

Growth Marketing Strategy Format

A typical marketing plan is a written document that summarizes what the marketer has learned about the marketplace and indicates how the firm plans to reach its marketing objectives. It is mostly annually planned and is company-centric. It primarily answers 3 important questions:

1. What is the situation now, where are we now?
2. Where do we want to be, what is the objective?
3. How are we going to get there?

A GM plan, on the other hand, **leverages agility & technology for long-term success. It leverages a data-driven marketing approach that focuses on the entire consumer funnel and delivers long-term value for your brand.** This includes **creating several sets of experiments at different stages of the funnel & scaling up the ones that work the best.** Digital growth marketing is a scientific method that **focuses more on the analytical side of marketing.** The insights derived from experimentation further help **optimize processes and achieve better results.**

- **Objective** - Vision & Goals (Where do we want to be, what is the objective)
- **Situation Analysis** (What is the situation now, where are we now?)
 - Landscape
 - Target Audience
 - Competitor analysis
 - SWOT
 - Value Proposition
- **Marketing Strategy** - (How are we going to get there?)
 - **Digital Strategy Funnel - KPIs & Tools**
 - **Digital Strategy Awareness**
 - Execution Strategy
 - Media Mix
 - Content/Communication Strategy
 - Social media strategy
 - Growth Experiments
 - Visual Aids
 - **Digital Strategy - Engagement**
 - Execution Strategy
 - Media Mix
 - Content/Communication Strategy

- Social media strategy
- Growth Experiments
- Visual Aids
- **Digital Strategy - Nurturing/Retention**
 - Execution Strategy
 - Media Mix
 - Content/Communication Strategy
 - Social media strategy
 - Growth Experiments
 - Visual Aids
- **Media Plan**
 - Growth experiments such as Geographic segmentation, target audience segmentation, ad formats, etc
 - Hypothesis for media approach
 - Media budgets
 - Media plan
- **Measurement & Control**
 - Resourcing
 - Timescales
 - Measurement & Testing