

# Growth Marketing Workbook.



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# Workbook Purpose and How to Get the Best Outcomes.

Growth Marketing is a powerful contributor to achieving your business goals. It's an objective-based, data-driven marketing strategy that you can use to reach your prospective customers online at every stage of their buying journey with your organisation.

When executed correctly, growth marketing helps you build relationships with new and existing audiences and encourages progression through the sales funnel. The customer journey is the process buyers go through to become aware of, consider, evaluate, and decide to purchase a new product or service.

**A Growth Marketing Strategy uses the conversion funnel to:**

- Define the best channels that generate the most attraction power with the right audiences.
- Identify the most engaging messages and use the most relevant keywords to increase conversion probability.
- Define the conversion points across the digital ecosystem to draw the customer journey from the first attraction to conversion, following them over the long term to maximise cross-selling and upselling opportunities.
- Identify opportunities to increase customer lifecycle and value.

As opposed to spammy promotional messaging and intrusive advertising tactics, a modern Growth Marketing Strategy can help you discover new audiences, build and maintain relationships with your prospects, and drive leads and sales for your business.

The corner stone of a successful growth marketing strategy is a well-defined business goal and a source of growth definition.

In this workbook, we will go through the most important aspects to set the right foundations for your growth marketing strategy.

**Let's Grow!**



# 1. The Starting Point. Prepare Your Brand.

Before starting, it's important to prepare your brand and your digital ecosystem.

## Brand-Ready Checklist

### Branding

- Do you have a brand playbook?
- Brand colours, fonts and style
- Brand tagline
- Brand tone of voice and personality

### Brand Territory and Value Proposition

- Brand definition and purpose
- Brand primary benefits
- Brand unique selling points
- Defined winning zone/competitive advantage

### Brand Audience

- Do you know your target audiences?
- Have you identified how your customers reach you, and why?
- Have you identified your strengths and why they attract your customers?
- Have you identified weaknesses that turn your prospects away?

### Brand Experience

- Does your website clearly communicate your brand message and solutions for your audiences?
- Do you have conversion landing pages?
- Is your brand consistent across all platforms?
- Do you have an active presence in the correct social media platform your audiences use the most?
- Are you completely certain your prospects can reach you easily, fast and in a few clicks?
- Have you tested your digital ecosystem? No broken links?

### Brand Competitiveness

- Have you analysed your competitors?
- Have you studied your inspirational brands?
- Are you clear on your digital footprint compared with your competitors?

### Brand Customer Relationship Management

- Are you prepared to receive leads into your database?
- Are your sales team aware of the urgency of reaching the new contacts?
- Have you integrated your marketing, sales and operations team into the same strategy?

## Are You Ready?

## 2. The Difference Between Digital, Inbound, and Growth Marketing.

Growth and Inbound Marketing are based on design thinking methodology and have a strong emphasis on goal setting, data analysis, testing and experimentation. They use digital marketing techniques to execute a customer-centric strategy focused on connecting strategic business and marketing goals to deliver measurable growth and return on investment.

Whereas, Digital Marketing is a set of marketing tactics, often without a methodology guiding it.



### Digital Marketing

A term used to describe online marketing tactics of any kind, regardless of whether they're inbound or outbound.



### Inbound Marketing

A methodology that uses digital marketing assets to attract, engage and delight customers online.



### Growth Marketing

A long-term strategy based on data to conduct experiments and iterative actions to optimise and improve the results of a target area.

