

Objective: Develop a comprehensive growth strategy for [Your Company], focusing on increasing user acquisition and optimizing the marketing funnel. For this exercise we can ignore B2B and focus only on D2C.

Instructions:

Complete the below tasks to explain your strategy, decision-making process, and expected outcomes. You will present to a 3-person panel for 45 minutes with the option for panel members to ask questions along the way, followed by a 15-minute general Q&A session with the panel.

As we're not evaluating the exercise based on effort, please spend no more than 3-4 hours to complete it, making and listing out any assumptions needed along the way to help expedite your work or if certain data you need isn't. Please feel free to add in any supplementary images/documents/materials that you think will be helpful.

Evaluation Criteria:

- Clarity and feasibility of the growth strategy.
- Thoughtfulness in resource allocation and prioritization.
- Effectiveness of paid ads and funnel optimization proposals.
- Practicality and efficiency of the plan.
- Ability to articulate ideas and respond to questions during the Q&A session.

Context:

Insert the following information for the applicant's reference:

1. Customer Personas Documentation
2. Current Customer LTV:
3. Target Paid CAC:
4. Daily Paid ads Budget:
5. Marketing stack:
 - a. Analytics:
 - b. Website:
 - c. User Research:
 - d. Attribution:
 - e. Lifecycle:
 - f. A/B Testing:

[Insert Graph of Daily Traffic by UTM Source for the Last 30 Days]

[Insert Table of Conversion Rates by UTM Source]

[Insert Funnel Graph Showing Conversion Rate Between Key Stages e.g. Start Checkout, Registration..]

[Insert Graph of Visitor Traffic Composition by Platform e.g. Android, iOS, Windows..]

[Insert Age and Gender Demographics ([Facebook Audience Insights](#))]

[Insert Example of Paid Ads Creative]

1. **Growth Strategy Development:** Outline the main objectives for growth quarter by quarter over the next year, including specific KPIs to measure success and any specific resources you anticipate needing.
2. **Resource Allocation and Prioritization:** Create a hypothetical budget of \$100,000. Allocate this budget across various marketing channels to achieve the objectives you've set in the first quarter. Explain your rationale for prioritizing certain channels and strategies over others. Include considerations for short-term versus long-term growth.
3. **Funnel Optimization:**
 - **Paid Ads Strategy:** Develop a strategy for using paid ads. Choose either: Google Ads, or Facebook and outline the campaign structure, targeting and ad creative you would use and why.

- **Conversion Optimization:** Propose your top 3-5 changes to the [Your Company]'s website or user experience to improve conversion rates from visitor to enrolled student.
-
4. **Execution and Optimization:** Outline a 90-day action plan to kick-start your growth strategy. Include key milestones and deliverables.