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DIGITAL STRATEGIC MARKETING METHODOLOGY «5S STRATEGY FRAMEWORK». RELEVANCE AND ADAPTABILITY IN THE DIGITAL ECONOMY

Abstract: The article presents the development and application of the digital marketing methodology «5S Strategy Framework», tailored to the digital economy. Five core stages of the framework, their essence, and practical significance are described. The methodology has proven its effectiveness in international projects and educational programs.

Keywords: digital marketing, strategy, automation, scaling, segmentation, analytics.

Field of application: Marketing, e-commerce, business consulting, product management, training and preparation of specialists in the digital field, and strategies for launching new products to the market.

Purpose of the development:

This methodology is intended for:

- systematizing the processes of strategic marketing planning;

- creating a digital promotion architecture;
- scaling marketing activities;
- integration of analytics, automation, and customer experience into a unified model.

Introduction:

Traditional marketing frameworks (e.g., 4P, STP, AIDA) do not involve active work with programmable, digital tools.

The drawback of existing research is the lack of a unified framework that combines segmentation, strategy, structure, system, and scaling with digital tools.

5S Strategy Framework combines strategic logic and digital implementation, making it applicable in the context of the digital economy.

It implies an inseparable connection between analytics, technology, and customer experience.

The methodology is developed with current requirements for adaptability and real-time automation in mind.

The article aims to demonstrate how the synthesis of IT skills and a marketing approach enhances the product launch strategy.

Brief description:

"5S Strategy Framework" is a universal five-step methodology for digital strategic marketing, based on the following logic:

Segmentation → Strategy → Structure → System → Scale.

The methodology combines elements:

- strategic management;
- digital marketing;
- automation of business processes;
- user behavior analytics.

Each stage (5S) includes practical tools, technical solutions, and digital approaches applicable in both B2B and B2C environments.

Detailed description:

1. Segmentation

Analysis and segmentation of the target audience based on digital, behavioral, demographic, and motivational characteristics using:

- CRM systems;
- scripts in Python / SQL for clustering;
- heatmaps of behavior;
- cohort analysis;
- Google Analytics 4 and other analytics systems.

2. Strategy

Development of an individual interaction strategy with segments, including:

- competitive analysis (SWOT, PEST);
- ROI modeling;
- selection of communication channels;
- A/B testing of hypotheses;
- creating a unique value proposition (UVP).

3. Structure

Formation of digital marketing architecture:

- creation of CJM (Customer Journey Map);
- setting up sales funnels;
- organization of content logic and touchpoint structure;
- visualization through Miro, Notion, Figma, etc.

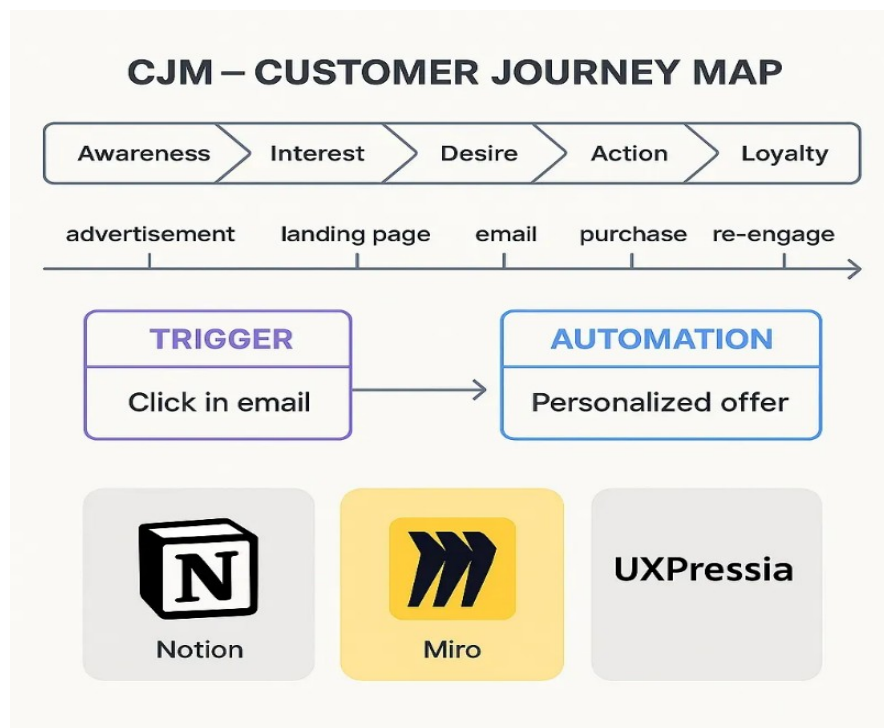


Fig. 1. Example of CJM — Customer Journey Map (Stage: Structure)