### Conversion

MQL to SQL  
Quotes  
Deals  
Upselling, Cross-Selling  
Sales Automation

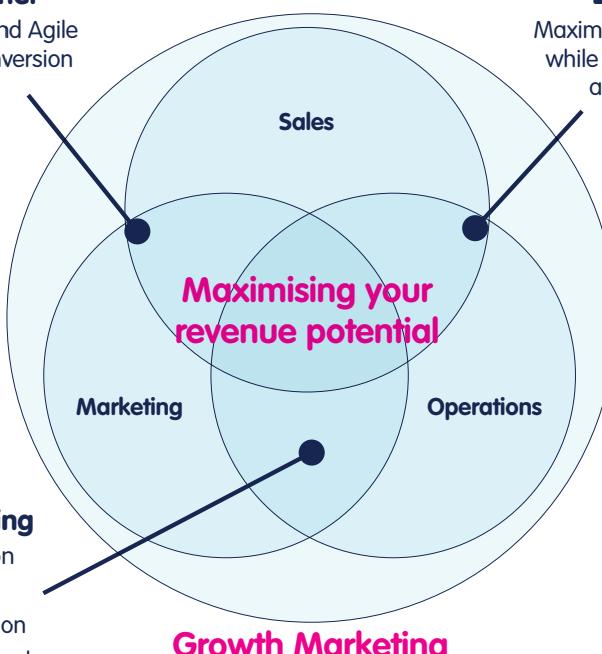
### Conversion Funnel

Data-Driven Analytics and Agile Testing to Optimise Conversion

### Attraction

Brand Awareness  
Audience Creation  
Key Message Definition  
Content Consumption  
Website Traffic Generation  
Lead Conversion

**Maximising your revenue potential**



### Technical Marketing

Coding + Automation  
Personalisation  
Audience Segmentation  
Custom Behavioural Events

### Lean Marketing

Maximising value for customers while using the least possible amount of resources

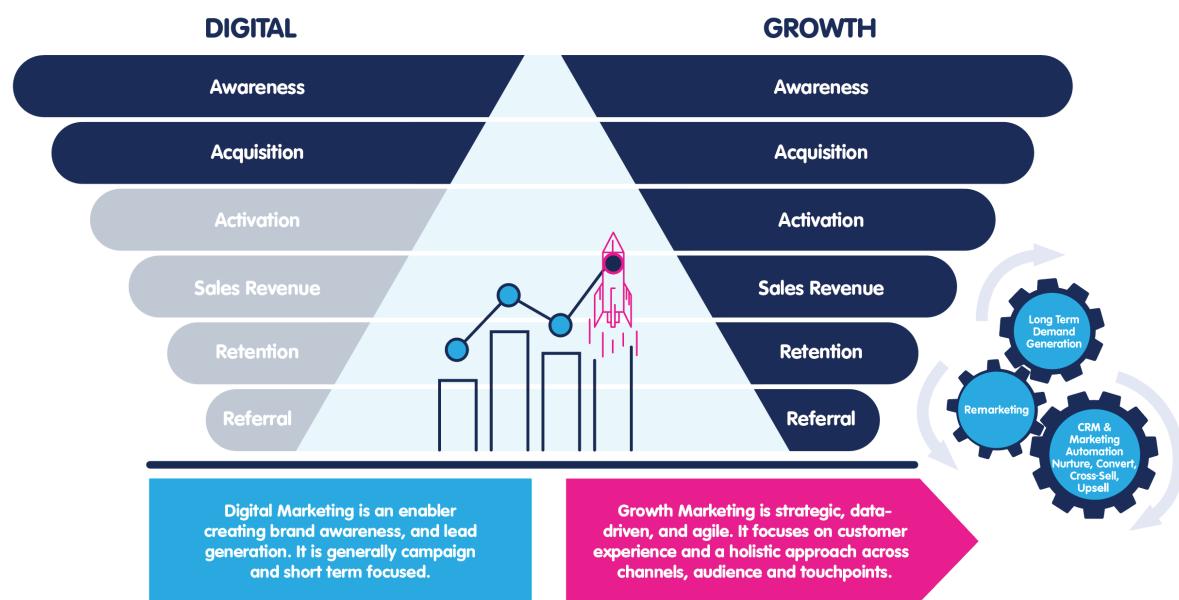
### Unified Integration

RevOps Strategies  
Marketing, Sales, and Customer Service Alignment  
CRM Technology

### Retention

Contact Reconversion  
Customer Service  
Loyalty and Referrals  
Marketing Automation  
UX Improvement

# Growth Marketing Goes Deep Through the Funnel



Successful brands have a clear understanding of the core goals of their business, allowing them to take actionable steps to achieve them. A solid brand and growth marketing strategy is vital to building and scaling a thriving enterprise. Too often, brands start marketing without a defined and deliberate strategy, which results in wasting marketing budget.

