

Sovereign Strategy Group - Marketing Operations Case Study

Evidence class: owned operating pattern.

Problem pattern: public marketing surfaces needed link health, deployment evidence, DNS clarity, and blocker taxonomy.

Operating response: use recurring checks, live endpoint proof, deployment receipts, and clear blocker states before claiming a surface is production ready.

Reusable consulting value: local operators can turn vague marketing maintenance into an accountable operational rhythm.

Proof boundary: no ad performance, client revenue, ranking, lead volume, or third-party campaign result is claimed.