Guaranteed **Business Growth** Frameworks

LEVERAGE THESE **POWERFUL & HIGHLY EFFECTIVE STRATEGIES** FOR EXPLOSIVE GROWTH IN YOUR BUSINESS

Baron Belalov

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Introduction to Business Growth Consulting & Growth Hacking

Baron Belalov

Introduction to Consulting & Growth Hacking

As an experienced growth marketing consultant, I understand the general concerns about working with a consultant or agency. It can be expensive, and certainly there's a whole lot of info available online... is it really necessary to work with someone in this capacity, especially at the early stages of your business?
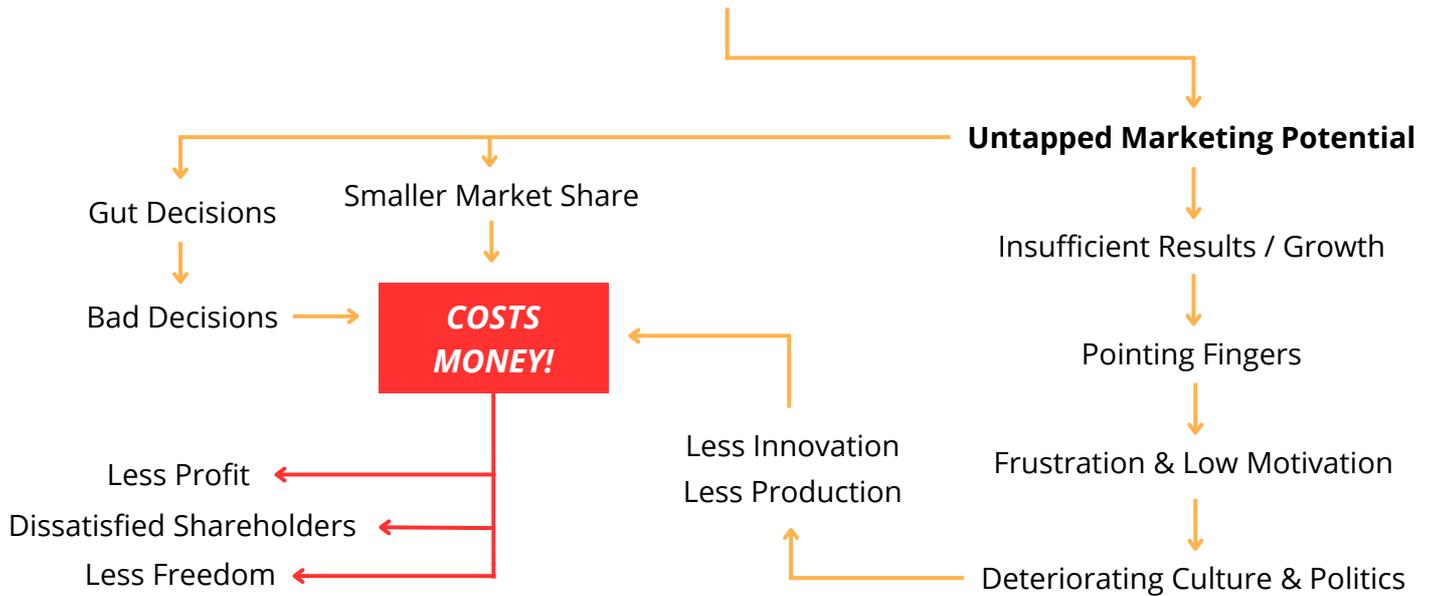
Let's start by addressing the 3 most common objections that entrepreneurs like you have before they decide to partner with an experienced consultant or agency:

1. **Lack of Budget:** Investing in the expertise of an experienced partner can maximize your budget's impact and help you make considerably more money than you otherwise would by trying to do it yourself or working with fragmented teams with no proper alignment. Together, we can identify the most effective strategies tailored to your goals and target audience, and the fees for our professional services will actually pay for themselves tenfold over the long run.

1. **Lack of Confidence:** I understand that placing your trust in a marketing consultant can be daunting. As someone who is an entrepreneur first and foremost, and passionate about helping entrepreneurs like you, I want to earn your confidence through my dedication and expertise. While I try not to boast, my track record speaks for itself. I have successfully driven tangible results for numerous clients, managing multiple seven figures in ad spend to deliver multiple 8 figures in revenue. These frameworks are just the tip of the iceberg.

