

INTRO TO GROWTH MARKETING

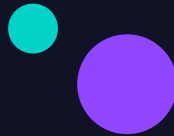
Implementing growth engines to uplift your customer journey



In this presentation you will...

-  Be introduced to **growth marketing** for your team.
-  Learn the origin of growth marketing to understand **why** to implement it.
-  Receive the **framework** to **implement** growth engines in your business.
-  Get **practical** examples, cases, strategies & tools.





**To understand effective business growth,
we need to understand what growing a
business means in today's economy.**



Why will you tell me all this?

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

- ① On a **macro** scale: the economy and industry as our moving landscape to grow your business.
- ② On a **micro** scale: the value your customers are looking for and their behaviour.





We live in a time where innovation and business growth increase 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 a video rental company.



Spotify is not 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-efficient way of marketing experimentation.





*THIS BRINGS US TO THE ORIGIN
OF GROWTH MARKETING.*



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.





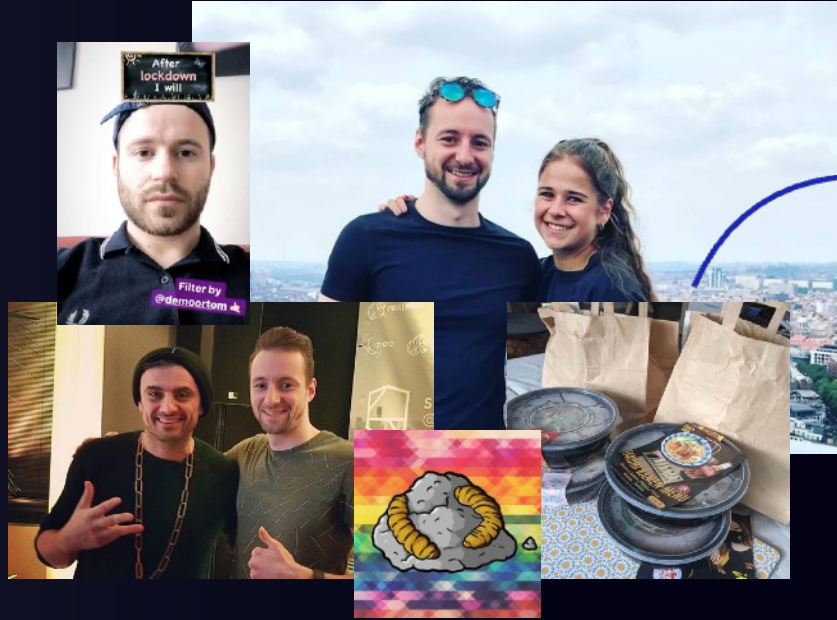
Growth hacking has reached its potential to help business growth at any stage of the business, whether you are a startup or a corporate.



THE BEGINNER'S GUIDE TO GROWTH MARKETING STRATEGY



Let me introduce myself!



- ▶ Growth hacking helped me
 - eat Uber Eats for free for a month,
 - win meet and greets,
 - with viral filters (100k+ uses, 1M reach),
 - sell my cat's poop art for \$100 a piece.

Oh yeah, I also have work experience:

Allianz

Microsoft

PHILIPS

vrt

te
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 marketer is the **bridge** between the **product, sales and digital marketing**, looking to make improvements on all stages of the customer journey.

– Just my take on it



Let's play a game



Dropbox



Dropbox

Mark Macdonald

Get up to 16 GB free space by inviting your friends to Dropbox!

For every friend who joins and installs Dropbox on their computer, we'll give you both 500 MB of bonus space (up to a limit of 16 GB)!
If you need even more space, [upgrade your account](#)



Invite your friends by email

Send

More ways to invite your friends

Copy link
<https://db.tt/D0mio2U7>

Share on Facebook

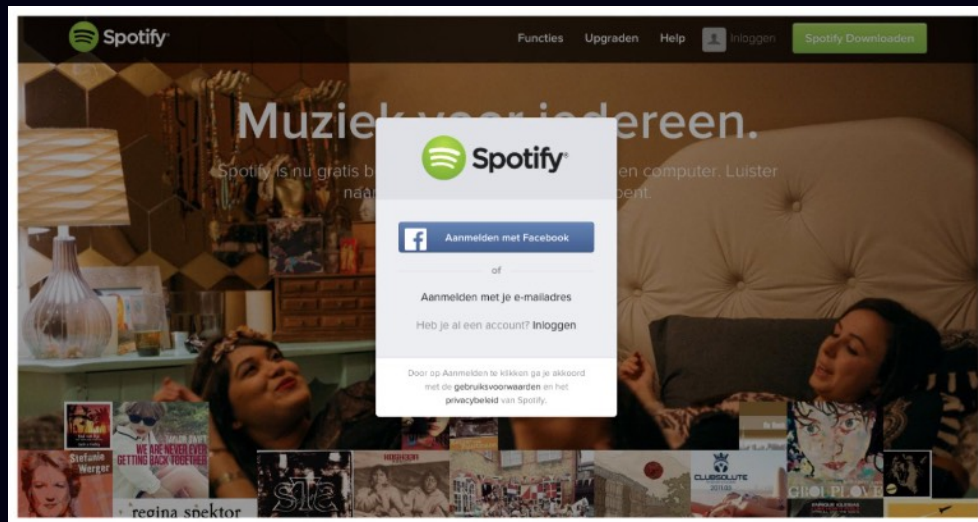
Tweet on Twitter

Once you've invited friends, you can [view the status of your referrals](#) or visit our [Help Center](#) if you have any questions.

Spotify



Spotify



Hotmail

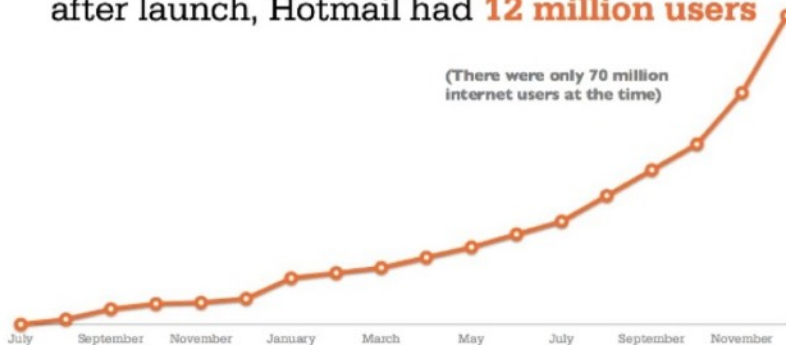


Hotmail

PS: I love you. Get your free
e-mail at Hotmail

When they sold to Microsoft 1.5 years
after launch, Hotmail had **12 million users**

(There were only 70 million
internet users at the time)



Airbnb



Airbnb



[Instant sign in!](#) [Help](#) [Search](#) [Contact](#)



Hello Rishi,

It's that time again! Let's repost [Stay in The Mission - San Francisco](#) to Craigslist. Your listing is ready to go!

[Repost to Craigslist](#) ➔

Cheers,
The AirTeam

Don't want these reminders anymore? Just un-check "Remind me".



Odoo



Odoo



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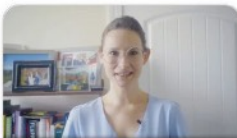
Duration ▾

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Language ▾



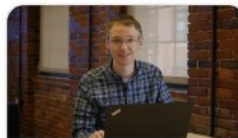
Designing Compelling
HubSpot Dashboards



HubSpot Reporting



Using HubSpot's Free
Marketing Tools



Sales Hub Admin: Managing a
sales team in HubSpot



HOLISTIC GROWTH



Growth needs to be a part of your organization



In an era of rapid innovation, most companies struggle **to keep pace** with evolving tools and shifting markets.



72% of businesses **miss critical growth opportunities**, and 60% fail to learn effectively from past missteps.



Lacking a growth team, companies miss real-time opportunities by focusing only on product and marketing.

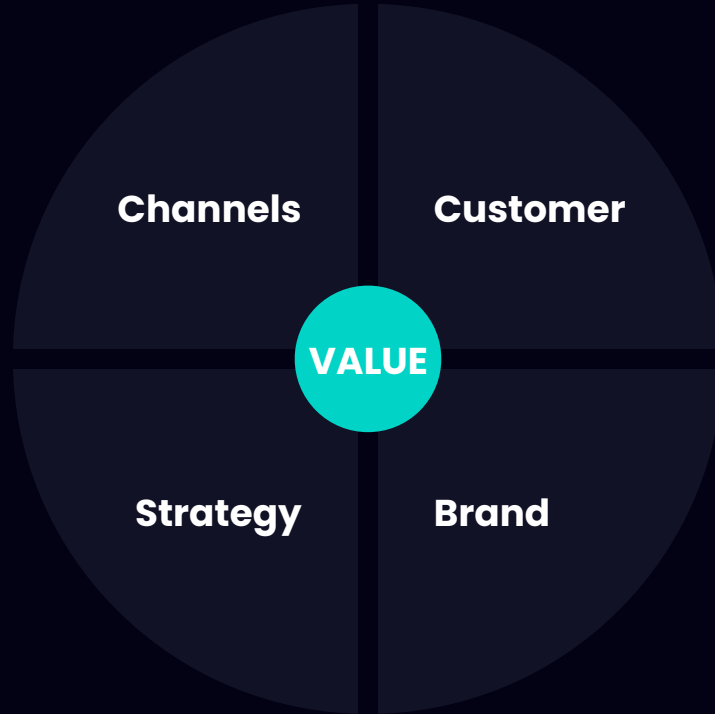


82% of organizations treat growth like routine operations, **stifling the agility** true growth needs.



The Essence of Growth

“Your Youtube pre-roll ad is making me angry. I want value.”



👉 **Campaigns:** lead generation & paid media

👉 **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



👉 **Marketing Strategy:** effectiveness, margins, pivots

👉 **Quantitative data:** A/B Testing, data analytics, user tests

👉 **Qualitative data:** customer interviews, feedback & research

👉 **Brand Positioning:** audience & market position

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

👉 **Brand Identity:** values, personality & tone of voice





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.

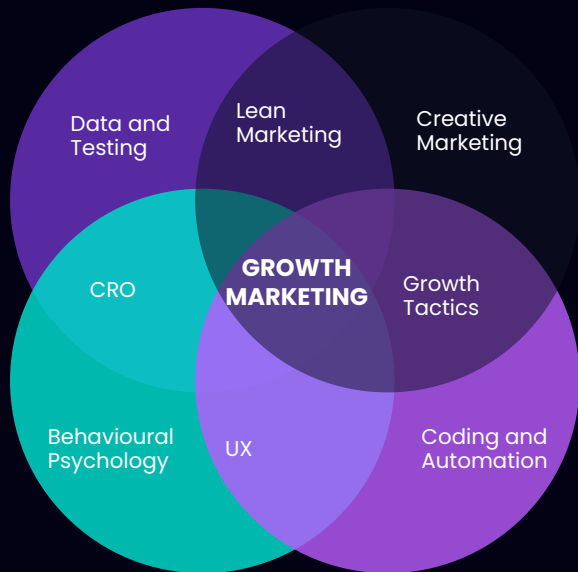


	Growth	Marketing	Product
Growth Sprint	Experiments	Campaigns	Build
Goals	Growth Rate	Awareness & Acquisition	Core product
Team	Multi-disciplinary	Marketers	Product owners & developers
Process	Data driven experiments	Campaign Planning	Agile & Waterfall



The qualities of a growth hacker / growth team.

What you should look for in a hire or assigned skills of current marketers.



The Unicorn:

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

Sources:

<https://growthtribe.nl/growth-hacking-academy/growth-hacking-evening-course>



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	Email Marketing	Content Marketing	Direct Sales	Affiliate Programs	Trade Events	Events	Conferences	Platforms	Re-targeting	Artificial Virality



Bringing it all together.

