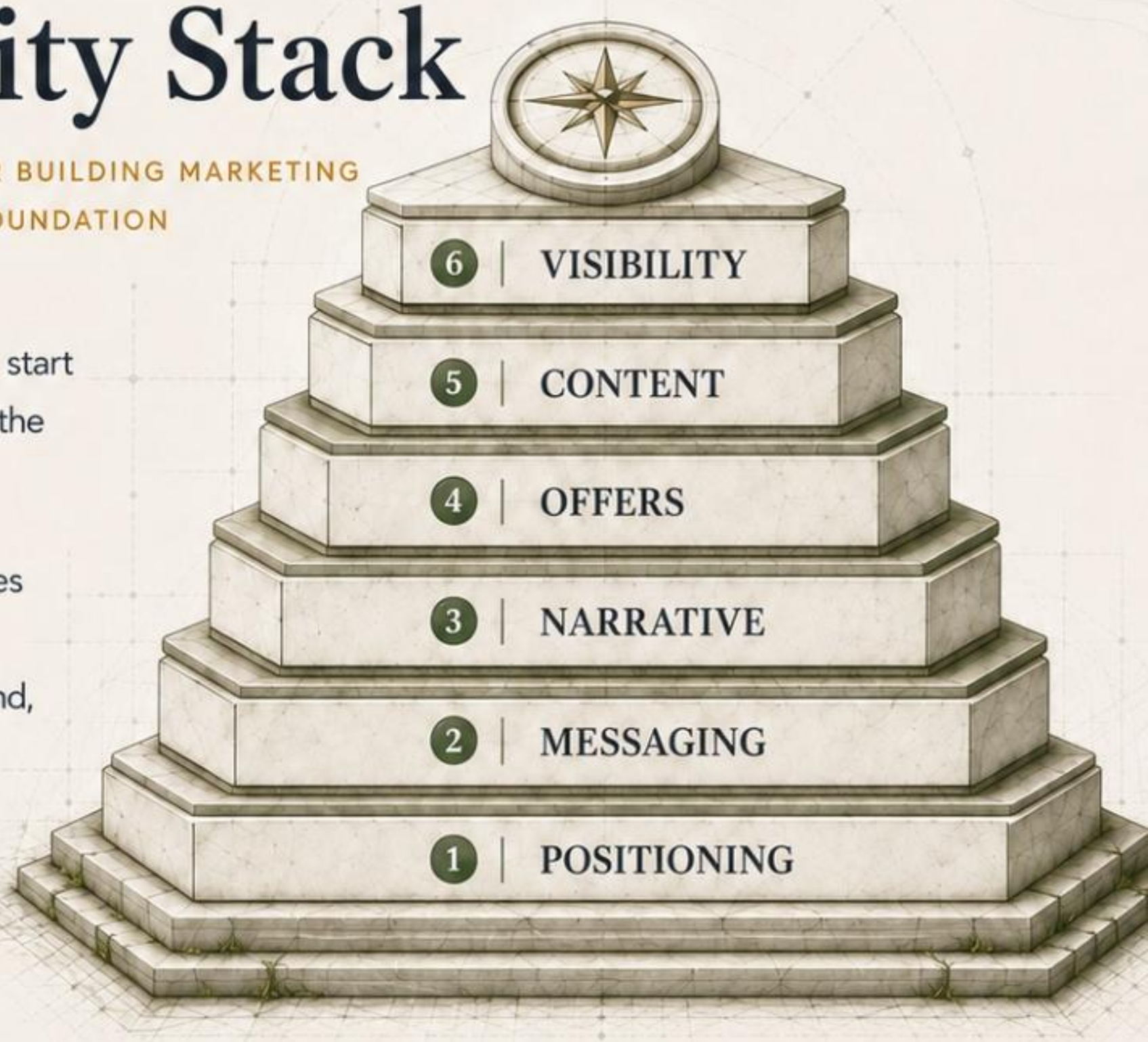
Stone Soup Strategy

The Clarity Stack

A PRACTICAL FRAMEWORK FOR BUILDING MARKETING ON A STRONGER STRATEGIC FOUNDATION

Most marketing problems do not start with marketing. They start when the underlying strategy is unclear.

The Clarity Stack helps companies build from the foundation up — positioning first, messaging second, marketing third.



What It Clarifies

The strategic layers that shape how a company is understood before tactics begin.

Why It Matters

Without clarity, websites, decks, content, and campaigns all carry the same confusion forward.

How It's Used

As a diagnostic, planning framework, messaging guide, and engagement roadmap.

Best Used For

Companies that are growing, repositioning, launching, refreshing their website, or struggling to explain their value consistently.

Build From the Foundation Up

When the foundation is clear, every layer above it works harder, lands stronger, and compounds growth over time.