

Growth Marketing Experimentation Plan

- **Objective** - Vision & Goals (Where do we want to be, what is the objective)
- **Growth Marketing Strategy** - (How are we going to get there with agile processes & better ROIs?)
 - **Growth marketing funnel** - Phases, KPIs, Platforms, Technologies & Experimentation
 - **Paid Campaigns** - KPIs, Tools & Experiments
 - **Content Strategy** - KPIs, Tools & Experiments
 - **Social Strategy** - KPIs, Tools & Experiments
 - **SEO Strategy** - KPIs, Tools & Experiments
- **Sample Growth Experiment Approach** -
 - **Experiment level** - Media channels
 - **Objective** - To understand which mediums including In-market targeting, different ads, etc can drive purchases
 - **Experiment Direction** - Ad Formats
 - **Exact Experiment** - Check which ad formats are performing better static vs video or carousel etc
 - **KPI**: Creative CTR
- **Growth Marketing Media Plan** - (Detailed plan format to be delivered by Pranav)
 - **Experimentation Phase Duration**
 - **Experiments** - Type, Objective, KPI Est CTR, KPI Est Leads, etc
 - **Detailed campaign plan basis the data-based insights from the performed experiments**