Intro to growth marketing
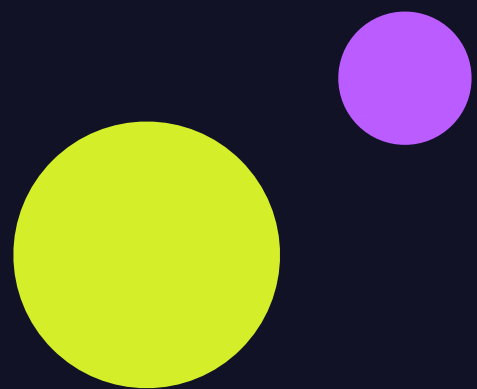
The modern methodology to find new and effective marketing tactics.

In this presentation you will...

- Be introduced to **growth hacking** a business.

- Learn the origin of growth hacking to understand **why** to implement it.

- Receive the **framework** to **implement** growth hacking in your business.

- Get **practical** examples, cases, strategies & tools.

To understand effective company growth we need to understand what growing a business means in the your economy.

"" Why will you tell me all this?

To be effective in the field marketing we need to understand the today's market ...

- On a **macro** scale: the economy and industry as our moving landscape to grow your business.

- On a **micro** scale: the value your customers are looking for and their behaviour.

We live in a time where innovation and business growth increases exponentially by the year.

Societal trends can be followed in real-time.

What does digital transformation mean to your industry?

- **Tesla** is not from **a car manufacturer.**

- **Amazon** is not from **a publisher.**

- **Netflix** is not from **video rental company.**

- **Spotify** is not from **a broadcaster.**

🚀 *The world and business exponentially operate on a digital level.*

Who are the consumers of tomorrow? How do companies operate in the future?
How to consumers consume in the future?

How does this relate to marketing?

Along with the rise of innovations, new marketing tactics and strategies came about. Necessarily.

- More tools and automations.

- More data and marketing channels.

- Big awareness campaigns won't always cut it anymore.

- An agile and cost-efficiënt way of marketing experimentation.

This brings us to the **origin** of growth hacking.

# The phrase "growth hacker" was coined by **Sean Ellis** in 2010.

It's origin coming from innovative startups in Silicon Valley, new companies have **an absolute focus on growth**. This has given rise to new tools, best practices and methods **unknown to the traditional marketing repertoire**.
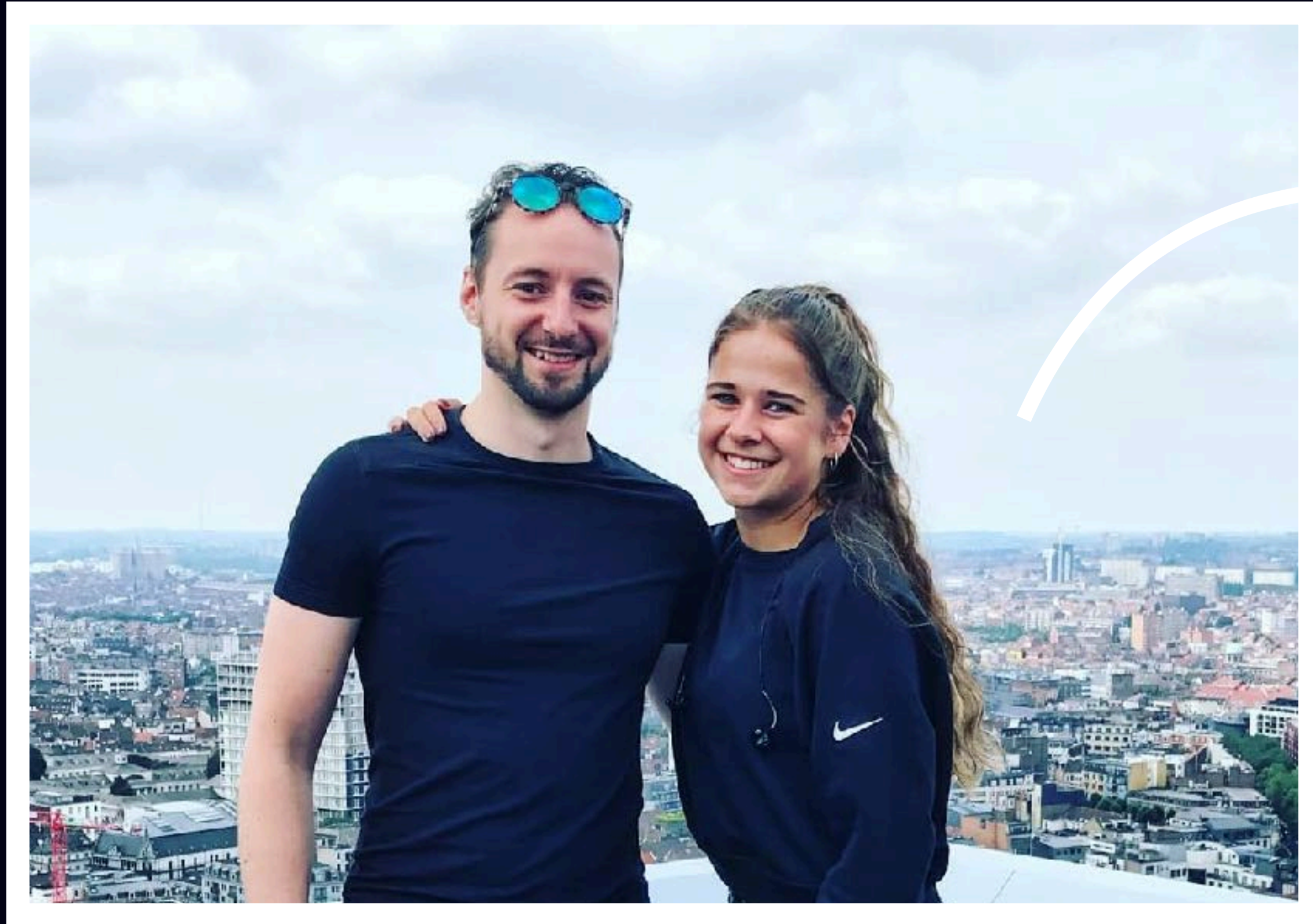
Growth Hacking now reached its potential to help business growth at any **stage of the business,** wether you are a **startup** or **corporate**.

The beginners guide to growth marketing strategy
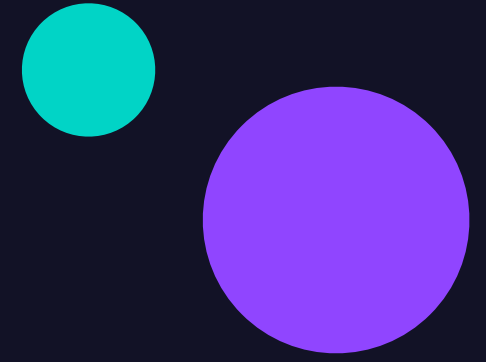
Let me introduce myself! 👋

True story:

I've won an exclusive meet and greet with my 'celebrity crush' through a little marketing trick.

Oh yeah, I also have work experience:

Allianz ⑪ Microsoft PHILIPS vrt TotalEnergies SONY MUSIC materialise

Growth Hacking

...is a **process of rapid experimentation** across marketing channels and product development to identify the **most effective**, efficient ways to grow a business.

Growth hackers are **marketers, engineers and product managers** that specifically focus on building and engaging the user base of a business.

" A growth hacker is someone who has thrown out the playbook of traditional marketing and replaced it with **only what is testable, trackable, and scalable**.

– Ryan Holiday, author of the book Growth Hacker Marketing

" A growth hacker is the **bridge** between the **product and digital marketing**, looking to make improvements on all stages of the customer journey.

– Just my take on it

The Essence of Growth
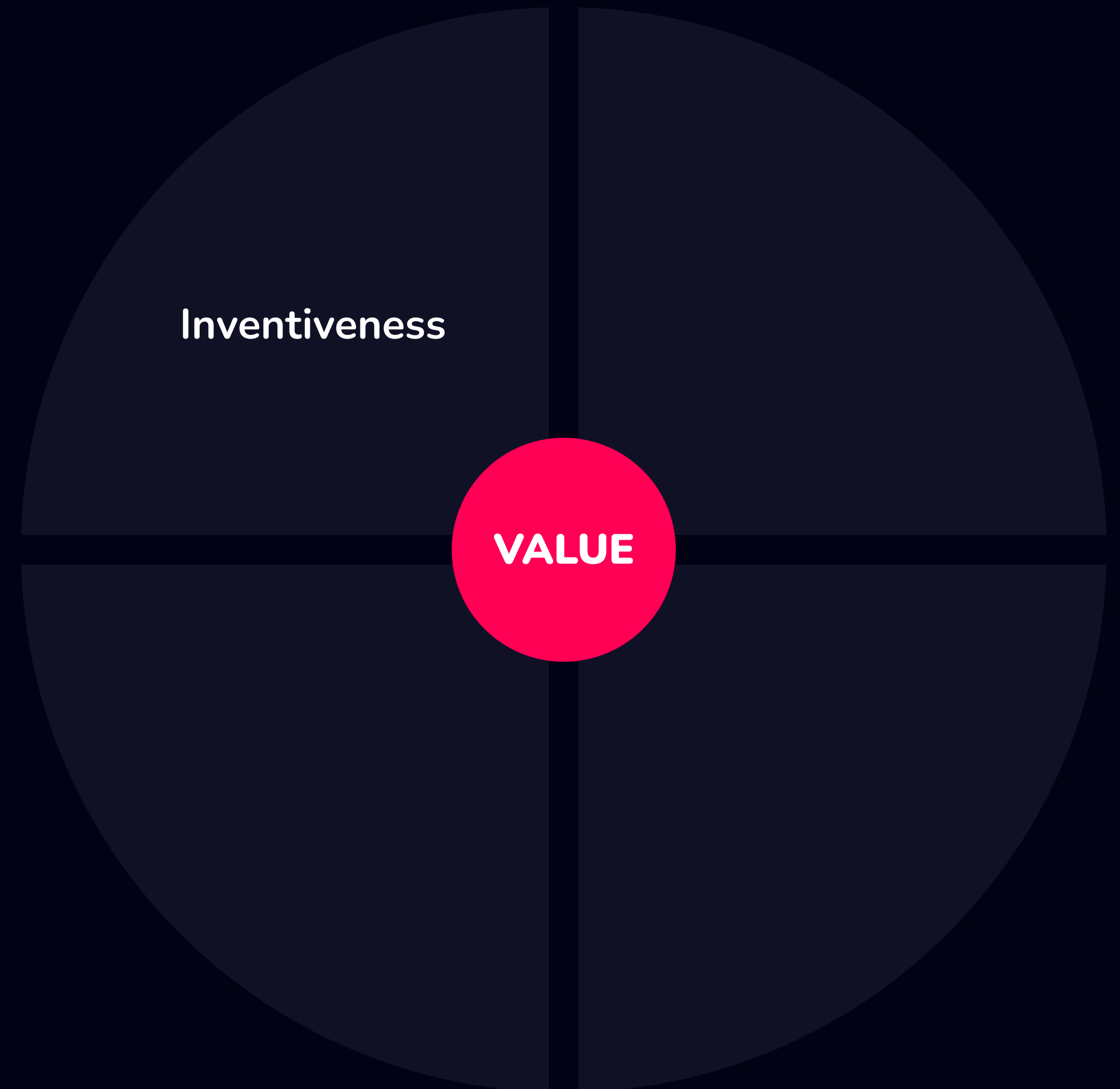
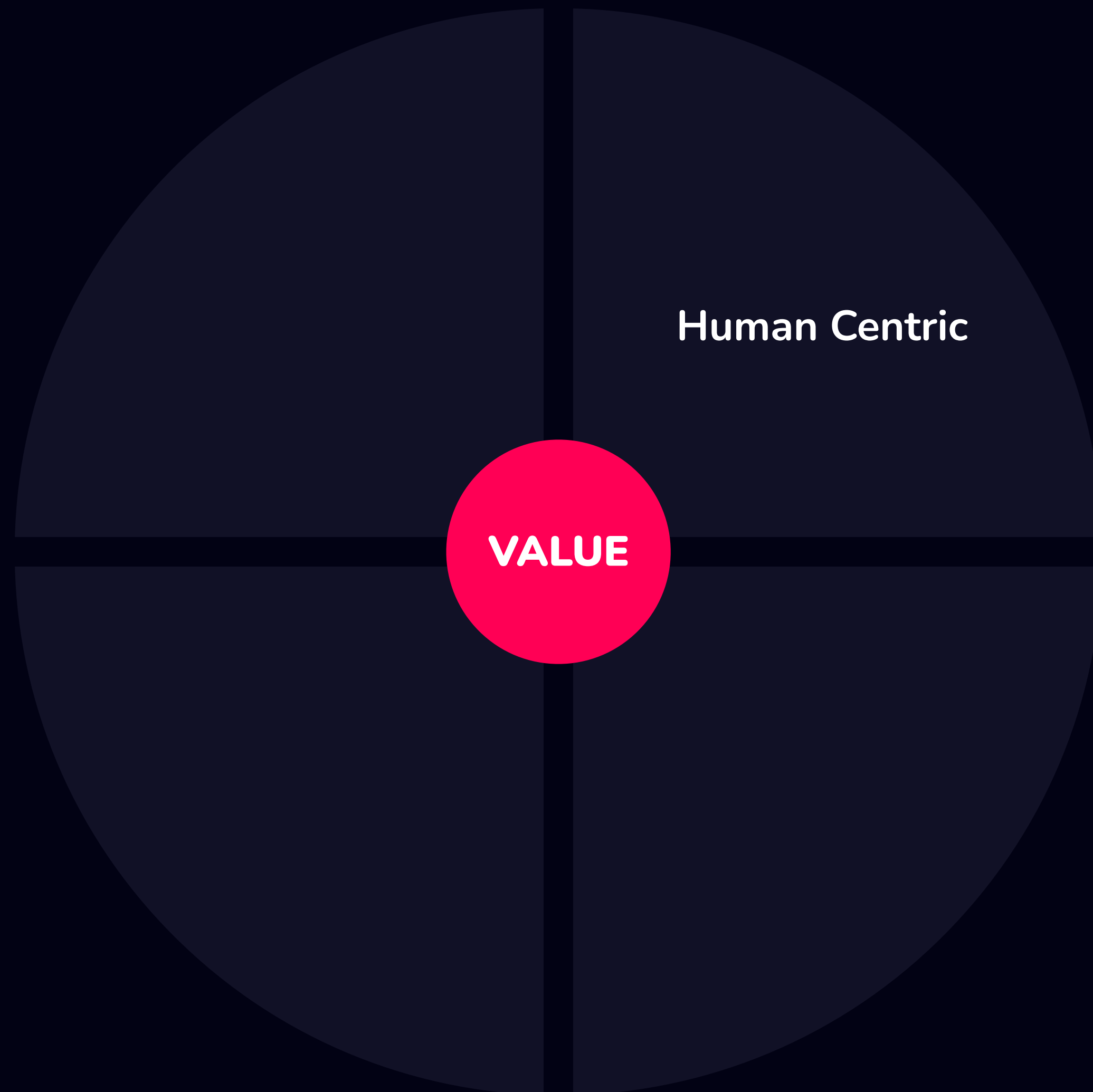*"Your Youtube pre-roll ad is making me angry. I want value."*

Inventiveness

Human Centric

VALUE

Profitability

Branding
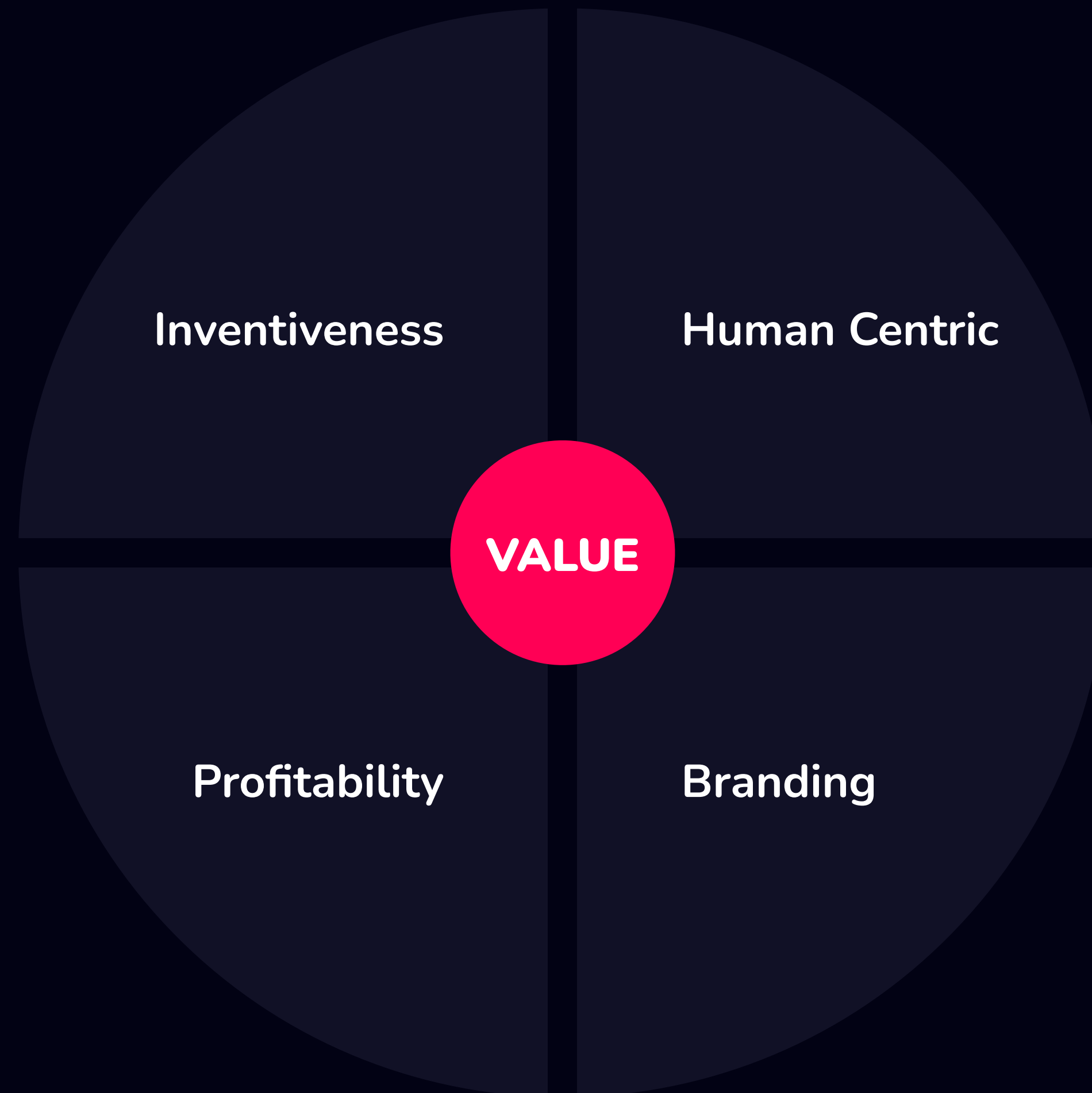
Inventiveness

Take on a constantly changing world.