## Growth Marketing Aligns & Integrates Sales, Marketing, Operations & Customer Service

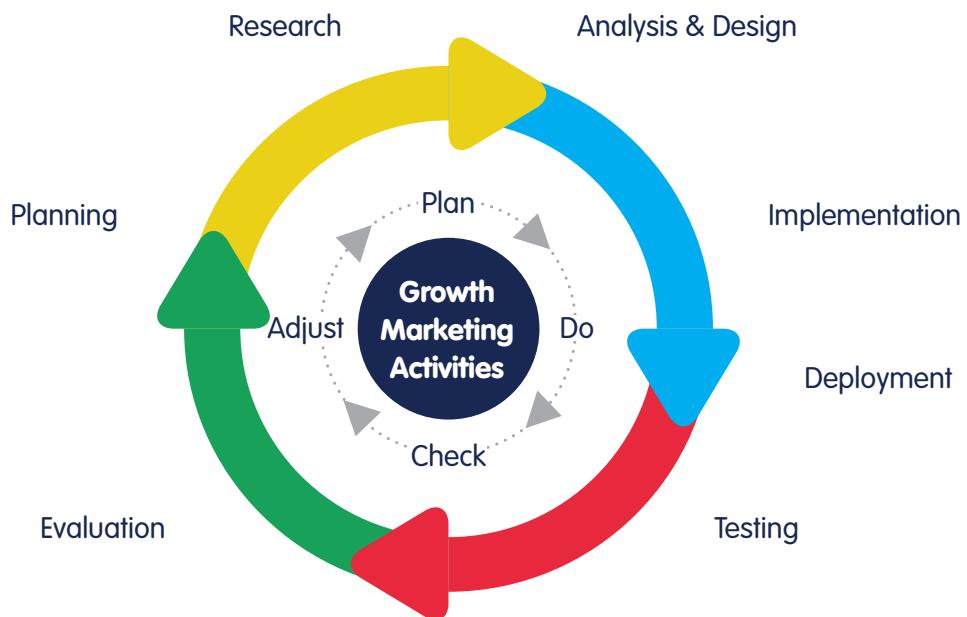


Growth Marketing is an integrated marketing strategy that encompasses all your company's business areas. It's not just sales or product; it's marketing, sales, and pre-sale/post-sale.

You need a growth marketing strategy if you're serious about getting results. Your strategy should be goal-based, and it should focus on performance and effectiveness.

### 3. The Growth Marketing Process.

Growth Marketing is about interaction, learning and enhancement to maximise results. The growth marketing process consists of research, analysis, ideation and continuous experimentation. It is on a constant loop and unified around the customer.



