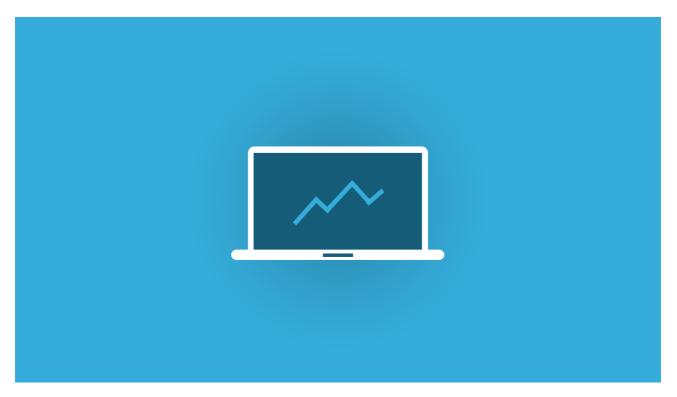
Growth Marketing Checklist

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.



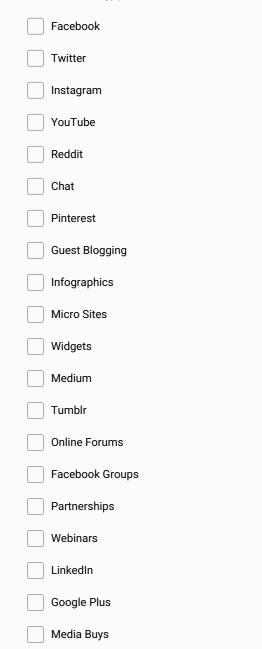
Phase One:

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:



	Outbrain	
i	iOS/Android App	
	Podcast	
	Periscope	
	Blab	
	Hangouts	
	Industry sites	
Phase Three:		
Doub	le 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 optimi **Make and Share Free Checklists** checkli.com