Customer Behavior Trends:
research, market innovation

Traction Channels:
find unexplored opportunities

Marketing Experiments:
side project marketing, market testing

Inventiveness

VALUE

Human Centric

The future is human and tailored to consumer needs.

Customer Experience:
onboarding, pre - and after sale

Loyalty: retention & referral strategy

Purchase-Decision Process:
funnel strategy & journey

Human Centric

VALUE

Profitability
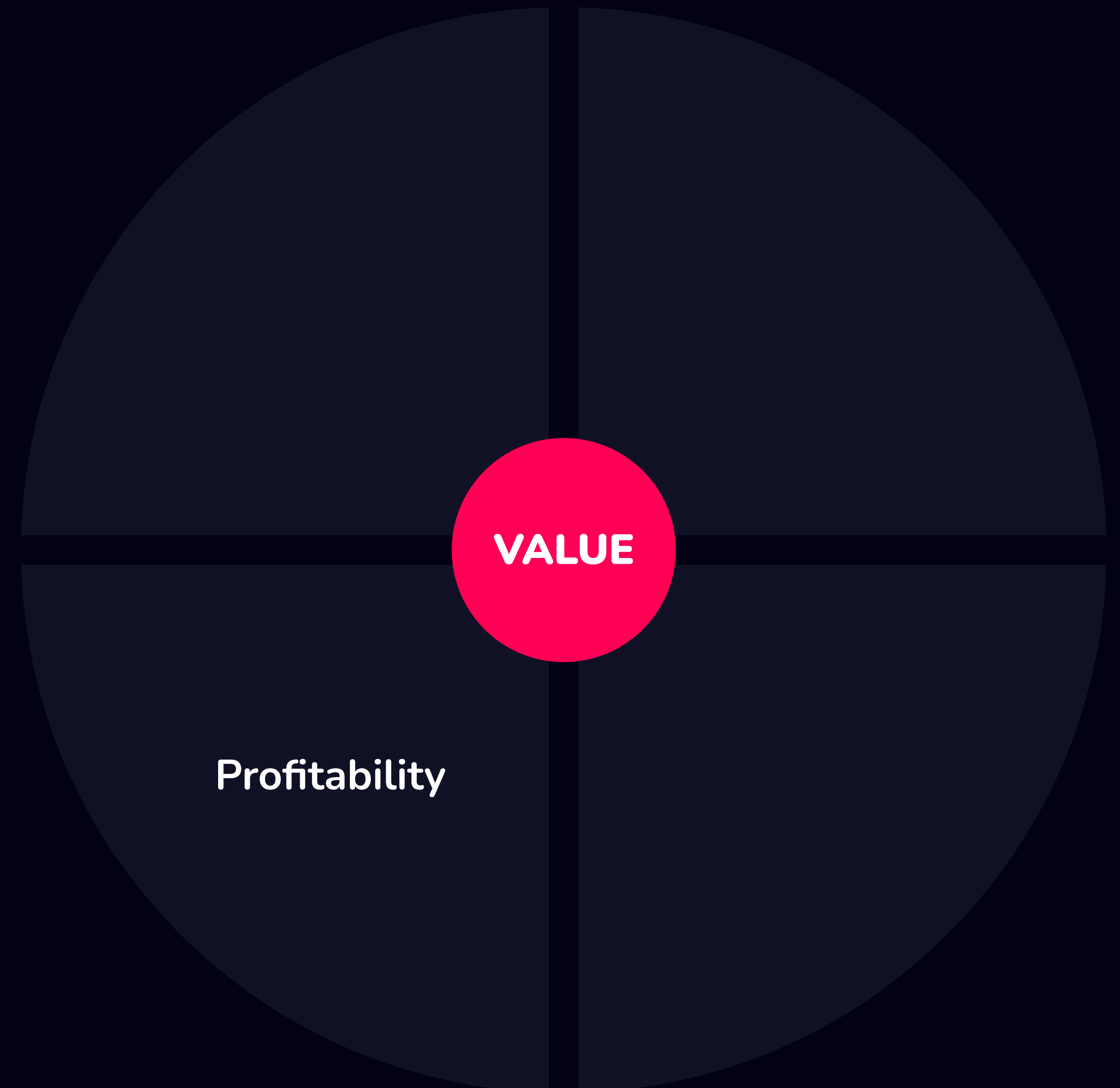
Optimizing your business is where most growth opportunities often lie.

Business Strategy:
effectiveness, margins, pivots

CRO: A/B Testing, data analytics, user tests

Optimizing Costs:
tech stack & toolkit, automation

VALUE

Profitability
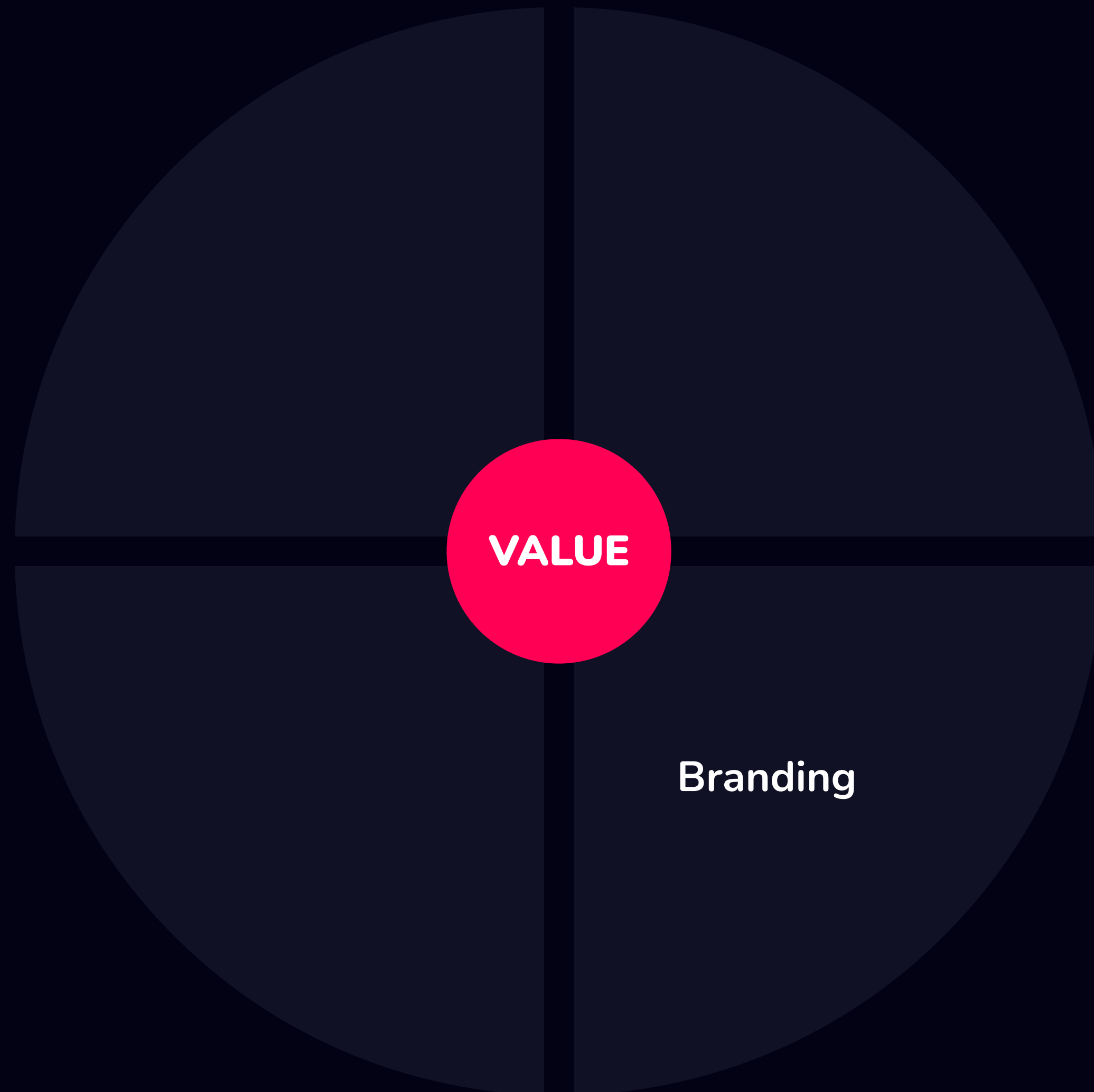
Branding

Consumers want content that is helping them forward.

Brand Positioning:
brand value, engagement, PR

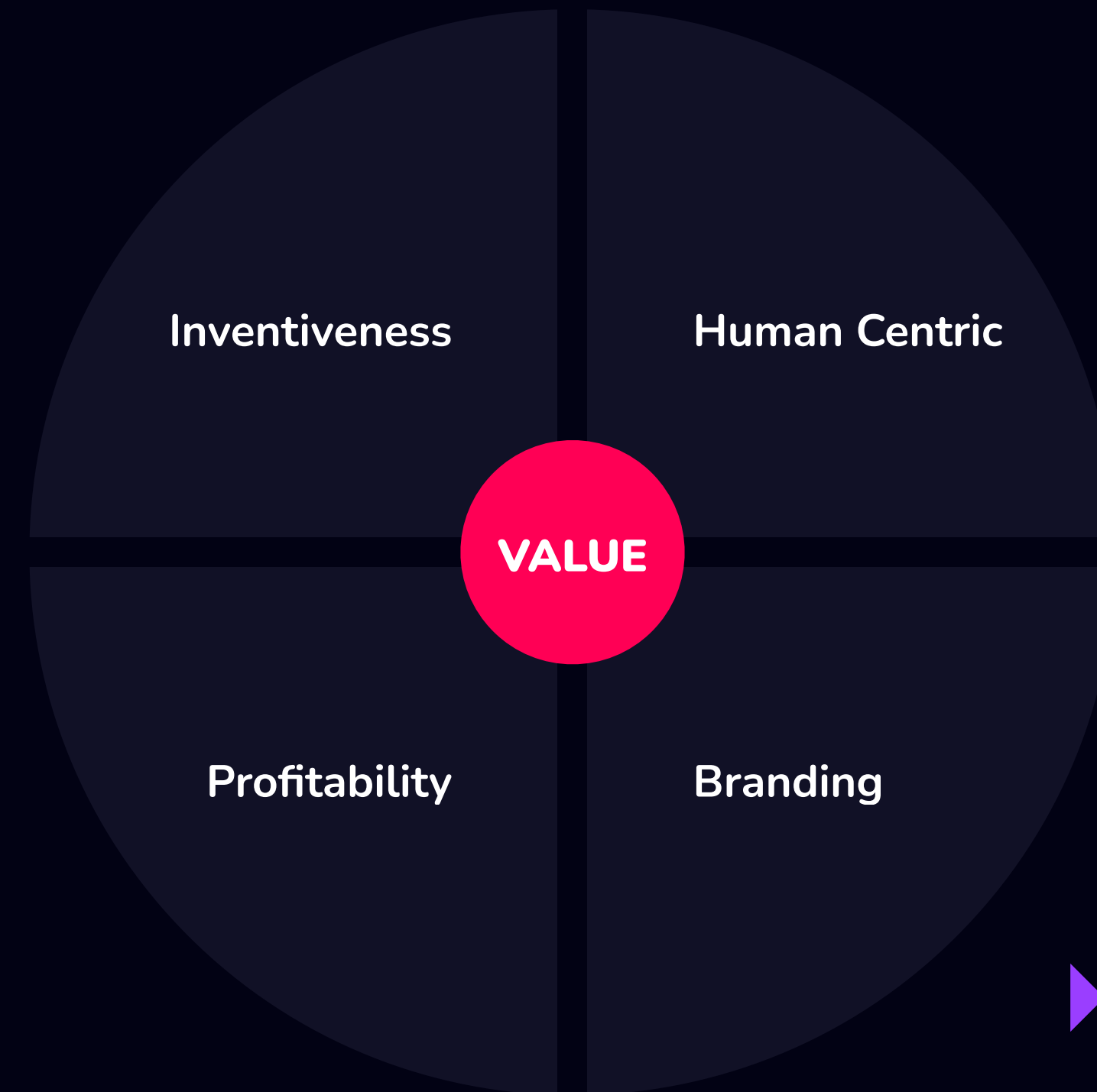**Content Strategy:**
inbound marketing, content modelling

Digital Campaigns:
lead generation & brand perception

Customer Behavior Trends: research, market innovation

Traction Channels: find unexplored opportunities

Marketing Experiments: side project marketing, market testing

Customer Experience: onboarding, pre - and after sale

Loyalty: retention & referral strategy

Purchase-Decision Process: funnel strategy & journey

Inventiveness

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Branding

Business Strategy: effectiveness, margins, pivots

CRO: A/B Testing, data analytics, user tests

Optimizing Costs: tech stack & toolkit, automation

Brand Positioning: brand value, engagement, PR

Content Strategy: inbound marketing, content modelling

**Digital Campaigns:** lead generation & brand perception

Business growth is in the details.

To prioritise an endless collection of marketing tactics with potential, a growth marketer introduces the process to make the right decisions in marketing and business based on data and marketing experiments.

The qualities of a growth hacker / growth team.

What you should look for in a hire or assigned skills of current marketeers.
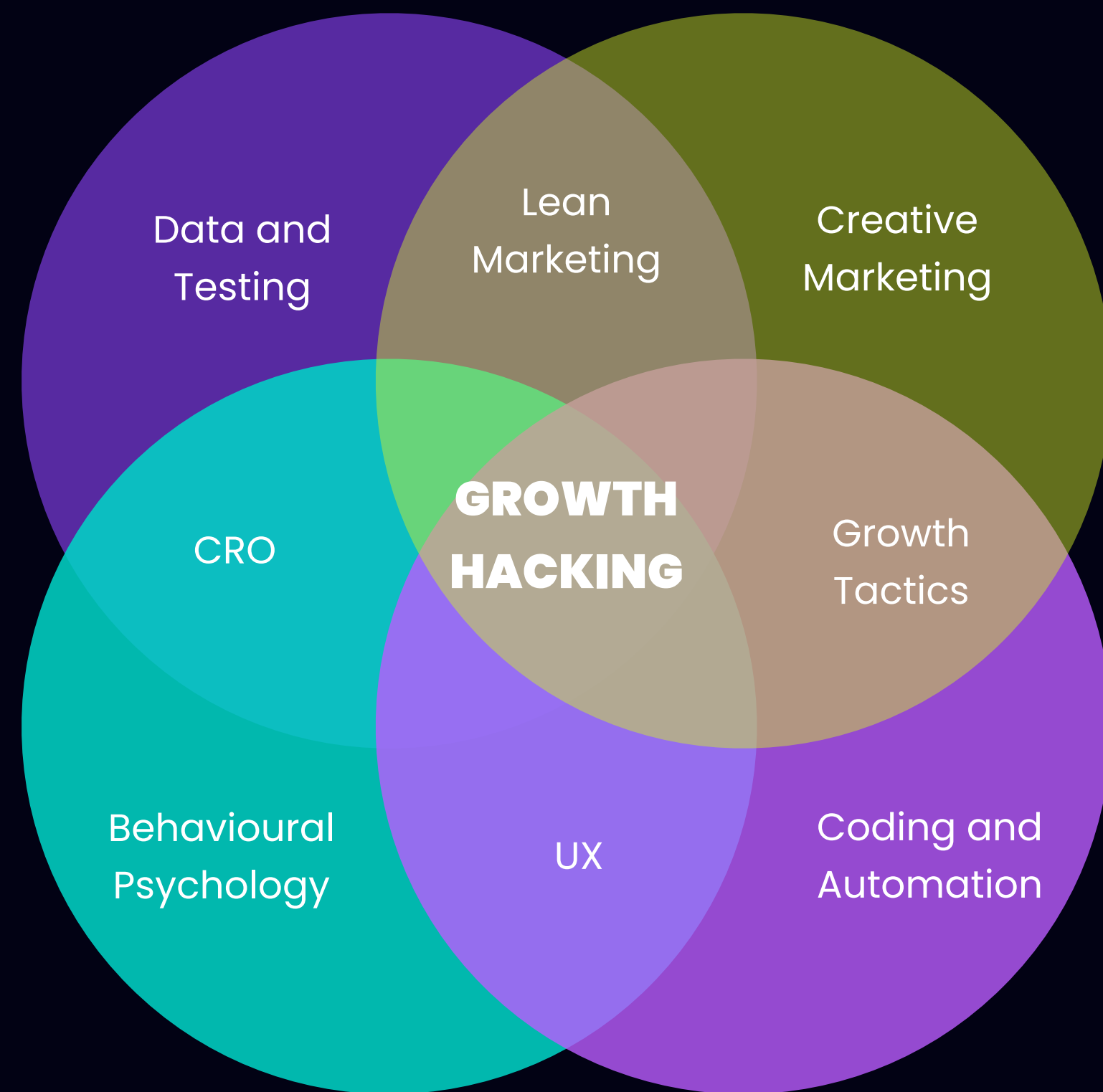
The Unicorn:

- Data & analytics tracking
- Digital Marketing
- Automation & engineering
- The 'Growth Mindset'

The T-shaped marketer

The ultimate all-rounder. A broad with of knowledge by a deep understanding of several expert areas.

