N	SMA Stage	Framework	Definition / Description	Major Components / Structure
1	Objective Setting & Strategic Alignment	SMART Objectives Framework	A goal-setting framework ensuring that analytics objectives are well-defined and measurable.	Specific → Measurable → Achievable → Relevant → Time-bound
		SOSTAC Model	A strategic marketing planning framework that provides structure for defining goals, strategy, and control measures.	Situation → Objectives → Strategy → Tactics → Action → Control
		RACE Framework	A digital marketing framework focusing on key customer journey stages to measure engagement.	Reach → Act → Convert → Engage
		AIDA Model	A classical model describing the consumer journey from awareness to conversion.	Awareness → Interest → Desire → Action
		Marketing Funnel Framework	An expanded AIDA model including post-conversion retention and advocacy.	Awareness → Consideration → Conversion → Retention → Advocacy
		Balanced Scorecard (Kaplan & Norton)	A performance management framework linking organizational strategy to key performance indicators.	Financial Perspective → Customer Perspective → Internal Processes → Learning & Growth
		KPI Alignment Framework (SMILE)	SMILE-developed structure connecting high-level business vision to social metrics.	Vision → Objectives → KPIs → Metrics → Data Sources
2	Data Planning & Collection	ETL Framework (Extract–Transform–Load)	A data engineering framework defining how data is extracted, cleaned, and stored for analysis.	Extract → Transform → Load
		CRISP-DM (Cross-Industry Standard Process for Data Mining)	A six-phase framework guiding data mining and analytics projects from conception to deployment.	Business Understanding → Data Understanding → Data Preparation → Modeling → Evaluation → Deployment
		Data Analytics Lifecycle (IBM)	A data science workflow outlining stages from discovery to operationalization.	Discovery → Data Preparation → Model Planning → Model Building → Communicate Results → Operationalize
		PESO Model	A framework that categorizes communication channels to plan data collection by ownership type.	Paid → Earned → Shared → Owned
		4Cs Framework	A communication and content planning framework emphasizing audience relevance and engagement.	Content → Context → Connection → Community

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N	SMA Stage	Framework	Definition / Description	Major Components / Structure
3	Data Preparation & Integration	IPOO Model (Input–Process–Output–Outcome)	A systems logic model that connects resources and processes to outputs and impact.	Inputs → Processes → Outputs → Outcomes
		DIKW Hierarchy (Data–Information–Knowledge–Wisdom)	Conceptual model explaining how raw data evolves into wisdom through layers of meaning.	Data → Information → Knowledge → Wisdom
		KPI Hierarchy Framework	Framework structuring metrics from strategic to operational levels for clarity and alignment.	Level 1: Strategic → Level 2: Tactical → Level 3: Operational
		Analytics Maturity Model (Gartner)	Model for assessing organizational progress in analytics sophistication.	Descriptive → Diagnostic → Predictive → Prescriptive → Cognitive
		ETL Framework (Transform Phase)	The middle stage of ETL focused on cleaning, formatting, and validating data.	Extracted Data → Transformation Rules → Standardized Dataset
4	Analysis & Modeling	OODA Loop (Observe–Orient–Decide–Act)	A decision-making loop used for iterative analysis and quick response to insights.	Observe → Orient → Decide → Act
		Social ROI Model (Return on Engagement)	Evaluates the return generated from social engagement relative to investment.	Inputs (Investment) → Outputs (Engagement) → Outcomes (Behavioral Change) → Value (ROI)
		Engagement Pyramid (Forrester)	Hierarchy of user participation levels across digital communities.	Spectator → Sharer → Commenter → Creator
		Influence Network Framework	Outlines how to identify, map, and leverage key influencers.	Identify Influencers → Map Relationships → Measure Impact → Engage Strategically
		Customer Journey Mapping Framework	Visualizes user interactions across channels and touchpoints.	Awareness → Consideration → Conversion → Loyalty → Advocacy
		CRISP-DM (Modeling & Evaluation Phases)	Analytical stages of CRISP-DM for testing hypotheses and evaluating model outcomes.	Modeling → Evaluation
5	Insight & Visualization	Data Story Arc Framework	A narrative structure for translating analysis into insight and impact.	Problem → Insight → Impact
		Visual Analytics Lifecycle	A process defining how visualization integrates with analytical exploration.	Data Collection → Processing → Analysis → Visualization → Interaction
		Information Design Principles (Tufte)	Guidelines for clear and ethical data visualization.	Clarity → Integrity → Simplicity → Context
		McCandless Model of Data Storytelling	Integrates information, design, and emotion to enhance communication impact.	Data → Design → Emotion → Insight
		Insight-to-Action Framework	Connects analytical insights to strategic actions and evaluation.	Analyze → Interpret → Recommend → Implement → Evaluate

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N	SMA Stage	Framework	Definition / Description	Major Components / Structure
6	Action & Optimization	ASPIRE Framework (SMILE)	SMILE-developed framework linking analysis to decision-making and action.	Analyze → Synthesize → Present → Interpret → Recommend → Evaluate
		Test-and-Learn Framework (Optimization Loop)	A continuous improvement process emphasizing experimentation and iteration.	Hypothesize → Test → Measure → Learn → Iterate
		OODA Loop (Decide–Act Stages)	Decision-action stages of OODA applied for campaign optimization.	Decide → Act → Review Outcomes
		Change Management Framework (Kotter)	An eight-step model for implementing organizational transformation.	Create Urgency → Build Coalition → Form Vision → Communicate → Empower → Short-Term Wins → Sustain → Institutionalize
		Balanced Analytics Ecosystem (SMILE)	SMILE framework ensuring balance between data, tools, people, and ethics.	Data Infrastructure → Analytical Tools → Human Capability → Ethical Governance
7	Ethics & Governance	Responsible Analytics Framework (SMILE)	Framework embedding privacy, fairness, and accountability into the analytics process.	Privacy → Transparency → Fairness → Accountability → Traceability
		Privacy by Design (Cavoukian)	Proactive model embedding privacy into system design from inception.	Proactive not Reactive → Privacy as Default → Embedded into Design → End-to-End Security → User Respect
		AI Ethics Framework (OECD / EU)	Principles ensuring that AI systems are transparent, fair, and explainable.	Fairness → Accountability → Transparency → Human Oversight → Explainability
		Algorithmic Accountability Framework	Process for ensuring transparency and governance in automated systems.	Data Collection → Model Development → Evaluation → Documentation → Governance
		Data Governance Framework (ISO/IEC 38505-1)	Provides structure for managing data responsibly throughout its lifecycle.	Roles → Policies → Processes → Controls → Monitoring
		Digital Governance Framework	Ensures responsible management of digital assets and data.	Policy → Access → Data → Content → Oversight

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