

GROWTH MARKETING ESSENTIALS:

ALL YOU NEED TO KNOW IN 24 PAGES



- ✓ Written by Growth Experts
- ✓ Interactive guide
- ✓ Real examples we used on our own clients

By **Upthrust Growth Academy**





What are we going to talk about? 🧐

Hi, welcome to our growth marketing starting guide!

Congrats on taking the first step on growing your business and knowledge! In this guide, you'll learn all the tips and tricks for launching your first successful growth experiments. Our growth experts gathered all their knowledge and are super excited to share their well kept secrets with you. Learn all about growth marketing in the next pages and boost your marketing to the next level!





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“Growth Marketing allows you to win at least 6 months in your marketing organisation. You learn what works and what doesn't without spending huge budgets or losing too much time executing non-converting campaigns”

- Nicholas D'hondt -

Scan the QR codes in this guide to watch the according chapter in our free essentials course.



WHAT IS GROWTH MARKETING?

Let's start at the beginning by answering the most important question: 'What is growth marketing'? It may come across as a hype or buzzword, but growth marketing really takes your business to the next level. In this chapter we will talk about the essentials you need to know to become a successful growth marketer!

Let's take a closer look at the definition

*"Growth marketing is a process of **rapid experimentation** across **marketing channels** and **product development** to identify the **most efficient ways** to grow a business."*

→ In growth marketing it is all about experiments and going fast. We are not going to take 2 months to write a marketing plan, 3 months to implement it, then realise it isn't working. As growth marketers we fail, and we fail fast! Always remember:

- It's okay to fail
- We love rapid experimentation
- Each experiment should teach you something about:
 - Channel
 - Audience
 - Messaging

→ Growth marketing refers to a set of both conventional and unconventional marketing experiments that lead to growth of a business. The most important thing is that you can measure your efforts by analysing data. Data is the only way to know for sure that your experiment is working or not. So a growth marketer loves data! Keep in mind:

- Measure everything
- A/B test as much as possible
- Make decisions based on data

→ Growth marketing goes deeper than traditional marketing. The fact that we work fast and with short experiments, doesn't mean we haven't got it all covered. Let's take a look at the difference:

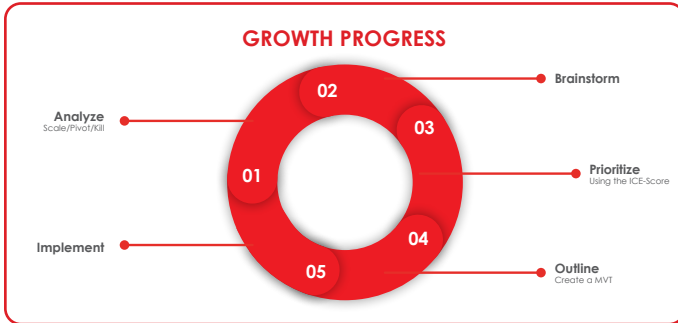




Most traditional marketers make sure they get noticed (Awareness) and know how to convince people to leave their information (Acquisition) but fail to follow up on them. Which means that all these efforts go to waste. In growth marketing we search for the most efficient way for you to push customers through the funnel!

Now we know what growth marketing is all about, we can move on to the next most important question! **'How to set up a growth marketing experiment?'**

A growth marketer always follows these 5 steps when testing an experiment:



1. Brainstorm

Everyone is invited to the brainstorm. Great ideas can come from everywhere. So make sure to also invite someone from product management, some salespeople or even someone from IT! All ideas are great ideas, and if not, data will prove it.

In growth marketing we brainstorm in the most efficient way to make everything go as smoothly and fast as possible. At Upthrust we use the 'Growth Marketing Canvas'.

Make sure to fill in everything and put all your ideas together.

GROWTH MARKETING CANVAS

Target Audience
Describe the customer you want to serve.

Value Proposition
Describe the value(s) you are bringing to your customers. What are the customer gains and pains?