Statistics			Programming			Product Design & UX Principles			Analytics			Behavioural Psychology			Brand positioning / Storytelling		
Conversion Rate Optimization			A/B Testing			Photoshop & Wireframing			Funnel Marketing			Copywriting			Database Querying		
Virality	PR	PR Stunts	SEO	SEM	Online Ads	Tools Marketing	Biz Dev			Direct Sales	Affiliate Programs	Trade Events	Events	Confer-ences	Platforms	Re-targeting	Artifical Virality
								Email Marketing	Content Marketing								

Bringing it all together.

How your core growth team could look like.

- **Growth Architect:** strategic planner and project manager

- **Growth Engineer:** technical programmer for implementation

- **Growth Marketer:** creative and digital marketer

- **Growth Data Analyst:** master of metrics

Goal: Get at least one person in your company involved with growth marketing.

So, what does the growth marketing process look like?
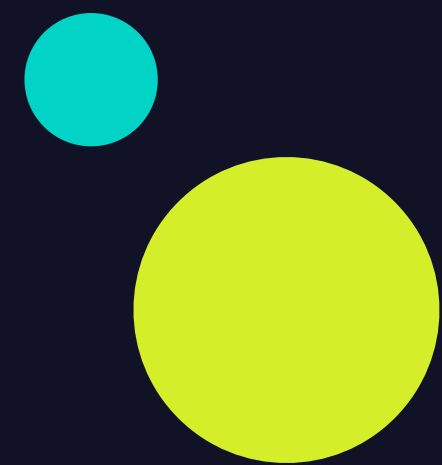
The Growth Process

- **Growth Audit:** analyze current marketing efforts & look at the data.

- **Growth Brainstorm:** cross-function ideation & research.

- **Growth Backlog & growth sprints** or a growth plan.

- **Metric & performance implementation** and analysis.

- **Optimize for Growth:** a continuous cycle of improvement

Growth Audit

Analyzing the current state of your business and marketing strategy.

- Your business goals.

- Your current marketing tactics, strategy and tools.

- How your team runs marketing & product.

- Metrics & data you are measuring now.

- Gathering and analyzing customer feedback.

Growth Brainstorm or Workshop
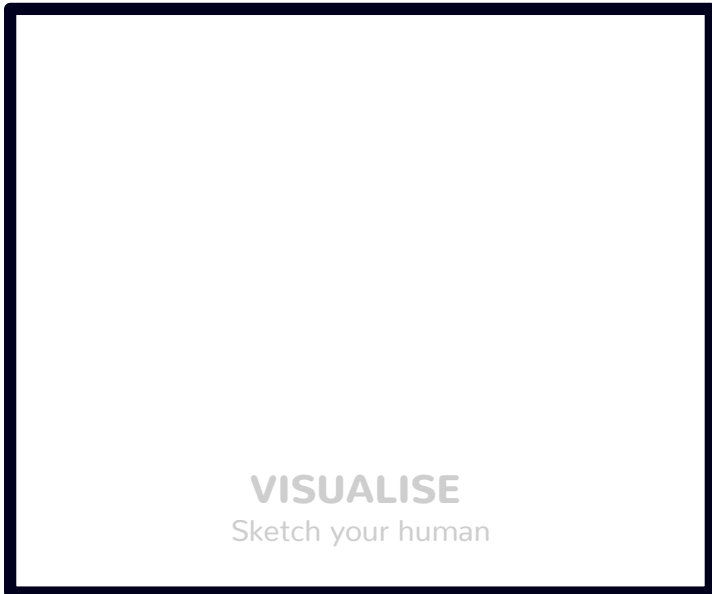
Setting clear goals will help to steer the outcome.

- **Growth status:** outcome of the growth audit as a starting point.

- **The customer journey** through the pirate funnel.

- **Growth barriers:** brainstorm exercise to map actions.

- Designing measurable **experiments**.

- **Map experiments** over importance and time.

Persona Canvas

Capture and visualize customers of your target audience.

NAME:

PROFESSION:

AGE:

LIVES:

MARITAL STATUS:

CHILDREN:

VISUALISE
Sketch your human

BACKGROUND STORY
Get to know your business persona better by providing a factual background story.

KEY THOUGHTS
Regarding your business challenge, what are your persona's mayor thoughts on the subject?

GOALS & NEEDS
What is important to your persona and what are they trying to do?

PROCESS
What are they doing to meet their goals and needs, and what are the barriers they face?

OPPORTUNITY
During the process of reaching their goals or meeting needs, what can be improved?

MARKET SIZE
How many people fit your newly found persona within the market?
How does it relate to other persona's or segments?

DIGITAL BEHAVIOR:
Where does your persona spend most of his/her time online? Which channels and devices?

Make the assumption of who you will be solving problems for with your business.

More information on all canvases:
https://tomdemoor.com/freebies

Persona Canvas

Why it is important to define a persona.

Born in 1948

Male

Born & grew up in England

Married Twice

Has children

Wealthy

Invests in real estate

Lives in a castle

Customer Journey Canvas

Find different struggles and opportunities of your customers.

PERSONA

Summerize your persona in bullet points

USING THE CANVAS

The step by step proces of finding a proven customer journey.

1 **Add Persona**
Summerize a realistic persona that is a member of your target group.

2 **For each step, add a stage**
The phase of the journey or funnel your persona is operating in.
Choose: Awareness, Interest, Conversion, Retention, Upsell

3 **The 4 Customer Pillars**
Fill out the consumer context, tasks, emotions and opportunities.

4 **Step by step**
Make sure to first complete the canvas vertically before going to the next stage. This will make you explore the consumer fully.

JOURNEY STAGES

CONTEXT Define the touchpoints in which the persona operates.					
TASKS Describe the tasks your persona is trying to get done and the need they are trying to satisfy.					
EMOTIONS Write down the persona's emotions, opinions or thoughts.					
OPPORTUNITY Describe what you can do to improve the journey.					

Growth Barriers

Businesses face growth barriers on every step of the customer journey.

Awareness Phase
Why are users not finding you?

Activation Phase
What can go wrong when comparing your offer and that of a competitor.

Conversion Phase
What can go wrong in the onboarding process or closing a deal?

Retention Phase
What can go wrong while using your product or would make a customer stop using it.

Get creative!

The Pirate Funnel

A helpful customer-lifecycle framework invented by Dave McClure that you can use to map out and optimise your marketing funnel.

AWARENESS
Getting people to know about you.

ACQUISITION
Getting users to sign up.

ACTIVATION
Users get a great first experience.

RETENTION
Do users come back?

REFERRAL
Do users tell others?

REVENUE
Sell, upsell.
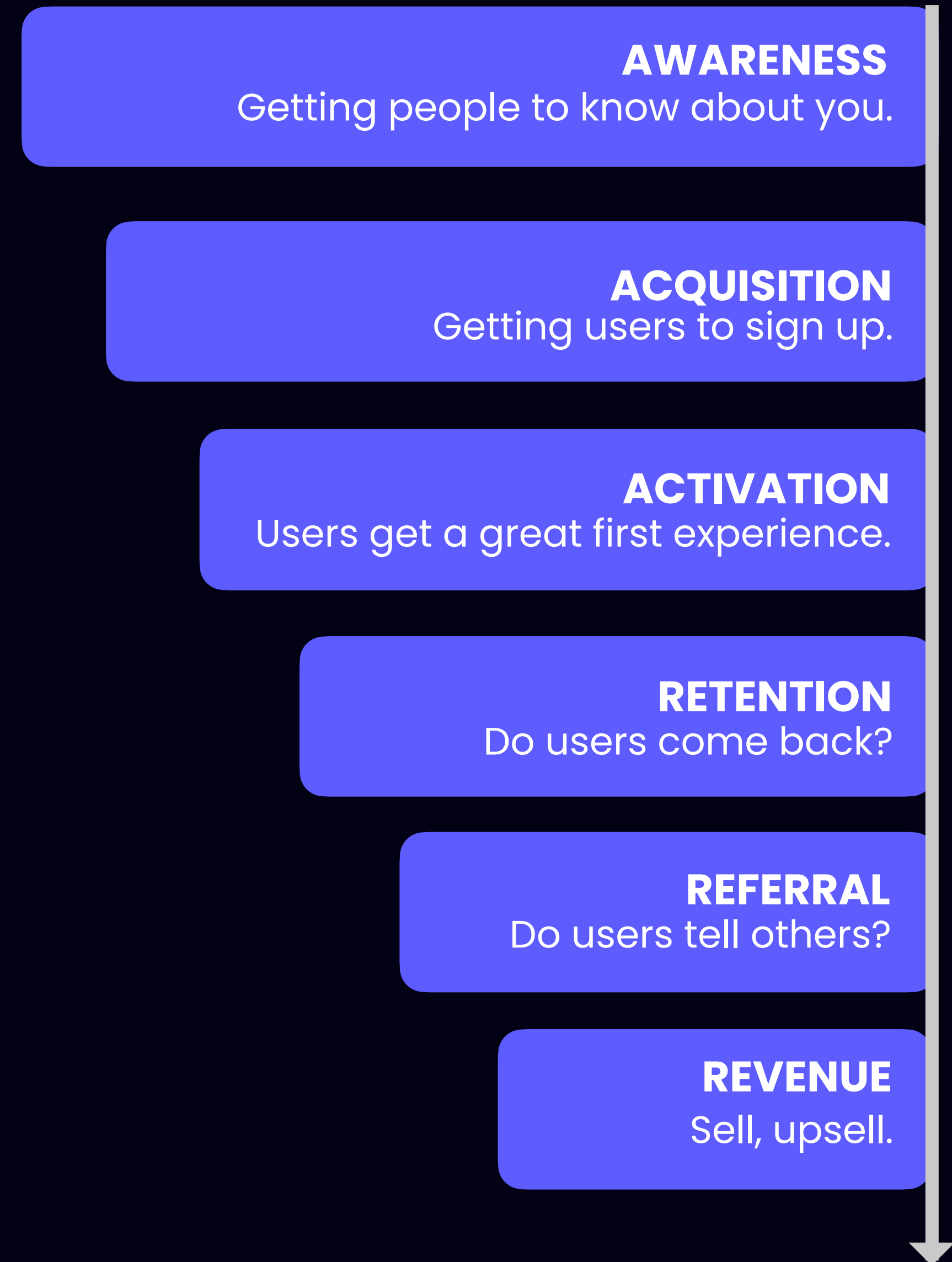
The Pirate Funnel

A helpful customer-lifecycle framework invented by Dave McClure that you can use to map out and optimise your marketing funnel.

A crucial part in the funnel that will make or break a business in the **early stages** of starting a company.
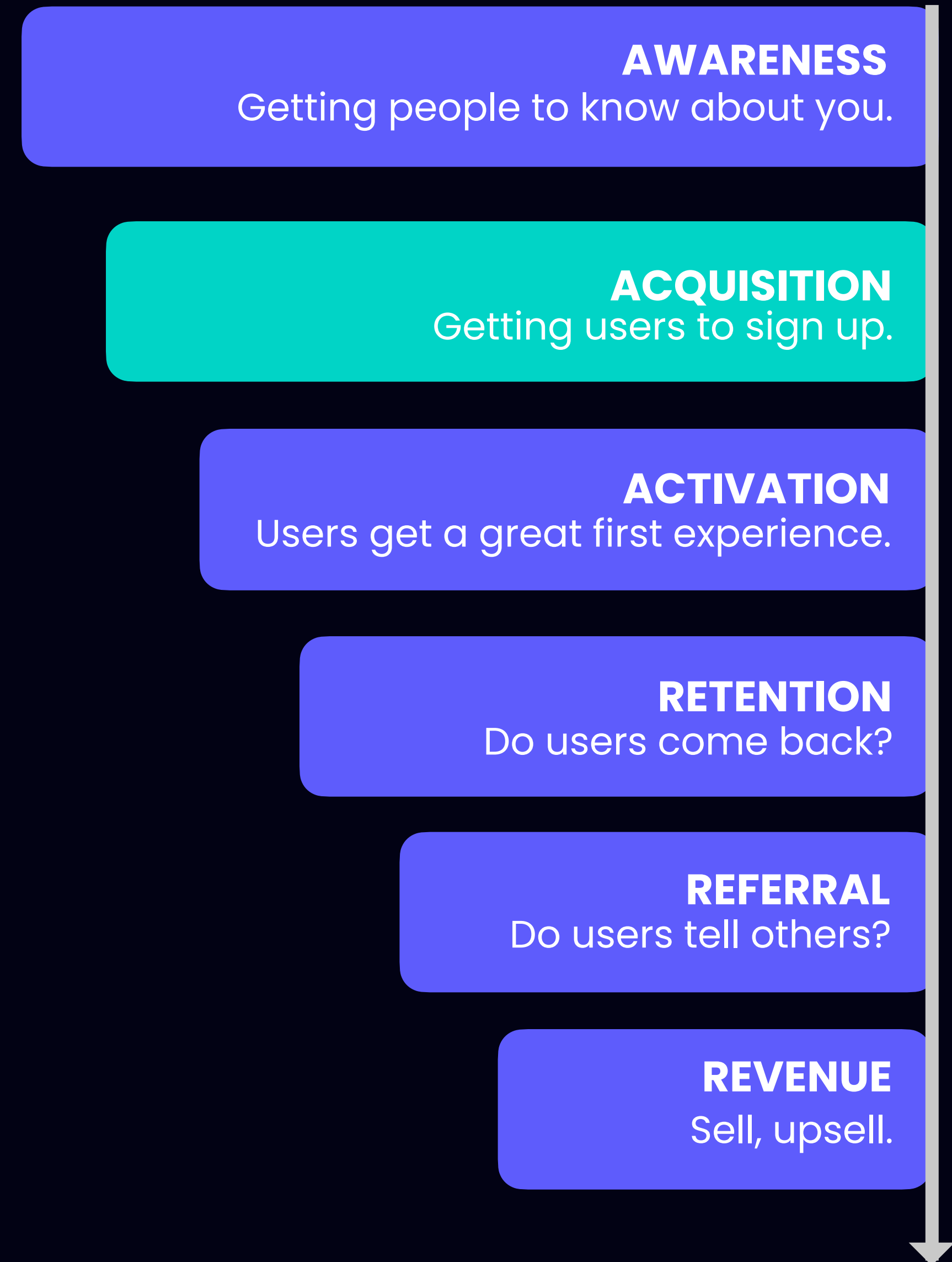
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Often overlooked by the classical 'we need more customers', is **increasing** your **customer lifetime value.**

AWARENESS
Getting people to know about you.

ACQUISITION
Getting users to sign up.

ACTIVATION
Users get a great first experience.

RETENTION
Do users come back?

REFERRAL
Do users tell others?

REVENUE
Sell, upsell.

The Pirate Funnel

And plenty more ...

The Pirate Funnel

The Pirate Funnel

The Pirate Funnel

deliveroo

€ 4,00 korting op je volgende twee bestellingen

4 € KORTING

4 € KORTING

Plaats een bestelling voor donderdag 10 mei om je voucher te claimen, hierna sturen wij je een code voor € 4,00 korting op je volgende twee bestellingen.

