THE GROWTH MARKETING BLUEPRINT ™

Design your growth. Systematically design, develop and implement growth.

GARY FOX & CO
www.garyfox.co

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Designed for:

Date:

TARGET AUDIENCE

Define the persona of your segment

What problems needs does the persona have?
What do they do right now to solve this problem?

VALUE PROPOSITION(S)

Define why customers will buy from you

What problems do you solve?
How are you different?

WOW MOMENT

Audience are wowed by the value proposition

RELEVANCE

Audience clearly understand how you solve their problem(s)

INTIMACY

You personlise and develop the relationship with the audience

AWARENESS

Audience become aware of you

Channels
SEO, SEM, Content, Affiliate, PR Social networks, Partners, Mailing, Paid media

Metrics
Visits, Impressions/reach, CTR, CPC, CPM, Bounce rate, Engagement rate, Social shares, Affiliate sign-ups

Ratio

ACQUISITION

Audience engage with you

Methods
Blog, Whitepapers, Webinars, Landing pages, Quizzes, Email popups,
Contests

Metrics
Email subscriptions, resource downloads, chats, total sign-ups

Ratio

ACTIVATION

Engagement and trust building

Channels
Emails, webinars, chats

Metrics
Open rates, attendance, chat rating

Ratio

REVENUE

Audience commit and buy

Methods
Promotional offer, free trial, limited trial, loss leader offer, first time discount, free resource, cohort restriction

Metrics
No. of sales
Avg revenue per sale
Gross margin

Ratio

RETENTION

Create reasons to remain stay and re-purchase

Methods
Personalised emails, community forums, memberships, loyalty program, user contribution, early bird access, special pricing, gamification, membership points

Metrics
Customer lifetime value

Ratio

REFERRAL

Customers actively promote you to others

Methods
Referral codes, bonus/discount in return for referral, additional membership points, leader boards

Metrics
Customer lifetime value, Avg customer retention

Ratio

Ratio

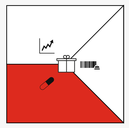
CROSS SELL/UPSELL

Customers spend more

Methods
Upsell:
- sell premium product/service offering

Cross sell:
- sell product/service add-ons
- sell additional product/service ranges

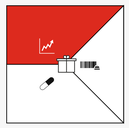
Pains



Pain Relievers

MARKETING COMMUNICATIONS AND EXPERIENCE DESIGN

Gains



Gain Relievers

GROWTH METRICS

Define your core growth metrics

Customer lifetime value
Cost per acquisition
Customer acquisition rate
Churn rate
Customer retention rate
Viral coefficient