One Metric That Matters
A single number that you care the most about at this current stage of your customer.

| Awareness | Acquisition | Activation | Retention | Revenue | Referral |
|----------------------------------|----------------------------------|----------------------------------|----------------------------------|----------------------------------|----------------------------------|
| How many people know your brand? | How many people know your brand? | How many people know your brand? | How many people know your brand? | How many people know your brand? | How many people know your brand? |

CHANNELS

| | | | | | | | | | |
|-----------------|----------------------|-------------------|--------------------|----------------------|-------------|----------------|-------------------|--------------------|----------------------------|
| Targeting blogs | Publicity | Unconventional PR | SEM | Social & Display Ads | Offline Ads | SEO | Content Marketing | Email marketing | Experimenting in marketing |
| Word marketing | Business development | Sales | Affiliate programs | Existing platforms | Trade shows | Offline events | Speaking | Community building | Others |

GROWFORCE



Scan the QR-code to get access to our growth marketing canvas!



2. Prioritise

When all these ideas are written down, it's time to prioritize! For deciding which experiments we will launch first, we use the 'ICE-score'. It's all about **Impact**, **Confidence** and **Ease**.

- **Impact:** How big is the potential impact on this idea on the KPI? In other words, would this experiment have a big impact?
 - Will this experiment bring in new leads?
 - Will this experiment bring in a lot of sales?
- **Confidence:** How certain are we that this experiment is going to work? This is all about gut feeling and experience.
- **Ease:** How difficult is it to implement? We take into account how much time it takes to set this up, how expensive it is and how many people do we need for this?

Give these 3 aspects a score from 1 to 10 and move on with the ones that score the highest.

Experiment 1:

- **Impact:** This experiment will have a small impact on our KPI. Score: 4/10
- **Confidence:** Not everybody in the team is sure that this is going to work. Score: 5/10
- **Ease:** We need our designer Jeff, but he is on a holiday until next week. 0/10

Total score: 9/30

Experiment 1:

- **Impact:** This experiment is going to have a big impact on our KPI. 8/10
- **Confidence:** The entire team is excited about this experiment! 9/10
- **Ease:** Our copywriting just came back from her holiday so she is totally ready for a new project. 8/10

Total score: 25/30

In this scenario you will obviously go for experiment 2!

Outline

Now that your team has decided which experiments to try out first, it's time for a MVT. We do this by filling in our test cards.



Scan the QR-code to get access to our Test card!



Implement

Everything is set up and ready to go. Time to implement the experiment and test it out! Make sure not to do everything at the same time. Take and launch it experiment by experiment.

Use sprints for every experiment. Run your campaign for about 2 weeks and then it's time to analyse!

Analyse

Finally, a true happy moment for a real growth marketer! It's time to take a look at the data. Ask these 3 questions while taking a look at all these numbers:

1. Impact: What were the results of this experiment?
2. Accuracy: How close did we come to our hypothesis (take a look at your testcard)
3. Why?
 - a. Why did the experiment go as it went?
 - b. What went wrong?
 - c. What can we improve?

Now it's time to **scale** the ones who scored the best, **pivot** the ones which have growth potential and **kill** the ones that didn't make any impact.

The 6 pillars of growth marketing

When becoming a true growth expert you have to keep 6 things in mind!

- People: Work with people who have the same skills, but most importantly mindset as you
- Tools: Use tools that make growth marketing easier
- Testable ideas: don't focus on the 'sexy' ideas, focus on the ideas you can actually test
- Failure: Be prepared to fail
- Data: Make sure you can measure every step from your experiment
- Agility: Create processes that help you start and finish experiments quickly and with as little resources as possible



Scan the QR-code to watch this course!



VALUE PROPOSITION

Before we can talk about the pirate funnel, we need to take a look at two essential subjects: your value proposition and your target audience.

What is a customer value proposition?

A value proposition describes the **pain / challenge** your prospect faces and which **value you offer (the benefit)** to fix it.

Ps. You can have multiple propositions!

Try to answer these **3 questions** within **5 seconds**. If you can, your value proposition is clear!

- Which product or service does this website offer?
- What is special about this product or service?
- What is the first step the prospects need to do to buy it?

* Ask these questions to someone that doesn't know about your company and has never seen your website before.

