partner.

- 👍 The content plan is built on buyer personas and keyword research.
- 👍 It supports your customers' buying journey, simplifies their purchasing decisions, and improves your site's visibility in search engines.

The content plan transforms marketing strategy into actionable steps on your website. It works alongside the channel strategy, which determines the channels your company will use, the content shared in each channel, and how each channel supports the buying process. The content plan acts as the driving force behind the channel strategy.

Each piece of content should help customers make purchasing decisions while conveying your company's expertise, practices, competitive advantages, and value proposition in alignment with your brand. **Individual pieces of content are ineffective unless they align with a unified goal.**

A good content plan can be divided into three phases, following the MRACE® model

ACT – Provide information and guide towards the next step of the purchase path

In the Act phase, potential buyers are seeking information. The content's goal is to offer helpful insights, such as solutions to specific problems, without overtly trying to sell anything. For example, this guide helps you create a better marketing strategy.

CONVERT – Turn a potential buyer into a lead or customer

At this stage, customers are close to making a purchase decision. The content's role is to convince them to choose your company. Effective Convert content includes product and service pages, case studies, and pages explaining your unique approach, like this one.

ENGAGE – Engage your customer and make them a referrer of your business

In the Engage phase, content focuses on helping customers who have already purchased maximize the value of your product, service, or solution. This phase also encourages satisfied customers to recommend your business through various methods.

7. Making a measurement plan and setting KPIs

→ What key metrics should your company monitor to effectively improve performance using data-driven insights?

One major reason marketing often lacks sufficient resources is the absence of measurement.

If marketing results aren't tracked and their impact isn't justified from a business perspective, why would management invest in marketing? While marketing without measurement has value, proper measurement and data interpretation allow the entire company to better understand its contributions.

Measuring marketing results is critical for monitoring the progress of your strategy and improving outcomes based on data. **KPIs and metrics** show how your current activities align with and contribute to long-term goals.

- 👍 Regularly analyzing content and campaign engagement helps create more customer-focused marketing.
- 👍 Measurement provides valuable insights for business and product development, demonstrating how effectively each value proposition or competitive advantage resonates with your target audience.

In closing: From strategy to execution

A brilliant marketing strategy is only as good as its execution. The gap between strategy and execution is where great ideas are lost, resources are wasted, and potential remains unrealized. This challenge has been a recurring theme across hundreds of clients we've worked with, which is why we've built our business around solving this exact problem.

Our approach is centered on bridging the gap between strategy and execution by combining the MVG strategy model with the MRACE® model. The MRACE® framework transforms strategic plans into actionable, tactical operations, ensuring that every marketing effort contributes toward measurable success. It's based on the principle of integrating multi-channel marketing into a cohesive, data-driven system where each channel and tool works to its full potential, supporting one another to create a seamless whole instead of isolated silos.

THE FOUR KEY BENEFITS OF THE MRACE® MODEL:

- 1 Clear actionability:** The MRACE® model provides a comprehensive visualization of the entire marketing process in one image. This clarity makes it easier to manage marketing efforts, identify challenges, and respond with appropriate actions rather than raising more questions.
 - 2 Customer-centric marketing:** By focusing on the buyer personas and aligning marketing with the customer journey, the MRACE® model ensures marketing becomes an integral part of the purchasing process. This customer-first approach ensures marketing is relevant and impactful rather than intrusive or disconnected.
 - 3 Data-driven decision-making:** The model emphasizes measuring and analyzing data to guide marketing efforts. It directs resources toward the best-performing initiatives while refining or eliminating weaker ones, ensuring continual improvement and ROI-driven marketing.
 - 4 Simplified management:** The MRACE® model integrates different marketing channels into a unified strategy, preventing silos and keeping marketing focused on achieving strategic objectives. It avoids distractions from unproven trends or tools by aligning all actions toward business goals. Despite its depth, the model's universal and straightforward design makes it easy to implement with minimal disruption—only a shift in mindset is required.
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Execution is where strategies either thrive or falter. It's not enough to craft a visionary marketing plan; you need the framework to bring it to life effectively. By combining the strategic insights of the MVG model with the tactical strength of the MRACE® model, we help companies overcome execution challenges and transform marketing into a true growth engine.

This approach has allowed us to guide countless businesses in achieving measurable results and turning marketing strategies into practical, actionable systems that deliver value both now and in the long term. Success in marketing isn't just about having a great strategy—it's about executing it flawlessly.

SDM - Strategic Digital Marketing

SDM is an award-winning digital marketing agency recognized for delivering impactful results and innovative solutions. Founded and headquartered in Finland, SDM brings Nordic excellence and creativity to the global digital marketing landscape. With a unique approach that seamlessly combines strategic development and practical execution, we offer services ranging from C-level strategic advisory to driving customer engagement and sales.

- 👍 Our proprietary strategy and implementation framework, adopted by universities for teaching, ensures that our clients benefit from a well-defined and efficient process.
- 👍 From strategy creation to performance marketing, visual design, and analytics, our integrated teams are dedicated to delivering measurable business outcomes.

EXPERTISE YOU CAN RELY ON

At SDM, we pride ourselves on employing top-tier professionals in digital marketing. Our 72 experts are among the best in the industry, with extensive experience in data-driven digital marketing. This ensures that every client benefits from a carefully selected team tailored to their unique goals. Currently, we manage campaigns for clients across more than 45 countries.

RESULTS DELIVERED EFFICIENTLY

As an integrated digital marketing agency, we specialize in rapid transitions from strategy to execution. Our process, built around our proprietary MVG-MRACE® model, aligns strategy and implementation to achieve faster and more effective results. This proven framework helps clients elevate their digital marketing trajectory within months.

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