

Please Make a Copy. Thanks!

Helpful Article: www.growthramp.io/content/promotion-strategy/

Time Estimate:

Money Estimate:

Main Objective

- Based on these goals, we will need to see X total traffic or Y emails for the campaign to be a success.
 - Spend no more than \$.25 per visitor.
 - Spend no more than \$12.50 per email.
 - Valuation of time: \$40/hour.

Secondary Objectives

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Idea Source (URL)

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Minimum Viable Process

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Learnings

- How much time and money was invested into this idea?
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- Based on the goal you set, was there enough traffic or emails to make this experiment a success?
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- What went right, perhaps in a way that was not expected?
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- What went wrong, or not according to plan? Is there a way you think this could be prevented in the future?
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- Do I believe I could optimize this process to make it cost less than the experiment originally predicted? If so, how so?
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- Record anything else you learned, in case someone revisits this idea and is unable to talk with you.
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If Successful...

- What can be automated?
- What can be outsourced?
- Re-write this process so that we could hand this to someone else and you barely touch this.

Future Ideas to Improve

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