Make sure these 3 questions are clear within 5 seconds. If you're pushing ads to your website but your value proposition isn't clear, your leads will not convert.

Test different value propositions and find which one is working best for you.

A growth marketer loves his tools

Great tools to find out if your value proposition is working:

- UsabilityHub: with this tool you can do the 5 second test! You can choose different selection criteria to match your test group with your target audience. Within half an hour you'll receive the results from 10 people giving feedback on your page.
- Google Optimize: If you want to experiment on your own website, this is the tool you need! You can easily make small adjustments like changing buttons and

TARGET AUDIENCE

The next growth marketing essential is your persona. In other words: 'Who is your ideal customer?'

We have these 4 steps we take to decide what your ideal persona looks like.

Collect data: collect as much information about our users as possible

We are going to do 'social listening':

- Find interests and similarities in your audience.
- Transform your socials into a business profile so you receive the data.
- Read reviews about your competitors
- Read comments on their social media profiles



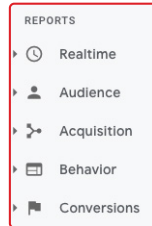
In the next step we are going to interview our customers and prospects:

- Why are they using your product?
- What convinced you to buy our product?
- Which channels / tools do you use/read today?
- How are you consuming information?

If you do this, you can truly find out what your ideal customers look like and how you can reach them.

What you can also do is dive into your analytics!

- Gain insights about your website visitors.
- Where to find it?
 - Audience → Who is your audience?
 - Acquisition → Where do they come from?
 - Behaviour → What do they do on your website?

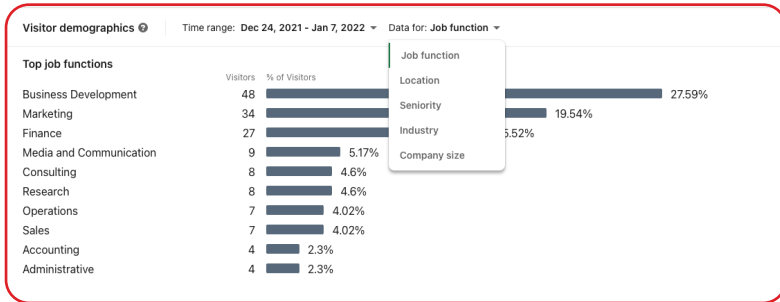


Or, if you have a lot of traffic you can review your own website with SimilarWeb.

- Gain insights about your website visitors.
- Great if you don't have GA experience
- Example: <https://www.similarweb.com/website/loopearplugs.com/>

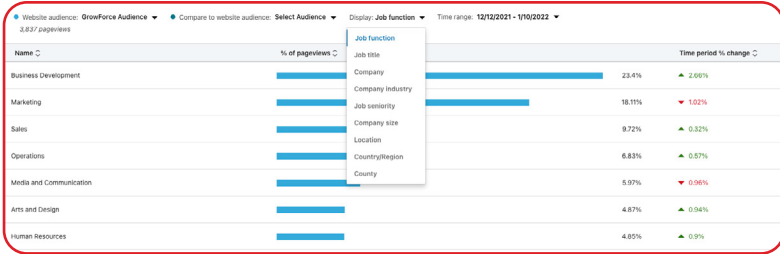
Let's also take a look at your LinkedIn company page.

- Gain insights about your LinkedIn Page Visitors
- Where to find it?
 - LinkedIn Company Page > Analytics



And last but not least, don't forget to install your LinkedIn Insight tag!

- Gain insights about your Website Audience with professional data from LinkedIn
- Where to find it?
- LinkedIn Ad Account > Website Demographics
 - Very easy to install with Google Tag Manager



Now it's time for the next step!

Form a hypothesis

Form a general idea of the various users within the focus area of the project, including the ways users differ from one another.

When that is done, it's time to...

Establish a number

Decide upon the final number of personas, which it makes sense to create. Because you may be selling to marketing managers, but also CEO's. And these need a different persona.

→ Always choose just one persona as your primary focus.

In the final step we are going to...

