



Onboarding and executing a Growth Marketing + Performance Marketing strategy

Step-by-step process for onboarding and executing a Growth Marketing + Performance Marketing strategy, with a focus on delivering clear, productized services. This approach will make it easy for your clients to understand exactly what they're getting:

Step 1: Comprehensive Discovery & Audit

When you onboard with me, the first thing I do is conduct a deep dive into your business. This includes:

Business Analysis: I'll evaluate your business model, unique selling propositions (USPs), and current growth stage.

Target Audience Understanding: I map out your ideal customers, their pain points, and buying behavior.

Competitor Research: I study your direct competitors to uncover gaps and opportunities that can help you stand out.

Current Marketing Audit: I'll analyze your existing marketing efforts (SEO, PPC, content, social media) to find what's working and what needs improvement.

Deliverable: A detailed audit report with actionable insights, highlighting opportunities for quick wins and long-term growth strategies.

Step 2: Clear Goal Setting & KPIs

Once the audit is complete, we'll work together to define your specific marketing objectives. This includes:

SMART Goals: Setting goals that are Specific, Measurable, Achievable, Relevant, and Time-bound.

Key Performance Indicators (KPIs): Establishing benchmarks such as lead volume, conversion rates, customer acquisition cost (CAC), and return on ad spend (ROAS).

Deliverable: A strategic goals document outlining your business objectives, expected outcomes, and agreed-upon KPIs that we'll monitor throughout our engagement.

Step 3: Tailored Strategy Development

This is where I design a customized growth and performance marketing plan tailored to your unique business needs. It involves:

Channel Selection: Identifying the right mix of marketing channels (SEO, SEM, paid social, content marketing, email automation, etc.) that will deliver the highest ROI.

Audience Segmentation: Defining customer personas and audience segments for more precise targeting.

Funnel Strategy: Creating personalized marketing funnels for lead generation, nurturing, and conversion optimization.

Deliverable: A fully documented strategy plan that outlines all channels, audience targets, and tactics, designed to accelerate growth and maximize ROI.

Step 4: Seamless Implementation

Once the strategy is approved, I move into execution mode. I'll handle everything for you, including:

Campaign Creation: Setting up paid ad campaigns, creating landing pages, and implementing SEO recommendations.

Content Creation: Developing compelling ad copy, blog posts, and email sequences.

Tech Stack Integration: Implementing or optimizing tools like Google Analytics, CRM, marketing automation platforms, and ad tracking pixels to measure success.

Deliverable: Fully executed campaigns across all channels, including ads, landing pages, and content, with tracking enabled to measure performance.

Step 5: Data-Driven Monitoring & Reporting

Once campaigns are live, I monitor performance closely, using data to guide decision-making. Here's what happens:

Real-time Monitoring: I'll track campaign metrics like clicks, conversions, and revenue, ensuring we're on track to meet goals.

A/B Testing: Continuously testing different ad copies, landing pages, and targeting strategies to improve performance.

Deliverable: Bi-weekly or monthly performance reports with detailed insights on what's working, what needs adjustment, and next steps to optimize the campaigns.

Step 6: Continuous Optimization & Scaling

Marketing isn't static; I continuously optimize every campaign to improve results. This includes:

Bid Adjustments: Optimizing ad spend based on campaign performance to lower your CAC and increase ROAS.

Conversion Rate Optimization (CRO): Improving website and landing page elements like headlines, CTA buttons, and user flow for better conversion.

Scaling: When we find winning campaigns, I'll scale them by increasing budgets and expanding into new channels or markets.

Deliverable: A report outlining optimization efforts, campaign scaling strategies, and forecasted growth metrics.

Step 7: Ongoing Strategy Refinement

After gathering enough data and seeing performance trends, I'll reassess the strategy to ensure we're maximizing every opportunity. This process involves:

Strategic Adjustments: Adjusting the overall strategy based on what has proven successful and new opportunities.

Exploring New Growth Avenues: Identifying new channels, partnerships, or markets to fuel additional growth.

Deliverable: Quarterly or bi-annual strategy revision reports that provide insights into what's next for sustained business growth.