

ADVUMAN – MARKETING GUIDE

This guide explains how Advuman presents itself externally. It complements the Marketing SOP by explaining the intent behind actions, tone, and structure. This document is internal only.

1. What Marketing Is At Advuman

Marketing is signal circulation. We publish observations, not persuasion. Our objective is to build trust through consistency and restraint.

2. Target Audience

SME operators in logistics, trade, commodities, and procurement. They are time-poor, risk-sensitive, and skeptical of hype.

3. Core Messaging

We help operators notice change earlier.
We maintain continuity so deviation is visible.
We stop at awareness.

4. Content Philosophy

If a post could be mistaken for news commentary or consulting advice, it should not be published. If a post feels boring but precise, it is likely correct.

5. Writing Style

Short sentences. Neutral language. No exaggeration. Confidence is expressed through restraint.

6. Visual Guidance

Minimalist, dark themes. Data-first visuals. Avoid dramatic military aesthetics.

7. Growth Approach

We grow through accumulated credibility, not virality. Low engagement with high trust beats high engagement with noise.

8. Success Metrics

Quality of inbound conversations.
Repeat engagement by the same operators.
Clarity of CRM records.