Bestel nu

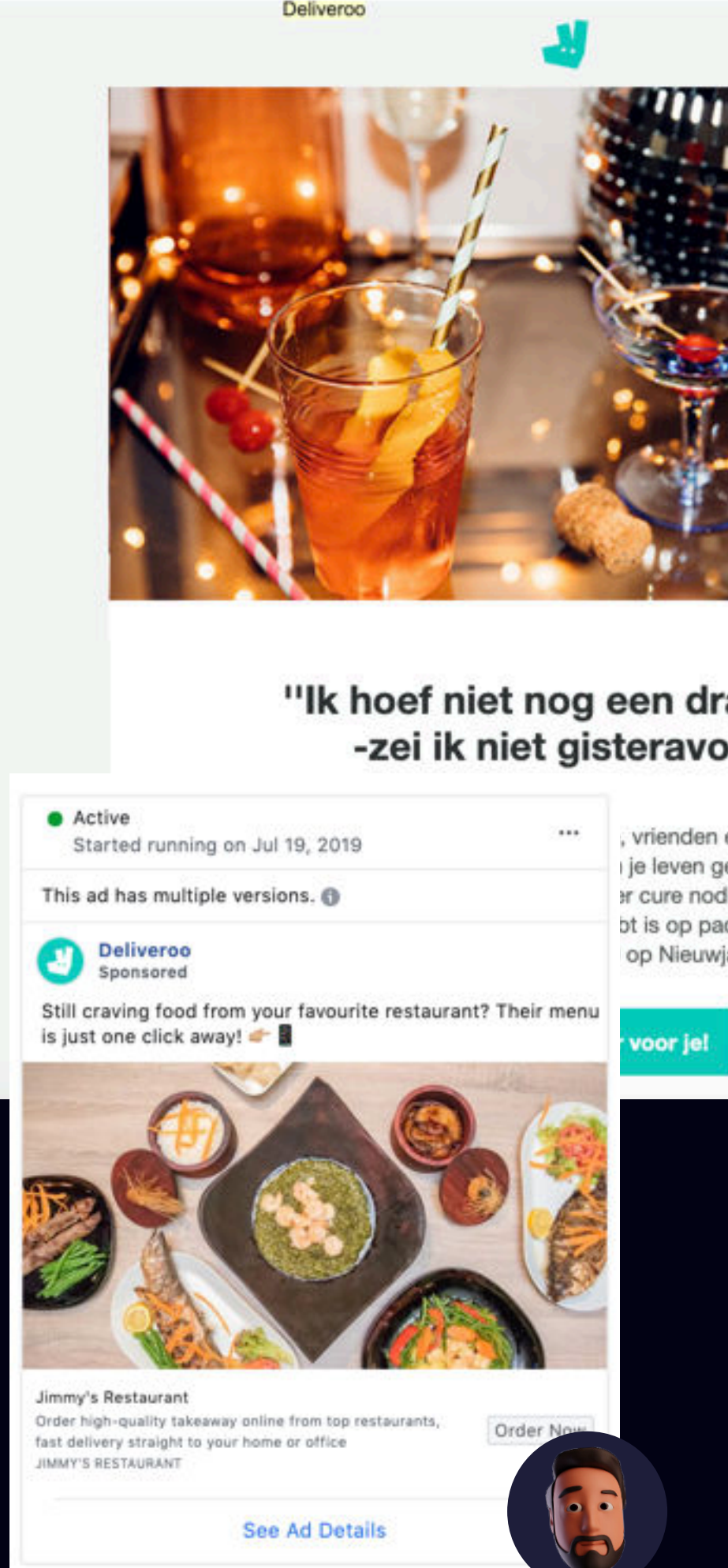## What motivates takeaway lovers to order from a food delivery service?

% of takeaway lovers who say the following makes them more likely to order takeaway food

Free delivery	51%
Fast delivery	48%
Discounts, rewards or exclusive offers	43%
A greater variety of restaurants/food options available	36%
Ease of use/order e.g. ability to search and/or see recommendations	30%
Flexible delivery options (e.g. queue delivery)	27%
Transparent hygiene and customer ratings for each restaurant	26%
Support local/new restaurants rather than chains	26%
Healthy options available e.g. low salt or smaller portions	20%
Display nutritional/allergen information for each dish	18%
If I know they're eco-friendly/socially responsible companies	17%

rond? Deliveroo is er voor je in deze zware tijden

Deliveroo

"Ik hoef niet nog een dra -zei ik niet gisteravo

voor je!

Active
Started running on Jul 19, 2019

This ad has multiple versions.

Deliveroo
Sponsored

Still craving food from your favourite restaurant? Their menu is just one click away!

Jimmy's Restaurant
Order high-quality takeaway online from top restaurants, fast delivery straight to your home or office
JIMMY'S RESTAURANT

Order Now

See Ad Details

The Pirate Funnel

Introduce a friend to Deliveroo

Get 10€ off across your next 4 orders. Your friend will get 10€ off across their first 4 orders, too!

Get 10€ off

Rosie just gave you £2.50 worth of free food!

A minimum spend applies to use this promotion.

Sign Up To Claim Your Credit

Referral bonus per stad - fiets

Kijk hieronder naar de aangepaste referral bonus met de fiets voor jouw stad. Indien je stad er niet tussen staat, is hier momenteel geen referral bonus.
De voorwaarden van de referral bonus hangen af van het vervoermiddel en de stad van de doorverwezene.

Search:

| Stad	Jij ontvangt	Je vriend ontvangt	Geleverde bestellingen	Tijdslimiet
Antwerp	€75	€50	50	60
Brugge	€100	€75	50	60
Brussels	€75	€50	50	60
Charleroi	€75	€50	30	60
Ghent	€100	€75	50	60
Hasselt	€75	€50	30	60

The Pirate Funnel

Royal Deluxe

Knapperige kipfilet, gesmolten kaas, krokante repen spek, verse salade, gebakken uien, de typische CBO-saus, drank en frietjes
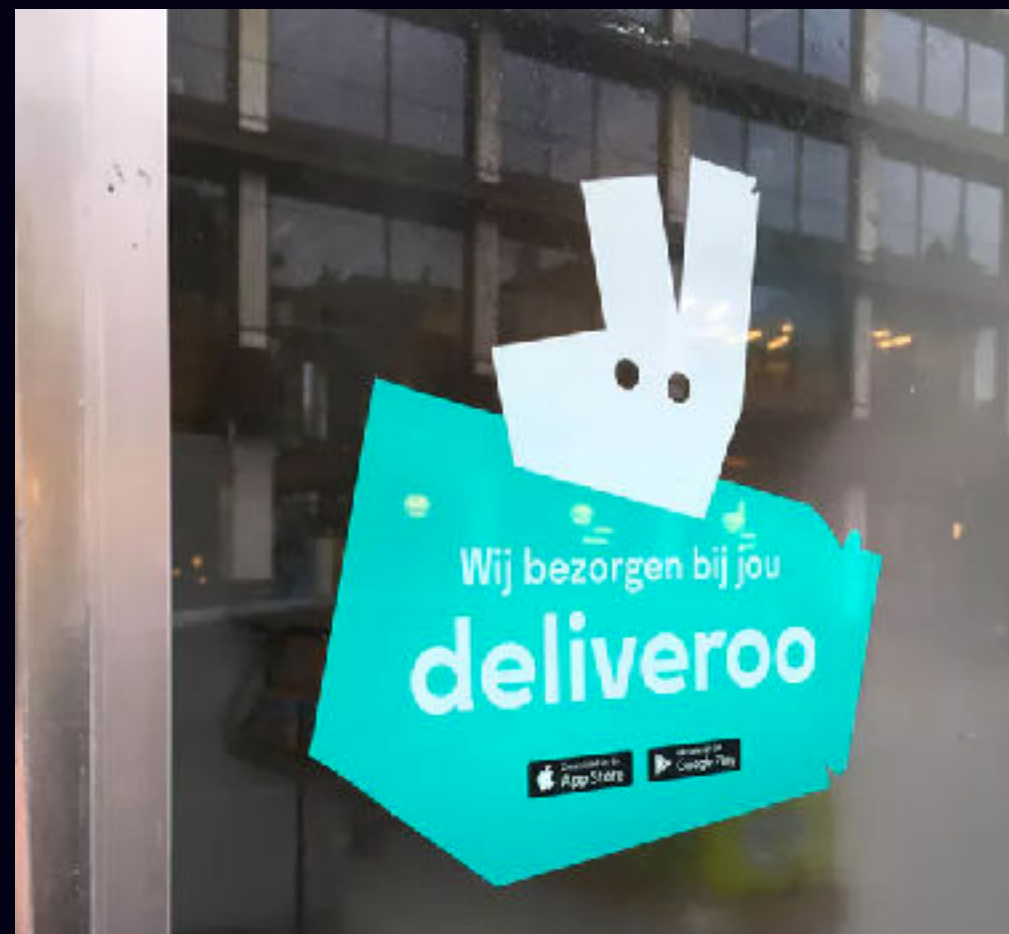
Wil je daar een kleine drankje bij?

Coca-Cola	+€2.05
Coca-Cola Light	+€2.05
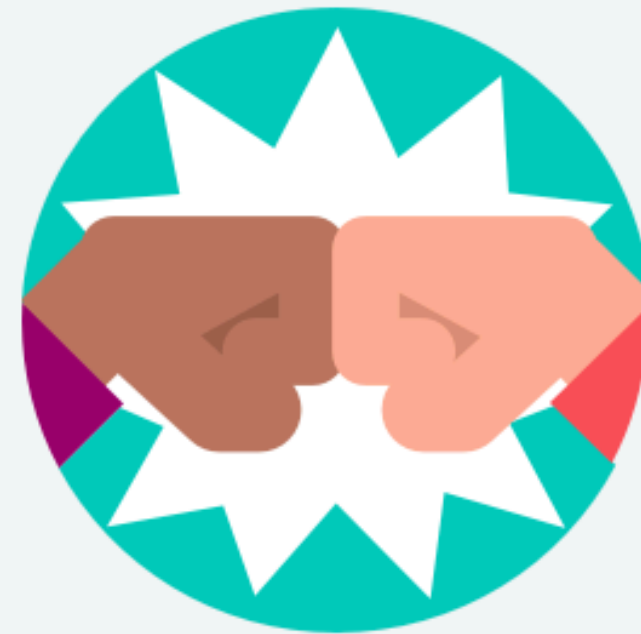
Introduce a friend to **Deliveroo**

Get 10€ off across your next 4 orders. Your friend will get 10€ off across their first 4 orders, too!

Get 10€ off

Wij bezorgen bij jou
deliveroo

Growth Canvas Brainstorm

Businesses face growth barriers on every step of the customer journey.

Persona's
Summarize the target audience you want to target.

North Star Metric & KPI's
Break Down the most important metric for your business, and supportive KPI's.

Value Proposition
Describe the value you bring to custometers.

Awareness
How do users find you?

Activation
How will you convert users?

Retention
Why would users come back?

Referral
How can people refer to their peers?

Revenue
How will you get paying customers?

Traction channels

A list of marketing channels to experiment with.

- Search Engine Marketing
- Search Engine Optimisation
- Offline Ads
- Unconventional PR
- Content Marketing
- Viral Marketing
- Engineering as Marketing
- Affiliate Programs
- Trade Shows
- Existing Platforms

- Community Building
- Target Market Blogs
- Business Development
- Speaking Engagements
- Offline Events
- Sales
- Social and Display Ads
- Public Relations
- Email Marketing

Sources:

Book: Traction by Gabriel Weinberg and Justin Mares

Prioritise channels with the BRAS Framework

Brainstorm and identify which customer acquisition channels to test

BLINK

Rank your guy
feeling.

Score 1-5

RELEVANCE

Rank the product/
channel fit

Score 1-5

AVAILABILITY

Rank the easy/cost

Score 1-5

SCALABLE

Rank by possibility
to scale channel

Score 1-5

Prioritise ideas with the ICE Framework

A combined evaluation score of experiments.

IMPACT

What will the impact be implementing this experiment on validating the solution?

Score 1-10

CONFIDENCE

How confident are you this will work as expected?

Score 1-10

EASE

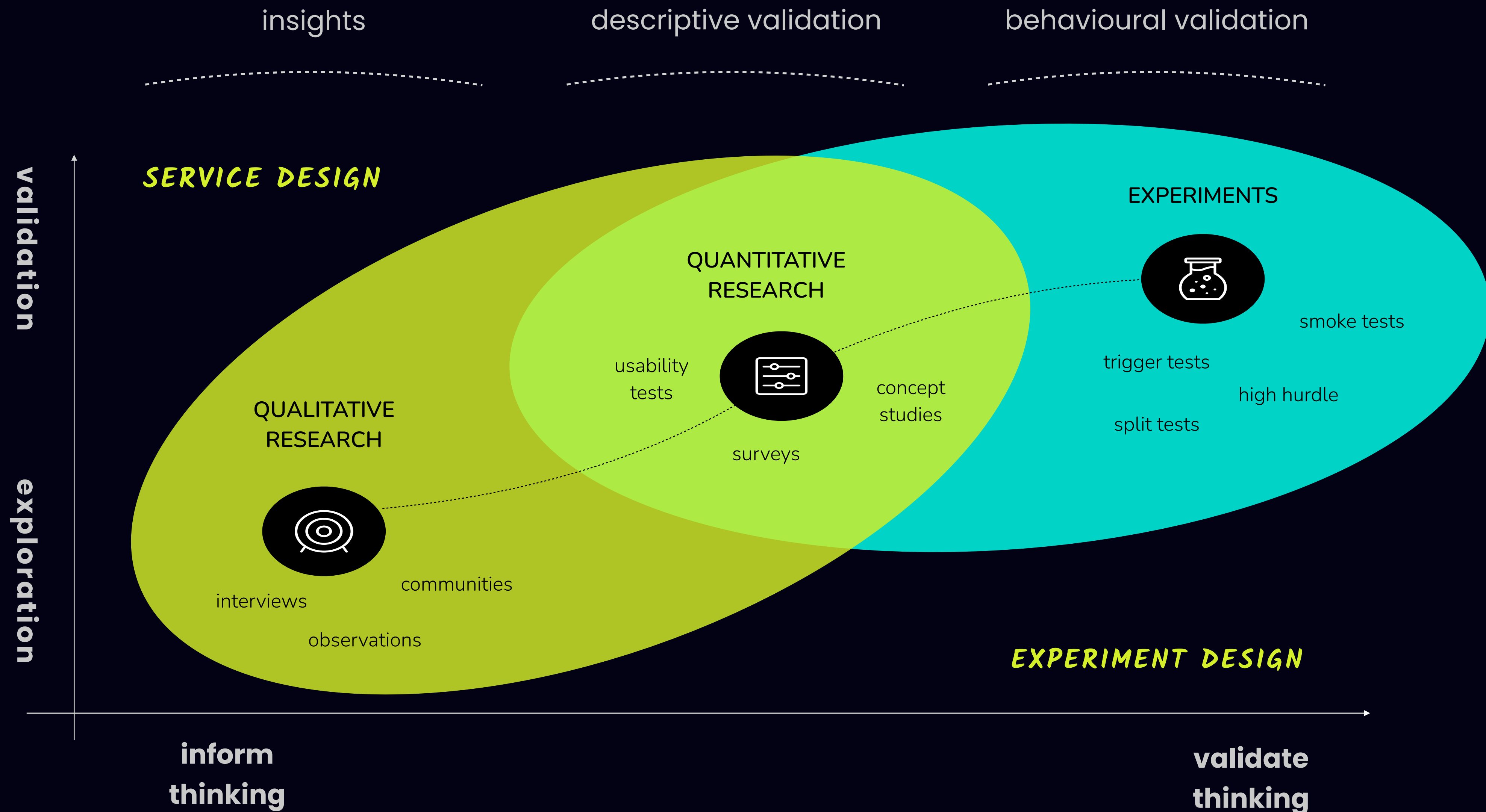How easy do you think it will be to implement this experiment?

Score 1-10

Growth Backlog

Your action list with set goal, ICE priority score, resources and owners.

ICE = Impact x Confidence x Ease

Types of growth experiments & insights

insights

descriptive validation

behavioural validation

validation

exploration

SERVICE DESIGN

EXPERIMENT DESIGN

EXPERIMENTS

QUANTITATIVE
RESEARCH

QUALITATIVE
RESEARCH

smoke tests

usability
tests

concept
studies

trigger tests

high hurdle

surveys

split tests

interviews

communities

observations

**inform
thinking**

**validate
thinking**

Experiment Example: Split test

Testing version A versus B.