1. **Lack of Urgency:** In the dynamic business landscape, delaying marketing initiatives means missed opportunities. As your consultant, I respond swiftly to market shifts and help you launch impactful campaigns quickly. Staying ahead of competitors ensures a strong presence among your target audience - the longer you wait, the more market share you willingly sacrifice while "CPC inflation" continues to increase the barrier to entry for new businesses looking to promote themselves online.

1. **Lack of Necessity:** Partnering with an experienced marketing consultant is essential for your business. My specialized skills, resources, and industry insights will enable us to overcome marketing challenges quickly and efficiently. Together, we can tap into new markets, reach a wider audience, and achieve your business objectives effectively.

Still not convinced?

Well, let's take a look at the costs of having insufficient marketing expertise or capacity within your business...

Cost of Insufficient Marketing Expertise or Capacity

Untapped Marketing Potential

Gut Decisions

Smaller Market Share

Bad Decisions → **COSTS MONEY!**

Insufficient Results / Growth

Pointing Fingers

Less Profit

Dissatisfied Shareholders

Less Freedom

Less Innovation
Less Production

Frustration & Low Motivation

Deteriorating Culture & Politics

Ultimately, insufficient marketing expertise or capacity is actually one of the most expensive direct and indirect costs that a business incurs, with an immense amount of unwanted consequences - which results in less profit, dissatisfied shareholders, and most importantly less freedom for you.

The 6 Growth Phases of Your Company

There are different stages of growth for companies, in which there are primarily 3 overarching objectives:

1. **Idea:** You start with an idea, a solution based on a problem. You start validating that idea to eventually arrive at a problem-solution fit.

2. **Concept:** you develop a concept of your solution so you can actually test whether you solve the problem, and then validate the product and market.

Formation
Mission > Vision > Strategy

Validation
Minimum Viable Product
Validate > Iterate > Pivot

Growth
Scale Up

Idea   Concept   Commit   Validate   Scaling   Establish
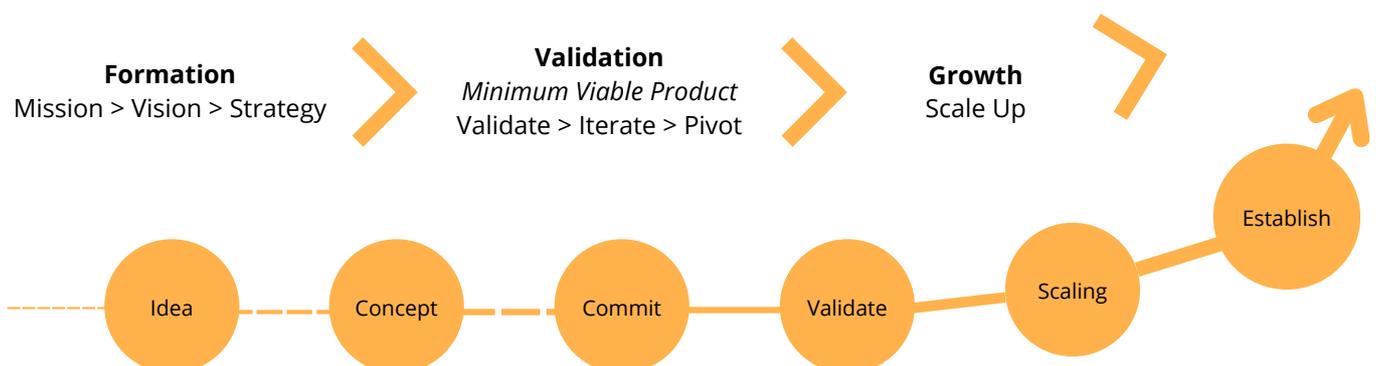
3. **Committing:** now you're going to decide if you think it's worth going after your vision and if you're the right person to carry this vision forward.

4. **Validating:** you will create a Minimum Viable Product which you will validate in the market to test whether there is really a demand for your solution. The end result of this phase is a product-market fit.

5. **Scaling:** you have a successful concept that the market is waiting for, now it's time to start harvesting the seeds you planted. Here you pursue a channel/model fit.

6. **Establishing:** your company can only really become a great company if there is a market fit or business model fit. In other words, the market responds well to the business model you are practicing.

So what is needed in order to achieve effective and efficient growth?

Introducing... *Growth Hacking*

Growth hacking is a form of marketing in which the focus is on growing a business effectively and efficiently using data and experimentation. The metrics to validate growth are bottom-line focused (ie. North Star Metrics like number of users or appointments, OMTMs like EBITDA, and so on).