How your core growth team could look like.

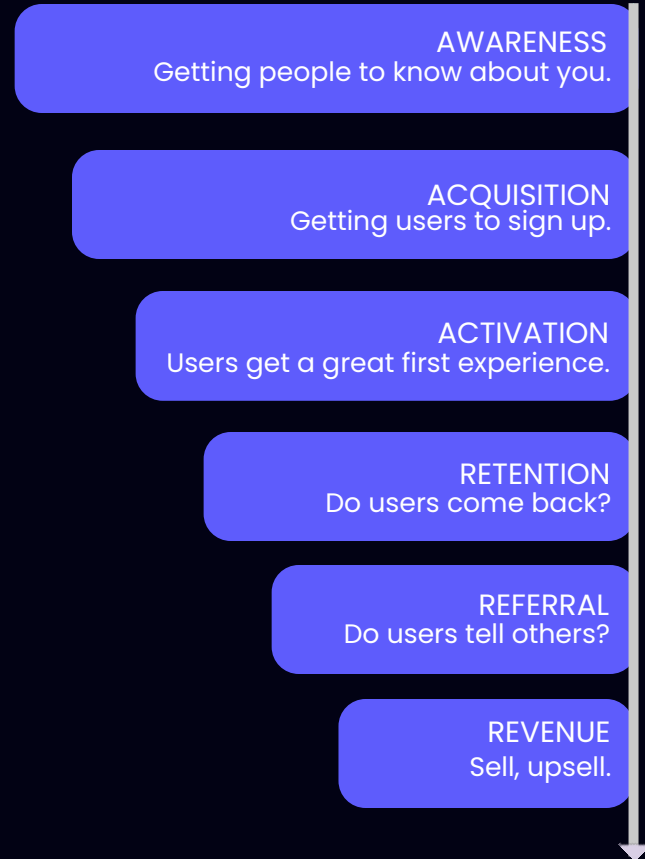
- **Growth Architect:** strategic planner and project manager
- **Growth Engineer:** technical programmer for implementation
- **Growth Marketer:** creative and digital marketer
- **Growth Data Analyst:** master of metrics

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



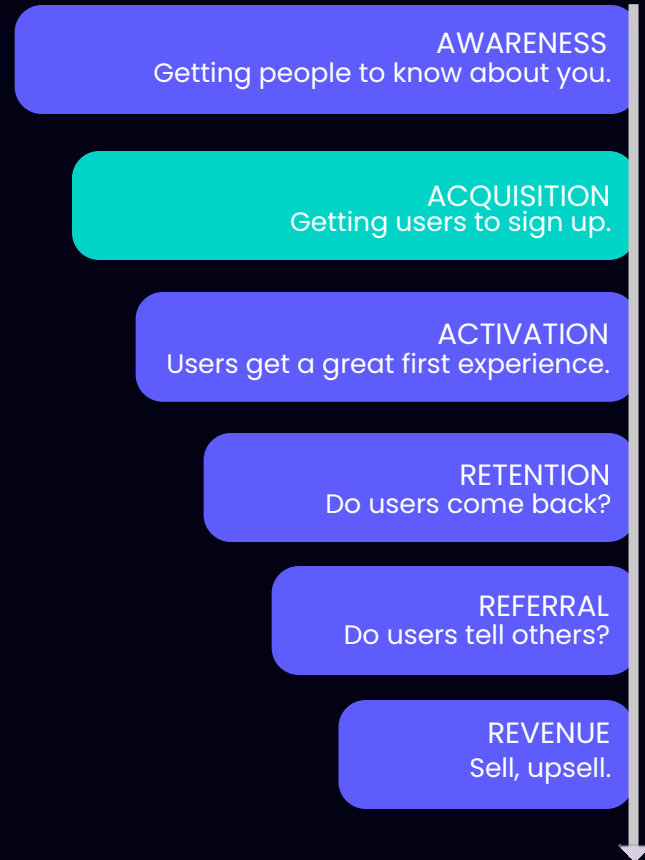
The Pirate Funnel

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



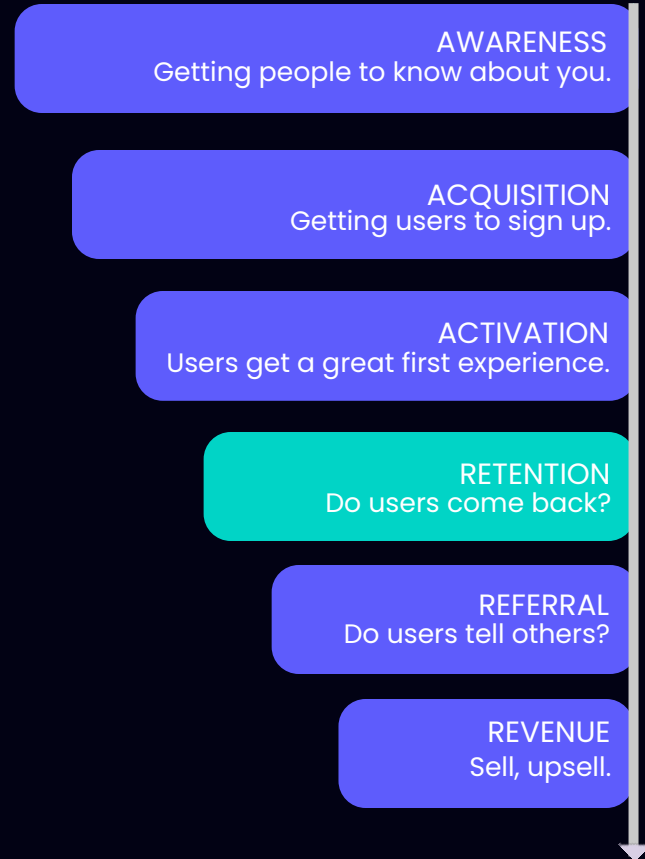
The Pirate Funnel

A crucial part in the funnel that will make or break a business in the **early stages** of starting a company.



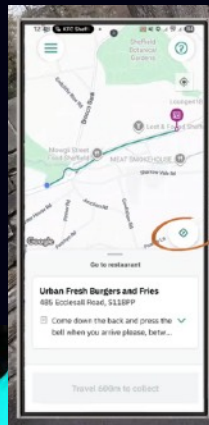
The Pirate Funnel

Often overlooked by the classical 'we need more customers', is **increasing** your **customer lifetime value**.



The Pirate Funnel

AWARENESS



The Pirate Funnel

ACQUISITION

Deliveroo Antwerpen | Restaurant Bezorging | deliveroo.be

(Advertentie) www.deliveroo.be/

Ontdek De Verborgen Juweeljes Van Antwerpen Vanaf Je Bank! 30 Minutes Delivery. Enorme Keuze Cuisines. De Beste Restaurants. Schrijf Je Nu In. Types: Pizzas, Spaghettis, Sushis, Burritos, Burgers, Dim Sums, Desserts, Sorbets.

Eilandje · Zurenborg · Zuid · Centrum

Your favourite restaurants and takeaways, delivered straight to your door

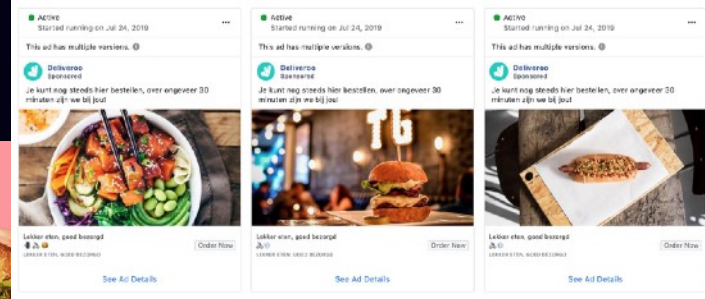
Enter your address

Enter your full address



Search

[Log in](#) for your recent addresses.



The Pirate Funnel

ACTIVATION



Home / Centrum / McDonald's Groenplaats

McDonald's Groenplaats

Burgers · American · Groenplaats, 17, Antwerp, 2000 · Open until 22:30

★★★★★ 4 (50+ ratings)

Show rating details

You can now see more details of how people have rated McDonald's Groenplaats

Have a food allergy?
[Here's what to do](#)

20% off every menu item today
€15.00 minimum basket value. Can't be used with another discount or credit.

LoginMenu

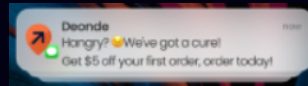
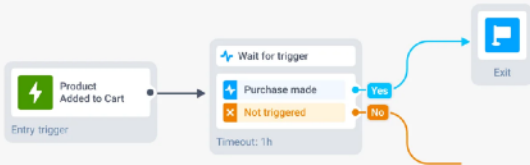


Deliver to
Stijfselrui 34, 2000...
[Change Address](#)

Deliver in
20 - 30 Mins (ASAP)
[Change Time](#)

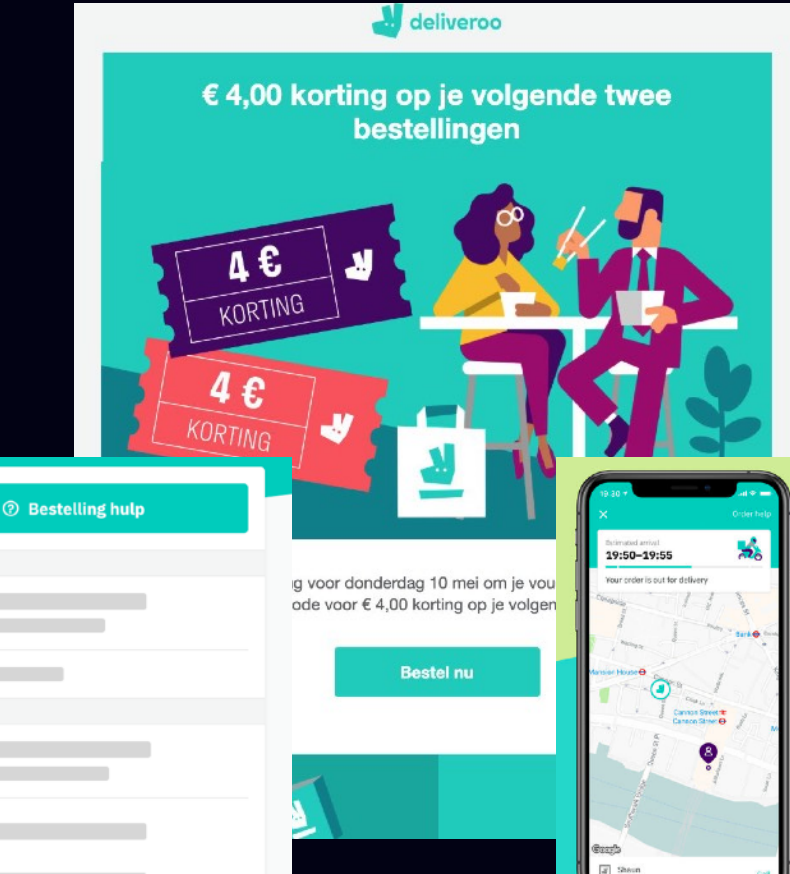


5€ korting op je eerste bestelling



The Pirate Funnel

RETENTION

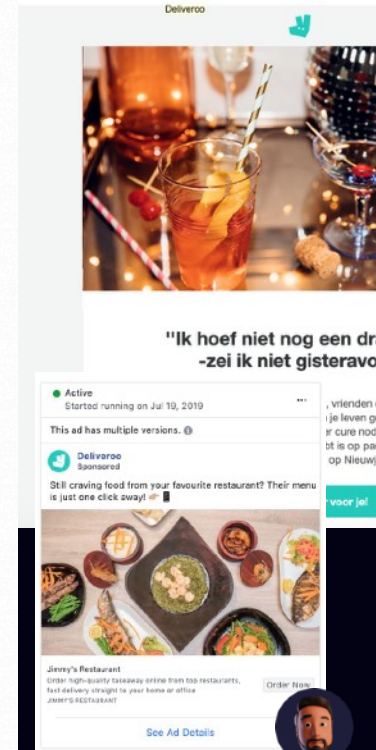


What motivates takeaway lovers to order from a food delivery service?