Describe our personas

Be sure to describe personas in such a way so as to express enough understanding and empathy to understand the users.

Make sure to test the free hubspot persona tool!



Scan the QR-code to watch our course about Growth Marketing Prerequisites!



THE PIRATE FUNNEL

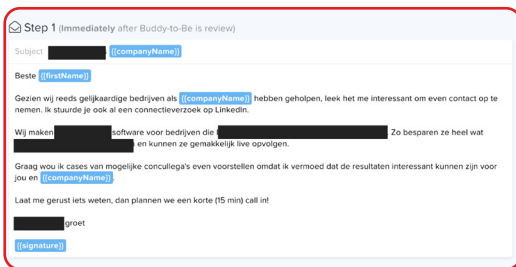
In growth marketing we use the pirate funnel to create order in our experiments. Why is this funnel named after a pirate? When we take the first letter of every aspect we get 'AAARRR' and that is what a pirate says! Let's start with the Awareness phase.

AWARENESS

In the awareness phase we want to make sure that people know we exist. We have to be present in places where our target audience is looking for us and make sure we scream the loudest to get their attention.

Let's take a look at a few examples together and see how we can create awareness!

Send out 'cold emails'



One extra demo call was scheduled every day thanks to this campaign!

Build a social funnel

When using social media in the awareness fase, take it step by step. If I see a pretty girl at the bar, I'm not immediately going to ask her to marry me. I'll have a drink with her, ask her on a date and maybe after a few successful dates, I could pop the question.

Same works for people getting to know your brand. Start with presenting yourself and giving people a chance to get to know you better. When people are interacting with these posts, they think you are interesting. So these are the people you need to retarget and show more content to. Maybe give them something valuable in exchange for their email address. Are they showing interest again? Then it's time for you to get into the details. The people who interact with this content, are the ones you can pop the question to!



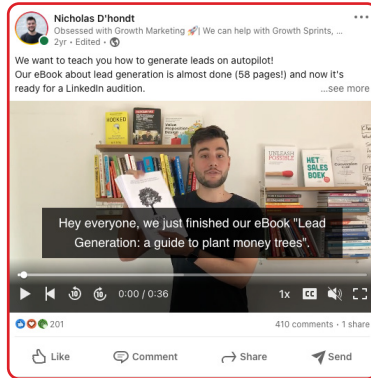


Use the power of LinkedIn

In B2B, LinkedIn is the most powerful platform. Think about how you, as a brand, can be active on this platform. Video's, give-aways, polls... the possibilities on LinkedIn are endless.

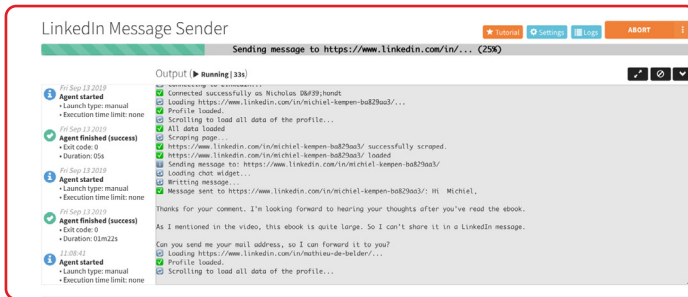
Want to build awareness on LinkedIn? Try doing it from your personal profile. The amount of reach will be much higher than on your business profile!

Let's take a look at this post: Nicholas wrote some great copy, combined it with a subtitled video and organized a give-away.



The result of this free ebook? 420 new leads with a €0,00 budget!

Of course, Nicholas didn't message all these leads by hand. He automated the messaging to go as fast as possible.



And this is where he made a very smart move. Instead of sharing the ebook through a LinkedIn Message, he asked them for their email adres. Ofcourse people gave it, as they wanted the free ebook. He now has 3 wins:

- he has their email address to nurture them to a video call
- he has tons of new relevant connections on LinkedIn, by sharing interesting content he is also nurturing them
- he has the possibility to send them private messages on LinkedIn



He then set up another automation to follow-up with all these marketing leads and scale them up to sales leads.