In order to accomplish growth hacking, one must look beyond reaching and bringing in new customers - *they must look at the entire funnel (AKA the Pirate Funnel)*.

Since it is no longer enough for a marketer to specialize in 1 area due to the fact that the marketing landscape has become too large and fragmented, an entrepreneur should have a high level understanding of what is required from themselves or their growth hacker in order to achieve their growth goals:

Base knowledge is required to understand why certain models and processes are deployed.

Foundational knowledge is needed to achieve outcomes that require generalist skill like copywriting, A/B testing, formatting visuals, etc.

Channel expertise is required to produce specialized results (ie. paid media, CRM automation, CRO, etc.)
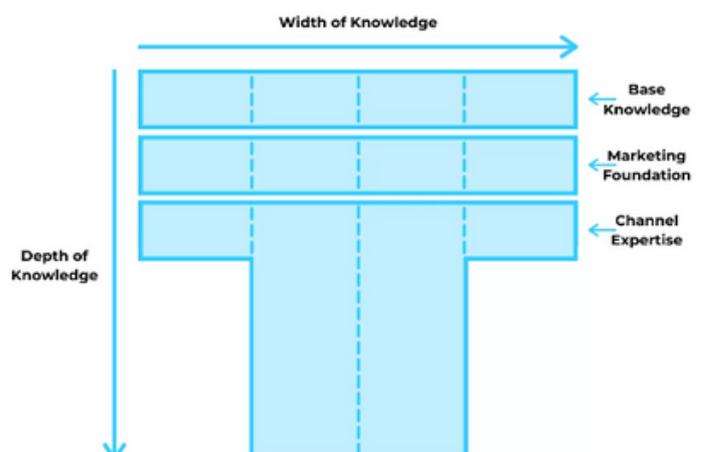
What are the 5 Metrics to Growth Hack My Business?

The AAARRR Framework (A.K.A. the Pirate Funnel) provides a way to map your entire customer journey and discover where your business is missing out on growth. This framework was introduced by Dave McClure, a Silicon Valley investor, to help entrepreneurs focus less on vanity metrics and more on the most useful and measurable data to guide the enablement of a company's health and growth.

AAARRR is an acronym that stands for Awareness, Acquisition, Activation, Revenue, Retention and Referral.

Below is a diagram that shows you where the typical marketing focus ends and how a growth hacker's focus encompasses the entire funnel:

Marketeer

Growth HackAAARRR

A - Awareness

A - Acquisition

A - Activation

R - Revenue

R - Retention

R - Referral
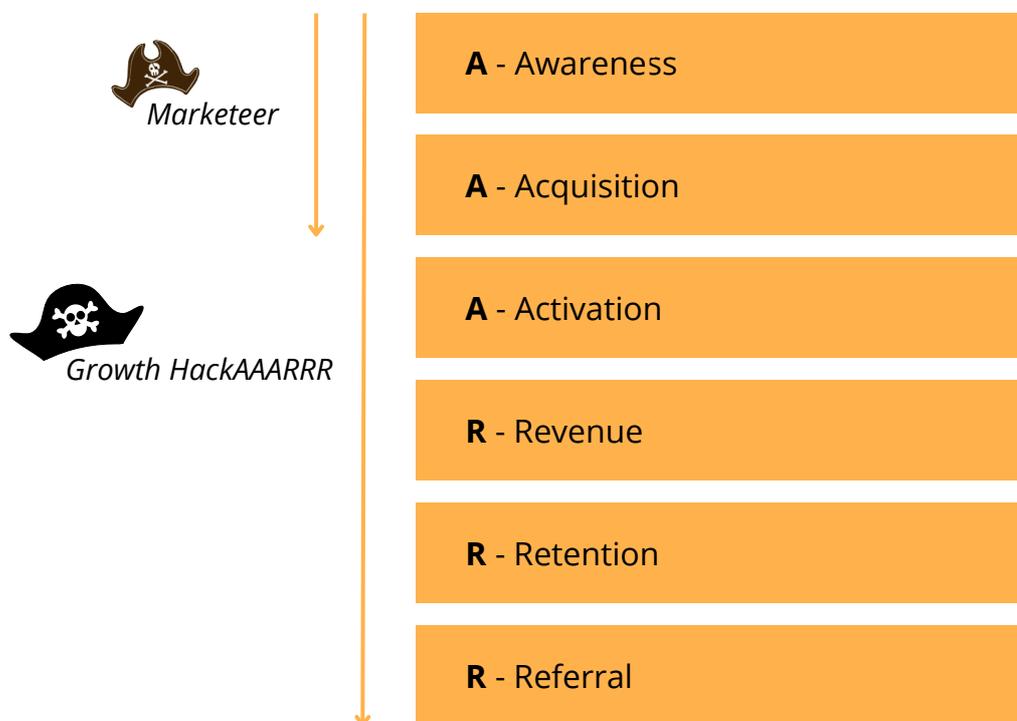
What are some Key Performance Indicators (KPIs) we can look at throughout each stage of the Pirate Funnel in order to measure growth hacking success?

