THE OUTLEAP SPRINT

Global Expansion Strategy.



Built in 21 Days.

A productized, high-velocity sprint for ambitious leaders going global. We replace months of consulting bureaucracy with an actionable market-entry playbook.

- Turnaround: 3. weeks from kickoff to final handoff.
- Pricing: Single flat fee ($100,000). Zero scope creep.
- Team: Senior leaders only. Dedicated focus on one client sprint at a time.

WHAT THE SPRINT DELIVERS

1. Market & Competitor Teardown

- Target category dynamics and cultural barriers to entry.
- Incumbent vulnerabilities and positioning white space.
- Core buyer mindset and trust drivers in Western markets.

2. Strategic Brand Platform

- The overarching global positioning idea that commands premium value.
- Two distinct narrative directions presented for executive alignment.
- Product translation framework to shift messaging from technical specs to brand power.

3. Integrated Marketing Playbook

- 180-day launch roadmap engineered for speed and credibility.
- Two creative campaign concepts showing how the brand activates in culture.

4. Full-Funnel Media Architecture

- Channel-by-channel investment blueprint (Search, Paid Social, Video, Out-of-Home).
- Recommended budget allocations balanced between performance and brand equity.
- KPIs
- Proposal for ongoing partnership to achieve KPIs and business objectives

THE 21-DAY SPRINT

- Intake & Market Teardown
- Platform Draft & Strategy Check-in (Review 2 directions)
- Marketing Playbook, Creative Concepts & Media Blueprint Build
- Synthesis & Leadership Review
- Final Executive Readout & Complete Go-to-Market Handoff

Schedule a Kickoff Consultation
Define your target market and business objectives to launch a 21-day strategic sprint.

hello@strawberryfrog.com

THE OUTLEAP SPRINT
出海战略冲刺

21 天，交付可执行的出海方案。
省去冗长咨询流程，从市场判断到营销规划，一次打通。

10 万美元 / 项目 | 固定总价 | 21 天交付 | 资深团队主导

交付范围锁定，明确KPI，高效率的战略服务

一次冲刺，四项核心交付

01 | 市场与竞争分析

找到市场切入机会

- 品类格局与文化壁垒
- 竞争对手弱点与定位机会
- 西方市场买家心理与信任驱动因素

02 | 品牌战略

明确定位，让产品价值被看见。

- 支撑品牌溢价的全球定位
- (2)品牌叙事方向，供管理层决策
- 将技术参数转化为品牌价值的叙事框架

03 | 整合营销方案

明确未来 180 天如何启动市场。

- 180 天市场启动路线图，兼顾速度与可信度
- 两个融入当地文化的创意营销概念

04 | 全漏斗媒介规划

明确预算投向与衡量标准。

- 搜索、付费社交、视频及户外广告投放方案
- 兼顾短期转化与长期品牌价值的预算分配
- KPI 与支持业务目标的后续合作建议

从启动到交付，只需 3 周

01 需求与市场分析
02 品牌战略
03 营销 创意与媒介方案
04 管理层评审
05 最终汇报与完整交付

预约启动沟通

明确目标市场与业务目标，开启 21 天战略冲刺。

hello@strawberryfrog.com