You just realised this guide is a lead magnet didn't you?

Use communities

Let's continue with Nicholas' ebook, because he really made a success story out of it. After gaining 420 new leads on LinkedIn, he also shared his story on Reddit.

Here, he captured his first Canadian (!) client. He sent him the ebook, convinced him into having a call and is now a paying customer. Again, all with a €0,00 budget.

↑ **r/Entrepreneur** · Posted by [u/SpicyCopy](#) 25 days ago

814 ↓

I found 18 growth hacking examples to inspire you for your next campaign. (Not only popular ones like Airbnb and Dropbox, even one from Tiger King).

Best Practices

Hey guys,

I was looking for an inspiration for myself and compiled this list. I was coming across to popular examples like Uber and Airbnb, so I dived deeper into the growth hacking ocean to put something different on the table.

I included both popular and unpopular hacks to the list to inspire you, so here I go.

With this post he captured his first Canadian (!) client. Just by sharing interesting content!



Scan the QR-code to watch this course!



ACQUISITION

The second phase in the pirate funnel is the acquisition phase. In this phase, we are going to try to capture information from our leads. A phone number, email address... so we can retarget or nurture them. Let's take a look at ways to capture your target audience's contact information!

Lead magnets

First things first, what is a lead magnet? We talk about a lead magnet when we give a free product or service in exchange for an email address or phone number.

Let's take a look at how we managed to capture leads giving away a free COVID poster.

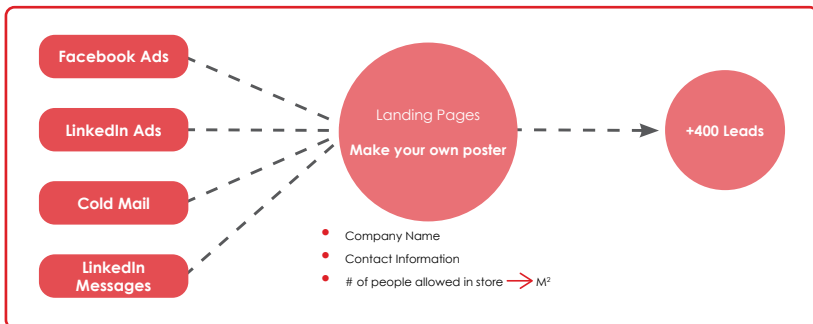
This company contacted us during one of the lockdowns. They sell software that counts the people in, and walking by your store and analyses their behaviour. Since the physical stores were closed during most of the lockdowns, they needed an alternative way to capture leads and to pre-qualify them.

Our experiment? An interactive lead magnet. We created a tool where people could generate their own Covid poster to hang in their store: the rules that were applied in this store, the number of people allowed in the store...

We created a landing page where people could leave their information and receive a personalised poster by mail.

We set up some Facebook ads, LinkedIn Ads, cold mails and sent out some LinkedIn Messages to get traffic to our landing page. Here people left their company name, contact information and # of people allowed in the store.

We captured 400 leads and by adding the information about the # of people allowed in the store (the bigger the store, the more people allowed) sales knew which leads to prioritise.



Use the power of co-webinars

Another powerful way to push your target audience through the acquisition funnel is by hosting a co-webinar with influencers or another company. The most important thing is that you collaborate with someone who has the same target audience and goals as you do.

At the end of your educational webinar you can spend (maximum) 3 minutes introducing your new product or service. Want to give even more value? Offer a free trial or demo!





Book a demo flow

Want to create a demo flow? Follow these steps:

1. Set up social media ads following the social funnel
2. Create a landing page full of valuable information and powerful call-to-actions
3. Use an tool to make it possible to schedule the demo right away
4. Send a confirmation mail telling you are looking forward to meet them



Create a quiz

This is one of our personal favourites for a client selling workshops. During the time of the Friends Reunion we published a quiz telling you which Friends character you are. They then offered recommendations for workshops based on your character. This way they did not only capture contact information, the interests were also narrowed down.

We generated 4,117 leads and the website visitors increased by 236.7%!



Scan the QR-code to watch this course!



