

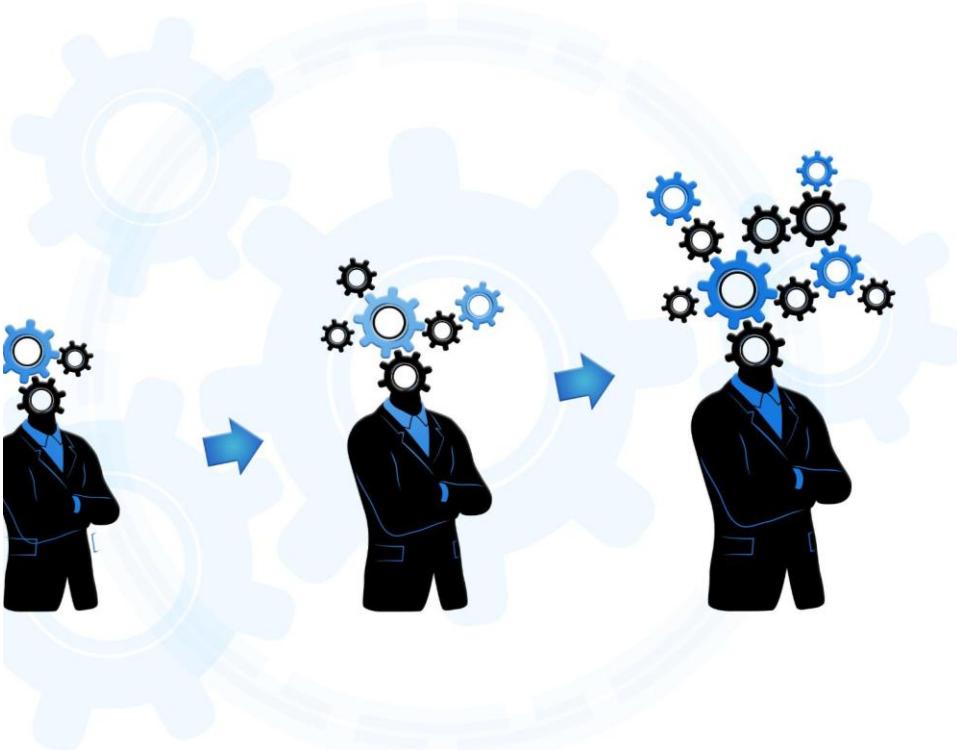


Discrete Development Marketing Strategy

Focused approaches for targeted
market growth

Executive Summary

Brand Essence and Strategic Intent



Brand Essence

Discrete Development embodies sophisticated software designed with simplicity and elegance that supports real work seamlessly.

Strategic Positioning

The company aims to be the preferred partner for businesses burdened by complex enterprise systems, offering lean solutions.

Call to Action

Promoting a Waste-Elimination Audit to engage clients with immediate value aligned to lean principles.

Growth Approach

Growth is driven by thought leadership, case credibility, and targeted campaigns converting awareness into qualified leads.