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



rond? Deliveroo is er voor je in deze zware tijden 🍷 🍷



The Pirate Funnel

REFERRAL



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

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



Rosie just gave you
£2.50 worth of free
food!

A minimum spend applies to use this promotion.

[Sign up to Claim Your Cash!](#)



The Pirate Funnel

REVENUE



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

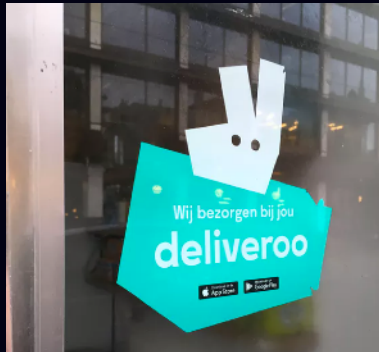
☐ Coca-Cola Light +€2.05



Introduce a friend to Deliveroo

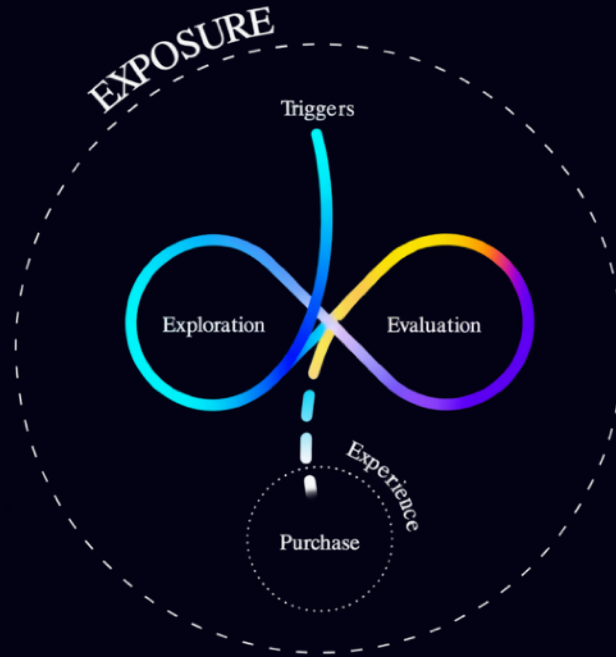
Get 10€ off across your next 4 orders. Your friend will get 10€ off across their first 4 orders, too!

Get 10€ off



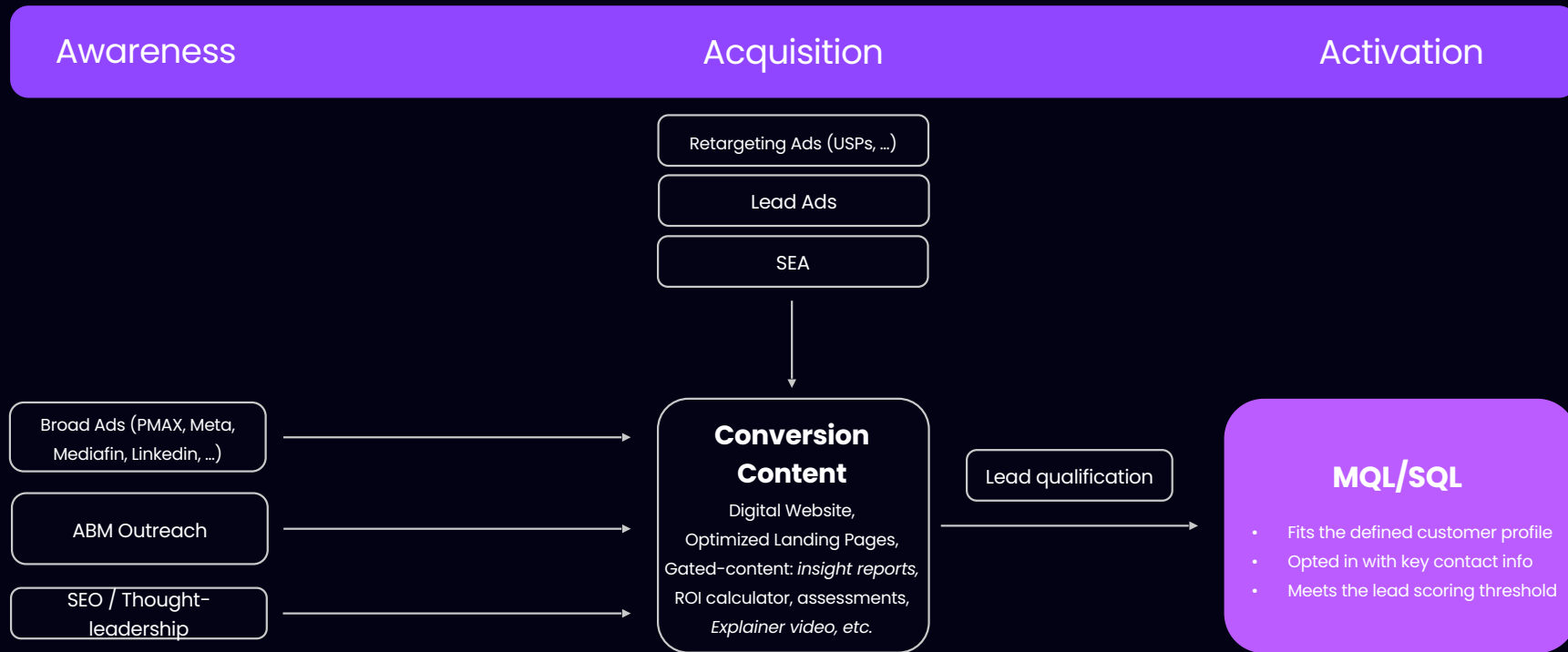
Attracting Prospects

Traditional funnel just a bit different

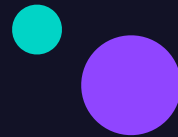


Campaign Scope, B2B example

Let's zoom in on the setup



FRAMEWORK



A man in a blue jacket is shown in profile, looking out at a vast ocean under a blue sky with white clouds. The image has a halftone dot pattern. The text "LET'S ZOOM IN." is centered in white, bold, sans-serif font.

LET'S ZOOM IN.



The Growth Process

- ① **Growth Audit:** analyze current marketing efforts & look at the data.
- ② **Metric & performance implementation** and analysis.
- ③ **Growth Brainstorm:** cross-function ideation & research.
- ④ **Growth Backlog & growth sprints** or a growth plan.
- ⑤ **Optimize for Growth:** a continuous cycle of improvement



1. GROWTH AUDIT



Growth Audit

Analyzing the current state of your business and marketing strategy.

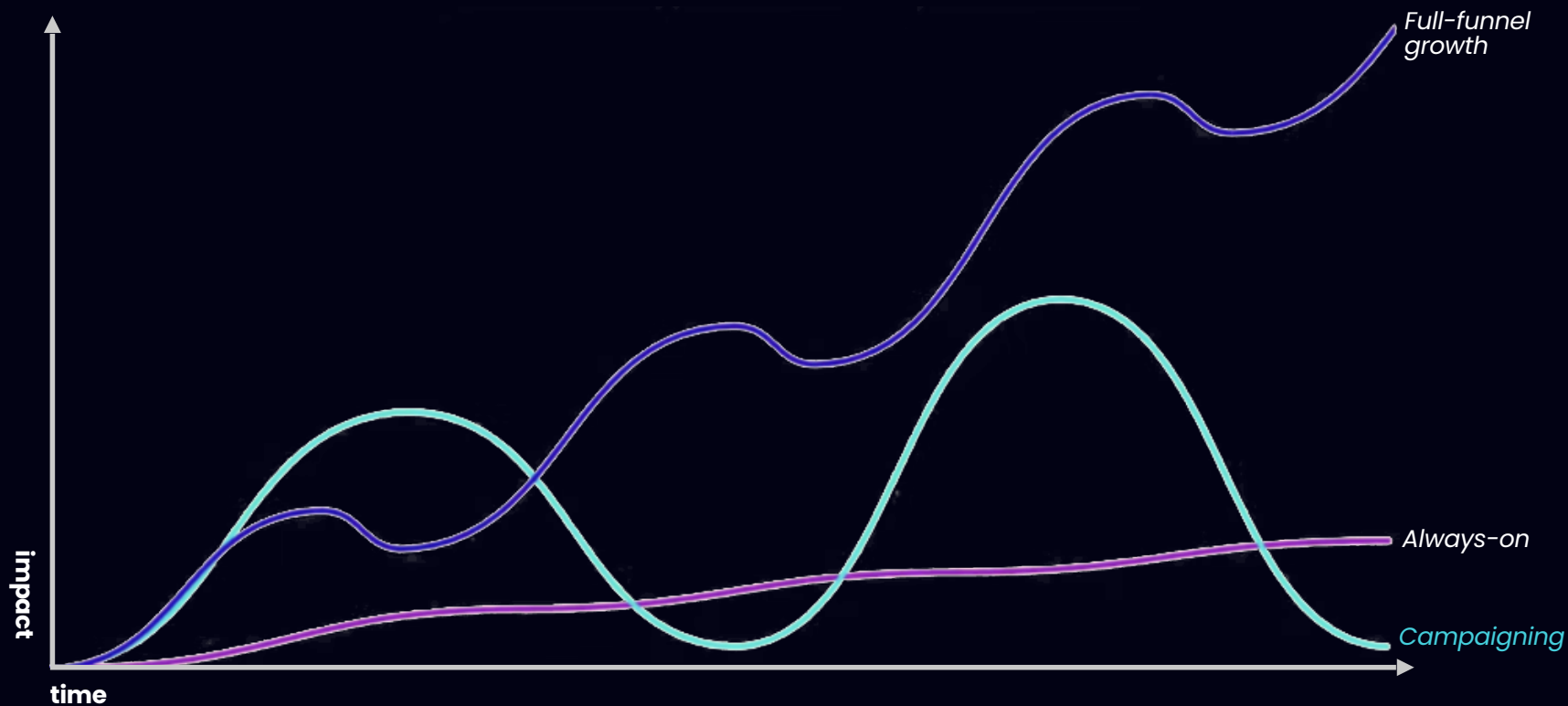
- Your business goals.
- Your current marketing tactics, channel performance, strategy and tools.
- How your team runs marketing & product.
- Metrics & data you are measuring now.
- Gathering and analyzing customer feedback.



2. GROWTH METRICS



Campaigning 🤝 Growth



Putting experimentation first.

Digital Marketing

Campaign Planning		
Test	Test	Test

Hypothesis-driven growth

Optimization Strategy			
Hypothesis		Hypothesis	
Test	Test	Test	Test
Test	Test	Test	Test
Test	Test	Test	Test
Test	Test		



Metric & performance implementation and analysis.