ACTIVATION

In this phase of the pirate funnel, we want to create that 'aha' moment. This is something where we see a lot of leaky buckets. Companies are investing a lot of money at the top of the funnel, they make sure people know they exist. But by forgetting to put effort in the 'wow' moment, they miss the boat on showing the value they have to offer.

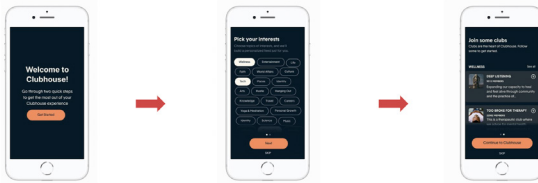
Think about yourself: how many times did you download an app, open it once, and to then never use it again?

Let's take a look at how to create that 'wow' moment during the activation phase!

Optimise your onboarding flow

One way is to optimise your onboarding flow to show your value as soon as possible.

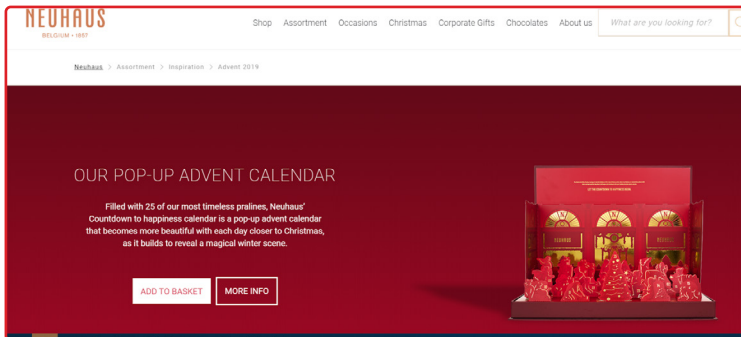
Clubhouse is an amazing example. From the start they ask you about your interests and they show you clubs which are talking about these subjects. Your first session will then offer you some valuable insights which makes it appealing to come back.



Add clear call-to-actions

In a B2C context, the activation phase is the phase where your target audience adds your product or service to their baskets. In other words, they make a purchase. Make it as easy and clear as possible to take this action.

Use clear call-to-actions and place them all over your landing page.



Scan the QR-code to watch this course!



RETENTION

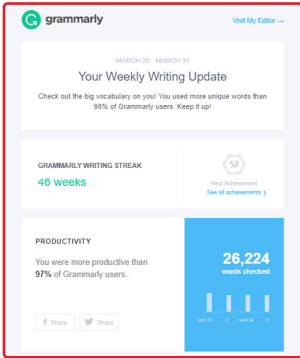
In this phase in the pirate funnel we are going to convince our customers to keep on coming back to our store, app, website or even game.

Let's take a look at examples to make your customers want more (and more, and more...!)

Use the power of automated emails

This retention method is easy and cheap. Send out emails to your customers based on behaviour and triggers. Make sure that these emails are personalised and use an automated tool like Autopilot.

Let's take a closer look at the mail we got from grammarly.



Grammarly sends out periodic activity emails to reflect their commitment to their customers' success.

They make their users feel good about themselves just by giving them a summary of what they did last week.

I was 97% more productive than other users and they checked / I wrote 26,224 words. Grammarly reminds me of what they did for me and makes it clear that their service is something I use on a daily basis and that I couldn't do it without them.

Make use of a loyalty program

We all know loyalty programs. A system where you get rewarded for coming back. It is also easy to implement these online!



Text marketing

Another technique to stay top of mind is text marketing. New promotion or new product in store? Inform your customers by text! Easy and fast to implement in your business. Make sure to always give them an option to opt-out.



Scan the QR-code to watch this course!



