

PINKSODA

MARKETING STRATEGY ELIXIR

For established B2B businesses who need a system that turns effort into real opportunities, with clear visibility on what's working and where to scale.

We build the system that turns your marketing into measurable pipeline, revenue, and growth.



MARKETING STRATEGY **ELIXIR**

What to **expect..**

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

Our Marketing Strategy Elixir is built on an outcomes-based approach, translating business objectives into marketing initiatives that actually move the needle.

The goal is clarity on what we are trying to achieve, how we plan to achieve it, what it will cost, and how it will be measured.

Over four to six weeks, we build a 12-month actionable roadmap that connects your brand, marketing, and sales into a single, measurable system.

"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

We start with a focused stakeholder workshop where we align leadership on business objectives, priorities, and success measures, while unpacking where the business is, where it wants to go, and where things have lacked traction.

We look at:

- Business goals and growth ambitions
- Target audience and market dynamics
- Internal gaps and friction points
- Current marketing efforts and performance

This is also where we establish a shared understanding, so every decision moving forward is grounded in intent.

Outcome:

Strategic alignment, clarity on direction, and a strong foundation to build from.



STEP 2: UNDERSTAND & DEFINE

With alignment in place, we go deeper by conducting targeted qualitative and quantitative research to build a clear picture of your market, your audience, and your competitive landscape. This is where we move away from assumption and into real world insight.

From here, we define:

- Your value proposition
- Messaging architecture
- Brand positioning and narrative
- Proof-point logic to support your claims

We pressure test what you say you are against what you can prove you are.

This step also includes:

- Market research (qualitative and quantitative)
- Digital and ecosystem audits
- SWOT and gap analysis

Outcome:

A differentiated, credible position in the market, supported by real insight.

STEP 3: STRATEGY GUIDELINES (YOUR NORTH STAR)

This is where everything comes together into one core document.

We build a Strategy Guidelines Document that becomes the reference point for every marketing decision over the next 12 months.

It includes:

- Your top 3 outcome-based objectives
- Core messaging, narrative and positioning
- Market insights, opportunities and problem statements
- Target audience and persona clarity

This document exists to keep the business aligned and prevent reactive, knee-jerk decisions.

Outcome:

A clear, grounded strategic direction that anchors all activity.



STEP 4: DESIGN THE JOURNEY & DEMAND ENGINE

Now we shift from clarity into structure. We map how your audience moves, and how your business shows up at every touchpoint.

This includes:

- Customer journey mapping
- Strategic experience framework
- Channel roles and interaction points
- How trust, differentiation, and conversion are built over time

At the same time, we begin shaping your demand engine, how marketing will consistently generate visibility, engagement, and opportunity.

Outcome:

A structured approach to how your brand engages, converts, and builds momentum.

STEP 5: PLAN THE STRATEGY & GO-TO-MARKET

This is where strategy becomes tangible. We translate everything into a 6 to 12 month go-to-market plan, structured around your key objectives.

We aim for an objective-led approach to marketing, with the right tools in place for strategic measurement.

We map:

- Campaigns and big ideas
- Strategic activations across channels
- Digital, PR, content, events, partnerships, and more
- Priorities, timelines, and sequencing

Everything is designed to work together as a system, not isolated tactics.

Outcome:

A clear, prioritised roadmap that shows how marketing will drive the business forward.



STEP 6: BUDGET & COMMERCIAL VIABILITY

What will this actually cost, and will it work?

We build a detailed budget that allocates spend across initiatives, categories, and timelines.

This includes:

- Line-item budget allocation
- Monthly spend planning
- Category-level investment
- Tracking of planned vs actual spend

This ensures that every decision is commercially sound and tied back to impact.

Outcome:

Control over marketing spend, with visibility on ROI and performance.

STEP 7: EXECUTION, OVERSIGHT & PERFORMANCE

Strategy means nothing without delivery. Once everything has been approved, we move into execution, acting as your fractional marketing department.

We:

- Brief and manage execution partners
- Drive project management and timelines
- Ensure quality and alignment across all outputs
- Track performance against objectives

Our model is service agnostic. We don't execute in-house, which means every decision is made in the best interest of the strategy, not to push a service.

You are supported through:

- Weekly status updates
- Monthly reporting
- Quarterly SteerCo sessions

We keep you informed without asking you to carry the weight.

Outcome:

A fully integrated marketing function that works alongside your business, not as a disconnected silo.

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



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