

PINKSODA

MINI STRATEGY ELIXIR

For founder-led B2B businesses where marketing feels messy, inconsistent and driven by too many opinions.

We give you clarity on who you are, who you're targeting, and how to show up, so your marketing finally makes sense.



MINI STRATEGY ELIXIR

What to expect..

Pink Soda Marketing holds a secret weapon in the context of modern B2B marketing.

Sometimes the problem isn't execution, it's that the business isn't fully aligned on what it's trying to achieve, who it's speaking to, or how it should show up.

That's where this comes in.

The Mini Strategy Elixir is designed to give you the strategic clarity you need to move forward with confidence. It strips things back to what matters most, positioning, messaging, and direction, so your marketing stops feeling scattered and starts making sense.

"We often struggled with fragmented marketing efforts. This service has ensured a unified and strategic approach to our brand growth." - Strategy Elixir Client, 2025

STEP 1: UNPACK & ALIGN

This is where we unpack the business properly, your objectives, your audience, and where things have felt unclear or inconsistent.

We align leadership on:

- Business priorities
- Target audience
- Current challenges and gaps
- What success actually looks like

Outcome:

A shared understanding of where the business is going and what needs to change.



STEP 2. UNDERSTAND & DEFINE

We bring structure to what has likely been sitting loosely in the business.

Using a combination of research, insight, and strategic thinking, we define:

- Your positioning in the market
- Your value proposition
- Core messaging and narrative
- Key proof points that support your credibility

We also layer in:

- High-level market insight
- Competitor context
- SWOT and gap identification

Outcome:

A clear, differentiated position that the business can confidently stand behind.

STEP 3. STRATEGY GUIDELINES (YOUR NORTH STAR)

This is the core deliverable for the Mini Elixir.

We build a Strategy Guidelines document that acts as your reference point for all marketing decisions.

It includes:

- Your top 3 outcome-based objectives
- Core messaging and brand narrative
- Market context, research findings and problem framing
- Target audience clarity
- Positioning model and recommended approach

This becomes your “north star”, keeping everything aligned and removing reactive decision-making.

Outcome:

Clarity on what to say, who to say it to, and what you are trying to achieve.



STEP 4. GO-TO-MARKET DIRECTION

We don't leave you with theory. We provide high-level direction on how this strategy should come to life.

This includes:

- Priority channels to focus on
- Early-stage campaign thinking
- Directional ideas for activation
- Internal alignment recommendations

This is not a full execution plan, but it gives you enough direction to move forward with confidence.

Outcome:

A clear sense of how to take your strategy into the market.

This is where clarity starts, and when you're ready to move from clarity to growth, the full Marketing Strategy Elixir builds the system that gets you there.

**MOST AGENCIES
SELL IDEAS.
WE BUILD
OUTCOMES.**



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