Testing 2, 3, 4 versions simultaneously. One difference per version.
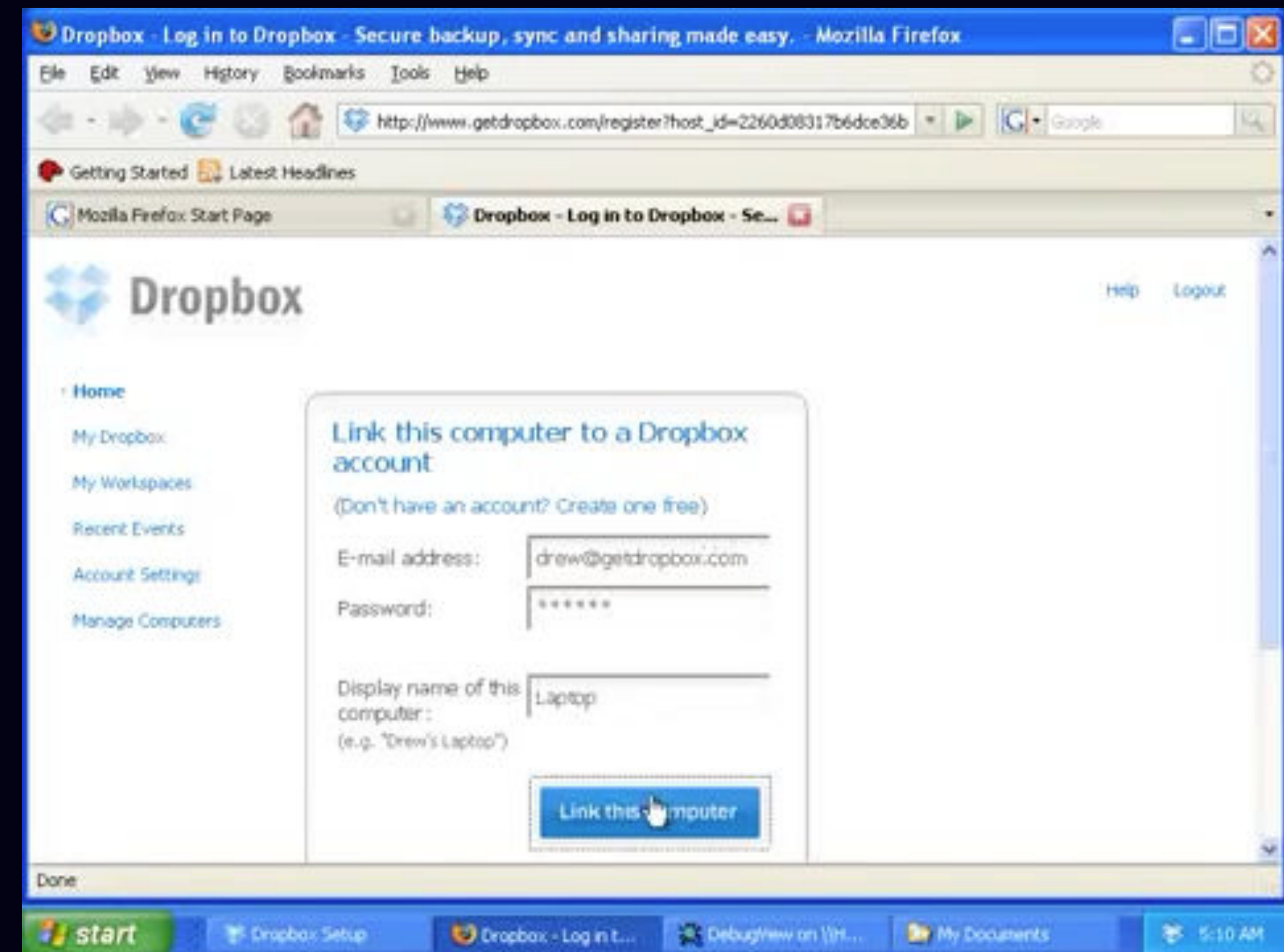
Experiment Example: Smoke test

Test a specific value proposition.

Landing page or other form of value proposition that lets you collect leads and measure demand or compare audiences.
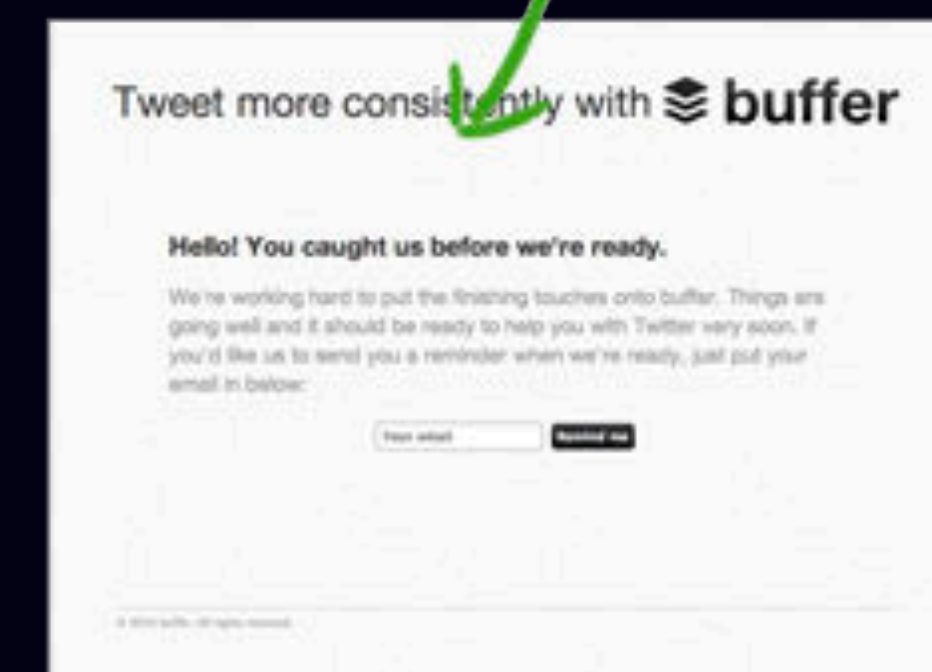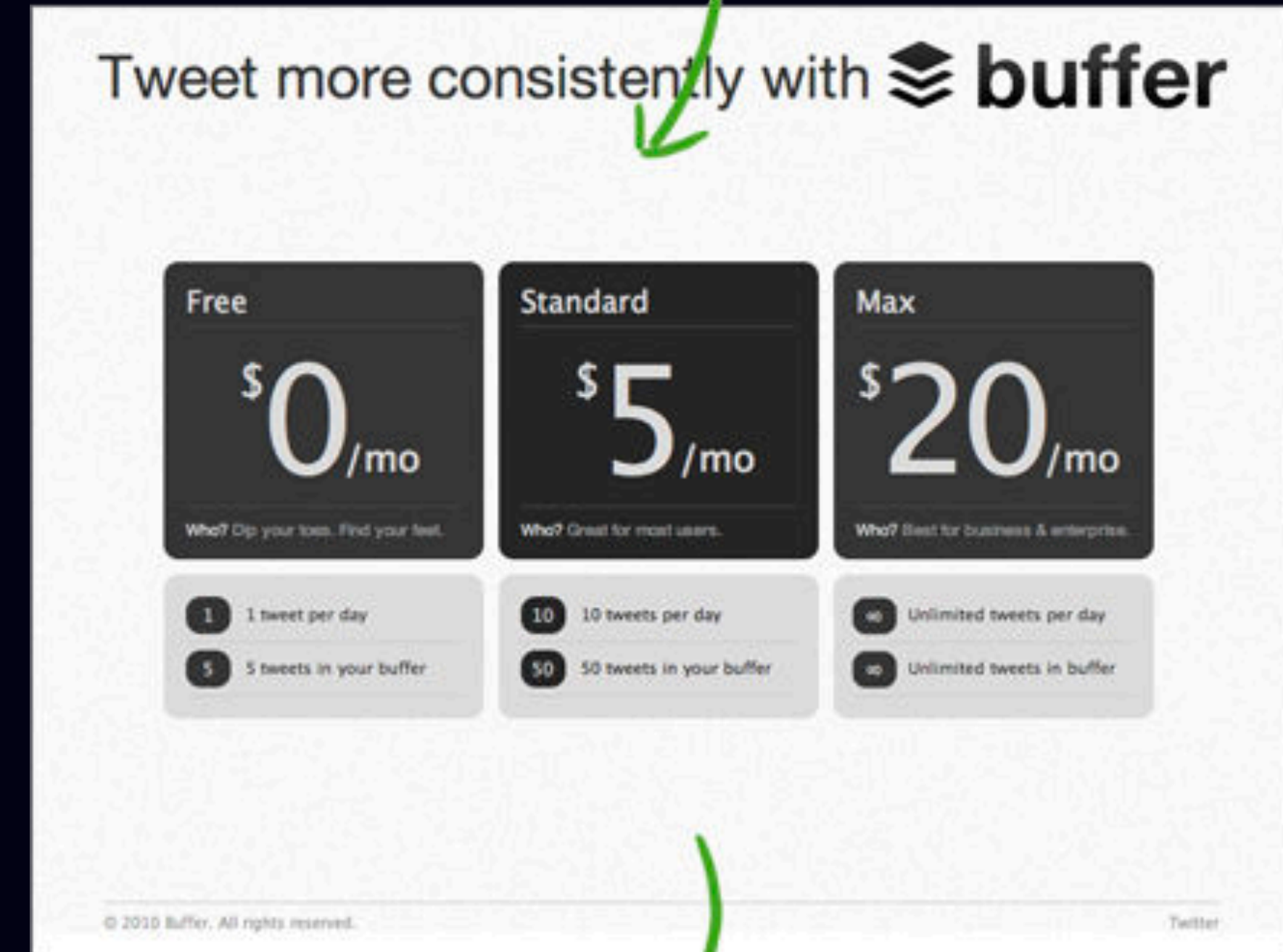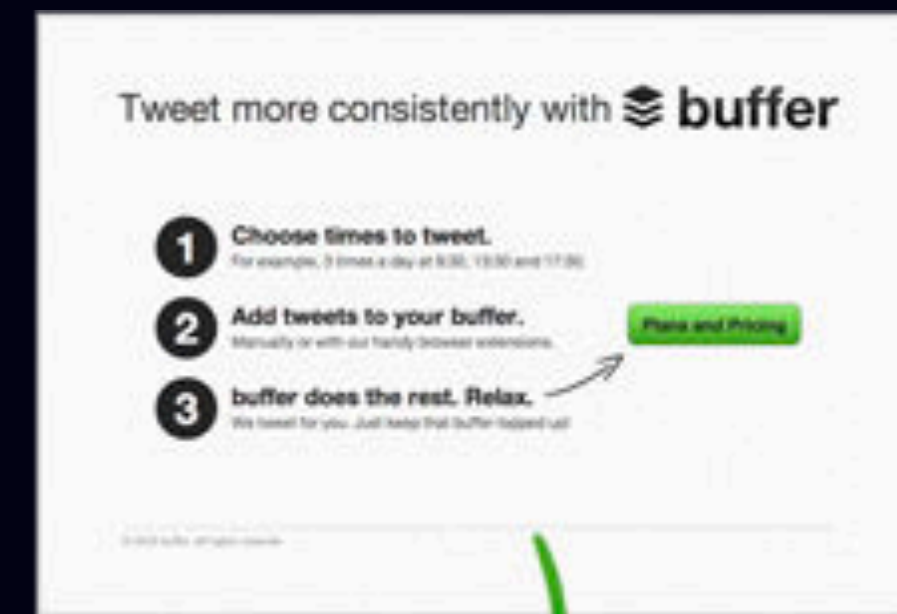
Experiment Example: Trigger test

Testing multiple ads and audiences.

Testing ads for copy, form, image... Which one gets the best click-through rate, leads or engagement?

Experiment Example: High Hurdle

Surveys, tests and questionnaires

Make people pay with their

time and attention.

Create a measurable hypothesis

Find proof to your assumptions. Data is proof.

Assumptions

- A statement we believe to be true, without evidence to back it up.

- Create a customer feedback loop to keep new insights coming and find proof to build the right product.

For Example:

Young mothers will be interested in our product.

Hypothesis

- A hypothesis is an educated guess for what you expect to happen in a given experiment.

- It is a specific repeatable action and contains an expected measurable outcome.

- "If we do X, then Y% of the target audience will behave in way."

For Example:

If we run Facebook Ads targeted to young mothers, CTR for those Ads will be at least 15% higher than average.

The Experiment Card

To validate a hypothesis, the Experiment Card will help you structure this process in only 4 simple steps.

Experiment Name:

Runtime:

Assigned to:

STEP 1: HYPOTHESIS
WE BELIEVE THAT

STEP 2: TEST
TO VERIFY THAT; WE WILL

STEP 3: METRIC
AND MEASURE

STEP 4: CRITERIA
WE ARE RIGHT IF

Turn your assumption into a hypothesis. A hypothesis is an educated guess for what you expect to happen in a given experiment.

Write down how you will validate or invalidate the hypothesis. What and how will you measure?

Metric & performance implementation and analysis.

Set up the basics to run growth experiments and track results.

- Add and implement tracking where necessary.

- Automated dashboard and analytics reporting.

- Add KPI's and goals per growth experiment.

- Align the team on the goals and running actions.

Picking a good metric

Watch out for vanity metrics For example:

- **Social media followers:** who actually uses your product or engages?

- **Page views:** rather look at the conversions or an action visitors take.

- **Cost per install:** what is the lifetime value of your customer?

North Star Metric Method

One Metric That Matters (OMTM)

OF ARTICLES

OF VIEWS

DRAFTING TIME

ARTICLE LENGTH

OMTM: total time reading

K-FACTOR

TIMING OF POSTS

CLAPS, COMMENTS
FOLLOWS

EMAIL CTR
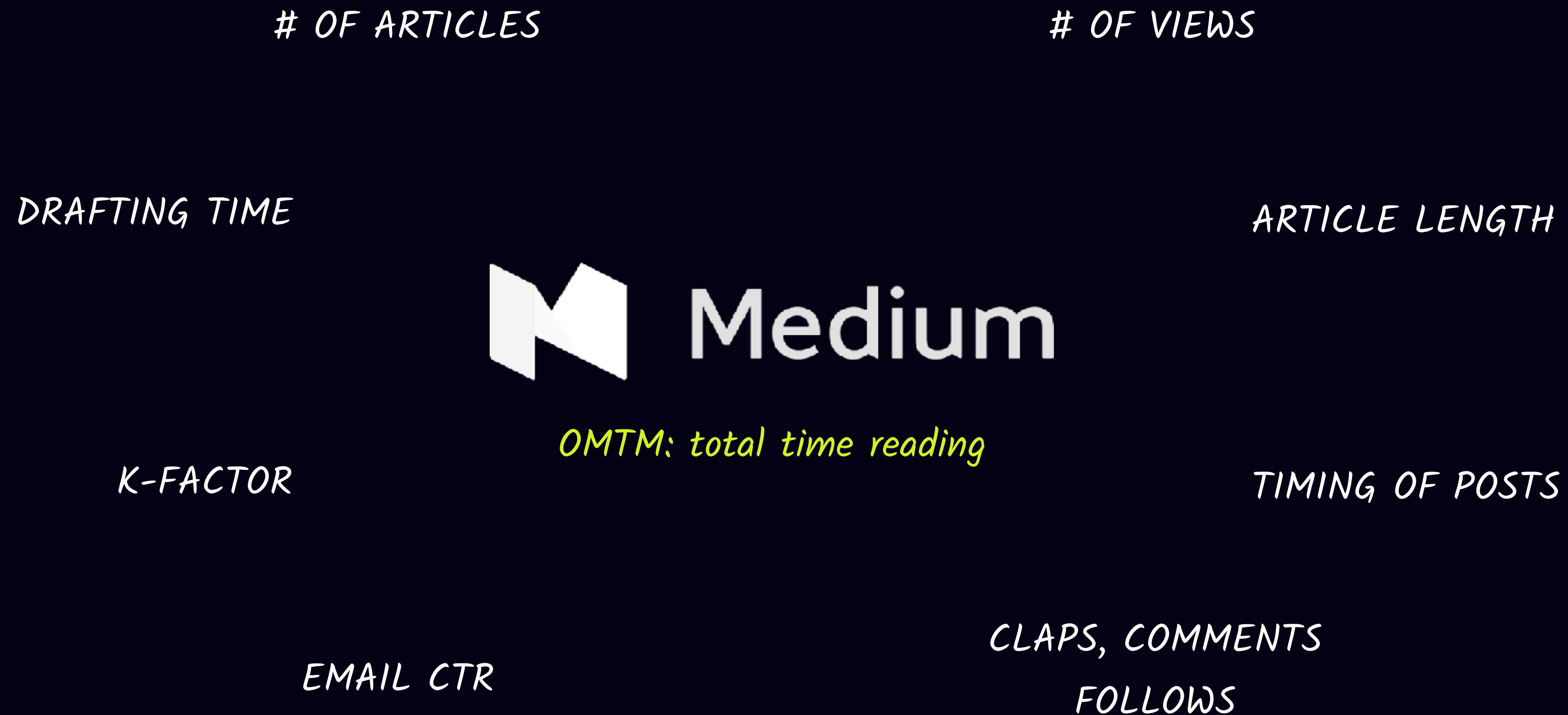
North Star Metric Examples

One Metric That Matters (OMTM)

Square

# of transactions

(for merchants)

airbnb

# of nights booked

amazon

purchases per customer

Medium

total time reading

facebook

monthly active users

aircall

monthly recurring revenue

(MRR)

The Testing Process

Let results guide you.

SUCCESS

START:
PICK A KPI

DRAW
A LINE

TRY AGAIN

IDEATE ON
HOW TO REACH
THE GOAL

DID YOU
MOVE
THE NEEDLE?