# 4. Introduction to Customer Journey-Based Advertising.

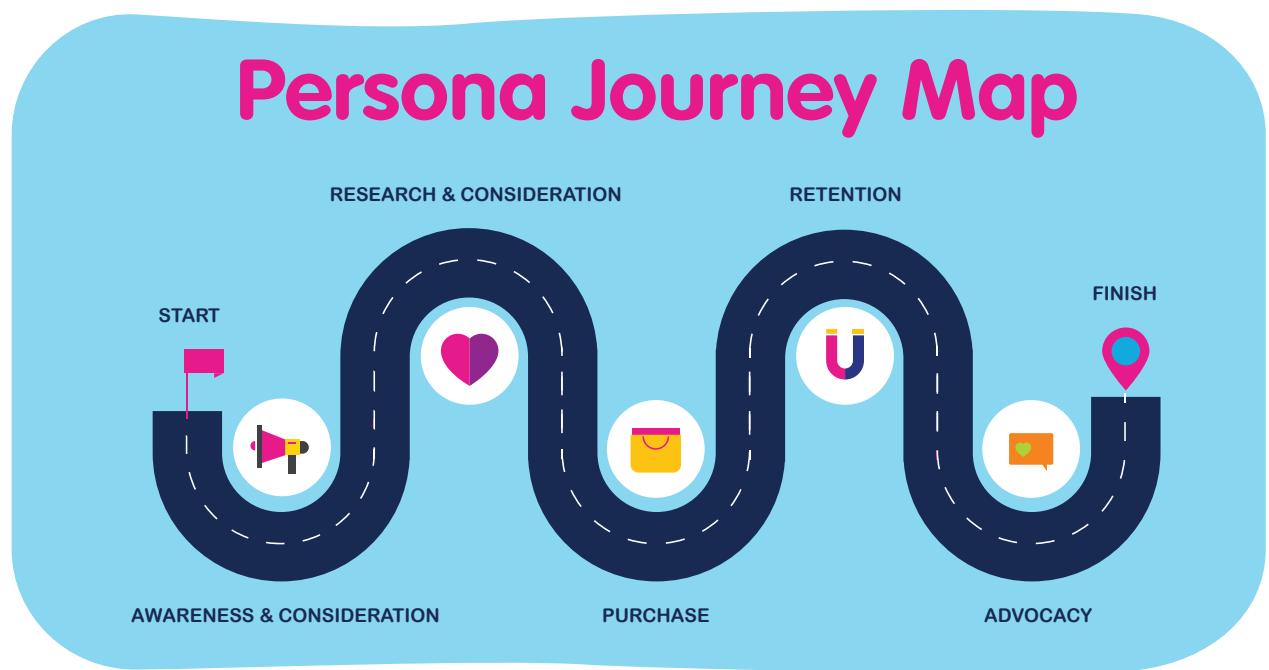
## Customer Journey Mapping

Most prospective customers won't purchase your products or services the first time they see or engage with your business or brand.

Defining and evaluating your customer journey will allow you to understand what happens at each stage of the marketing funnel, what touch points are required and how you can guide them to convert and stay loyal to your brand.

### Customer Journey Diagram

Map out your funnel to identify the stages of your customer journey.



### Tip

Most of our client's marketing funnels include:

- Awareness
- Engagement
- Consideration
- Conversion

Depending on your business model yours may have more or fewer steps.



## The first step in customer journey mapping is living your target audiences' buying journey with your business.

### Questions to Ask Yourself

Where do they live? What do they do for a living? How old are they? How do they look for information? What information do they need to make a decision? Who do they look to for advice? The answers to these questions will help you understand where your customers are in their lifecycle and what you can do to reach them.

Once you've identified your audiences and considered how they buy, it's time to consider in more depth how they interact with your product or service. What channels are they using? How often do they use them? How often do they visit your website? What is their likely buying frequency? These questions help you build out your growth marketing strategy along with which channels should be prioritised during each stage of their buying journey.

### Start with Research

Before you start writing anything down, it's important to learn as much as you can about how your audience engages with your content and your competitors. Find out what their needs are, what they like and dislike about similar products/services in the marketplace, what kind of language they use on social media etc.

Once you have done this initial research, you can start outlining the different channels and touchpoints that will be used for reaching out to potential customers (Facebook groups/pages, Twitter groups/pages etc).

### Create an Outreach List

To create an outreach list, all you need is a pen and paper (or Excel spreadsheet). This will include the channels you might use across the conversion funnel.

### Awareness

You can consider paid social media, paid search, networking, ePR, SEO activities and specialised media.

### Engagement

Identify key influencers in your industry who could help spread the word about your product/service through their social media profiles or other online channels such as newsletters etc.