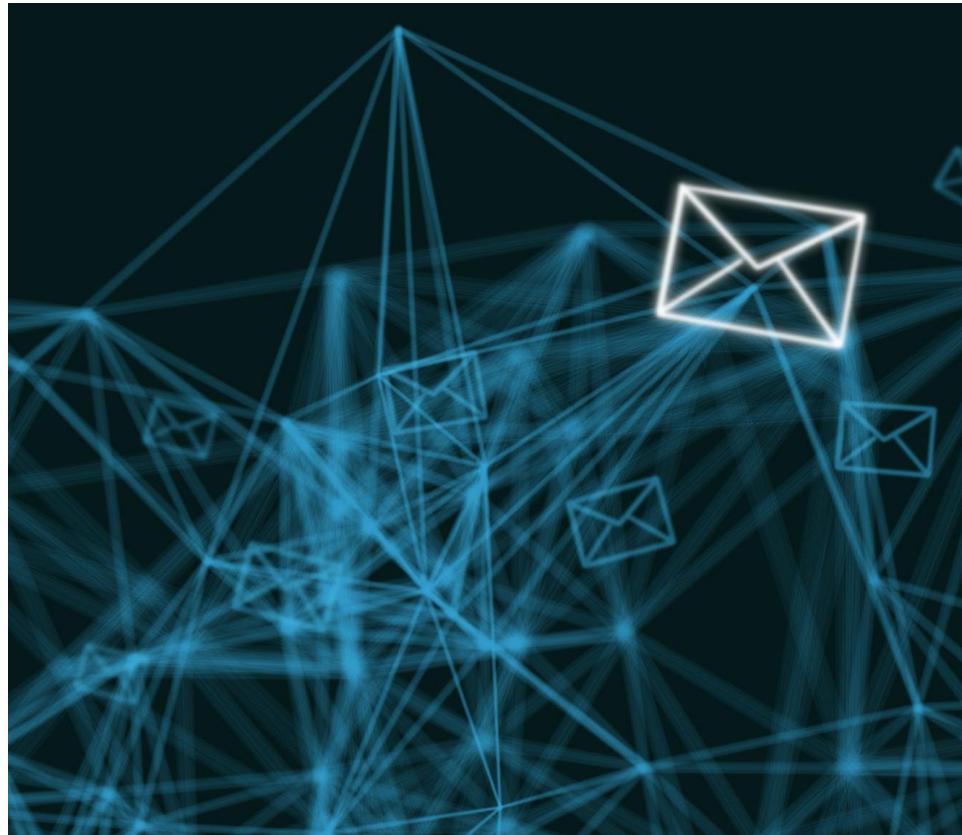
Target Audience and Buyer Personas

Industries and Roles

PERSONA	ROLE	PAIN POINTS	VALUE PROPOSITION
A	Operations Manager	Workflow friction, tool mismatch	Software that respects reality and eliminates waste
B	IT/Engineering Owner	Feature bloat, poor adoption	Durable, maintainable systems with simplicity as a feature
C	Team Lead	Tools get in the way, inefficiencies	Effortless workflows and clarity over cleverness

Positioning and Messaging

Messaging Architecture



Focused Functionality

Discrete Development delivers only the necessary features, avoiding unnecessary enterprise bloat for clients.

Core Messaging Pillars

Messaging emphasizes understanding workflows, simplicity through mastery, and affordable enterprise sophistication.

Clear Call to Action

The primary CTA encourages requesting a waste-elimination audit, highlighting immediate value and lean principles.

Supporting Taglines

Taglines like 'Clarity Over Complexity' and 'Invisible Sophistication' reinforce the brand's messaging strategy.

Goals and KPIs



SMART Objectives

Awareness and Content Goals

Publish two thought-leadership articles and one case study monthly to increase brand awareness effectively.

Engagement and Demand Growth

Achieve 30% LinkedIn follower growth, 20% engagement increase, and generate 20 qualified audit requests.

Pipeline and Conversion Metrics

Aim for 25% MQL-to-SQL conversion and 33% win rate from discovery to pilot engagements.

Measurement Tools

Use GA4, CRM systems, and LinkedIn analytics to track website activity, lead lifecycle, and engagement.

Channel and Content Strategy

Channels and Content Calendar

WEEK	LINKEDIN POSTS	BLOG	EMAIL
1	Philosophy quote, CTA teaser	–	Welcome + Audit CTA
2	Observation insights	Blog #1	–
3	Before/After workflow	–	Newsletter #1
4	Decision log	Blog #2	–

Sample Copy and CTAs



Website, Social, and Email Examples

Website Hero Messaging

The website hero highlights sophisticated software systems designed with restraint.

LinkedIn Post Content

The LinkedIn post emphasizes observation and workflow understanding to reduce inefficiency.

Email Campaign Approach

The email campaign focuses on mastering complexity through observation and subtle design.

Budget and Measurement

Resource Allocation and Optimization

Lean Budget Strategy

Utilize in-house content creation and spend under \$600 monthly on LinkedIn ads and newsletter tools.

Focused Growth Investment

Allocate \$2,000–\$5,000 monthly for sponsored posts, webinars, and freelance content support.

Performance Measurement

Track traffic, engagement, conversion rates, and pipeline metrics using measurement dashboards.

Optimization Techniques

Use A/B testing, focus on high-engagement posts, and refine case studies based on outcome metrics.



Sales Enablement



Supporting Materials

One-Pager Summary

Concise one-pager summarizing philosophy, methodology, and clear call to action supports quick understanding.

Slide Deck Presentation

8–10 slides illustrating observation, decision-making, and build processes with before/after visuals enhance storytelling.

Discovery Guide

Guide featuring strategic questions to reveal friction points, tribal knowledge, and automation boundaries for discovery phase.