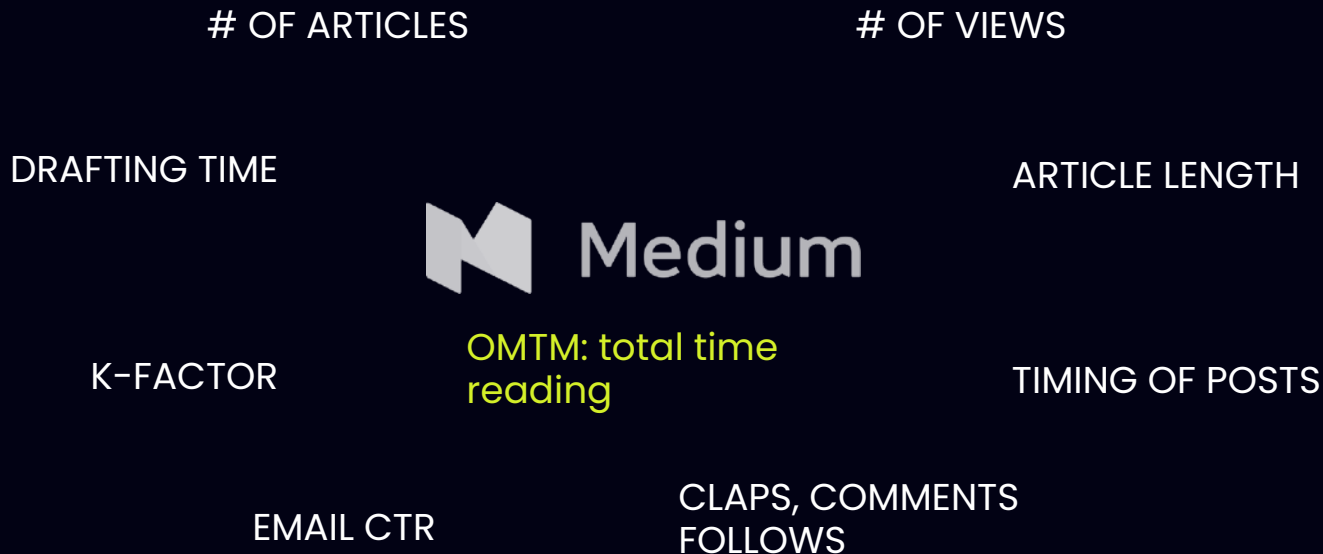
Set up the basics to run growth experiments and track results.

- 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.



North Star Metric Method

One Metric That Matters (OMTM)



North Star Metric Examples

One Metric That Matters (OMTM)



of transactions
(for merchants)



of nights booked



purchases per customer



total time reading



monthly active users



monthly recurring revenue
(MRR)



Northstar

The most important, shared business goal.

Customer Lifetime Value

OMTM

The One Metric That Matters is the focus for upcoming growth sprints. It is interchangeable.

MQL to SQL Ratio

Supporting Metrics

Supports the OMTM and the Northstar. All metric goals should be aligned to the Northstar

of SQL's, # of MQL's, Cost per Lead, Conv. rate, etc.

Vanity Metrics

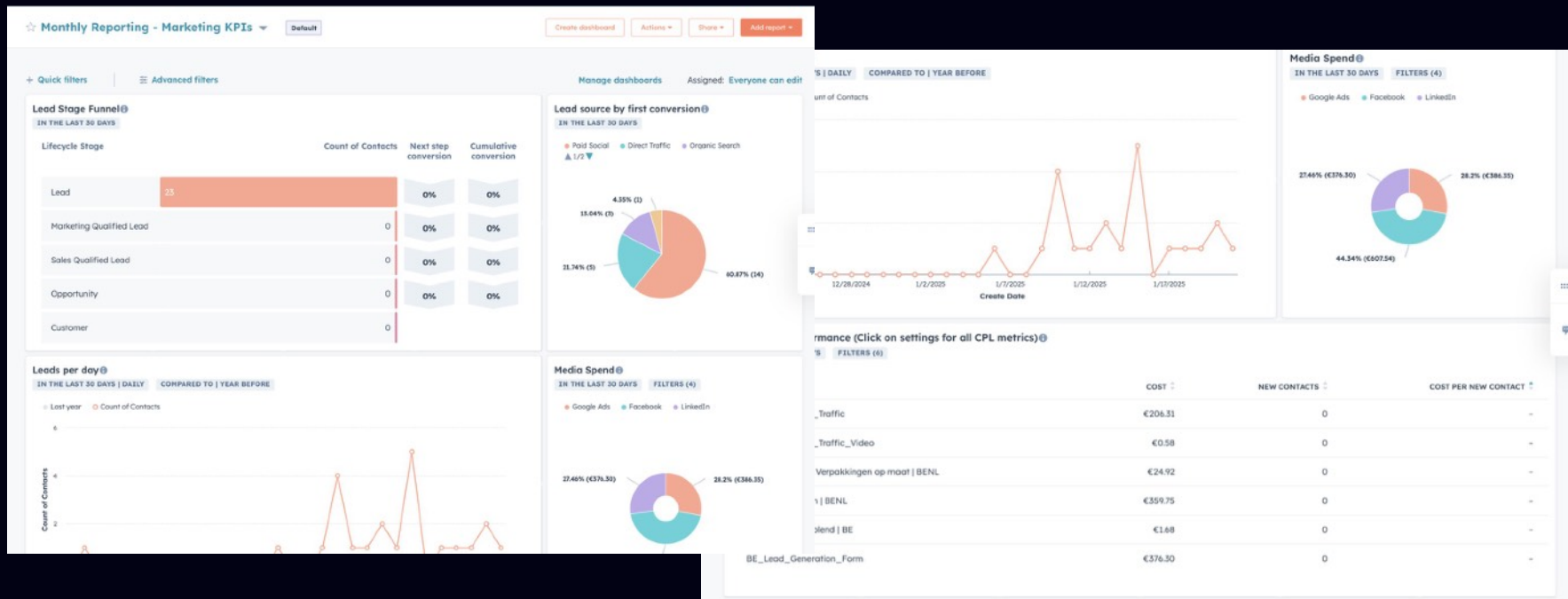
Metrics that are nice to have, but don't directly create impact.

Social media likes, newsletter subscribers, Pageviews, etc.



Dashboarding

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





3. GROWTH IDEATION



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:
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 major 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?

VISUALISE

Sketch your human

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



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



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 Summarize your persona in bullet points	<table><tr><th data-bbox="382 276 579 390">JOURNEY STAGES</th><th data-bbox="579 276 736 390"></th><th data-bbox="736 276 894 390"></th><th data-bbox="894 276 1052 390"></th><th data-bbox="1052 276 1211 390"></th><th data-bbox="1211 276 1362 390"></th></tr><tr><td data-bbox="382 390 579 526"> CONTEXT Define the touchpoints in which the persona operates.</td><td data-bbox="579 390 736 526"></td><td data-bbox="736 390 894 526"></td><td data-bbox="894 390 1052 526"></td><td data-bbox="1052 390 1211 526"></td><td data-bbox="1211 390 1362 526"></td></tr><tr><td data-bbox="382 526 579 661"> TASKS Describe the tasks your persona is trying to get done and the need they are trying to satisfy.</td><td data-bbox="579 526 736 661"></td><td data-bbox="736 526 894 661"></td><td data-bbox="894 526 1052 661"></td><td data-bbox="1052 526 1211 661"></td><td data-bbox="1211 526 1362 661"></td></tr><tr><td data-bbox="382 661 579 797"> EMOTIONS Write down the persona's emotions, opinions or thoughts.</td><td data-bbox="579 661 736 797"></td><td data-bbox="736 661 894 797"></td><td data-bbox="894 661 1052 797"></td><td data-bbox="1052 661 1211 797"></td><td data-bbox="1211 661 1362 797"></td></tr><tr><td data-bbox="382 797 579 941"> OPPORTUNITY Describe what you can do to improve the journey.</td><td data-bbox="579 797 736 941"></td><td data-bbox="736 797 894 941"></td><td data-bbox="894 797 1052 941"></td><td data-bbox="1052 797 1211 941"></td><td data-bbox="1211 797 1362 941"></td></tr></table>	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.					
JOURNEY STAGES																															
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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.



Growth Barriers

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



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 customers. 	
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



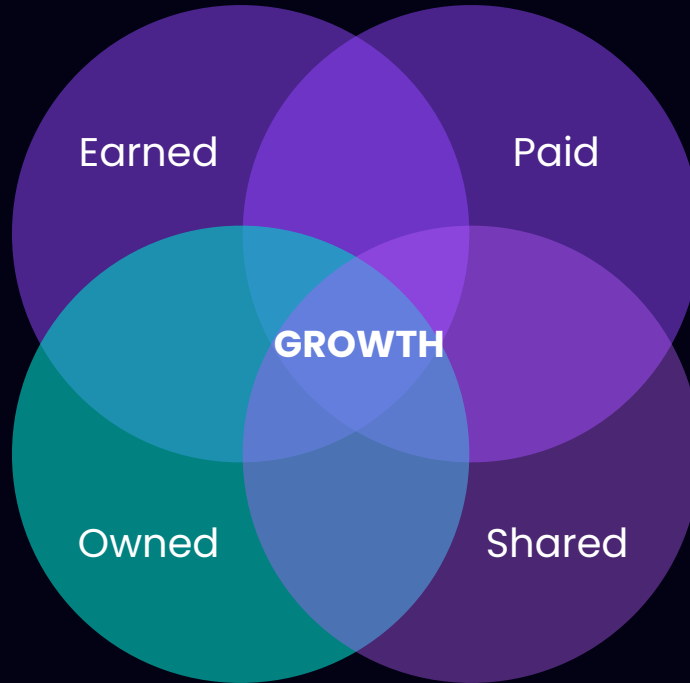
Traction channels

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



Prioritise channels with the BRAS Framework

Brainstorm and identify which customer acquisition channels to test

BLINK

Rank your gut
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

Sources:

<https://growthtribe.io/blog/bras-framework/>



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

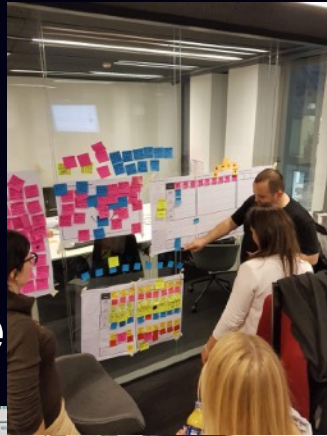
How confident are you this will work as expected?
Score 1-10

