THE STERC MODEL.

In four steps your digital marketing strategy

STERC.

Step 1
Discover.

- Why, how, what?
- Core values
- Ambitions & Challenges
- Target groups
- Data & Analytics

Step 2
Decide.

- Overall marketing objectives
- Focus groups
- Propositions
- Digital marketing objectives (KPIs)
- Flywheel

Step 3
Translate.

- Experience journey
- Platform & Digital products
- Content & Functionalities
- Concept & Prototype
- Design

Step 4
Achieve.

- Budget
- Time & Knowledge
- Content schedule
- Releases
- Data analysis & Optimize

STERC.

The Sterc model is based on four essential steps. With these four steps you'll create your digital marketing strategy:

STEP 1. DISCOVER We discover what your organization and its environment looks like.

STEP 2. DECIDE We decide our focus groups, propositions and KPIs. That's how we create the digital strategy.

STEP 3. TRANSLATE We translate the strategy to digital products.

STEP 4. ACHIEVE Finally, we achieve online results.

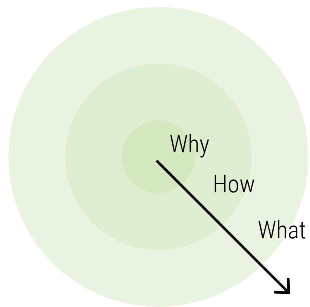
In fact, these four steps determine your complete journey through the Sterc model. It begins with the discovery of your own organization and the world you deal with. In the 'Decide' step, we look at the online strategy that you will be following; your focus groups, propositions and KPIs. The 'Translate' step is all about 'how', which focuses on choosing the resources for realising the things you've decided on during the 'Decide' step. And finally, 'Achieve' is about unleashing the strategy on your organization and the world around it, to achieve your goals.

This, in a nutshell, is how the Sterc model works. Following these steps will result in a solid digital strategy. Now, let's take a closer look at the steps.

STEP 1. DISCOVER

In the discovery step, we carefully examine your entire organization and the environment in which your organization works. It's crucial to know what your organization stands for. Already know this? Then feel free to skip this step and start with step 2 - Decide.

Simon Sinek's famous Golden Circle model forms the basis for building the strategy. We start by looking at the why, how, and what of your organization. Why do you do what you do, how you do what you do, and – ultimately – what is it you do?



1. Golden circle model

If you view your activities in this way, and, above all, in this order, then it provides an answer that enables you to argue based on your convictions.

Core values are the roots on which your organization is built. They are not negotiable and, ever since your organization was set up, they have formed part of your daily life. This is what your organization stands for.

As an organization, you have **ambitions** where you want to work towards. Still, you also have **challenges** that you come across along the way. These ambitions and challenges show you where your strengths and weaknesses are and what you need to work on.

Every organization has one or multiple **target groups** which it focuses on. Some have envisioned these clearer than others. In this stage, we'll map out your target groups and in the next step (decide) we'll make more specific decisions. That's also the step where we start talking about focus groups.

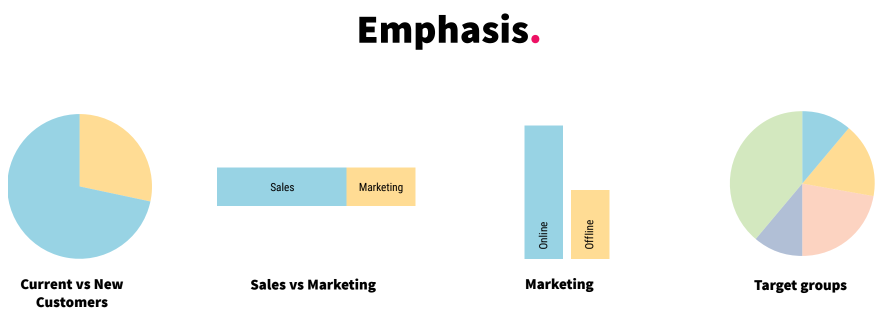
In the **data & analytics** stage, you'll be compiling as many facts as possible about your organization. Are you using a CRM platform, for instance? That's where we can get a lot of data about your target groups. We'll also look into statistics packages like Google Analytics.

This discovering phase ensures that the picture of your current situation is as complete as possible. Where you stand, why you do what you do, where the competitors stand, what you're good at, and what you're not so good at. Compiling all this information is crucial. This list needs to be as complete as possible before you can properly determine which course you will take.

STEP 2. DECIDE

In this step, we find out which course suits your organization best. 'Decide' not only means selecting the route you'll be following but also identifies which routes you won't be taking. In this phase, important decisions are taken, and we determine where your organization's focus will lie.

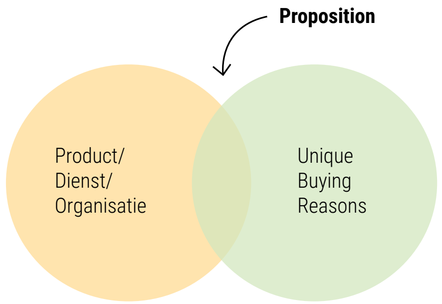
First of all, we look at your **overall marketing objectives**. You'll look at your ambitions and challenges and weigh them against each other. Are you going to focus on new business or current customers, online or offline, and which target groups are you focusing on?



