

Book a Call

# Full-Funnel Brand & Marketing Strategy

**AND STRATEGY  
IMPLEMENTATION ADVISORY**

[hello@anastasiashtompel.com](mailto:hello@anastasiashtompel.com)

## 6-MONTH SCALABLE GROWTH ROADMAP

- Phased execution plan with clear monthly priorities
- Step-by-step implementation sequence
- Revenue-focused actions for each stage
- **Defined timelines, KPIs, and resource allocation**
- Long-term scaling direction beyond the initial build

## STRATEGIC OUTCOME

**You receive a complete, scalable, end-to-end growth blueprint that:**

- ensures you achieve your goals and realize your vision
- connects every marketing channel into one system
- turns content into consistent revenue
- supports both launch and evergreen sales
- provides a clear path for long-term business scaling



Book a Call

# SCOPE OF SERVICE

## 1. BRAND FOUNDATION & POSITIONING

- Deep-dive audit of current brand perception and market landscape
- Target audience clarity and decision drivers
- Unique positioning and value architecture
- Core messaging system across all customer touchpoints
- Offer refinement and product-market fit alignment

## 2. MARKETING ECOSYSTEM ARCHITECTURE

- End-to-end customer journey mapping (awareness → trust → conversion → retention)
- Channel role definition (social, paid media, email, website, creators)
- Traffic → nurture → sales system design
- Scalable growth model aligned with business and revenue goals

## 3. IDENTITY & AUTHORITY STRATEGY

- Visual identity upgrade aligned with positioning and long-term brand vision
- Strategic storytelling frameworks for content and campaigns
- Founder / brand authority positioning
- Content themes that build trust and demand

## 4. SOCIAL MEDIA GROWTH SYSTEM

- Full social media strategy (objectives, platforms, formats, and success metrics)
- Brand voice and visual direction
- Revenue-aligned content pillars
- Repeatable content production systems
- Organic growth and authority positioning
- Integration with paid media and launch campaigns
- Publishing cadence and resource prioritization

Book a Call

# SCOPE OF SERVICE

## 5. CONVERSION-FOCUSED WEBSITE STRATEGY

- UX and messaging hierarchy audit
- Conversion logic and page structure
- Offer presentation and product storytelling
- Trust-building and authority elements
- Alignment with funnels and traffic sources

## 6. PAID GROWTH & PERFORMANCE CREATIVE DIRECTION

- Role of paid media within the overall growth ecosystem
- Messaging and hook strategy
- Performance creative angle development
- Alignment between organic content and ads
- Budget efficiency and testing roadmap

## 7. EMAIL MARKETING FUNNEL & CUSTOMER RETENTION STRATEGY

- Core funnel architecture and flow logic
- Lead capture and nurture system
- Lead magnet strategy for list growth
- Email marketing strategic framework
- Launch and evergreen sales sequences
- Newsletter content direction and frequency
- Retention and repeat-purchase strategy

## 8. INFLUENCER & CREATOR STRATEGY

- Role of creators in the customer acquisition system
- Collaboration formats based on business objectives
- Seeding and long-term partnership strategy
- UGC as a conversion and paid media asset

# STRUCTURE

## **Phase 1 - Strategic Deep-Dive**

90-minute session to define vision, objectives, current challenges, and review all relevant materials.

## **Phase 2 - Strategy Development**

In-depth strategic build-out and system architecture.

## **Phase 3 - Strategy Presentation**

90-minute working session to walk through the roadmap, priorities, and implementation sequence.

[Book a Call](#)