EASE

How easy do you think it will be to implement this experiment?
Score 1-10



Get creative



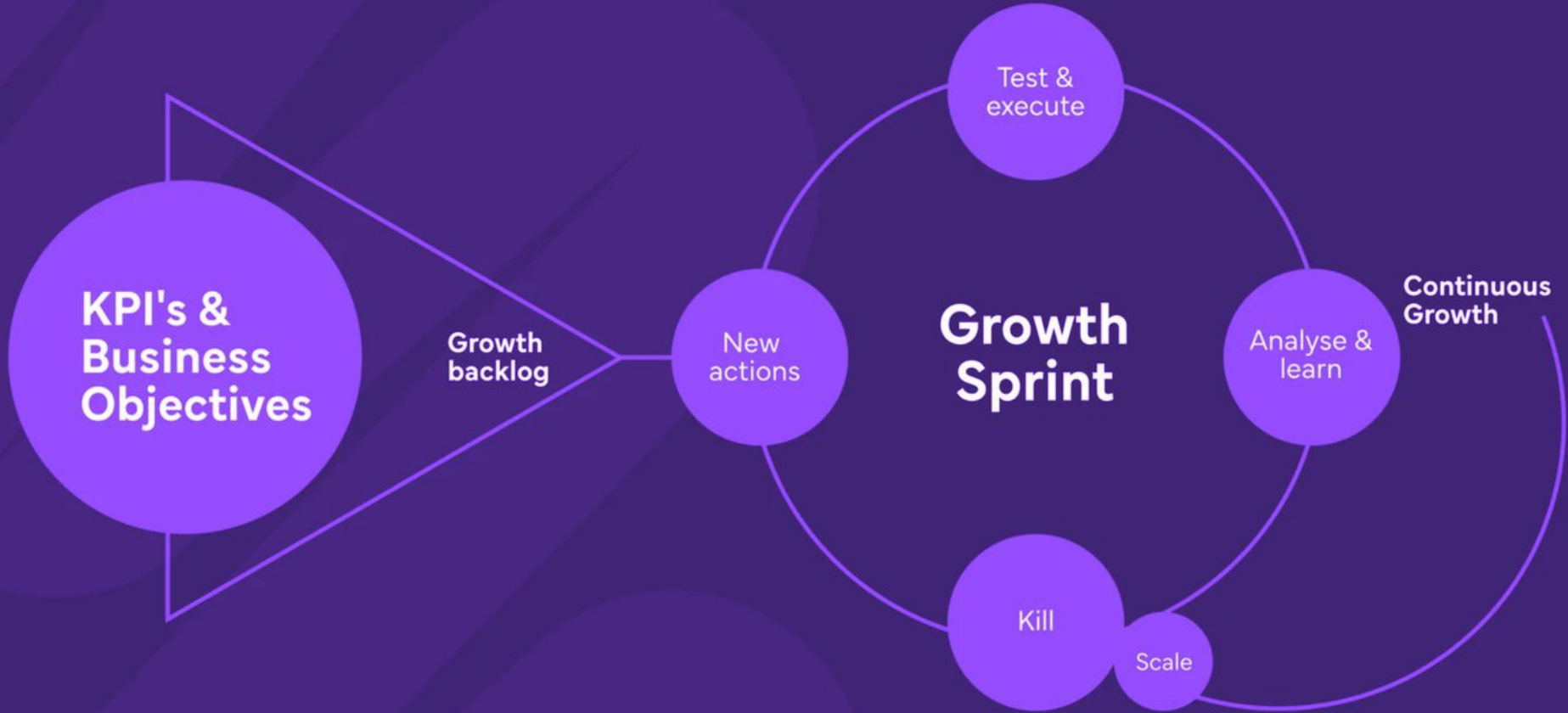
4. GROWTH SPRINTS



Growth Sprints

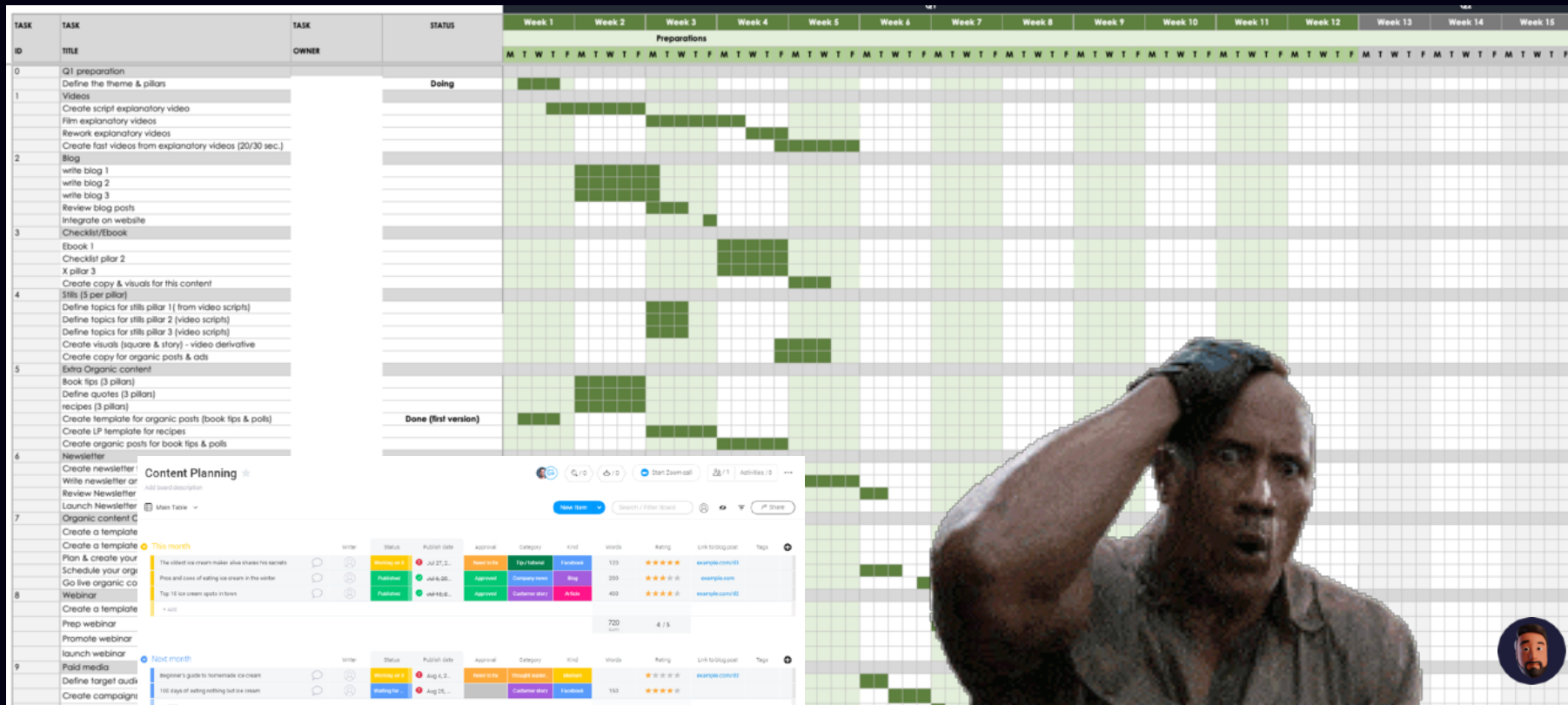
A (2-)weekly/monthly period where new marketing tactics are tested, with a bi-weekly update and performance report. Much like agile development, it's a lean way of performance and growth marketing.



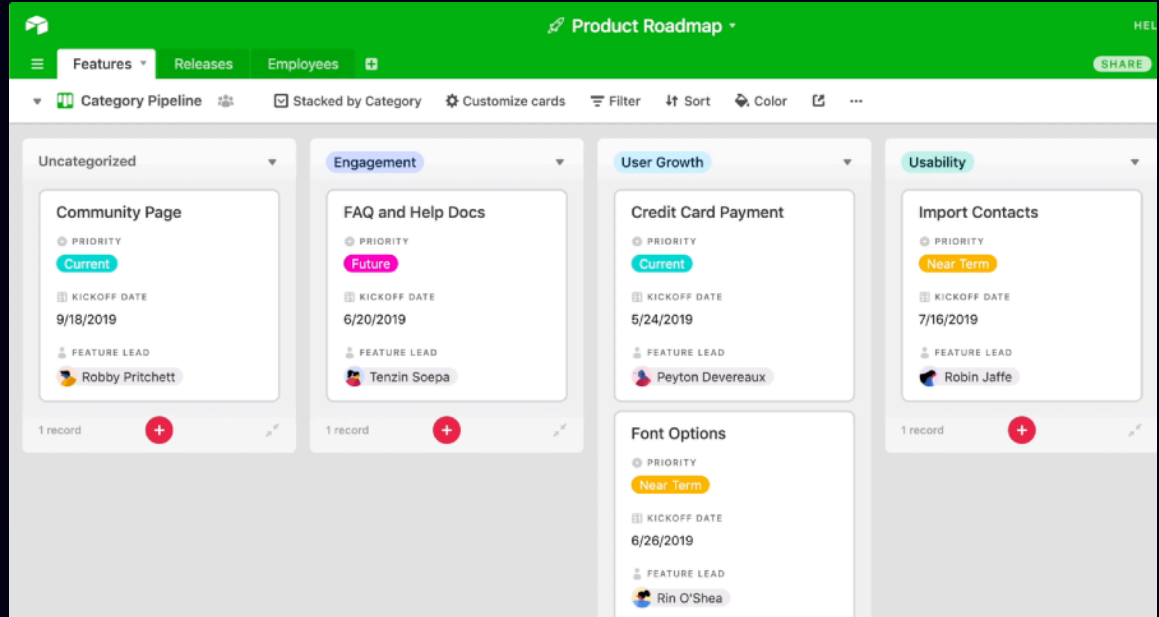


Planning and prioritizing content

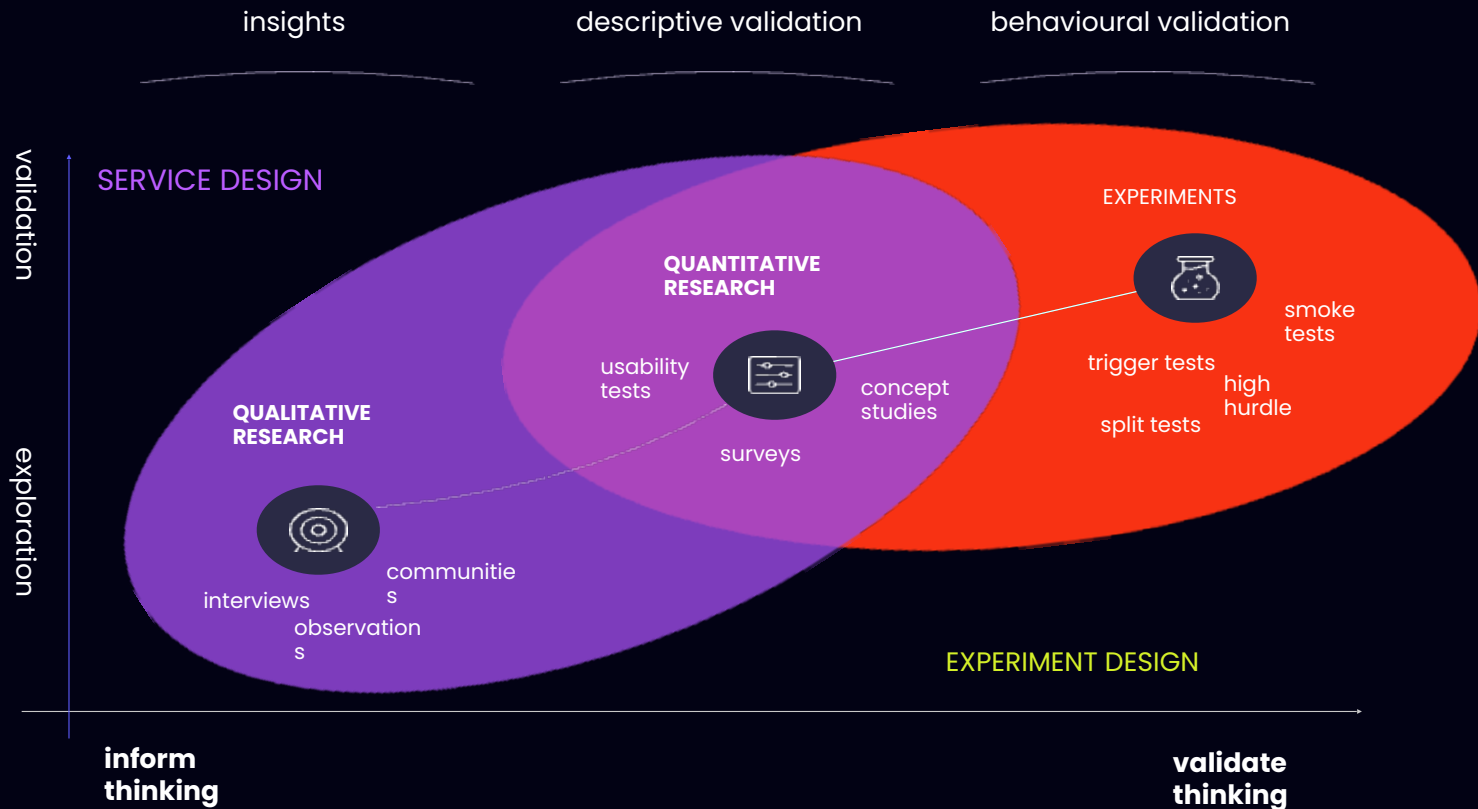
How we're going to plan everything.