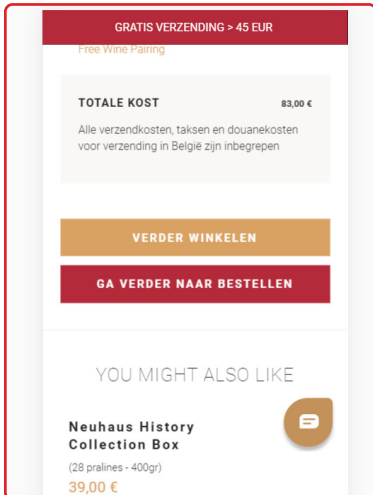
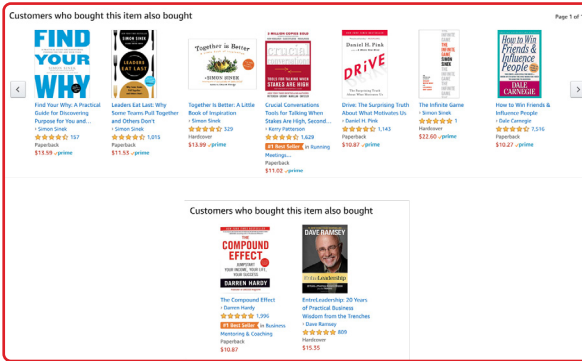
REVENUE

In this phase we are going to convince our customers to make their first purchase or to buy more. Let's take a look at what the big guys are doing!

Make use of upsell

Something that has been done a lot in the revenue phase is to upsell people and to increase the average basket size.

A while ago, I wanted to buy a book about growth marketing. When wanting to check-out, they showed me some more books. When I took a closer look I noticed that I either already bought these books or they were on my wish list. Smart move from Amazon to convince me to buy more.



Optimise check-out flow

This is a cool experiment we did for Neuhaus' mobile website.

Try to experiment in your check-out flow. Change buttons, use different call-to-actions, go for a new design... all these things can increase your sales.



Scan the QR-code to watch this course!



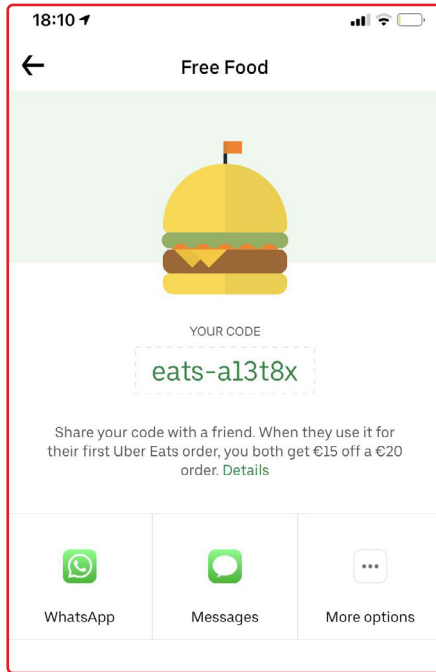
REFERRAL

Wow, we already made it to the referral phase! In this phase we try to make loyal ambassadors of our customers. We are going to think about ways that we can incentivise our current customers to make sure they talk more about us.

Let's take a look at some successful experiments!

Invite friends

If you have a super simple product, this method works very well. You just send the link to your friend and they find a promotion code to use during their purchase.



Scan the QR-code to watch this course!

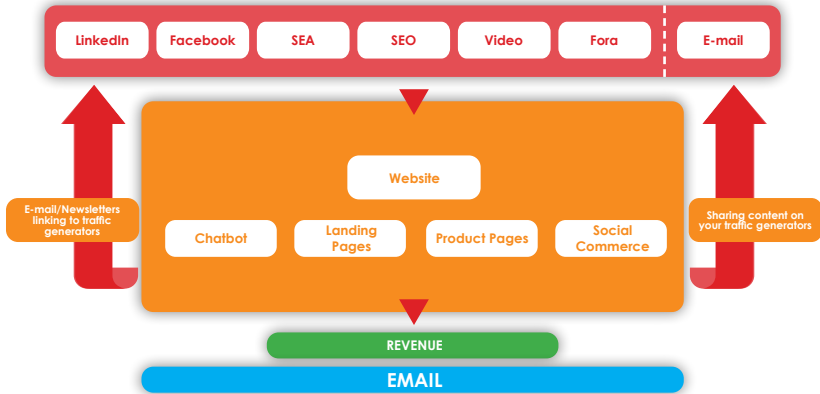


COMPETITOR ANALYSIS

Are you wondering what your competitors are doing to attract customers? Let's take a look together and steal their customers! Because they belong to your business, don't they?