### Consideration

Think about channels and content touchpoints, like email marketing, online forums, demos, educational videos etc, which can deliver more specific information to your audience during the consideration phase.

### Conversion

Consider carefully the conversion points you offer for your customers. Ensure they are aligned to each audience and the way they like to engage with you. Landing pages, live chat and chatbots, email and telephone are all key conversion points into different parts of your sales funnel.

## 5. Mastering the Art of Defining Goals and Key Performance Metrics.

Completing the research phase will help you shape strategic and experimentation metrics. Once you have set your high-level objectives, you need to break them down to prepare for execution.

List your primary and secondary business or brand goals, keep in mind that a goal must be SMART (Specific, Measurable, Attainable, Relevant, and Time-Based).



We all know that in order to grow our business or brand, we need to set goals. Goals are the basis for measures which are used to track our progress and hold ourselves accountable for results.

**What makes a great goal?** A great goal needs to be SMART (Specific, Measurable, Attainable, Relevant, and Time-Based). It should be clear about what it is you want to accomplish and how long it will take to do so.

For example: "Increase pageviews on my blog by 10% per month."

Or: "Increase conversion rate by 5% over the next 3 months."

If your goal is not SMART, then make sure that you have a way of measuring its success. You need a metric that will allow you to know if your efforts have been successful.

Use the following table to build SMART goals.

Business Goals	Brand & Awareness	Sales & Revenue	Other
Source of Growth			
Description			
Benchmark			
KPI Measure			
Timeframe			
Responsible			

# 6. The Key to Success. Source of Growth Definition.

Growth Marketing Strategy describes four main sources of growth.

1. Current Customers
2. Customers from Competitors
3. New Customers to the Category
4. Open a New Market

Your growth marketing execution should align with your selected priorities.



By defining your source of growth, the different actions available to your company to activate are clearly revealed.

The objective is not to waste valuable efforts that cost time and money. You need to give your brand a coherent step-by-step timeline that the entire team can understand, along with a clear vision of where the business wants to go.



## Current Customers

Customers who already have an active relationship with us.

### How to Grow

Your strategy here is to cross-sell and upsell existing customers who are currently buying from your organisation to buy more. Here's some ideas:

- Increasing purchase frequency
- Introducing new products or services, or extending the application of existing products or services
- Increasing the value of the average ticket

## Customers from Competitors

You can grow your existing customers by attracting and closing new customers who have active relationships with your competitors.

### How to Grow

Introduce your brand to your competitors' customers and grow awareness of your products and services.

Gain attention through emotional, rational or convenience factors such as:

- Product benefits
- Competitive advantage
- Value for money
- Product availability
- Customer service

## New Customers to the Category

Consumers who have not purchased from you or your competitors, but who may be likely to do so.

### How to Grow

Expand the market. It's about finding another group of potential consumers who might be interested in your current product.

This new group could be:

- Geographical (another city)
- A different age (a younger generation)
- New interest
- By opportunity (eCommerce post Covid etc)

## Open a New Market

Consumers who have an unmet need.

### How to Grow

Change the game. Innovate your product or service or disrupt the market. Challenge the category and be different. Find a new market and look for a market opportunity that others have not exploited. A category that no one else has identified.

Your innovation could be:

- A physical change in the product that changes the rules of the game
- A substantial change in the service
- A user experience that revolutionises what your customer normally knows

Write down the different target markets you can attract for additional sources of growth.

## Source of Growth

Current Customers	
Priority 1	
Priority 2	
Customers from Competitors	
Priority 1	
Priority 2	
New Customers to the Category	
Priority 1	
Priority 2	
Open a New Market	
Priority 1	
Priority 2	

# 7. Creating Buyer Personas Based on Interest and Intentions.

As a marketer, you're probably familiar with 'Buyer Personas'. You've probably heard of them and even created your own. But have you ever considered the buyer persona from a human perspective?