The Growth Sprint Wall



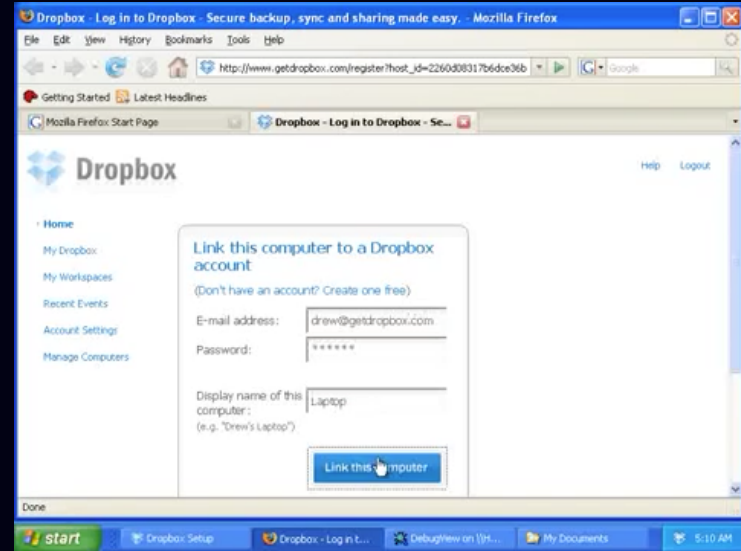
Types of growth experiments & insights



Experiment Example: Split test

Testing version A versus B.

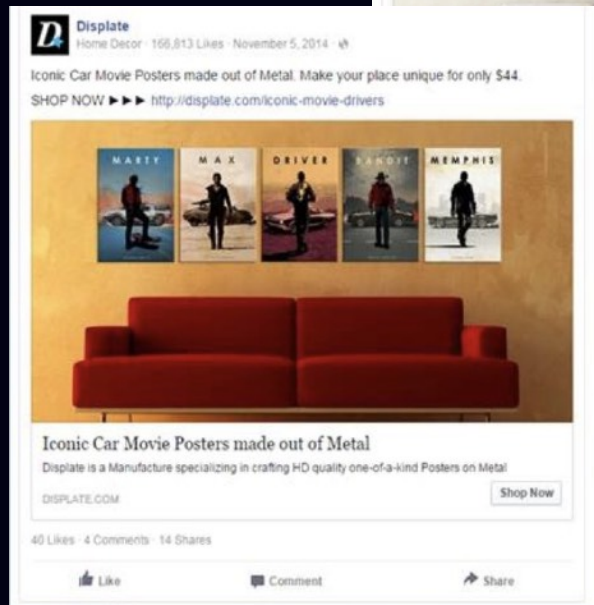
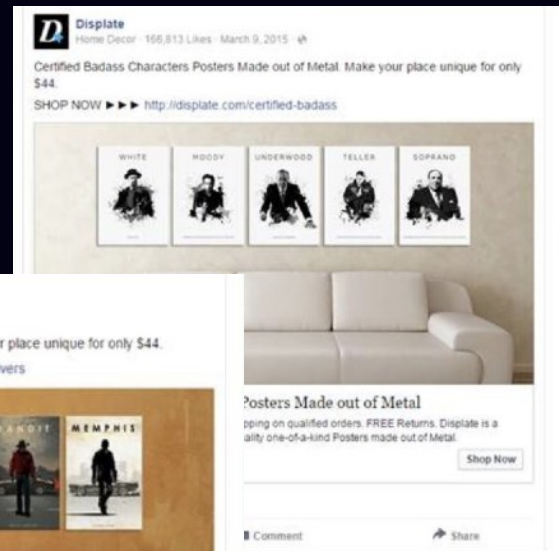
Testing 2, 3, 4 versions simultaneously. One difference per version.



Experiment Example: Trigger test

Testing multiple ads and audiences.

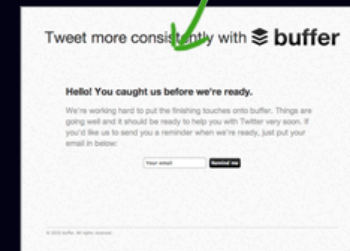
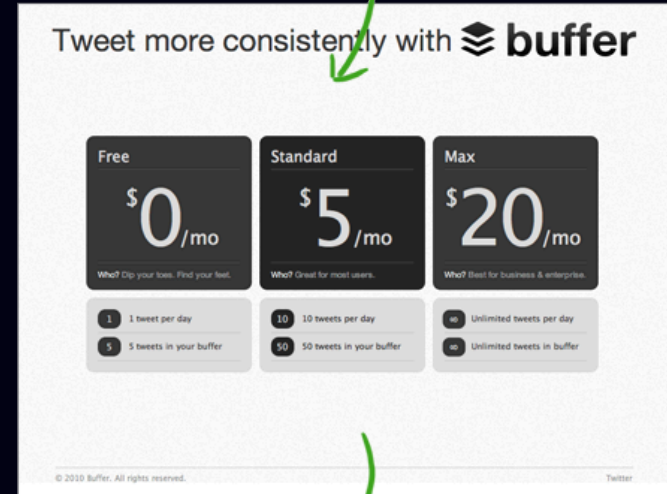
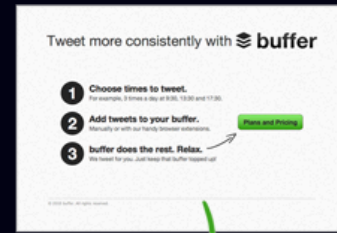
Testing ads for copy, form, image... Which one gets the best click-through rate, leads or engagement?



Experiment Example: 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: High Hurdle

Surveys, tests and questionnaires

Make people pay with
their time and attention.

* 3. How much do you typically spend on takeaway and restaurant food delivery (e.g. Deliveroo, JustEat and others) each term?

- ☐ Less than £50
- ☐ More than £50
- ☐ More than £100
- ☐ More than £150
- ☐ More than £200
- ☐ More than £300
- ☐ More than £400
- ☐ More than £500
- ☐ I never order takeaway

4. [ONLY ANSWER THIS QUESTION IF YOU ANSWERED "I NEVER ORDER TAKEAWAY" TO THE PREVIOUS QUESTION] // Why do you never get takeaway and/or restaurant food delivery (e.g. Deliveroo, JustEat and others)?

- ☐ I prefer my own cooking
- ☐ It's too expensive



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?



Experiment Example: Recruiting

Growth for HR

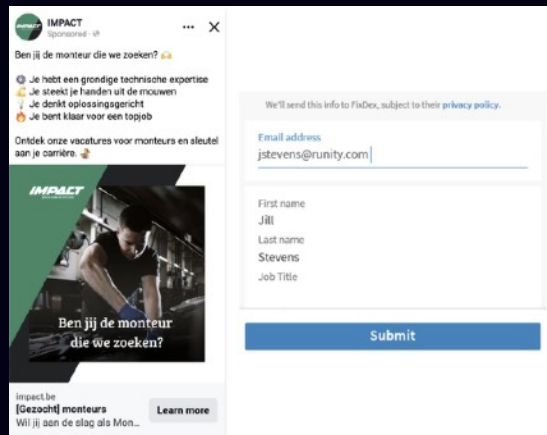
Hypothesis

Because nurturing funnels should convert better, we expect higher applications, measured by completion rates (+5%).

Insight

When capturing data from interested potential applicants, we can nurture them towards the desired step so they don't get losses in the decision making process.

Step 1: Interest through lead ads

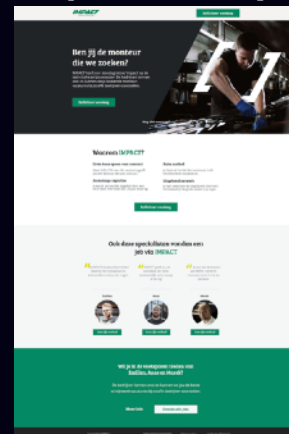


Step 2: automated mailing

Mail 1: job introduction email

Mail 2: application reminder

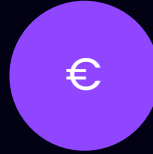
Step 3: vacancy landing



How does this relate in budget spend?



**Classical Marketing
Budget Spend**



**Growth Budget
Iterative Learning**

Sources:

<https://www.slideshare.net/GrowthTribe/growth-hacking-growth-marketing-talk-at-emerce-eday-2016>



The road to SQLs



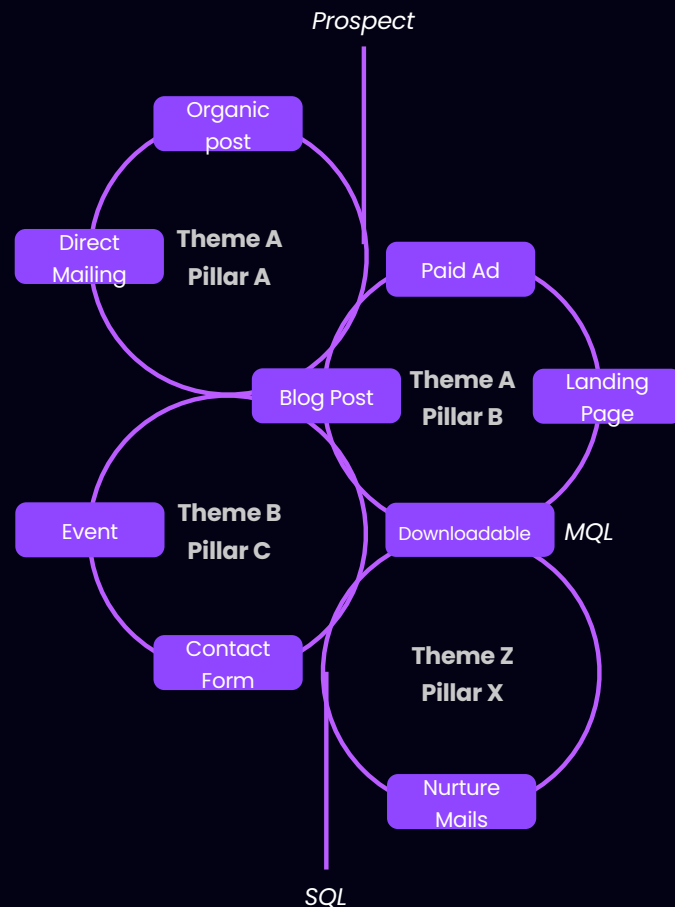
Content in 2026 is like playing a game of Plinko



