

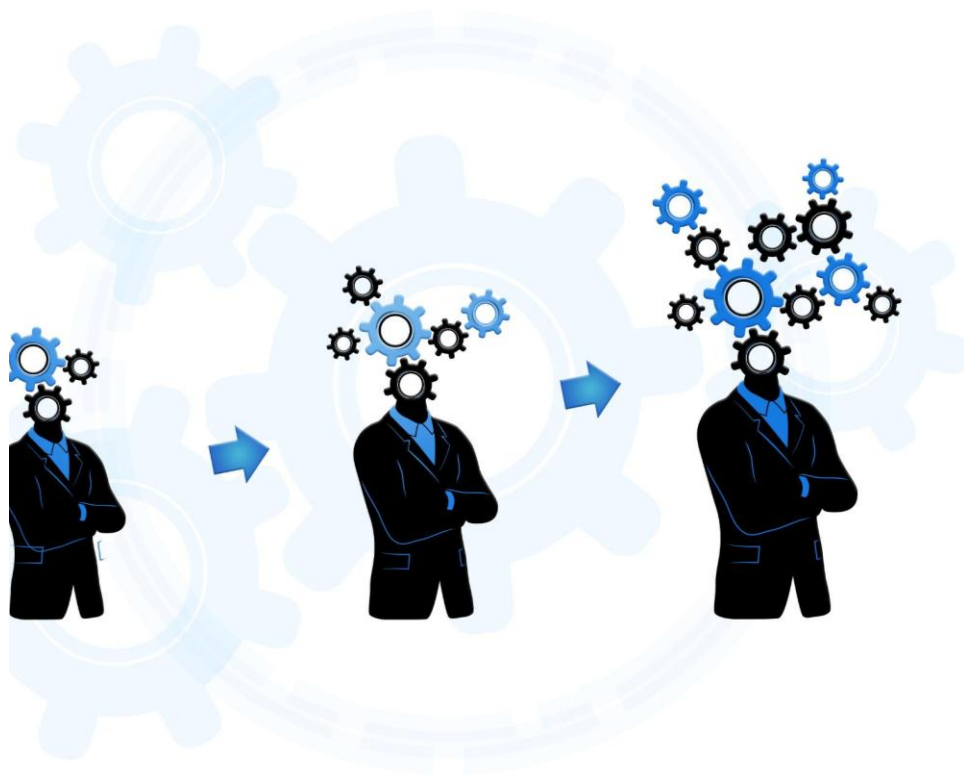


# **Discrete Development Marketing Strategy**

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.