

11 Frameworks Every Marketer Should Know

Master the fundamentals. Think clearer. Execute with purpose.



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Why Frameworks Matter

I've seen marketers drown in tactics while missing the fundamentals.

These 11 frameworks are **timeless**. They anchor your thinking and sharpen your decisions.

The best marketers don't chase trends. They apply frameworks.





1

STP Framework

Segmentation, Targeting, Positioning

WHAT IT'S FOR

Crafting clear, differentiated marketing strategies

WHY IT MATTERS

Helps you stop marketing to "everyone" and find the audience you should serve

HOW TO USE IT

1. Segment your market by needs, behaviours, or demographics
2. Target the segment you can serve best
3. Position your offer to stand out in their minds



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AIDA

Attention, Interest, Desire, Action

WHAT IT'S FOR

Designing persuasive communication that converts

WHY IT MATTERS

Mirrors the natural customer decision journey from awareness to purchase

HOW TO USE IT

1. Hook with a bold headline (Attention)
2. Show you understand their problem (Interest)
3. Paint the outcome they want (Desire)
4. Give a clear next step (Action)



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Marketing Mix

4Ps / 7Ps

WHAT IT'S FOR

Building a holistic go-to-market or product strategy

WHY IT MATTERS

Ensures decisions align across Product, Price, Place, Promotion (+ People, Process, Physical Evidence for services)

HOW TO USE IT

1. Define your product's core value
2. Set pricing that reflects positioning
3. Choose distribution channels
4. Plan promotional tactics for each channel



A background network diagram consisting of numerous grey circular nodes connected by thin grey lines, forming a complex web of connections. The nodes are distributed across the page, with a higher density on the right side.

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Jobs to Be Done

JTBD

WHAT IT'S FOR

Understanding the underlying jobs customers "hire" products to do

WHY IT MATTERS

Customers buy outcomes, not features. JTBD reveals true motivations.

HOW TO USE IT

Ask: "When [situation], I want to [motivation], so I can [outcome]."

Example: "When I'm rushing to a meeting, I want quick coffee, so I can stay focused."



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RACE Framework

Reach, Act, Convert, Engage

WHAT IT'S FOR

Designing and measuring digital strategies

WHY IT MATTERS

Provides a structured full-funnel view that's easy to execute and track

HOW TO USE IT

Reach: Build awareness (SEO, ads, social)

Act: Drive interactions (content, landing pages)

Convert: Generate sales (offers, checkout)

Engage: Build loyalty (email, community)



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Porter's Five Forces

WHAT IT'S FOR

Analysing competitive pressure in an industry

WHY IT MATTERS

Reveals forces that influence profitability and long-term viability

HOW TO USE IT

Rate each force (low/medium/high):

1. Competitive rivalry
2. Supplier power
3. Buyer power
4. Threat of substitutes
5. Threat of new entrants



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SWOT Analysis

Strengths, Weaknesses, Opportunities, Threats

WHAT IT'S FOR

Diagnosing internal and external factors affecting your strategy

WHY IT MATTERS

Creates a clear picture so you can plan effectively

HOW TO USE IT

Internal: List strengths to leverage, weaknesses to address

External: Identify opportunities to pursue, threats to mitigate

Action: Match strengths to opportunities; shore up weaknesses against threats



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PESTLE Analysis

WHAT IT'S FOR

Understanding macro-level influences on your market

WHY IT MATTERS

External forces often shape demand more than competitors do

HOW TO USE IT

Scan each factor for trends affecting your market:

Political (regulations, trade policy)

Economic (inflation, employment)

Social (demographics, attitudes)

Technological (innovation, disruption)

Legal (compliance, IP)

Environmental (sustainability, climate)



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Flywheel Model

WHAT IT'S FOR

Moving beyond funnels to build momentum through customer experience

WHY IT MATTERS

Retention and advocacy spin the flywheel faster — reducing acquisition cost over time

HOW TO USE IT

1. **Attract:** Draw customers with valuable content
2. **Engage:** Build relationships, not transactions
3. **Delight:** Exceed expectations so customers become promoters
4. Reduce friction at every stage



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Pirate Metrics

AARRR

WHAT IT'S FOR

Structuring growth and product-led marketing metrics

WHY IT MATTERS

Five stages that capture your entire customer lifecycle

HOW TO USE IT

Acquisition: How do users find you?

Activation: Do they have a great first experience?

Retention: Do they come back?

Referral: Do they tell others?

Revenue: Can you monetise?



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11

ACCLA

**Awareness, Consideration, Conversion, Loyalty,
Advocate**

WHAT IT'S FOR

Mapping the full customer journey from stranger to promoter

WHY IT MATTERS

Extends the funnel beyond purchase — loyal advocates drive organic growth

HOW TO USE IT

Awareness: How do they discover you?

Consideration: Why should they choose you?

Conversion: What makes them buy?

Loyalty: How do you keep them?

Advocate: How do you turn them into promoters?



The Bottom Line

These frameworks are your foundation for strategic thinking.

- > **Strategy:** 4Ps/7Ps, SWOT, Porter's, PESTLE
- > **Customer:** STP, JTBD
- > **Conversion:** AIDA, RACE
- > **Growth:** Flywheel, AARRR, ACCLA

Master the fundamentals. The rest will follow.



Let's Connect

Which framework has had the biggest impact on your work?

- > Follow for more marketing insights
- > Repost to help others
- > Save this for future reference

#Marketing #Strategy #GrowthMarketing



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