

Growth Marketing Q&A

Acquisition

Getting in front of ideal customers

UNTAPPED POTENTIAL

- Usual suspects of channels
- Podcast (guest or own)

- Facebook groups
- LinkedIn groups

Quora

Private groups

“Backchannel” with Lean Analytics

“Backstory” with Andrew Chen

Online summits, webinar events

Top of Funnel activity

Retargeting method

Blending Brand + Direct Response

Revenue

Accelerate pipeline flow

Automate nurturing for MQLs who’ve displayed behavior that is lukewarm or low-ticket

Involve SDR/BDR for those MQLs who display urgency and buying behavior

Actually implement lead scoring

Shorten sales cycles

Single channel outreach/contact doesn’t work

Intercom

Phone

Email

Direct mail

Retargeting

Activation

Increasing conversions

Usual list of CRO tactics, but they fall short

Core drivers of conversion

Story

Archetypes

Emotional

Psychological

Accelerator

Friction