PIVOT OR
GIVE UP

WITHOUT DATA:
GUESS

WITH DATA:
FIND
COMMONALITY

MEASURE
RESULTS

DESIGN
EXPERIMENT

HYPOTHESIS
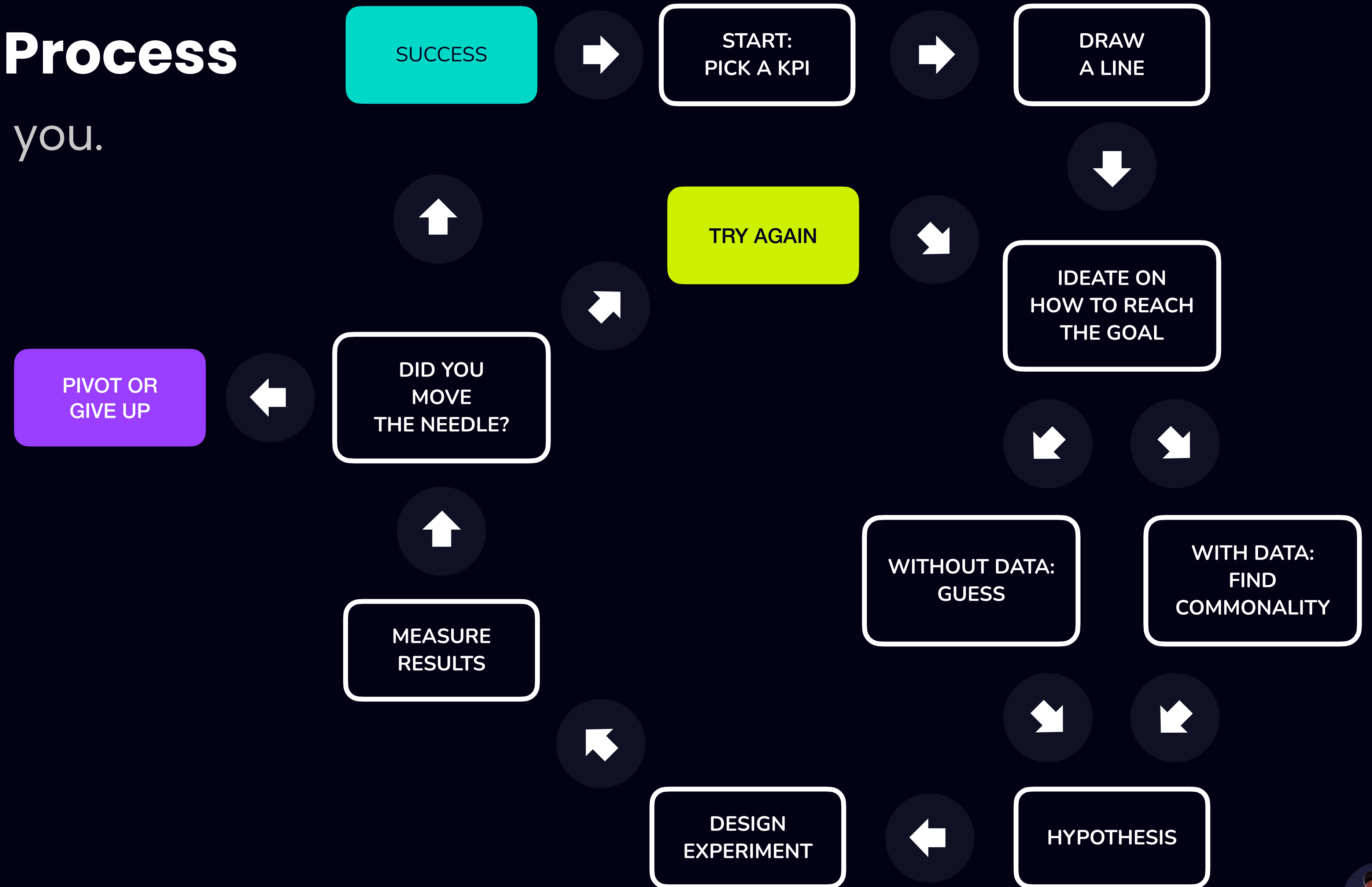
Dashboarding

Visualise your data and get close with it. Real close.
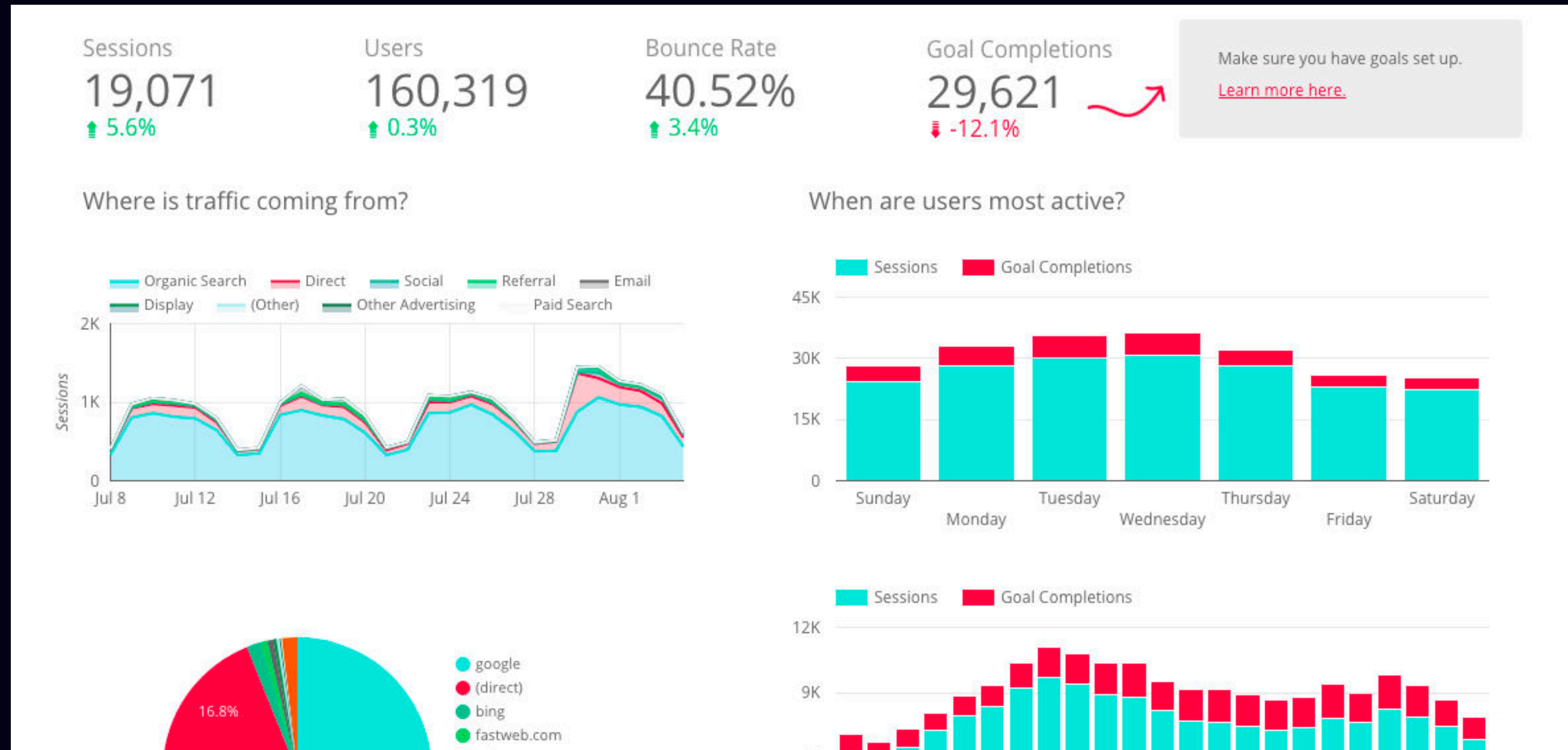
Growth Sprints

A 2-weekly period where new marketing tactics are tested, with a weekly update and performance report. Much like agile development, it's a lean way of performance and growth marketing.

Optimize for Growth: a continuous cycle of improvement

Working in growth sprints.

KPIs & Business Objectives

Growth Backlog

Identifying Growth Opportunities

Test & Execute

New actions

Growth Sprint

Analyse & learn

Kill

Scale

Finding Traction

Continuous Growth
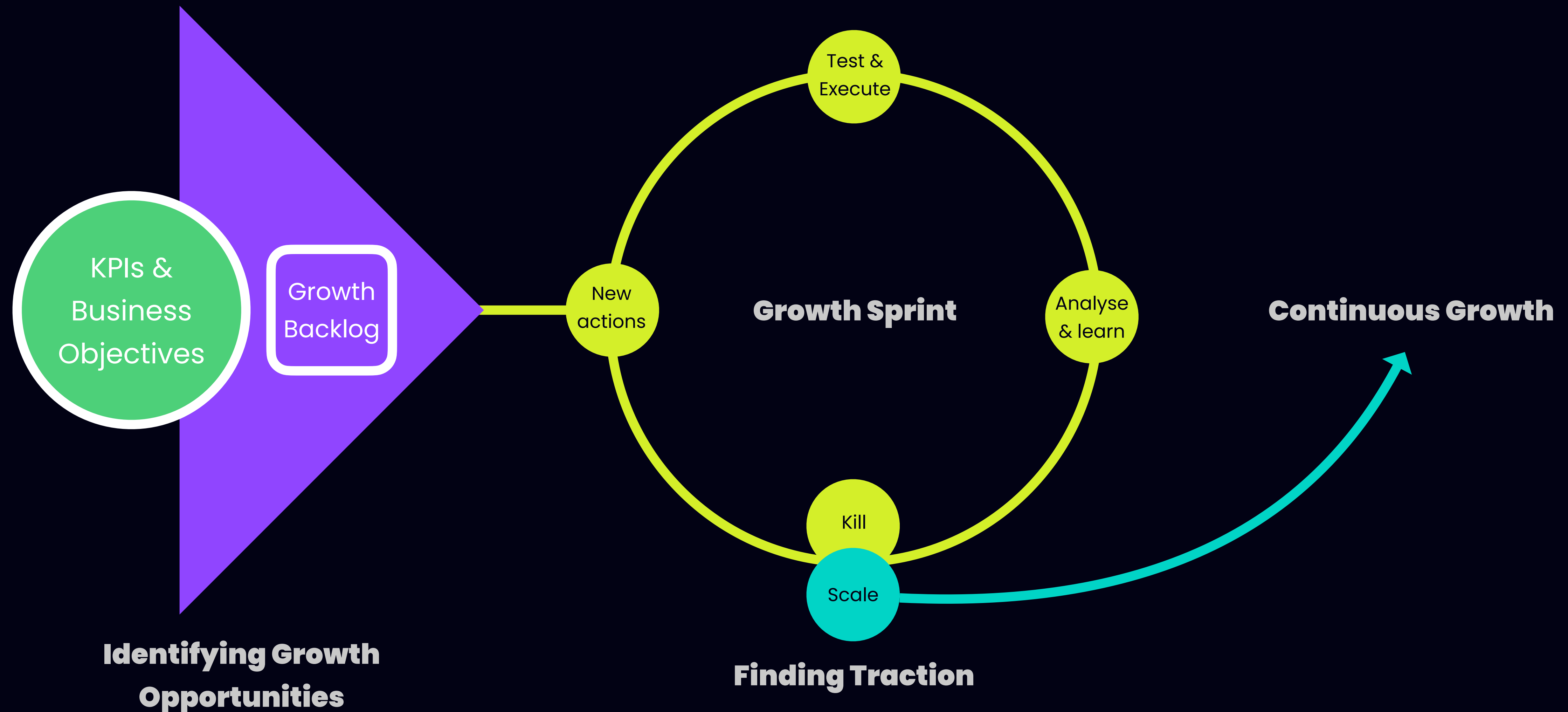
	Growth	Marketing	Product
Growth Sprint	Experiments	Campaigns	Build
Goals	Growth Rate	Awareness & Acquisition	Core product
Team	Multi-disciplinary	Marketers	Product owners & developers
Process	Data driven experiments	Campaign Planning	Agile & Waterfall

The Growth Sprint Wall

How does this relate in budget spend?

€€€€

€ € € € €

**Classical Marketing
Budget Spend**
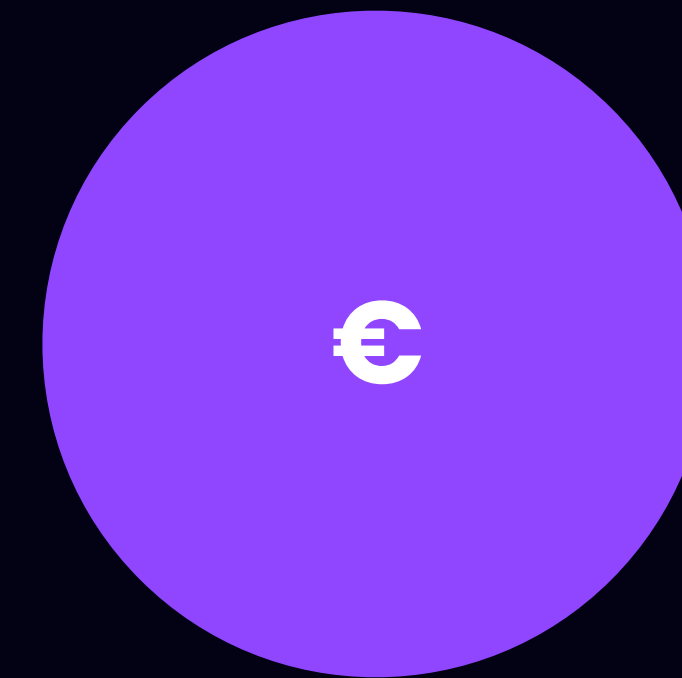
**Growth Budget
Iterative Learning**

How do I set up multiple experiment campaigns?
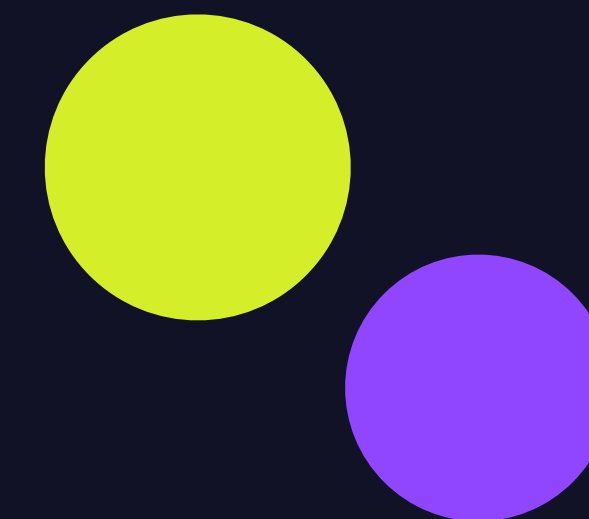
Work In Funnels (or communication loops)

Set up the basics to run growth experiments and track results.

Social Ads   Display Ads   Website Banner

Awareness

Landing Page & Registration Funnel

Interest

Retargeted Social Ads   Retargeted Display Ads   Website Fans & Audience

Consideration

Retargeted Social Ads
with model specific Info

Retargeted Display Ads
with model specific Info

Website Model Specific Visitors

	Consumer	Potential	Prospect		Customer
Target	**Consumer**	**Potential**	**Prospect**		**Customer**
Process	May currently not be in active search for your product / service	Early stages of discovering your offering.	Considers offering after getting more information and experiencing the WOW moment.		Is a (returning) customer to your product/service
Marketing funnel	**Awareness**	**Acquisition**	**Activation**	**Revenue**	**Retention & referral**
Channel strategy	Online / offline reach on your target audience	Activation with search, content, ads, etc.	Online multi-channel approach with retargeting		Owned channels, referral, email marketing, etc.

Growth campaign

Traction channels

Earned

PR with Content

Influencer social channels

Partnerships

Niche Networks (FB groups, etc.)