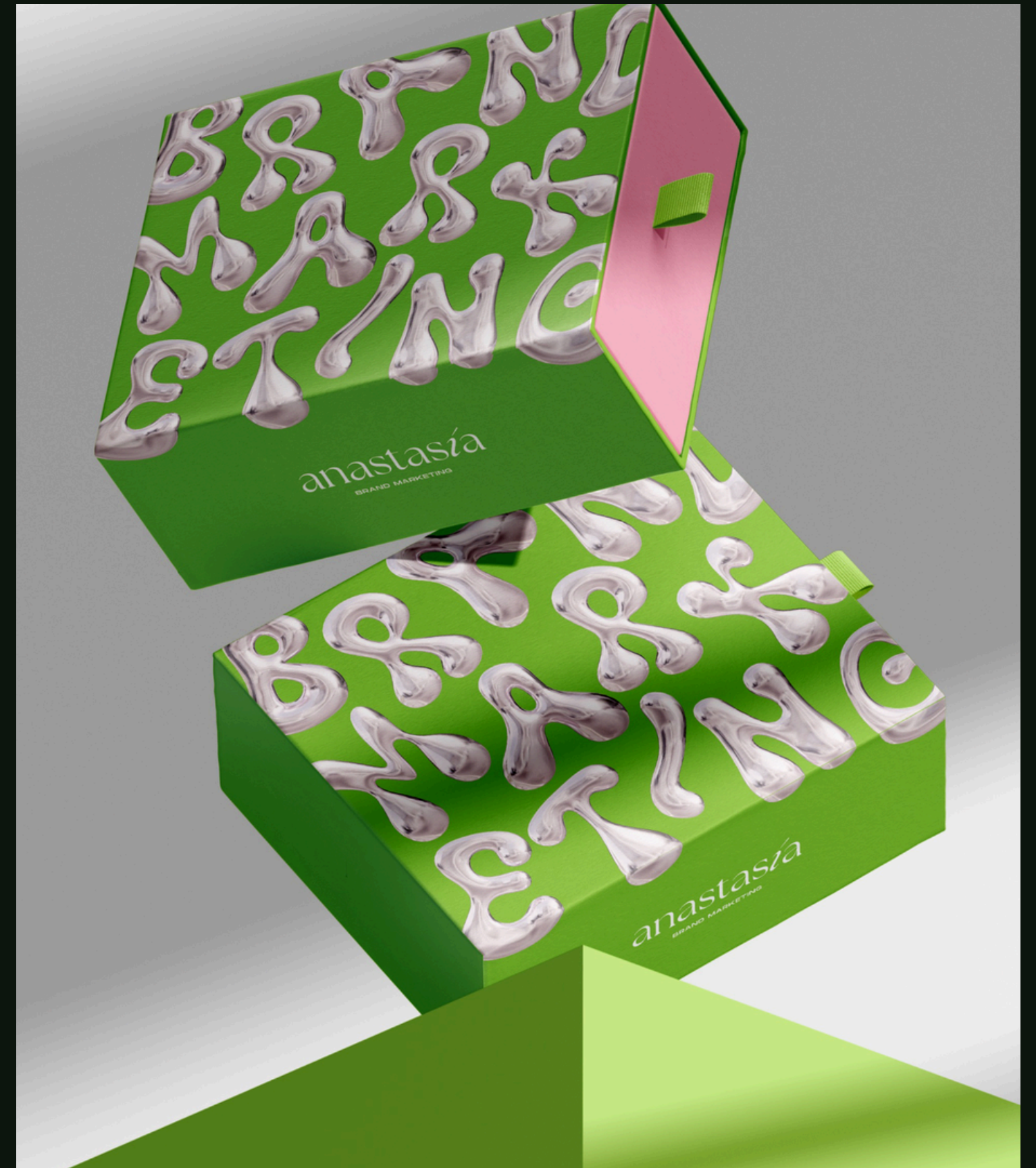
# STRATEGY IMPLEMENTATION ADVISORY (OPTIONAL)

To ensure the strategy is implemented correctly and delivers its full potential, you may add an additional support layer.

Each session focuses on progress review, key decisions, performance-based optimization, and clear next-step priorities. All materials are reviewed in advance to keep the conversation highly strategic and action-driven.

