

Marketing Campaign Strategy: WhatStage PH

Based on "The Strategic Enemy" by Lauren Ries

1. Executive Summary

This campaign positions **WhatStage PH** not just as a productivity tool, but as the antidote to **Business Blindness**. Following Lauren Ries' principle that a brand must stand *against* something to stand *for* something, we identify our Strategic Enemy not as a competitor, but as a state of being: **The Chaos of "Not Knowing"**.

Our goal is to own the concept of "Clarity" in the Filipino SME market. When a business owner asks, "What stage is this at?", the answer isn't a guess—it's **WhatStage**.

2. The Strategic Enemy: "The Fog"

Every hero needs a villain. For the Filipino business owner, the villain isn't another software; it's the daily chaos of fragmented information.

- **The Enemy: The Fog of Progress.**

- *The Feeling:* "I have 10 orders, 3 inquiries, and a delivery. I don't know where any of them are right now."
- *The Symptom:* Constant anxiety. Opening 5 apps (Messenger, Sheets, Viber, Notes) just to answer one customer question.

- **The Power of NO:**

- We say **NO** to "Let me check."
- We say **NO** to static spreadsheets.
- We say **NO** to disconnected tools.

3. The USP: "The Answer Engine"

Most CRMs just store data. **WhatStage PH** is different because it combines the **Pipeline** (The Stage) with the **Conversation** (The Chat/AI).

- **Core Truth:** It's not about *managing* the order; it's about *knowing* the stage.
- **The "One" Idea: Total Visibility.**
 - *Old Way:* Data is hidden in rows and columns.
 - *New Way (WhatStage):* Data is alive, visual, and instantly answerable.

4. Brand Component: The Visual Hammer

To win the battle for the mind, we need a visual symbol (Hammer) that drives our verbal nail ("Stop Guessing").

The Visual Hammer: The Spotlight

Concept: A chaotic, dark room (representing typical business ops) with a single, bright spotlight illuminating *one* clean stage.



In App: The bright, colorful status badges (e.g., "Payment Verified", "Out for Delivery") should be the visual hero.

Brand Logo Concept



The Verbal Nail: "Stop Guessing. Start Knowing." (Or locally: "*Alam mo na agad.*")

5. Campaign Execution: "Kill the Question"

A. The Headline Strategy (Ad Copy)

Focus on the anxiety of the "Strategic Enemy".

- **Ad 1 (The Pain):**
 - *Copy:* "Where is your 3 PM delivery? If you have to check three apps to answer, you're already behind."
 - *CTA:* **Find the Stage.**
- **Ad 2 (The Enemy):**
 - *Copy:* "Your business has a thief. It's called 'Let me check on that.'"
 - *CTA:* **Kill the delay with WhatStage.**
- **Ad 3 (The USP):**
 - *Headline:* "Your Pipeline, Now Speaking."
 - *Copy:* "Don't just track orders. Chat with them. The first AI-powered pipeline for PH businesses."





B. The Journey (Website/Landing Page)

Structure the landing page as a "Battle":

1. **The Hook:** Start with the Enemy. "Tired of the guessing game?"
2. **The Solution:** "WhatStage is your command center."
3. **The Evidence:** Show the "Dashboard" and "Pipeline" views—the visual proof of order.

C. The "Kill List" (Social Media)

Create a series of posts listing things business owners hate (The Enemy):

-  "Digging through 50 screenshots of payment proofs."
-  "Forgetting to follow up on a hot lead."
-  "Replying with 'Wait lang po, check ko' (Wait, let me check)."
-  **WhatStage PH: One Screen. One Truth.**

6. Implementation Checklist

- ☐ **Audit Website:** Ensure the first thing users see is the *result* (Clarity), not just a list of features.
- ☐ **Update Tagline:** Change "AI Chat & Pipeline" to something more combative like "**End the Chaos. Own the Stage.**"
- ☐ **Visual Identity:** Standardize the "Stage Color" (e.g., that bright Teal/Green in the UI) as the color of "Done/Solace".