2. Emphasis model

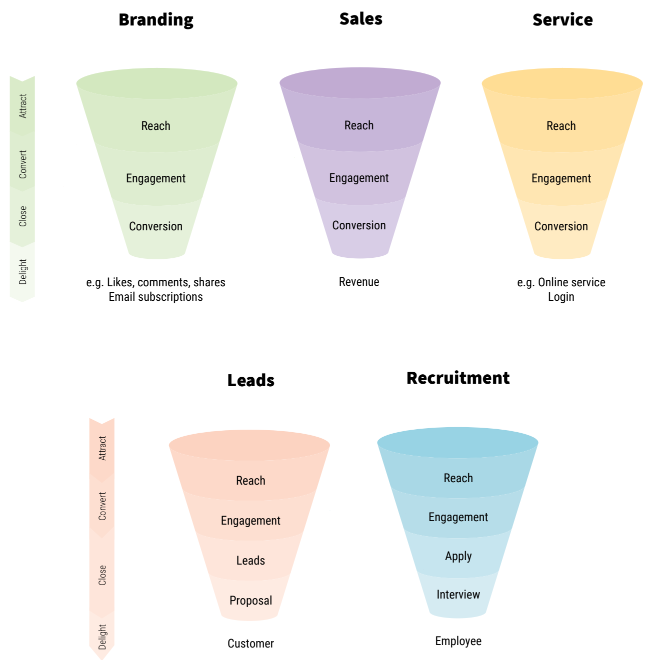
After deciding where your focus lies, you're going to map out your main target groups. We start with giving these **focus groups** a face, with the help of personas. Every focus group has its own persona, including all demographic data, behavior, and motivations.

Propositions are formulated for these focus groups: a statement that, in one sentence, says why a customer should give priority to your product or service, instead of one from a competitor. You create this by means of a 'T' between your strengths and values, and the Unique Buying Reasons (UBR) of the focus group.



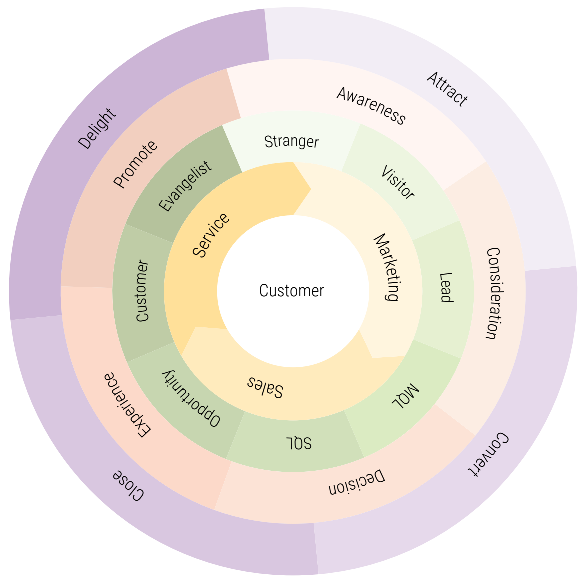
3. Offer vs needs model

Following on from this, hard online goals, or **Key Performance Indicators (KPIs)**, are determined based on various funnels that describe how you will arrive at your ultimate goal.



4. Funnels

Finally, we look at the **flywheel**, which shows what every department is responsible for and how these departments can work together to help the customer in the best way possible.

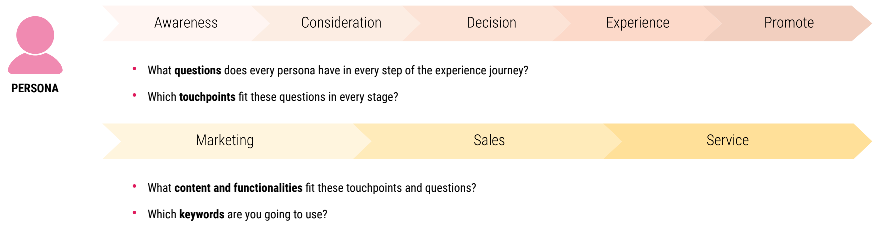


5. flywheel

STEP 3. TRANSLATE

Now that all this has been established, we're going to answer the 'how' question. In the 'Translate' step, we determine which resources you will be using, what your goals are, and how all this will be put into practice.

Before deciding what the digital media mix will be, you have to cover the **experience journey** first. This experience journey shows which steps every persona follows before, during, and after a purchase, visit, or activity. You'll look at the questions, chances, or needs that occur in every step and find out which touchpoints every persona has.



6. Experience journey framework

After mapping out the journey, you'll look into the **platform and digital products** you're going to use. You have found out which touchpoints your personas have in every step of the journey, and align your digital products with these.

Next, you'll think about the **content and functionalities** your products need to have to convince your customers of the power of your organization. You find out which keywords and which content you want to be found with, and think which functionalities you need to achieve this.

Want to show the entire experience journey for each persona in a clear overview? We've created a template showing you some examples, that'll help you create the right content for your target audience. You can download our Experience Journey Framework here.

After deciding which functionalities you need, you create a **concept and prototypes**. These prototypes are used to test your product with your target group thoroughly, to make sure that it works.

When you've tested everything, you can finally get started with the **design**. How does everything need to look; what works with your target group and what suits your organization? That's what this final stage of the translate step is all about.

STEP 4. ACHIEVE

After going through the first three steps, we arrive at the 'Achieve' step. This final step is about achieving your results. The strategy and tactics are in place, the media resources are set up, and now you focus on achieving the results.

During this step, you first start looking at your **budget**. What can you spend every month on campaigns, and which budget is needed to achieve your goals?

After this, you look at the available **time and knowledge** that you need to get the ball rolling. Will you do it all yourself, do you hire someone else and how will you tackle all this?

Of course, you'll need a **content schedule** to find out what is going to get published when. With a content schedule, everyone in your team knows what's expected.

And then the most important thing of all: **analyzing and optimizing** the results. Are your conversion goals being achieved? And if this isn't the case, where's the sticking point? What can you do to remove this sticking point?

NEED ANY HELP?

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