



STERC
INTERNET &
MARKETING

THE STERC MODEL

The Sterc model is based on four essential steps. These four steps can be defined as follows:

- STEP 1. ANALYSE** What are the features of your organization and your environment?
- STEP 2. DETERMINE** Here you answer the questions: who, how many and what's the message?
- STEP 3. TRANSLATE** How are you going to do this?
- STEP 4. ACHIEVE** Achieving your online result.

In fact, these four steps determine your complete journey through the Sterc model. It begins with a thorough analysis of your own organization and the world you deal with. In the 'Determine' step, we look at the online strategy that you will be following and how you will approach this. The 'Translate' step is actually all about 'how', which means choosing the resources for realising the things you've decided on during the 'Determine' step. And finally, 'Achieve' is about unleashing the strategy on your organization and the world around it.

This, in a nutshell, is how the Sterc model works. Now, let's take a closer look at the various steps.

STEP 1. ANALYSE

In this analysis, we closely examine your entire organization and the environment in which your organization works. Generally speaking, this involves four phases.

Why, how, what

Simon Sinek's famous model forms the basis for building the strategy. Why you do what you do, how you do what you do and – ultimately – what is it you actually do? If you view your activities in this way, and, above all, in this order, then it provides an answer that really enables you to argue on the basis of your own convictions.

Core values

Core values help make up the foundation 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.

Strengths and weaknesses

Every organization has its own strengths and weaknesses. These strengths and weaknesses also affect your activities and your environment. Map these well, so that you can clearly see what you need to work on and what you can make use of.

Facts

Compiling as many facts as possible about your organization, but also about the world around your organization. The competitors, the market and so on. The more facts we have on the table, the more you can put them to use in your strategy and tactics.

This analysis 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. DETERMINE

To a great extent, this course is charted in the 'Determine' section. Here, we find out which course suits your organization best. 'Determine' not only means selecting the route you'll be following, but also identifying 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 **strategic options**. Your **strengths and weaknesses** are contrasted and compared to the opportunities and threats in the market. This results in strategic options. Should you go on the attack, or would it be better to choose a more defensive approach. And why? Then, on the basis of these options, you make **strategic choices**. Your course is determined.

Choices consist of **heroes**. By heroes we mean focus target groups, a product or service, or a combination of these, on which the absolute focus of your strategy and tactics will come to lie.

Propositions are formulated for these heroes: 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 the values of your organization and the Unique Buying Reasons (UBR) of the focus target group.

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

Finally, we look at the **ROI**, the Return on Investment. What will you soon be getting back in exchange for all your efforts? What will it result in?

STEP 3. TRANSLATE

Now that all this has been established, we get the answer to the question: 'how are we actually going to do all this?' 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.

By deciding what the **online media mix** will be, you determine the way in which you'll reach your customers. There are almost infinite possibilities here and so

it's important to clearly define which resources you will and won't be using. At an earlier stage, you have already determined your focus target groups, so now you can really zoom in on them.

Once the media mix has been chosen, we can determine what your **conversion goals** will be. What results should these resources actually bring about? These goals should be determined for each element of your strategy. What functionality will your resources be assigned? Once you have reached your customers, how will you hold on to them?

Finally, we have the **content**. What will you be presenting to your customers on your online platform? Texts, videos, photos – what will work best?

STEP 4. ACHIEVE

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

In this achievement phase, you first look at the **available time and resources** 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, we also draw up a **roadmap and action list**, which clearly set out who will do what and when.

And then the most important thing of all: **measuring and adjusting** 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?

DIVING INTO THE ORGANIZATION



WHY



HOW



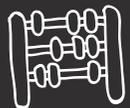
WHAT



CORE VALUES



STRENGTH / WEAKNESS



FACTS

DIVING INTO THE MARKET



TARGET GROUPS



UNIQUE BUYING REASONS



TRENDS



COMPETITION

CURRENT SITUATION



UTILIZATION OF EXISTING MEDIA MIX



STATISTICS

DETERMINE



STRATEGIC CHOICES



HEROES & POSITIONING



ONLINE GOALS

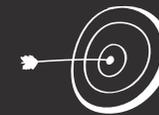


ROI

TRANSLATE



MEDIA MIX



CONVERSION GOALS



FUNCTIONALITY



CONTENT

ACHIEVE



AVAILABLE TIME & KNOWLEDGE



SCHEDULE & TO-DO LIST



MEASURE & OPTIMIZE

NEED HELP?

We'll be happy to help you. Give Wesley a call on

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WESLEY@STERC.COM

PS. We're hard at work on a book that will let you run through the model on a completely independent basis. Would you like to be kept informed of our progress? Then sign up for our newsletter:

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