

STRATEGY · SAMPLE DELIVERABLE

Strategy Brief

Defines positioning, audience, and the first-90-day growth priorities for an engagement.

PREPARED FOR Sample Client (illustrative)	PREPARED BY NOREN Agency	STAGE Engagement kickoff
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Objective

- Establish a clear, defensible market position the audience can recognize.
- Turn scattered activity into one accountable growth system.
- Define the first measurable wins for the first 90 days.

Positioning & narrative

The brand is positioned around a single, ownable promise, expressed consistently across every channel. The narrative leads with the customer's problem, frames the brand as the system that solves it, and supports it with proof rather than claims.

Target audience

- Primary: decision-makers actively seeking a structured growth partner.
- Secondary: operators influencing the buying decision.
- Channels where this audience already pays attention are prioritized first.

Priorities — first 90 days

- Lock positioning and messaging architecture.
- Stand up the content system and publishing cadence.
- Open the two highest-intent distribution channels.
- Instrument reporting so every cycle is measurable.

Success measures

- Audience growth on owned channels.
- Qualified inbound volume and quality.
- Content consistency and reach.
- Cycle-over-cycle improvement in the metrics that drive revenue.