We have, and we think it's important. The whole point of creating a buyer persona is to understand your customers on a deeper level - what drives them, what motivates them, what makes them buy. That means understanding their human needs and desires.

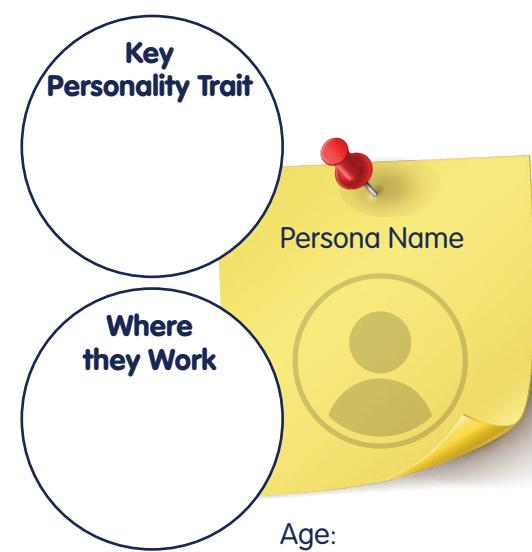
When it comes to creating buyer personas, there is more than one way to skin a cat (so to speak). There is no right or wrong, just what is right when it comes to attracting and converting your target audiences.

Start with 3 to 4 personas and focus on them carefully. Try not to create personas around job roles but rather around key decision making factors, challenges, or solutions. Then separate your personas into decision makers and influencers. How you communicate with them should be different based on their role in the decision making process.

So, how can we use this information to better inform our marketing efforts? Let's look at some examples:



Use this template to create your own buyer persona profiles. Focus on what is relevant for your business, brand, industry, and goals.



### Personal **Needs & Wants**

### Personal **Pain Points**

### **Bio**

### Professional **Goals**

### Professional **Skills**

### Path to Purchase **Triggers**

### **Influencers**

# 8. How to Plan your Growth Strategy Framework.

A Growth Strategy Framework sets the scene for your execution activities and aligns them with your overall strategic business goals. It's a set of activities you'll focus on to achieve the growth you want for your business, and together these components and activities create an ecosystem that aligns all aspects of your audience interactions to convert more leads.

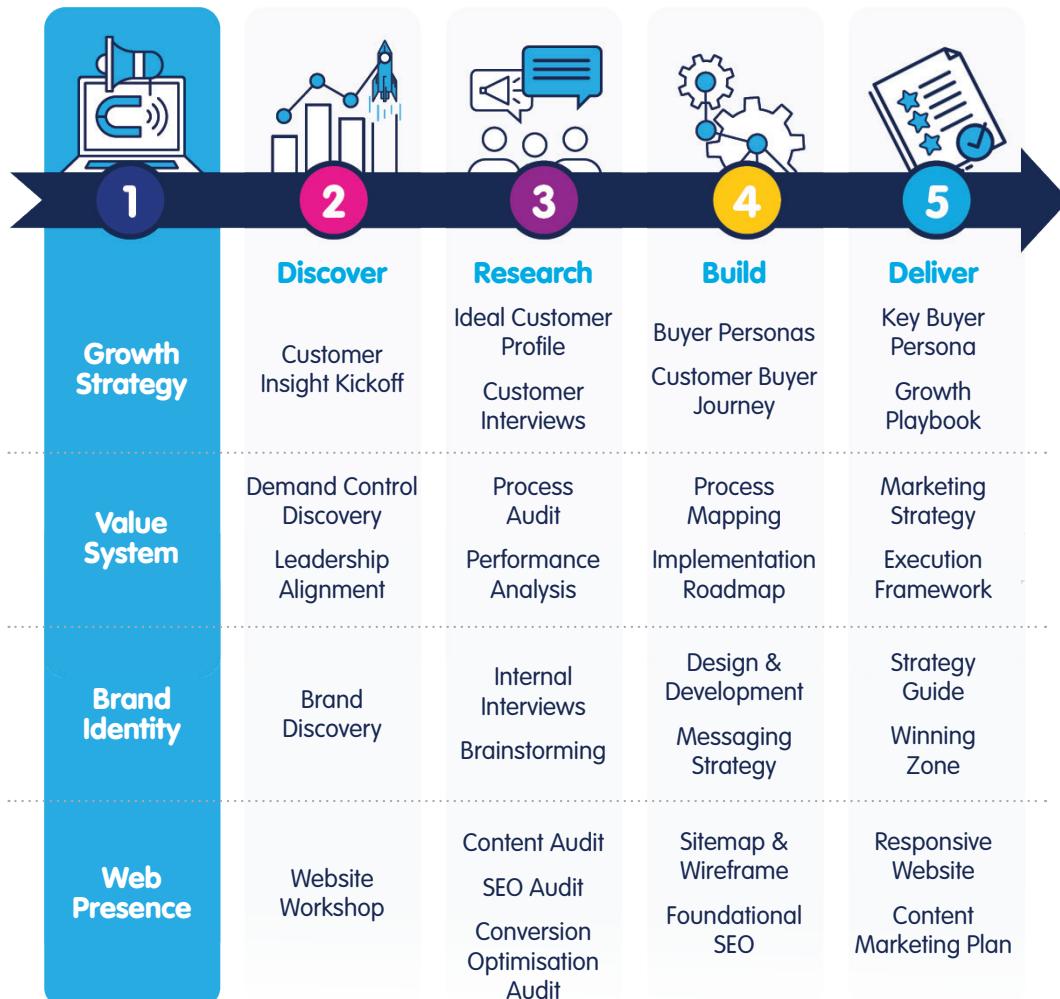
## Growth Strategy Framework Process:

