



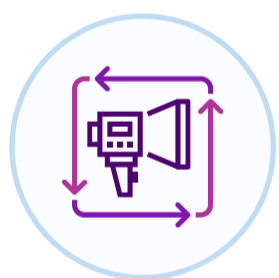
Diagnosing growth marketing program problems.

When your growth marketing program isn't delivering the results you expect, the issue is likely in one of these four areas. Answer these questions to see where your program needs attention—then prioritize the area with the most gaps.



GTM STRATEGY

- Do you have your audience segmented and have you isolated the specific segment you are working on?
- Do you know the personas in the buying group?
- Are you aware of market and competitive conditions?
- Have you mapped all the marketing activities targeting each buying group member and checked for dead ends, out-dated content, or over-rotation into a single channel?



PAID MEDIA

- Do you have a deep understanding of who you are trying to reach and where they spend time online?
- Do you examine paid media costs and results reports regularly?
- Do you optimize each channel regularly?
- Do you test different ad options?
- Do you experiment with new channels?



CONTENT

- Do you know all the questions that a buyer is likely to ask (themselves or others) at each stage of the journey?
- Have you mapped all the content to the buyers and their journey?
- Have you evaluated if your content answers the questions the buyer is likely to ask?
- Have you done a gap analysis to determine what key content is missing?



WEB CX

- Do you have a clear understanding of your persona's expectations?
- Does your website provide clear digital engagement and conversion pathways?
- Can you personalize your web pages and landing pages for key personas?
- How do you know? Do you have and use your analytics?