Content Framework

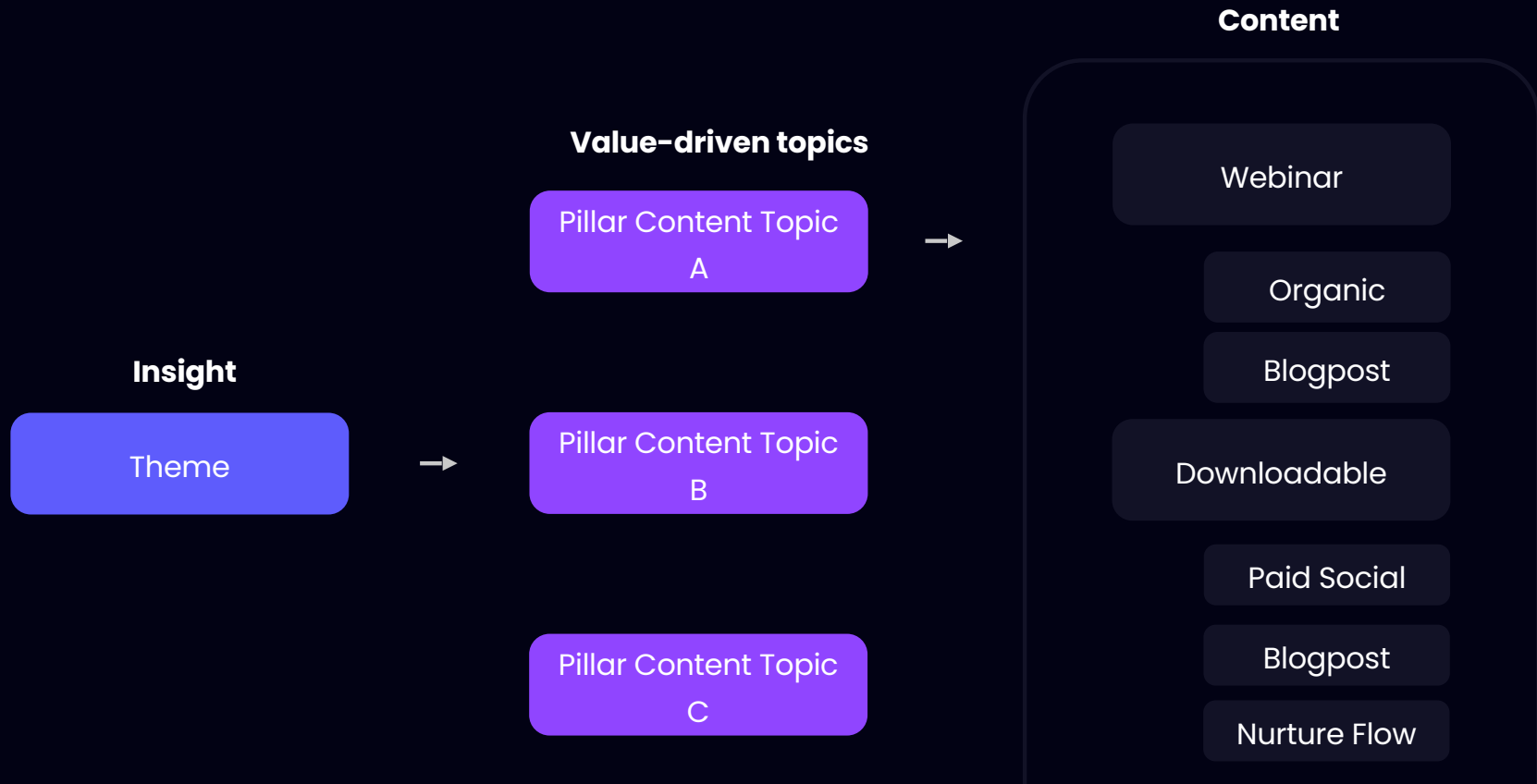
Re-engage prospects with content loops

- Consumers have **multiple touch-points** throughout the funnel, *in different parts of the funnel*.
- Content can take various forms, from long to short, with repurposed snippets of each bigger content piece.
- Different topics and themes trigger a target audience. The preferred way of working is to **create pillar content** (bigger, more qualitative and timeintensive content) that can be *split up into multivariants on different channels, formats, etc.* In the end this will be a time saver as you need to go to the strategic process once, and you can repurpose these insights on audiences.



Content Framework

Creating & repurposing value-driven content



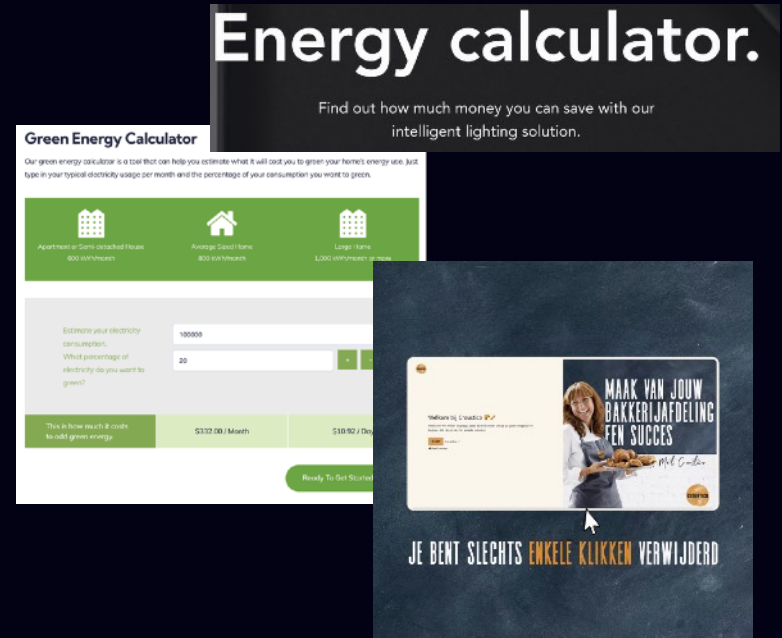
Interactive quiz / calculator

IDEA: Interactive Energy Readiness Benchmark

Create a short, interactive benchmark quiz to quickly assess how companies manage their energy today.

In just 7 questions(ex.), participants see exactly how their energy approach stacks up against peers in their industry.

Companies scoring below X% are prompted to book a call, offering **Equans Digital** the **perfect opportunity** to provide tailored energy solutions and advice.

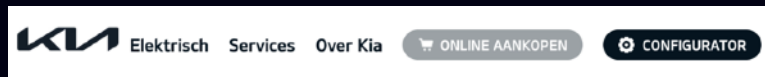
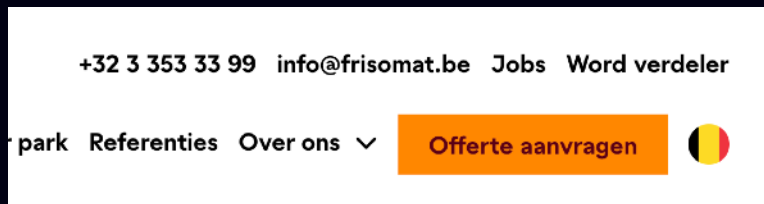


Landing Page Improvements

Change (landing)pages, with CRO insights, so that users can easily convert.

This can be as simple as putting a **permanent button** in the navigation or adding a **phone number**.

We can strengthen these changes with insights from tools like **Hotjar** which has recently been put back into place.

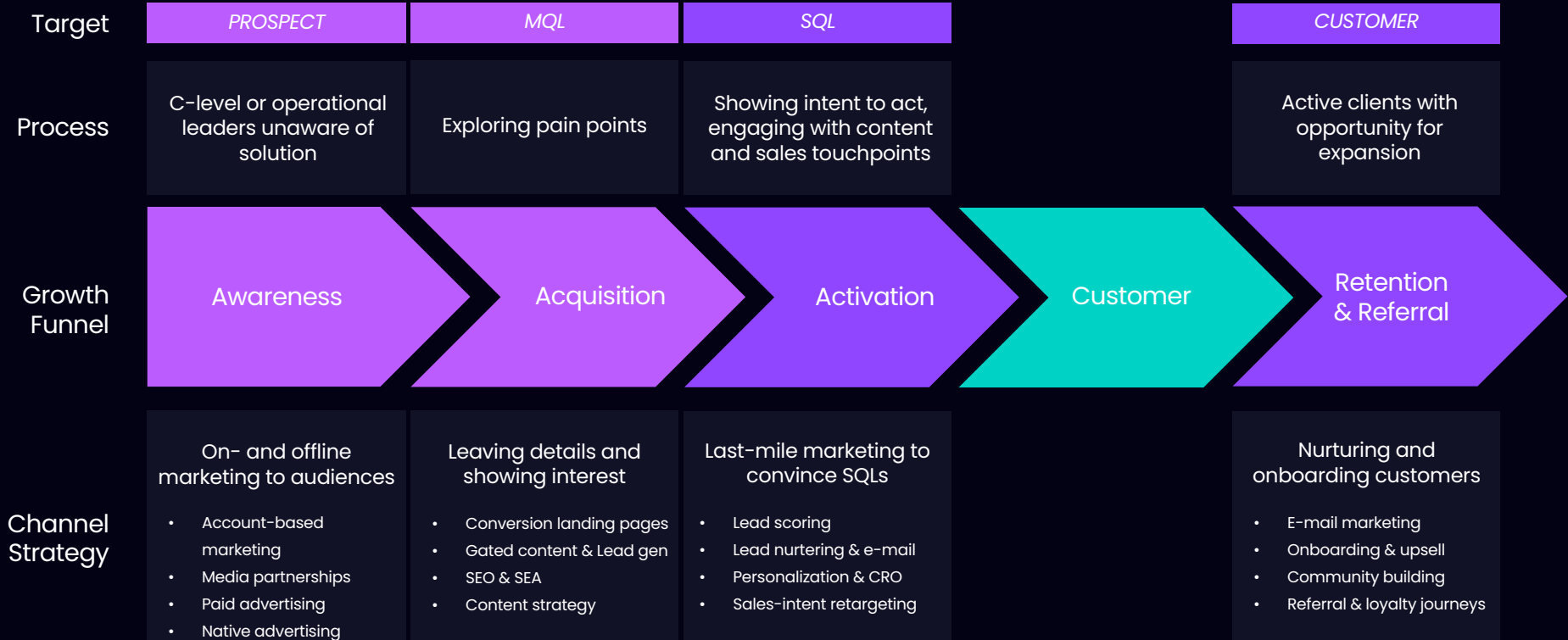
A screenshot of a landing page for downloading a brochure. On the left, there are three overlapping images of brochures. On the right, the heading 'DOWNLOAD DE BROCHURE' is in orange. Below it is a form with fields for 'Voornaam' (first name) and 'Achternaam' (last name), both containing the text 'daan'. There are also fields for 'Company Name' (containing 'Makewaves') and 'Postal Code' (containing 'test'). An 'Email*' field contains 'daan@makewaves.be'. At the bottom right is an orange button labeled 'DOWNLOADEN'.