**1. Discover:** Understand who your customers are and what they need from you.

**2. Research:** Learn about the best ways to reach those customers, including their preferred channels and frequency for receiving information, as well as what content resonates with them most effectively.

**3. Build:** Develop strategies for engaging with customers across multiple touchpoints by analysing data from past campaigns, and making informed decisions about where to invest resources going forward to improve outcomes on key metrics, such as lead generation or sales velocity over time (at least six months).

**4. Deliver:** Create content based on insights gathered during the discovery phase, so it aligns with customer preferences, while still being relevant enough to capture attention at scale across multiple channels (social media platforms like Facebook or LinkedIn ads).



# 9. What is The Absolute ROI Model?

The easiest way to assess if your growth marketing program is viable is to understand your customer life time value to acquisition cost ratio.

Your full customer acquisition cost (CAC) should take into account all the sales and marketing activities in your business including salaries, software subscriptions, advertising, content and other related service delivery costs.

**Use our detailed templates** to determine your full CAC and then calculate the life time value of each customer based on their buying life cycle with your business. **Or visit our online ROI calculator** if you already know your numbers.

When it comes to growth marketing and the impact of scaling qualified digital audiences, you should use a ROI model to measure the increase in revenue from improved conversion. It helps to align marketing back to business objectives and provide a solid foundation for marketing investment decisions.

## Growth Strategy Framework Process

If your sales and marketing activities are working, you should be converting traffic into contacts and leads.

1 > 2 > 3 > 4

YOUR STARTING POINT > CALCULATE GROWTH > LIFETIME CUSTOMER REVENUE > REVENUE GROWTH



From your current website analytics  
please enter your number of  
monthly visitors below.

Number of Monthly Visitors

1,500

CONTINUE

Visit fileroom's online ROI calculator to play  
with some numbers for your business.

Email us at [hello@fileroom.com.au](mailto:hello@fileroom.com.au) for our comprehensive template.

