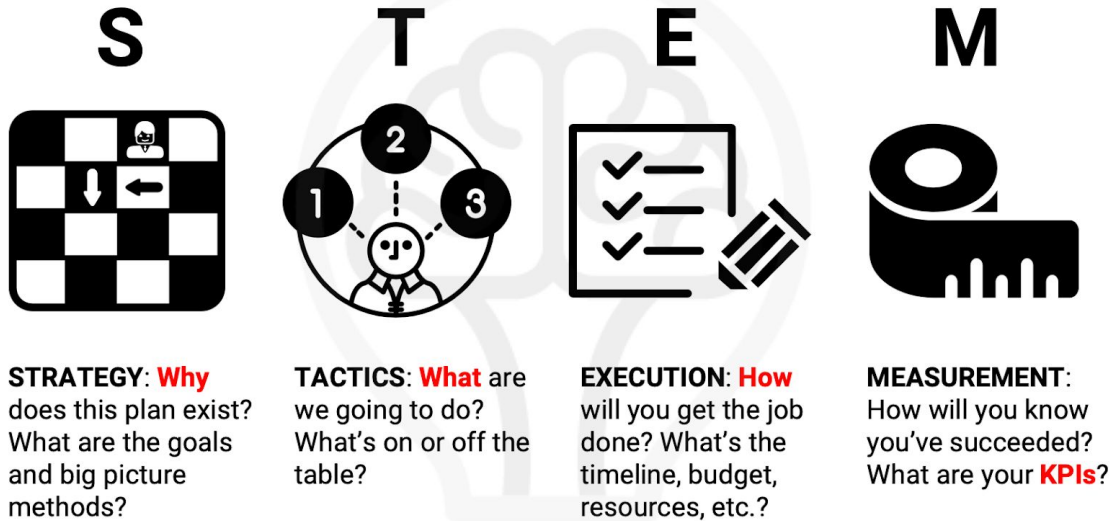


# Instant Insights: The STEM Marketing Strategic Framework

In business, few words are so misunderstood as strategy. What does it mean? How do we differentiate among strategy, tactics, and execution?

Our STEM marketing strategic framework helps clear up confusion and provide easy to understand definitions for marketers at any level of an organization.



*"All great marketing plans STEM from the same fundamentals."*

Key uses of this framework include:

- Defining and setting strategy for your marketing organization
- Helping team members understand their roles and how their work fits into the overall marketing plan
- Building effective job descriptions
- Creating a system of measurement for your marketing work
- Making choices about vendors and partners that align with your organization

For more information about how to think with the STEM framework, watch this YouTube video:

<https://youtu.be/zsRAi1qKTqA>