Growth Marketing Checklist

This checklist is designed for you to find various potential growth channels and run tests around building an audience on or through those channels. Your main success metric should likely be e-mail subscribers.



Phase One:

- [ ] Setup
  - [ ] Grab a piece of paper and brainstorm on each of the following tasks. Then, complete each task and check the boxes as you go.
- [ ] Buyer Persona
  - [ ] Demographics
  - [ ] List Their Watering holes
  - [ ] Name Their Pain Points
  - [ ] Identify Their Lingo
  - [ ] Distinguish Your Brand Voice
- [ ] Content Marketing Strategy
  - [ ] Create Content Categories
  - [ ] List Keywords
  - [ ] Identify Industry Posts
  - [ ] Identify Awareness Posts
  - [ ] Identify Pillar Posts

- [ ] Email Collection Strategy
  - [ ] Create a Lead Magnet
  - [ ] Build Squeeze Page
  - [ ] Automate Drip Campaign
- [ ] On-Site Optimizations
  - [ ] Develop Conversion Process
  - [ ] Update Web Copy
  - [ ] Tracking / Analytics
  - [ ] Remarketing Pixels

Phase Two:

- [ ] Test Traction Channels: Choose the three most promising channels and test each for one month with N $2500 budget (in time AND money) per test:
  - [ ] Facebook
  - [ ] Twitter
  - [ ] Instagram
  - [ ] YouTube
  - [ ] Reddit
  - [ ] Chat
  - [ ] Pinterest
  - [ ] Guest Blogging
  - [ ] Infographics
  - [ ] Micro Sites
  - [ ] Widgets
  - [ ] Medium
  - [ ] Tumblr
  - [ ] Online Forums
  - [ ] Facebook Groups
  - [ ] Partnerships
  - [ ] Webinars
  - [ ] LinkedIn
  - [ ] Google Plus
  - [ ] Media Buys

- [ ] Outbrain
- [ ] iOS/Android App
- [ ] Podcast
- [ ] Periscope
- [ ] Blab
- [ ] Hangouts
- [ ] Industry sites

Phase Three:

- [ ] Double Down and Repeat
  - [ ] If you found a strong growth channel, double your efforts on that channel. If you have enough time, repeat the entire process including the setup phases. Take what you learned in your tests to restate your buyer and audience personas, content Marketing strategy, email collection strategy, and on-site optimizations.

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