Owned

Social Media Channels

Mailing Database

Website

Customer Database
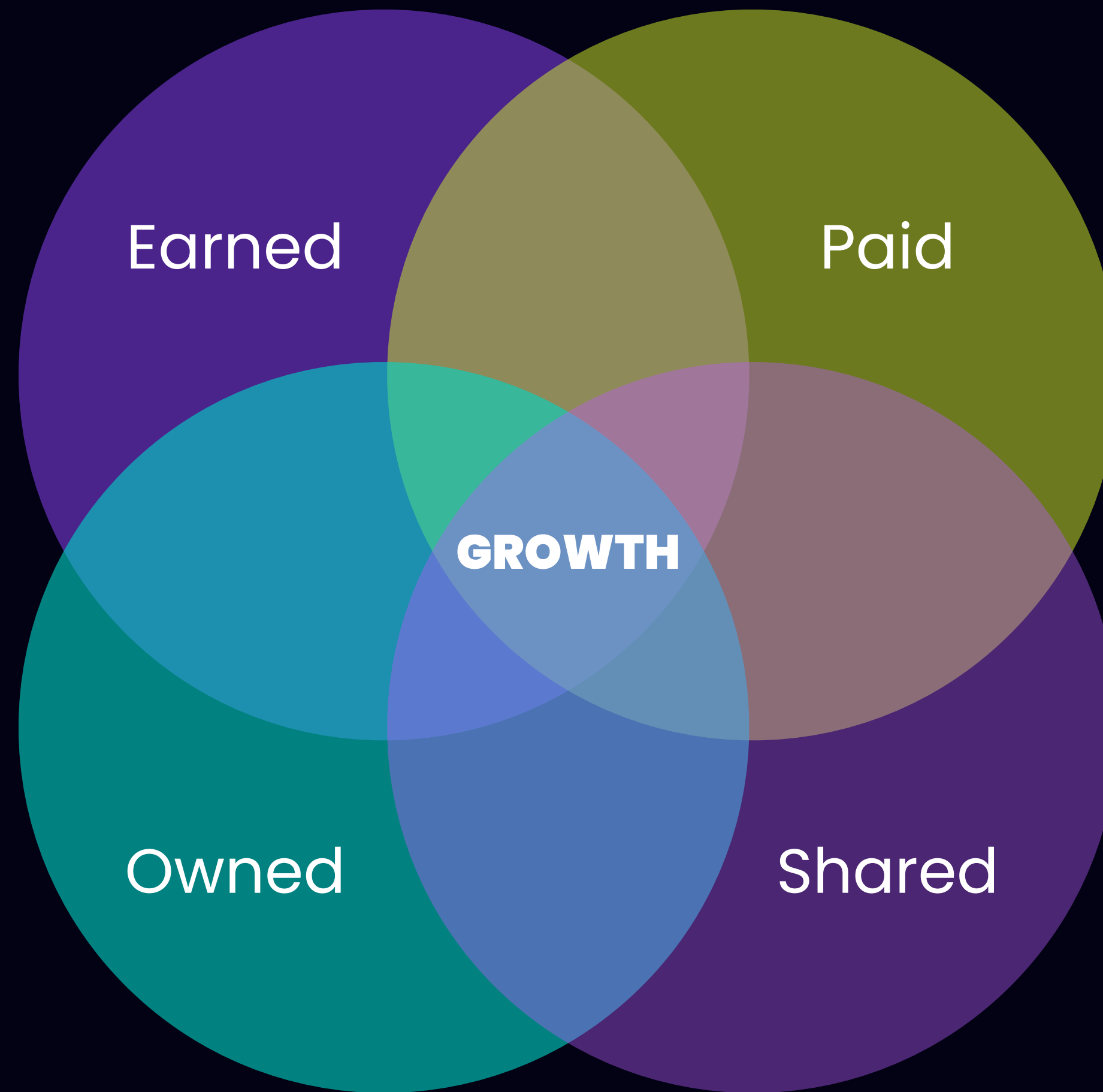
Paid

Social Media Advertising

Google AdWords & Display

Out of Home Advertising

Youtube / Spotify Pre-rolls

Shared

Word Of Mouth

Web Referrals

Offline/Online Events

Build an ecosystem

Awareness

Capturing attention of the target audience where they are spending their time.

Acquisition

Conversion driven / traffic driven approach through A/B testing on multi-platforms.

Activation

Audience learnings on website usage, website visitor segmentation & behaviour.

Paid

Owned

Shared

Earned

Online Media Campaign

Google Ads & Outbrain

Conversion Driven Content

Ad Variant A

Ad Variant B

Ad Variant C

Ad Variant D

Sales/Leads

Retargeting

Retargeting
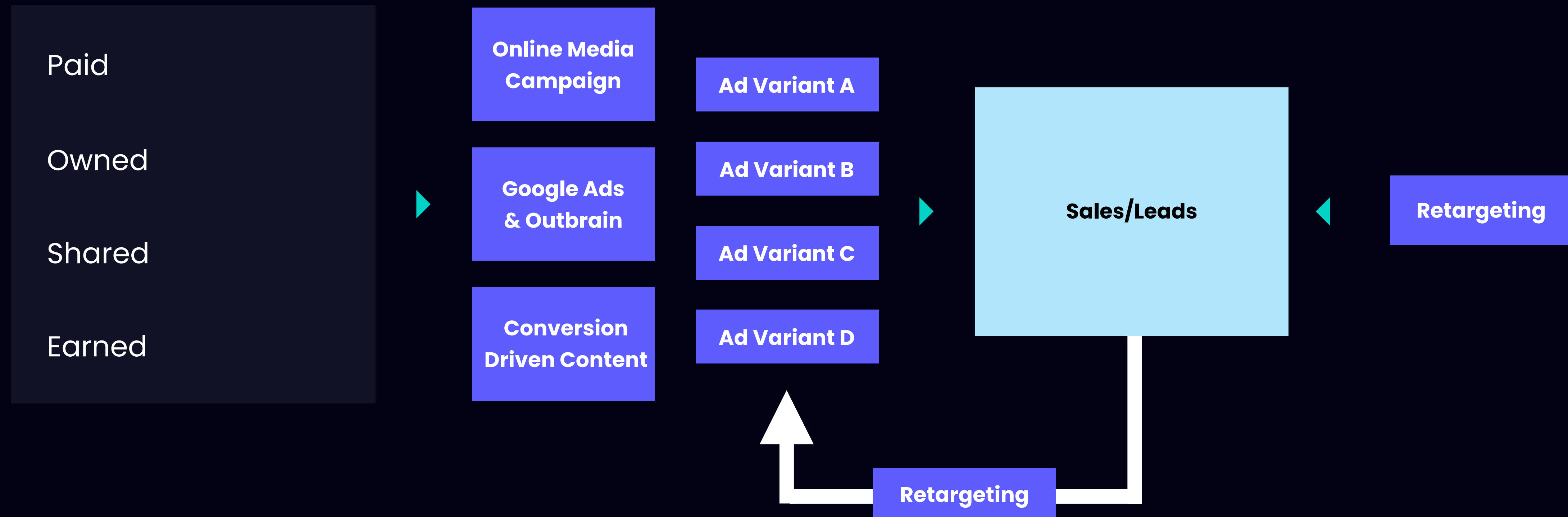
Design experiments aligned to your brand*. Make them visually strong, and in line with your communication strategy.

* Sometimes, tests are done off-brand to not jeopardise company reputation in higher risk businesses such as financial institutions. Make sure your experiments face the same challenges as your brand.

Brand Identity Framework

Map the essence of your brand.

Community

How does your brand affect the group of consumers?

Individual

How does your brand affect the individual consumer?

Market

Who are the other players on the market you're taking on?

Values

Perception of the brand.

Personality

Communication traits of the brand.

Benefits

Individual benefits for consumer.

Differentiator

USP in the target market.

Brand Core

The strategic core of your brand.
Example Uber: Reliable transport for everyone, everywhere.

Brand Values & Personality Exercise

Define the shape of your brand communication.

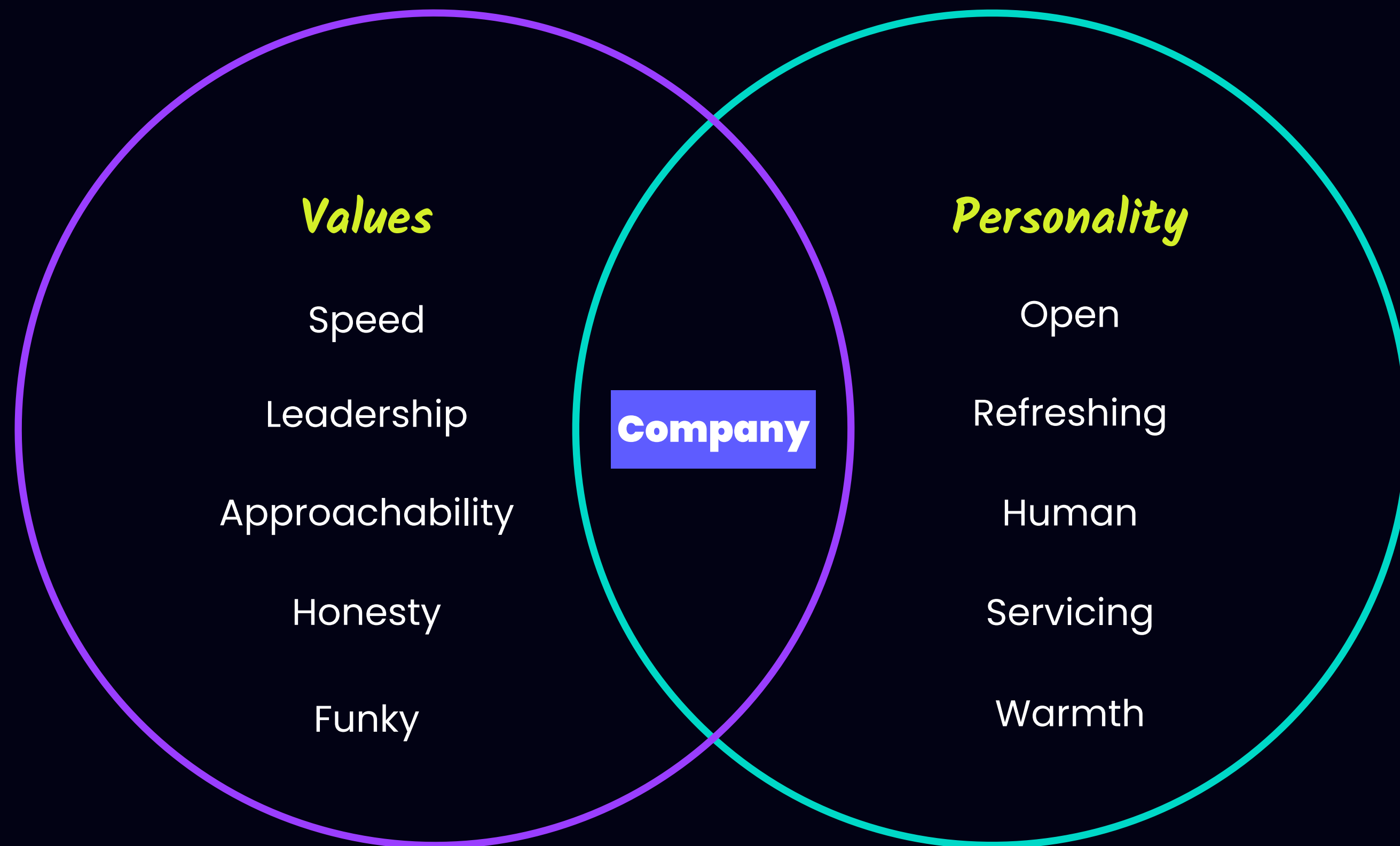|							
1. Abundance	51. Challenge	101. Dexterity	151. Fierceness	200. Intimacy	245. Outrageousness	290. Respect	335. Supremacy
2. Acceptance	52. Charity	102. Dignity	152. Financial	201. Intrepidness	246. Passion	291. Rest	336. Surprise
3. Accessibility	53. Charm	103. Diligence	independence	202. Introversion	247. Peace	292. Restraint	337. Sympathy
4. Accomplishment	54. Chastity	104. Direction	153. Firmness	203. Intuition	248. Perceptiveness	293. Reverence	338. Synergy
5. Accuracy	55. Cheerfulness	105. Directness	154. Fitness	204. Intuitiveness	249. Perfection	294. Richness	339. Teamwork
6. Achievement	56. Clarity	106. Discipline	155. Flexibility	205. Inventiveness	250. Perkiness	295. Rigor	340. Temperance
7. Acknowledgement	57. Cleanliness	107. Discovery	156. Flow	206. Investing	251. Perseverance	296. Ritual	341. Thankfulness
8. Activeness	58. Clear-mindedness	108. Discretion	157. Fluency	207. Joy	252. Persistence	297. Sacredness	342. Thoroughness
9. Adaptability	59. Cleverness	109. Diversity	158. Focus	208. Judiciousness	253. Persuasiveness	298. Sacrifice	343. Thoughtfulness
10. Adoration	60. Closeness	110. Dominance	159. Fortitude	209. Justice	254. Philanthropy	299. Sagacity	344. Thrift
11. Adroitness	61. Comfort	111. Dreaming	160. Frankness	210. Keenness	255. Piety	300. Saintliness	345. Tidiness
12. Adventure	62. Commitment	112. Drive	161. Freedom	211. Kindness	256. Playfulness	301. Sanguinity	346. Timeliness
13. Affection	63. Compassion	113. Duty	162. Friendliness	212. Knowledge	257. Pleasantness	302. Satisfaction	347. Traditionalism
14. Affluence	64. Completion	114. Dynamism	163. Frugality	213. Leadership	258. Pleasure	303. Security	348. Tranquility
15. Aggressiveness	65. Composure	115. Eagerness	164. Fun	214. Learning	259. Poise	304. Self-control	349. Transcendence
16. Agility	66. Concentration	116. Economy	165. Gallantry	215. Liberation	260. Polish	305. Selflessness	350. Trust
17. Alertness	67. Confidence	117. Ecstasy	166. Generosity	216. Liberty	261. Popularity	306. Self-reliance	351. Trustworthiness
18. Altruism	68. Conformity	118. Education	167. Gentility	217. Liveliness	262. Potency	307. Sensitivity	352. Truth
19. Ambition	69. Congruency	119. Effectiveness	168. Giving	218. Logic	263. Power	308. Sensuality	353. Understanding
20. Amusement	70. Connection	120. Efficiency	169. Grace	219. Longevity	264. Practicality	309. Serenity	354. Unflappability
21. Anticipation	71. Consciousness	121. Elation	170. Gratitude	220. Looking good	265. Pragmatism	310. Service	355. Uniqueness
22. Appreciation	72. Consistency	122. Elegance	171. Gregariousness	221. Love	266. Precision	311. Sexuality	356. Unity
23. Approachability	73. Contentment	123. Empathy	172. Growth	222. Loyalty	267. Preparedness	312. Sharing	357. Usefulness
24. Articulacy	74. Continuity	124. Encouragement	173. Guidance	223. Majesty	268. Presence	313. Shrewdness	358. Utility
25. Assertiveness	75. Contribution	125. Endurance	174. Happiness	224. Making a difference	269. Privacy	314. Significance	359. Valor
26. Assurance	76. Control	126. Energy	175. Harmony	225. Mastery	270. Proactivity	315. Silence	360. Variety
27. Attentiveness	77. Conviction	127. Enjoyment	176. Health	226. Maturity	271. Professionalism	316. Silliness	361. Victory
28. Attractiveness	78. Conviviality	128. Entertainment	177. Heart	227. Meekness	272. Prosperity	317. Simplicity	362. Vigor
29. Audacity	79. Coolness	129. Enthusiasm	178. Helpfulness	228. Mellowness	273. Prudence	318. Sincerity	363. Virtue
30. Availability	80. Cooperation	130. Excellence	179. Heroism	229. Meticulousness	274. Punctuality	319. Skillfulness	364. Vision
31. Awareness	81. Cordiality	131. Excitement	180. Holiness	230. Mindfulness	275. Purity	320. Solidarity	365. Vitality
32. Awe	82. Correctness	132. Exhilaration	181. Honesty	231. Realism	276. Realism	321. Solitude	366. Vivacity
33. Balance	83. Courage	133. Expectancy	182. Honor	232. Motivation	277. Reason	322. Soundness	367. Warmth
34. Beauty	84. Courtesy	134. Expediency	183. Hopefulness	233. Mysteriousness	278. Reasonableness	323. Speed	368. Watchfulness
35. Being the best	85. Craftiness	135. Experience	184. Hospitality	234. Nature	279. Recognition	324. Spirit	369. Wealth
36. Belonging	86. Creativity	136. Expertise	185. Humility	235. Neatness	280. Recreation	325. Spirituality	370. Willfulness
37. Benevolence	87. Credibility	137. Exploration	186. Humor	236. Nerve	281. Refinement	326. Spontaneity	371. Willingness
38. Bliss	88. Cunning	138. Expressiveness	187. Hygiene	237. Obedience	282. Reflection	327. Spunk	372. Winning
39. Boldness	89. Curiosity	139. Extravagance	188. Imagination	238. Open-mindedness	283. Relaxation	328. Stability	373. Wisdom
40. Bravery	90. Daring	140. Extroversion	189. Impact	239. Openness	284. Reliability	329. Stealth	374. Wittiness
41. Brilliance	91. Decisiveness	141. Exuberance	190. Impartiality	240. Optimism	285. Religiousness	330. Stillness	375. Wonder
42. Buoyancy	92. Decorum	142. Fairness	191. Independence	241. Order	286. Resilience	331. Strength	376. Youthfulness
43. Calmness	93. Deference	143. Faith	192. Industry	242. Organization	287. Resolution	332. Structure	377. Zeal
44. Camaraderie	94. Delight	144. Fame	193. Ingenuity	243. Originality	288. Resolve	333. Success	
45. Candor	95. Dependability	145. Family	194. Inquisitiveness	244. Outlandishness	289. Resourcefulness	334. Support	
46. Capability	96. Depth	146. Fascination	195. Insightfulness				
47. Care	97. Desire	147. Fashion	196. Inspiration				
48. Carefulness	98. Determination	148. Fearlessness	197. Integrity				
49. Celebrity	99. Devotion	149. Ferocity	198. Intelligence				
50. Certainty	100. Devoutness	150. Fidelity	199. Intensity				

With your team, select 5 values of your company.

First individually, then discuss each choice with team and decide on the final values.