Full view of the competitor Analysis

During your competitor analyses we are going to take a look at 4 parts of the marketing funnel:



1. Traffic generators

= attract qualitative traffic

2. Lead identifiers & convertors

= identify & convert leads, subsequently track & analyse them

3. Revenue

= Your digital ecosystem results in revenue; possible both online & offline

4. **Automated emailing:** integrate tools/ technologies to automate your entire digital ecosystem flows

Traffic generators

In this part of the analysis we are going to take a look at:

- Social media
- Search engine optimization using the tool app.neilpatel.com
- Search engine advertising using the tool Semrush
- Traffic source analysis using the tool similar web

We are going to analyse all these traffic generators and see where your competitor is advertising, where he gets his organic traffic from and on which channels he is active.



During this analysis you can also find out what kind of content they are using and what their tone-of-voice is.

Lead identifiers & convertors

Let's take a look at where the competitor is generating leads. For this part of the analysis we are going to look at:

- their website
- their technology using the tool built with
- the content their sharing using the tool Buzzsumo

What effort do they put in creating lead magnets, landing pages and contact possibilities? What content works well for your competitor? Take your time to analyse and look for things you can implement to grow your own business!

E-mail & nurture

This is the last step in the competitor analysis. Here we are going to take a look at what happens if you fill in the lead magnet. We are going to take a closer look at:

- E-mail
- Content
- Other channels

In this part of the analysis, we don't need tools. You just need to keep an eye on everything that happens after filling in their lead magnet. Did they send you an email? Are they trying to nurture you? Ofcourse there are more options than email: maybe a text message or social media ads? Make sure to analyse everything and find some techniques you could also try for your business.

Make sure to download your own Competitor Analysis Template by scanning the QR-code!



Scan the QR-code to watch this course!



WHAT'S NEXT?

Congrats! You made it till the end of our growth marketing starters guide. From now on, you know all about the basic principles of growth marketing! You've read all about it and affirmed your knowledge in the quizzes. So, what's next? There are 3 options!

The Big Growth Marketing Quiz

Want to know what growth marketing is all about? Make our quiz and find out what aspects of growth marketing you already manage like a pro. In this quiz we cover the following subjects:

- Growth 101
- Tracking
- Where to find your target audience
- The Growth process
- Lead magnets
- Landing Pages
- LinkedIn
- SEO
- SEA
- Facebook Ads

Marketing automations Ready to find your expertise?



Scan the QR-code to take the quiz!

The Ultimate Growth Marketing Course

Join the 20 chapter online growth marketing program by Upthrust and learn to think and act like a growth marketer!

Curious to know what you will learn? Let's take a look at the curriculum!

- Growth Marketing 101
- Growth Marketing Prerequisites
- Quick Wins to Get Started
- Roadmapping your Growth
- Experiment Design
- Experiment Design
- Tracking your Growth
- Idea Generation: Spy & Steal from your Competitors
- LinkedIn: Optimization & Automation
- Traffic: Cold Email in GDPR times
- Traffic: Social Advertising



- Traffic: SEO
- Traffic: SEA
- Conversion: Lead Magnets
- Conversion: Landing Pages
- Marketing Automation
- API's & Data Scraping
- Writing Copy that Converts
- Sales & Marketing Process Re-Engineering
- How to Implement Growth within your Company

In short: everything you need to know to become a growth expert!

What other taught of this course:

"With growth marketing, you often think of tools, but growth marketing is more significant than that. Growth marketing really helps with generating marketing qualified leads to push to sales. Every startup and scale-up, who takes itself seriously, should attend this course."

Dries Wijnen - CEO at Lawren.io

"I'm really happy with the course. I've learned lots of tools and tricks that I can incorporate within our strategy. I would advise it for CEO's, founders, marketing managers and even sales team "

Daniela Hurtado - Marketing Manager Turbulent



Scan the QR-code to take the quiz!