

1. How We Work

At MC Digital Strategy, we follow a five-step process to build research-first communications systems that align brand, audience, and platform. Every phase is intentional — helping your presence connect clearly and grow strategically over time.

2. The MC Process at a Glance

Every project follows a research-first, audience-centered model

Listen → Plan → Map → Launch → Grow

Listen

We begin by understanding your goals, audiences, and where communications feel unclear or misaligned. Intake conversations and early research surface what's working, what's missing, and what needs to change.

Plan

We build a strategy based in research and purpose — outlining key messages, platform priorities, and audience needs. This phase creates a clear foundation for all design, content, and development work to follow.

Map

We translate strategy into structure. This includes timelines, deliverables, and the systems we'll use to collaborate. Every step is mapped to ensure the work is efficient, connected, and aligned with your larger goals.

Launch

We execute the work — designing, illustrating, coding, or writing based on your scope. Guided review rounds keep things moving clearly, with no surprises and no wasted time.

Grow

Post-launch, we offer insights to help you measure, refine, and evolve. Whether you're scaling up or sustaining your presence, we support smart, strategic next steps that build on the work we've done together.

Let's make every step intentional.