5. GROWTH OPTIMIZATION



Growth Opportunity B2B Example

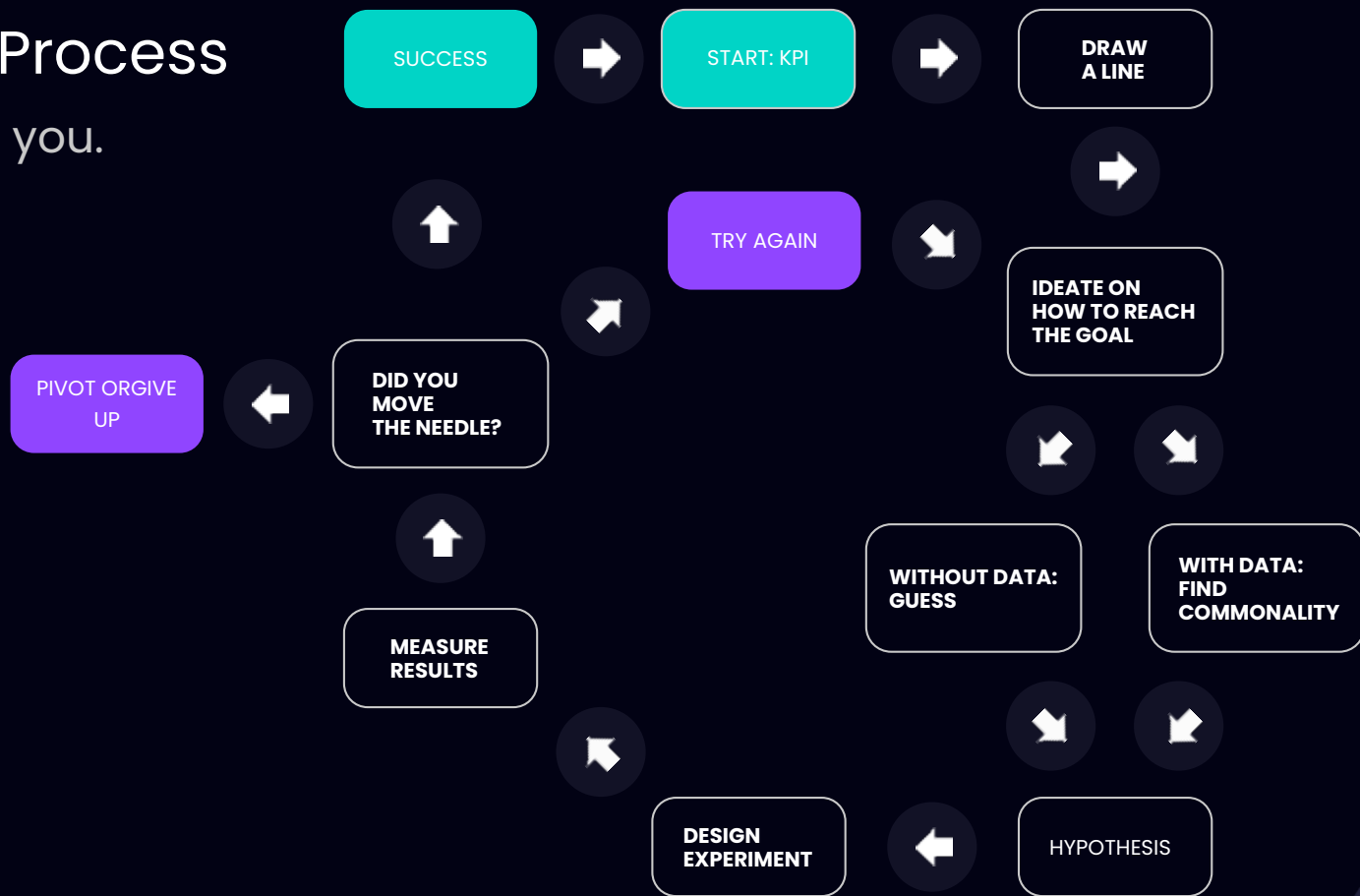


You need a dedicated, proven process
to capitalize growth opportunities.



The Testing Process

Let results guide you.



Build an ecosystem

Awareness

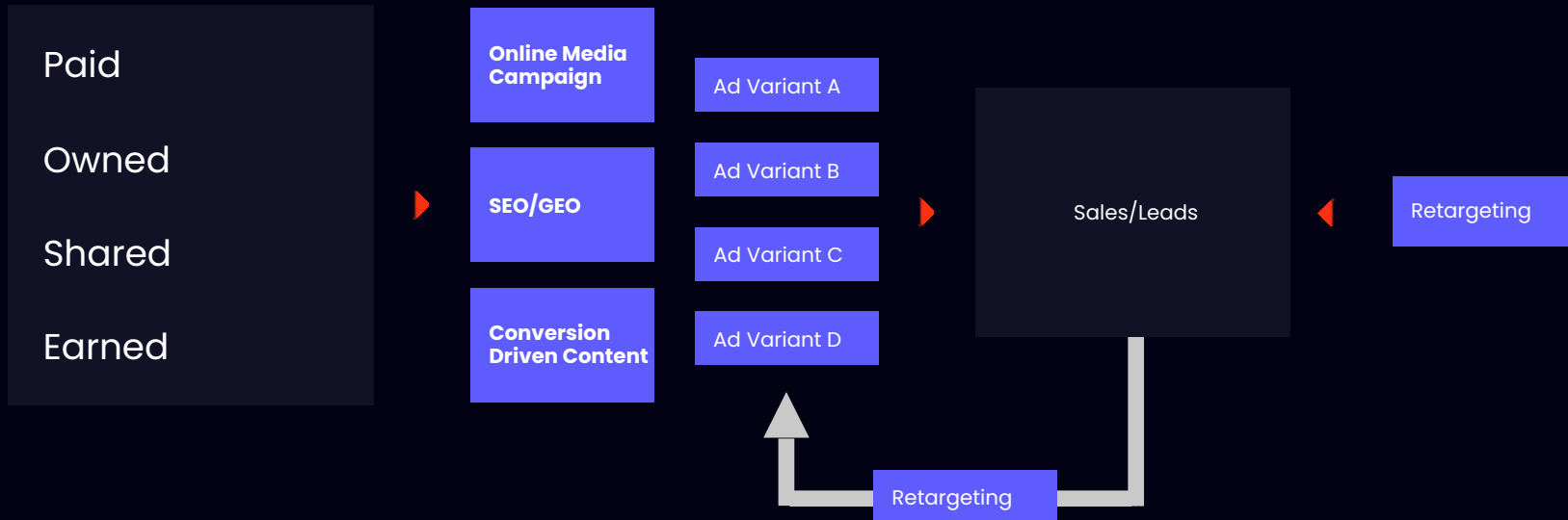
Capturing attention of the target audience where they are spending their time.

Acquisition

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

Activation

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



Plot the timeline of your business

How will you plan around your bigger campaigns? Quick example:

month 1

month 2

month 3

month 4

month 5

month 6

Wave 1

Wave 2

Experiments

SoMe Video

Youtube Preroll

3rd Party Websites

Experiments

SoMe Video

Youtube Preroll

3rd Party Websites

SEA

SoMe Activation & Optimization

SoMe Retargeting & Optimization





Your brand also shows in your content strategy. As part of inbound marketing, your communication reflects your brand DNA.



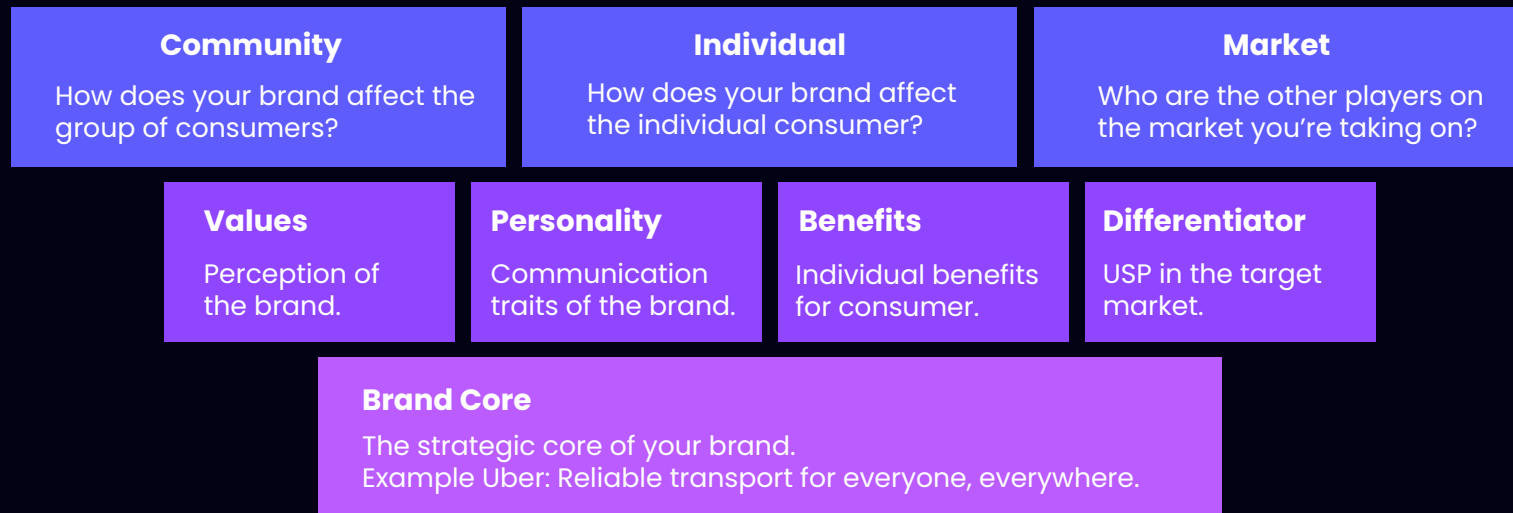
**Design experiments aligned to your brand*.
Make them visually strong, and in line with
your communication strategy.**

* 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.



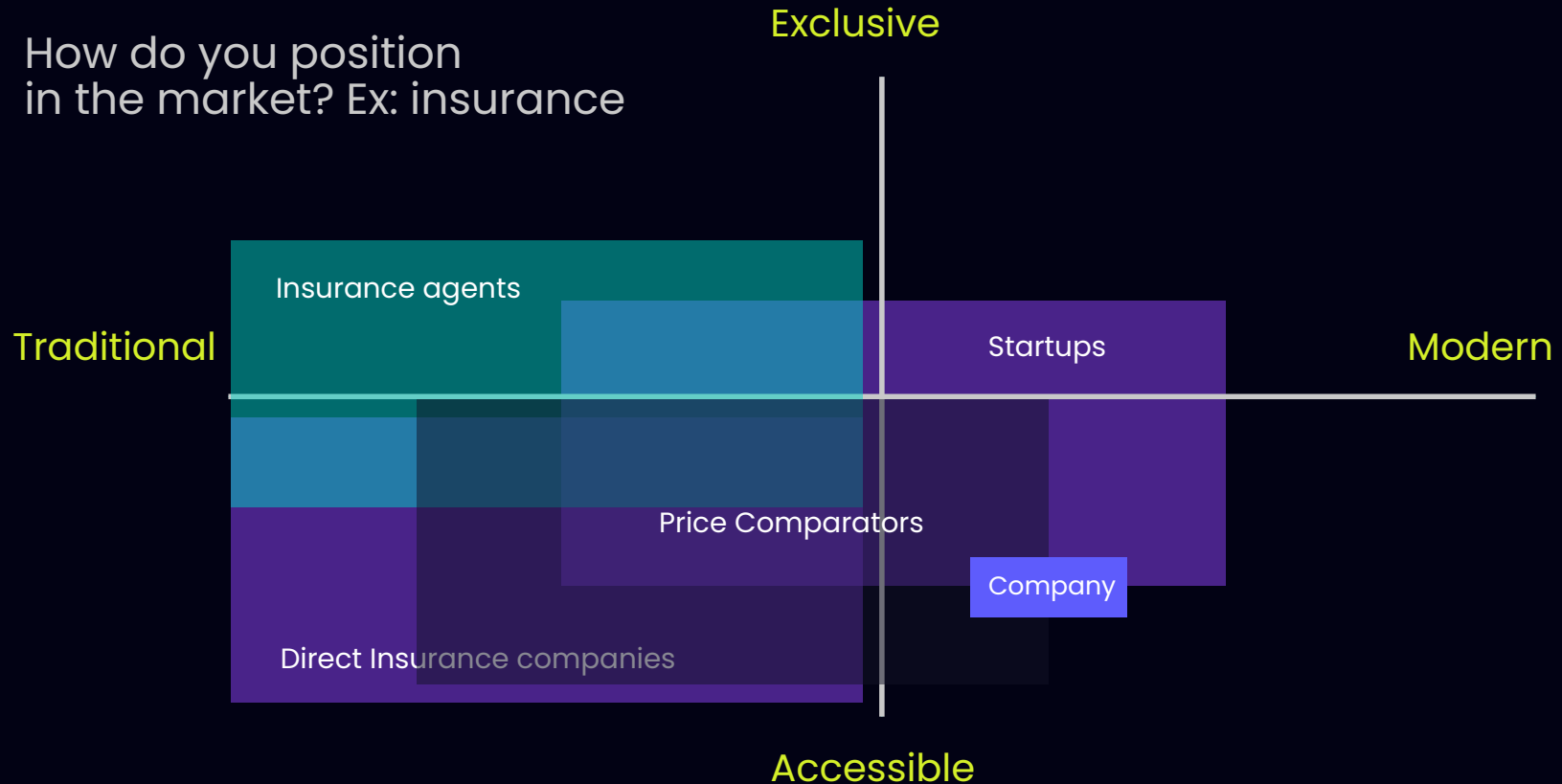
Brand Identity Framework

Map the essence of your brand.



Brand Matrix

How do you position
in the market? Ex: insurance



LET'S WRAP UP



ANY QUESTIONS?



THANKS!