# 10. How to Make it Work. The Agile Marketing Process.

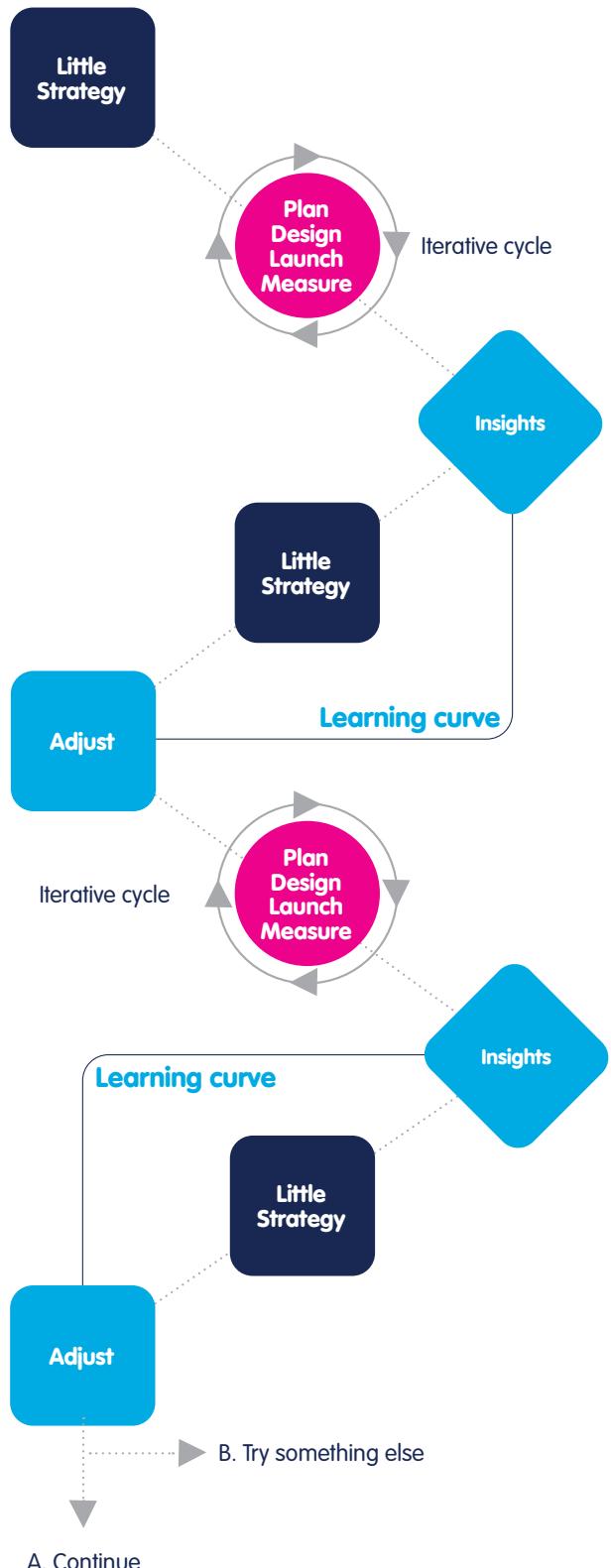
Agile Marketing is a strategic marketing approach that prioritises creating high-value deliverables, and working in short, intense bursts to achieve goals, with rapid iterations.

By the end of each burst, often called a 'sprint' or 'iteration,' teams complete their outlined deliverables and begin testing so they know how to improve during the next iteration. Data collection and analytics allow teams to incrementally refine and improve results over time.

Agile marketing lets you learn on a low budget. It also requires teams to adjust continuously to get better results in short, low-cost, timeframes. This mindset isn't always easy for teams to adopt. That's why it's important to understand the core values outlined in the Agile Marketing Manifesto before switching to this approach.

## Use Agile Marketing if you want to:

- Validate learning over opinions and conventions.
- Implement customer-focused collaboration over silos and hierarchy.
- Execute adaptive and iterative campaigns over Big-Bang campaigns.
- Benefit from the process of customer discovery over static prediction.
- Quickly respond to change by following a plan.
- Conduct many small experiments over a few large bets.



# INTERESTED IN GROWTH MARKETING FOR YOUR BUSINESS?



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