Brand Values & Personality Example

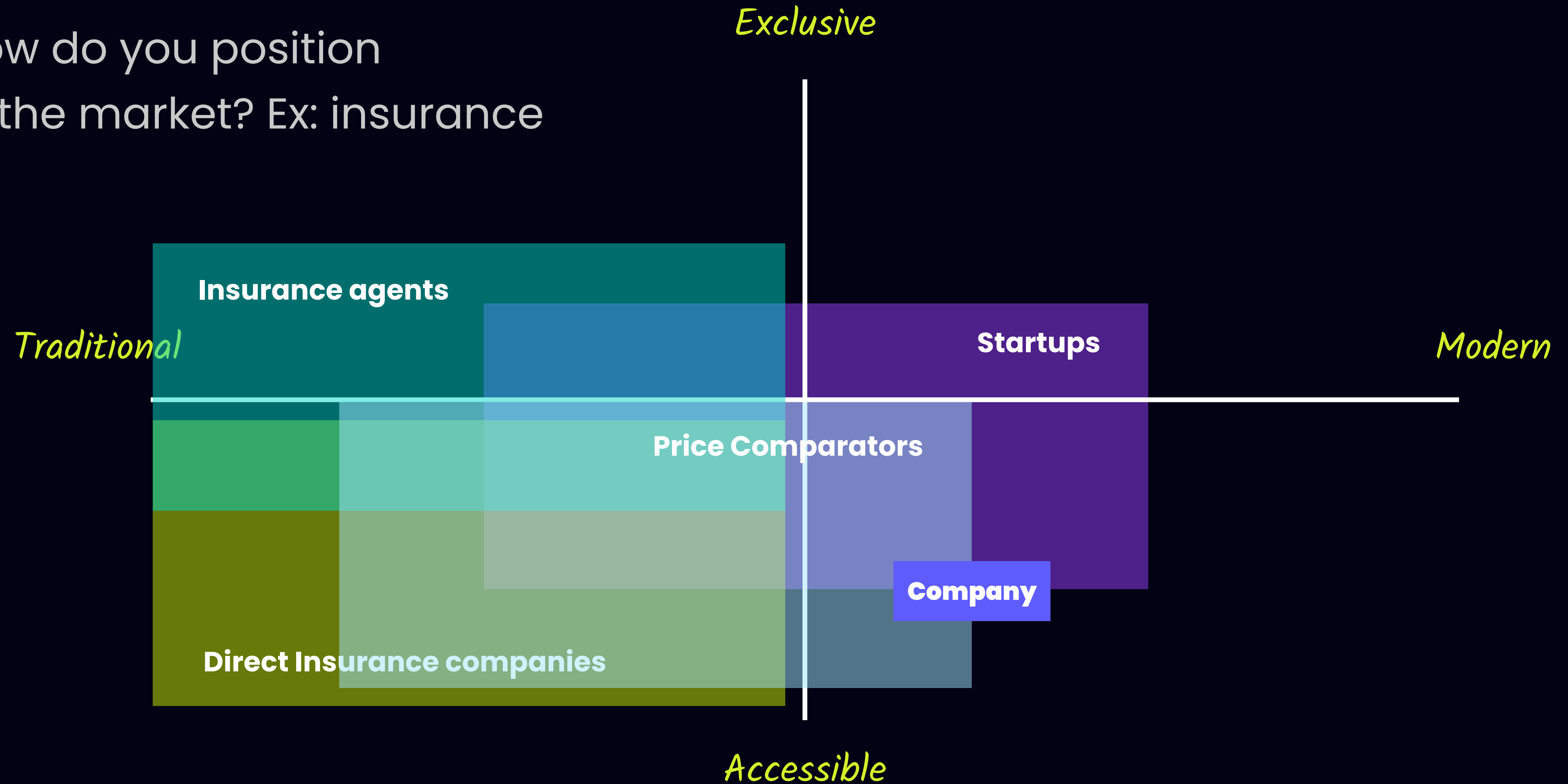Define the shape of your brand communication.

Values

Speed

Leadership

Approachability

Honesty

Funky

Company

Personality

Open

Refreshing

Human

Servicing

Warmth

Personality is how your brand communicates and creates brand experiences.

Values is how your brand looks like to the outside world.

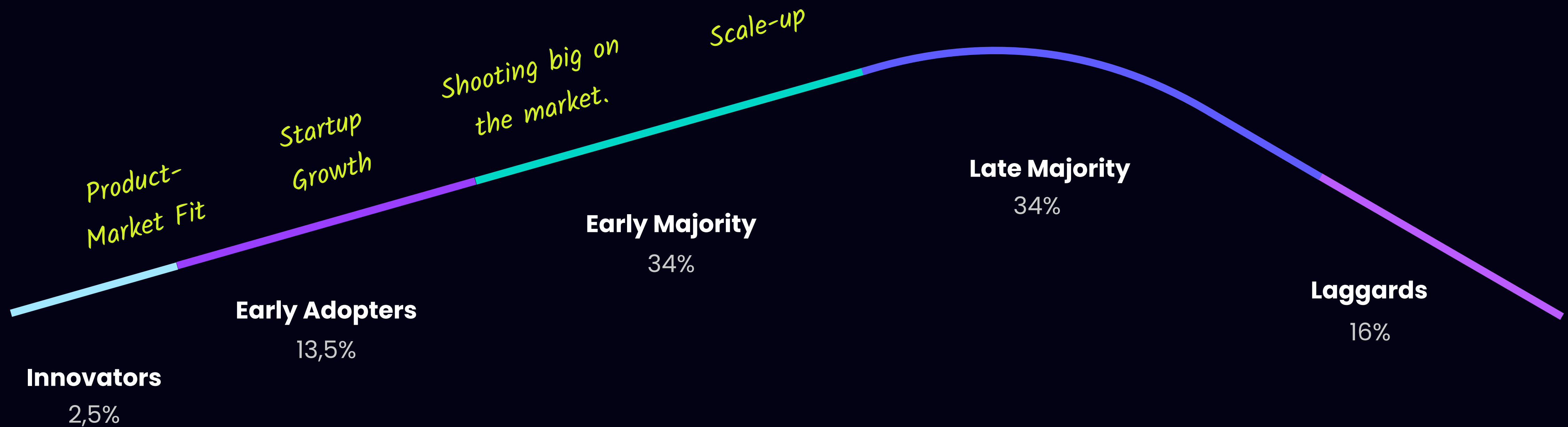# Define core target audience

Your business stage defines your focus. (B2C example)

Product-Market Fit

Startup Growth

Shooting big on the market.

Scale-up

Innovators
2,5%

Early Adopters
13,5%

Early Majority
34%

Late Majority
34%

Laggards
16%

Your brand is also shown in your content strategy. Part of inbound marketing, your communication reflects your brand DNA.

The Content Cluster

Map out your content strategy.
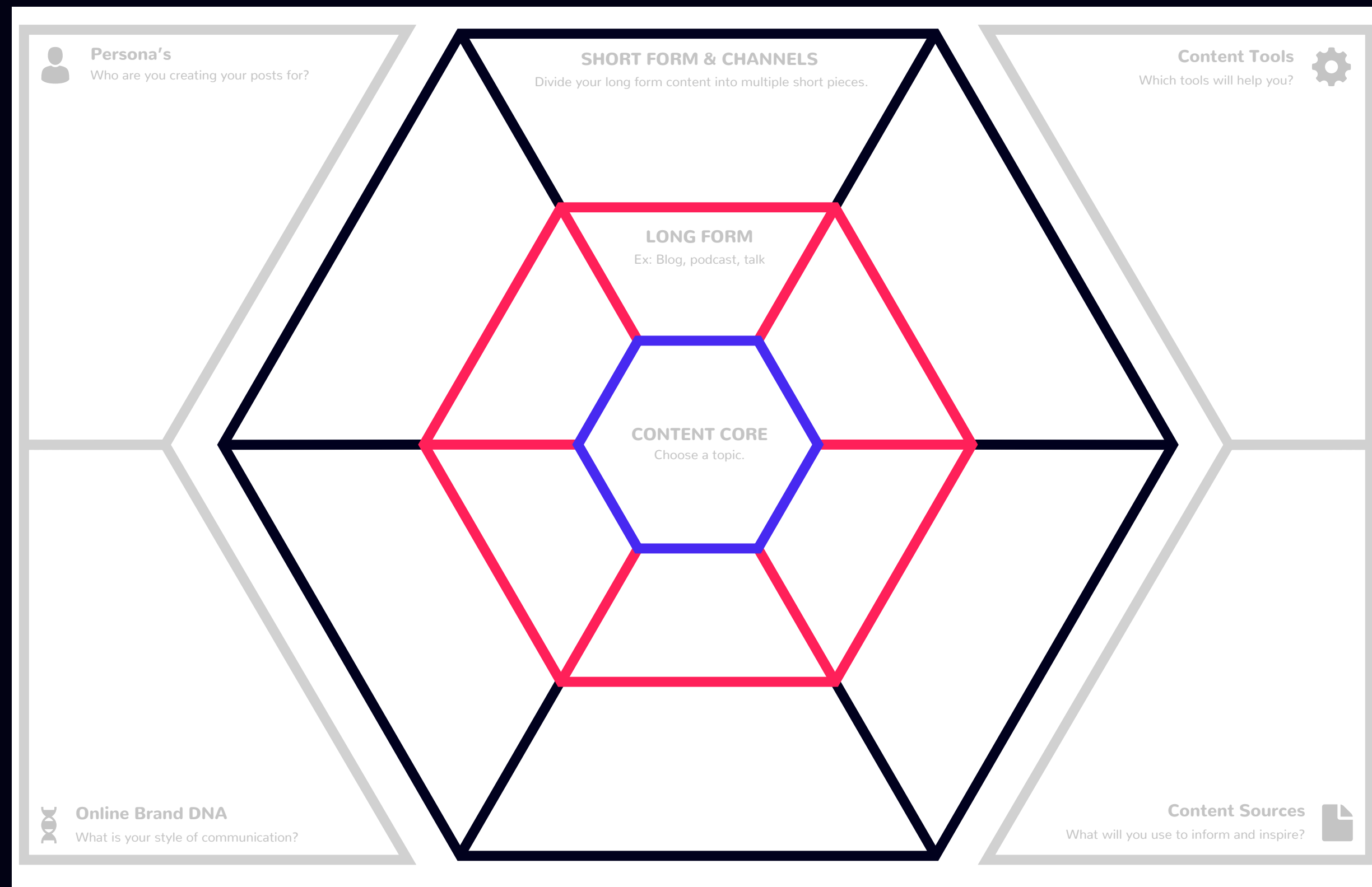
Choose a topic for your content that will serve as a pillar for this exercise.

Expand the topic by dividing it into long form and short form content based on your target audiences.

Eyes on the business challenge

Track your cost per acquisition at all times compared to sales.

Sales

CPA
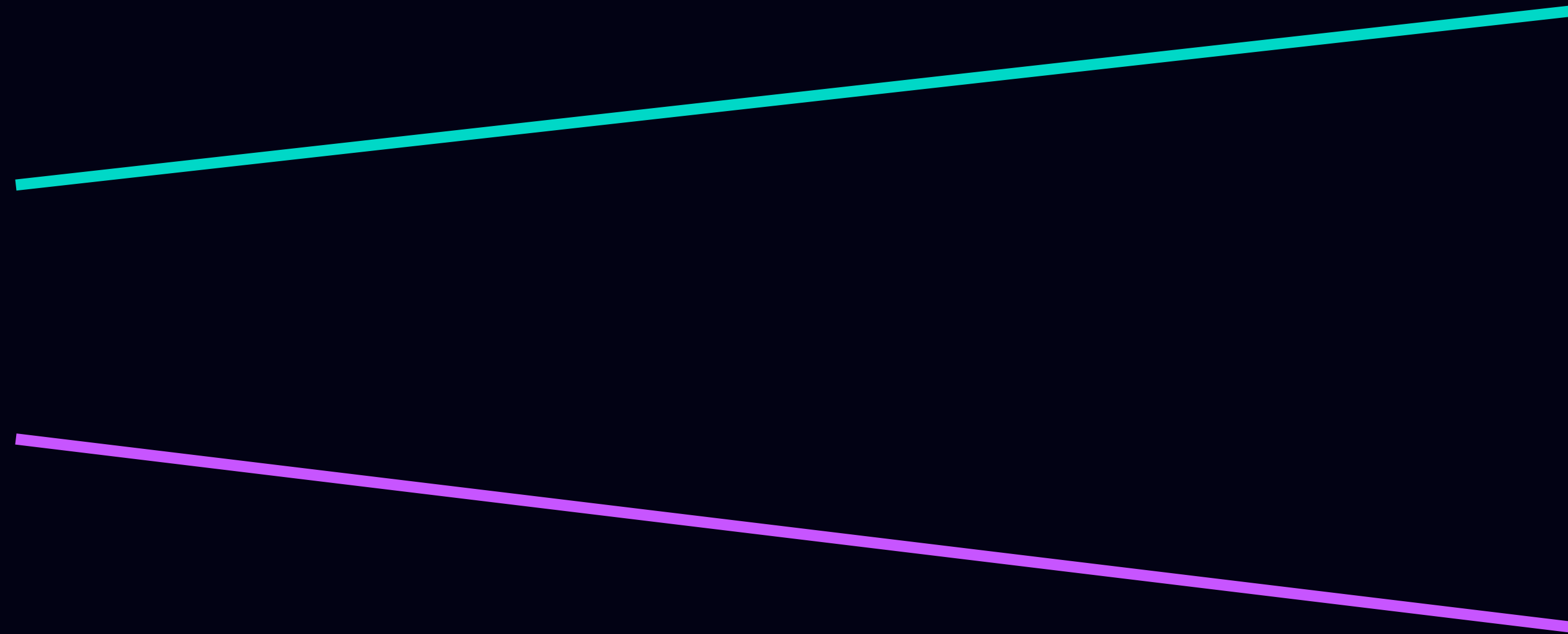
Plot the timeline of your business

How will you plan your bigger campaigns?

| 20/02/20 | 12/03/20 | 01/04/20 | 22/04/20 | 20/05/20 |

Wave 1

Wave 2

Experiments
- SoMe Video
- Youtube Preroll
- 3rd Party Websites

Experiments
- SoMe Video
- Youtube Preroll
- 3rd Party Websites

SEA

SoMe Activation & Optimalisation

SoMe Retargeting & Optimalisation
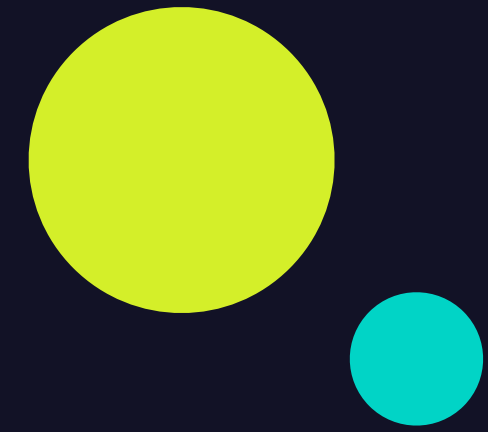
Let's wrap up

This is a list of **163 types of marketing**. With your expertise you can probably cut 2/3rd of it. Taking budget and timing into account you'll have about 30 left. Data and customer information and will take it to about 20 or less.

For every discipline there's are numerous ways of testing. That's why you need a process.. and an all-round marketer:
The Growth Hacker.

1. Above the line [ATL] marketing
2. Account-based marketing
3. Acquisition marketing
4. Affiliate marketing
5. Affinity marketing
6. Agile marketing
7. Alliance marketing
8. Ambush marketing
9. Article marketing
10. Augmented marketing
11. Behavioural marketing
12. Below the line [BTL] marketing
13. Black hat marketing
14. Brand marketing
15. Brick and mortar marketing
16. Business to business [B2B] marketing
17. Business to consumer [B2C] marketing
18. Business to people [B2P] marketing
19. Buzz marketing
20. Call centre marketing
21. Call to action [CTA] marketing
22. Catalogue marketing

56. Employee marketing
57. Entrepreneurial marketing
58. Ethnic marketing
59. Evangelism marketing
60. Event marketing
61. Expeditionary marketing
62. Experiential marketing
63. Facebook marketing
64. Field marketing
65. Flanking marketing
66. Free sample marketing
67. Freebie marketing
68. Geographic marketing
69. Global marketing
70. Goods marketing
71. Green marketing
72. Guerrilla marketing
73. Horizontal marketing
74. Humanistic marketing
75. Inbound marketing
76. Industrial marketing
77. Influencer marketing
78. Informational marketing
79. In-game marketing

110. Pay-per-click [PPC] marketing
111. Performance marketing
112. Permission marketing
113. Person marketing
114. Personalised marketing
115. Persuasion marketing
116. Philanthropic marketing
117. Place marketing
118. Point-of-sale marketing
119. Post-click marketing
120. PR marketing
121. Product marketing
122. Promotional marketing
123. Proximity marketing
124. Pull marketing
125. Push marketing
126. Real-time marketing
127. Referral marketing
128. Relationship marketing
129. Remarketing
130. Reply marketing
131. Retail marketing
132. Reverse marketing
133. Scarcity marketing

There are many many marketing tactics. As a marketing professional, I am sure you can come up with many tests. Relevant tests.

Should you need inspiration. Here's a list of **853 marketing tactics.**

Tools are a growth marketers best friend. They save time and money.

I've selected **50 tools** that are my favorite and kept the list up-to-date.

Thank you!

Download all frameworks for free on
tomdemoor.com