**Available exclusively for strategy clients.**

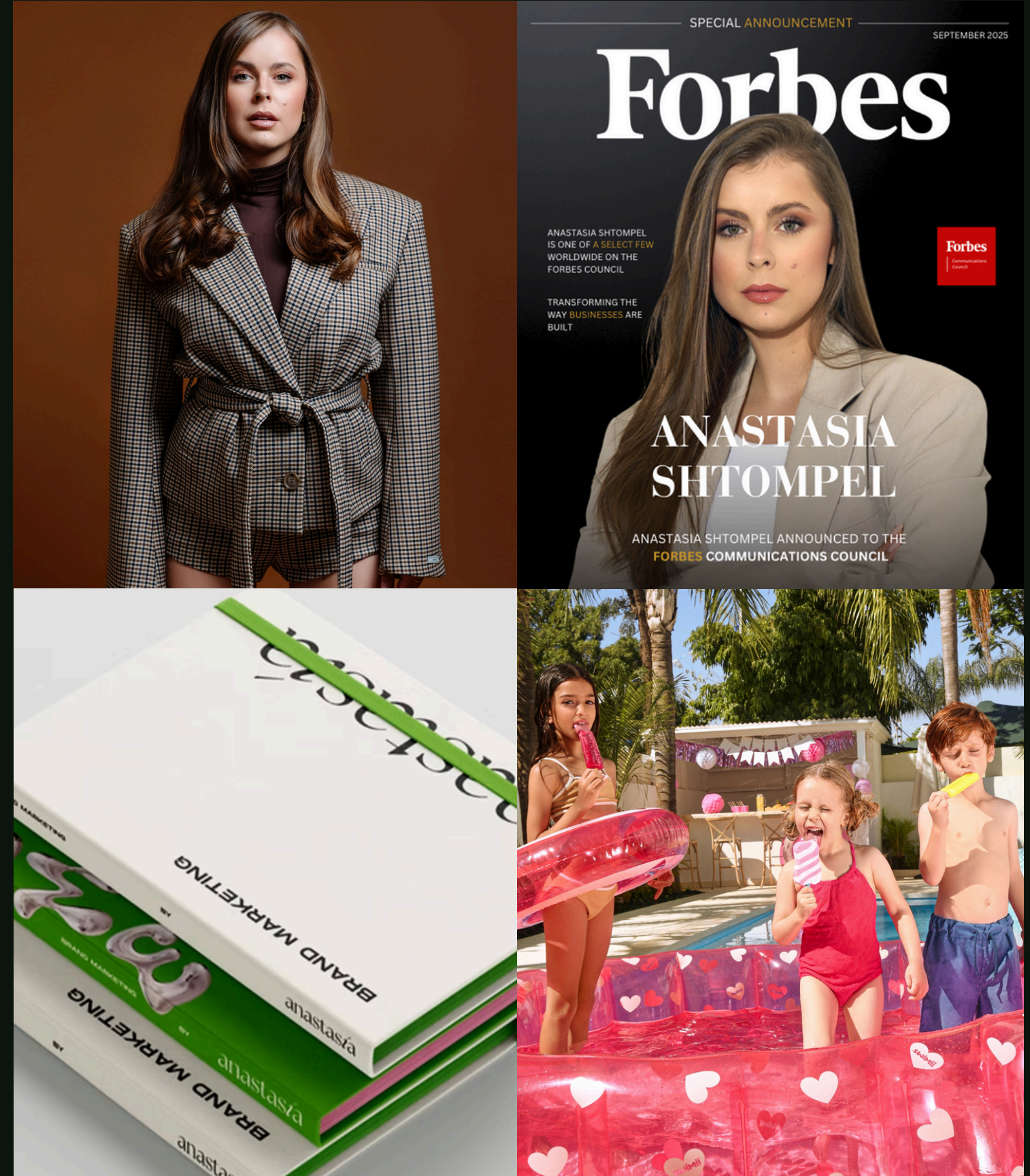
[Book a Call](#)



# ABOUT ME

- Entrepreneur, marketer, and founder of a marketing education app with nearly 9 years of experience
- Forbes Council Member
- Former Head of Marketing at multi-million-dollar company
- Built a premium DTC U.S. brand with clients including top luxury hotel chains
- Worked with many DTC industry leaders, including leading companies like Bali Body
- Marketing & business influencer and speaker with 130K+ followers and 31M+ monthly views, followed by entrepreneurs like Jessica Alba (Honest), Rosie Huntington-Whiteley, Jen Atkin (OUAI), Negin Mirsalehi (Gisou), Olivia Culpo, and other brands like Revolve, FWRD, Lola Blankets, and many others
- Executed high-profile collaborations with MasterClass, Kim Kardashian, and more

[Book a Call](#)



# Book an intro call

[Book a Call](#)