

# GROWTH FUNNEL

CLIENT: \_\_\_\_\_

<b>CONTEXT</b>	<b>TARGET AUDIENCE:</b> _____ _____ _____	<b>VALUE PROPOSITION:</b> _____ _____ _____	<b>OMTM:</b> _____ _____ _____
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LEAD STAGE	ACQUISITION	ACTIVATION	REVENUE	RETENTION	REFERRAL	AMBASSADOR
<b>KEY QUESTIONS</b>	How do you know ... exists?	Why is ... creating AHA moments for you?	Why are you a customer of ... ?	Why are you already a customer for ... ? Why are you doing repeat purchases?	Why are you recommending ... to people you know?	Why are you actively promoting ... in a structural way?
<b>DRIVERS TO PROCEED</b>	<b>Example:</b> _____ _____ _____	<b>Example:</b> _____ _____ _____	<b>Example:</b> _____ _____ _____	<b>Example:</b> _____ _____ _____	<b>Example:</b> _____ _____ _____	<b>Example:</b> _____ _____ _____

<b>CHANNELS</b>	SOCIAL MEDIA	REFERRAL CAMPAIGNS	NATIVE ADS	SEARCH ENGINE MARKETING	DIRECT MAIL	AFFILIATE CAMPAIGNS	LEAD PROVIDER
	E-MAIL	PARTNERSHIPS	DISPLAY ADS	LINKEDIN OUTREACH	EXISTING PLATFORM	CALL	EVENTS

