

# Growth Marketing Swipe Sheet ©

•**Website Testing and Optimization:** Track clicks on your site and experiment with new samples. Connect your site with Google Analytics. On WordPress, use plugins like WP Statistics, Crazy Egg or Jetpack.

•**Perfect your Product/Service:** Strengthen your product or service offering as a growth catalyst. Examine the needs and preferences of your target market and use this data to enhance your product. Find information on emerging ideas at the Marketing Science Institute.

•**Narrowing Down your Niche:** Think in terms of your unique user and build your organization on what would appeal to this user. Targeted ads and keywords make it possible to reach very specific audiences. Crafting your product and marketing materials around your ideal client will help you reach more people who are likely to convert.

•**Viral Acquisition:** Share-worthy content is king. Create content that will resonate with your target audience and that they will want to share with their friends. Make sure your funnel is ready to receive them.

•**Paid and Organic Traffic:** Use search engine marketing like Google AdWords to create a paid search campaign. Rank on Google by creating quality content, such as blog posts, that utilize your target keywords. Keywords are competitive, so the more specific the better. You can learn a little about SEO on Moz.com.

•**Media Ads:** Use mobile Ads, Display Ads, Radio, TV, OOH (out-of-home) to raise awareness in your target audience. You can submit your new product or service launch as a press release to get you to rank high on search engines if it goes viral.

•**Affiliate Marketing:** Use influencers and subject matter experts to promote your product to their audience. Their expertise is trusted by their readers and viewers.

•**Social Media Brand Building:** Leverage Social Media with landing pages and organic lead generation. Leadpages and Instapage can help you create landing pages. There are 3 million users on Facebook and Instagram alone. You could spend \$1-\$5 a day on Facebook ads and increase spending as you test your reach and impact. This is a valuable and powerful platform for acquiring new customers and engaging existing ones.

•**Set Measurable Goals:** A growth marketer's success lies in defining precise, actionable goals that will streamline the overall goal of growth. You do this by not spreading your focus on too many features but on maximizing your focus on one element at a time to perfect it.

•**Test Your Approach:** Growth marketing is underpinned by creativity and experimentation. Testing is essential for gauging what will and won't work for you. Keep your tests lean and simple and record the data so you can implement the best combination to enhance growth.

•**Content Marketing:** Leveraging blog posts, infographics, and viral videos to increase brand awareness and site traffic. Turn those visitors into users. Find out what posts are ranking on the internet at Buzzsumo.com.

•**E-mail Marketing:** A growth marketer's job isn't just to increase new users/customers but also to engage them and encourage them to revisit your brand, services, and products. Email marketing is a significant part of maintaining a relationship with your customers. Sign-up with a free service like MailChimp to get started.

**This swipe sheet is just the tip of the iceberg when it comes to growth marketing techniques. Here at Business Growth Managers, LLC, we combine all of that and more.**

## Contact Us

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