4. System

Digital implementation and process automation:

- implementation of end-to-end analytics (Roistat, Power BI, OWOX BI);
- integrations with advertising account APIs (Facebook Ads, Google Ads);
- automation through Zapier / Make / custom scripts;
- setting triggers for adaptive real-time strategy operation.

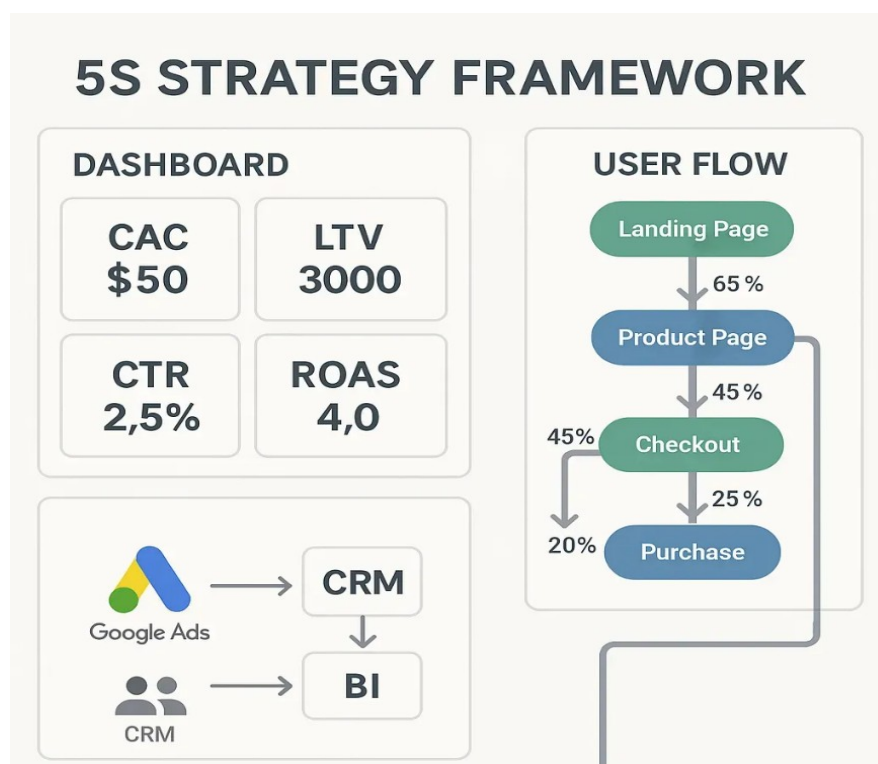


Fig. 2. Example of End-to-End Analytics (Stage: System)

5. Scale (Scaling)

Scaling the strategy to new regions, channels, and products:

- localization for regional markets (language, cultural codes);
- adaptation to marketplaces (Amazon, Ozon, Alibaba);
- multichannel campaigns (social networks, messengers, email, etc.);
- use of digital funnel templates and universal modules.

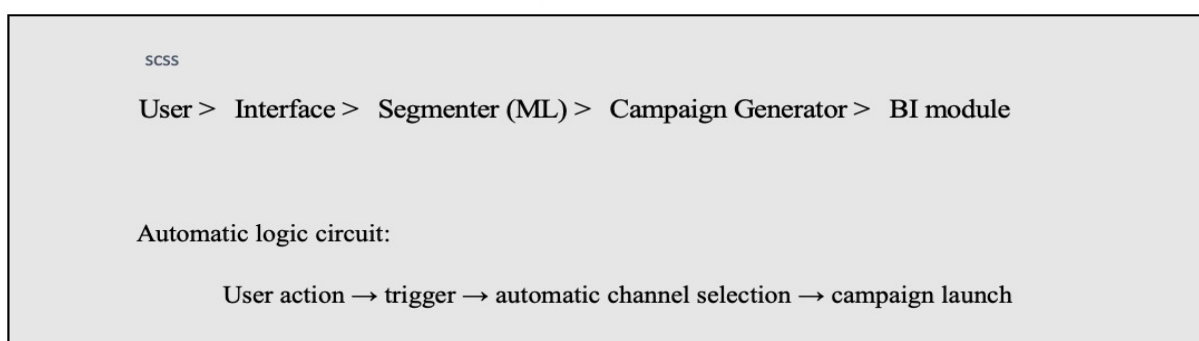


Fig. 3. Example of an Architecture Framework

The fundamental difference from known solutions:

The 5S Strategy Framework differs from existing models (4P, STP, AIDA) in that:

- was initially developed as a digital-first system;
- includes automated digital tools at every stage;
- supposes dynamic adaptation of the strategy based on real-time user data;
- intended for both operational use and mass production.

Methods of evaluating effectiveness:

For an objective assessment of the results of implementing the 5S Strategy Framework, key performance indicators (KPIs) are used, including:

LTV (Lifetime Value) — calculated using the formula:

$$\text{LTV} = (\text{ARPU} \times \text{average customer retention duration}) - \text{CPA},$$

where ARPU is the average revenue per user, and CPA is the customer acquisition cost.

The methodology allows tracking changes in LTV in real-time through end-to-end analytics, enabling the assessment of the contribution of individual stages of the strategy to customer retention and profitability.

CAC (Customer Acquisition Cost) — calculated as:

$$\text{CAC} = \text{Total marketing and sales expenses} / \text{Number of new customers over the period}.$$

The framework provides for regular analysis of CAC by channels and segments, as well as dynamic cost optimization through funnel automation and hypothesis

testing.

ROMI (Return on Marketing Investment):

$$\text{ROMI} = (\text{Additional Profit} - \text{Marketing Expenses}) / \text{Marketing Expenses} \times 100\%$$

Used within the strategic phase (Strategy) for A/B testing, channel selection, and scenario modeling.

CRR (Customer Retention Rate) and NPS (Net Promoter Score) are integrated into the feedback system and allow for monitoring the effectiveness of structural and service solutions implemented at the Structure and System stages.

Statistical validation of segmentation and forecasting models

To confirm the validity of clustering and forecasting models within the Segmentation and Strategy stages, the following methods are applied:

Silhouette Score and Elbow Method for optimizing the number of clusters;

Intra-cluster variance and inter-cluster distance metrics as tools for evaluating segmentation quality;

Methods of cross-validation (k-fold cross-validation) and splitting into training and test sets for validating predictive models;

ROC curve, AUC, Precision / Recall / F1-score — when building response models to marketing impacts, including predictive retargeting scenarios;

Using ML libraries (scikit-learn, XGBoost, LightGBM) to automate the process of building and evaluating models, with output of interpretable metrics and the ability to tune hyperparameters.

Such systematic analytics allow for justifying the effectiveness of marketing decisions not only in practice but also in terms of the formal validity of the models,

which enhances the scientific and practical value of the methodology.

Practical application:

The 5S Strategy Framework methodology has been tested and implemented in international projects involving major companies:

- Henkel: a 25% increase in LTV through dynamic automation of segmentation and retargeting.
- TDK Corporation: 18% reduction in CAC through optimization of CJM and lead generation scripts.
- Autocom Japan: successful launch in 3 countries with a single scalable strategy template.

as well as in educational programs for specialists in strategic and digital marketing, in individual consulting for small and medium-sized businesses.

Contribution to industry development:

Tatsiana Slaunova contribution to modern marketing encompasses strategic, educational, and applied levels, with an emphasis on the interconnection of digital tools and global adaptation (Internet marketing). The relevance of using digital tools for product promotion in the modern market has been proven.

The 5S Strategy Framework is a unique framework that includes digital channels and automated tools for launching products in new markets, formed as a result of the synthesis of IT and marketing. Innovations:

- Use of software and technical skills to create end-to-end analytics systems.
- Development of custom dashboards for tracking the effectiveness of digital campaigns.
- Development of scripts for parsing the semantic core and automatic generation of

meta-tags, which reduces the time spent on content preparation and increases its relevance.

- Implementation of machine learning models for consumer clustering and response prediction within SMM and PPC campaigns.

The 5S Strategy Framework methodology involves not just a step-by-step transformation plan but also a way of shaping a mindset that enables managers and employees to build innovative processes adapted to global standards in a rapidly changing market.

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