1. **Awareness** – How many people are you reaching (reach, impressions)?
2. **Acquisition** – How many people visit your socials and website (clicks)?
3. **Activation** – How many people take the important first step (leads or ATC)?
4. **Revenue** – How many people become paying customers (appts or purchases)?
5. **Retention** – How many people make repeat purchases (LTV)?
6. **Referral** – How many people refer an acquaintance? Make sure you have a system for this, as people obviously need to have incentive to refer you.

Identifying Your Business Growth Bottlenecks

If you're actively using the Pirate Funnel or AAARRR Framework, you may see that somewhere along the lines, there is a conversion rate which is below the industry benchmark or below your expectations for whatever particular reason.

Once you've found where the Pirate Funnel is bottlenecking, you can start diagnosing the funnel in order to find the underlying problem by A/B testing creatives in your paid media strategy, looking at conversion rate optimization software like Hotjar, talking to your sales or support staff to see where complaints recur most often, or conducting customer conversations. Some examples of underlying problems are:

- No brand awareness or low ad quality leading to poor awareness
- Too much friction in the acquisition process
- Not enough engagement in the activation process
- Value proposition isn't clearly communicated, resulting in little revenue
- Quality of product or service delivered inhibits retention or referral
- No re-engagement system to increase retention or referral
- Not enough incentive for customers or clients to refer your business
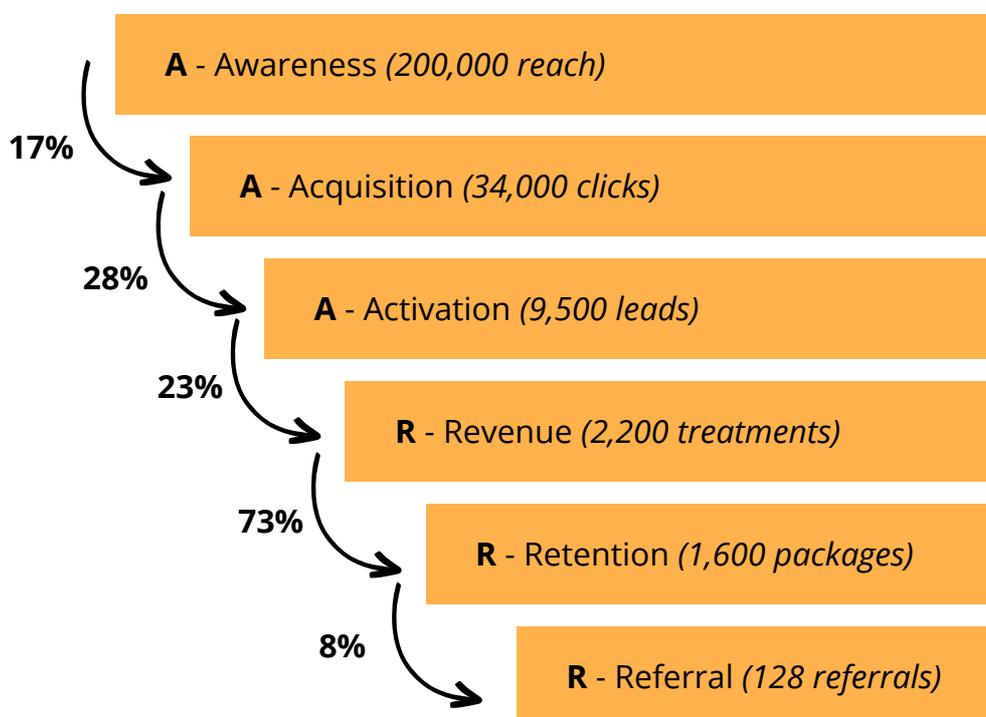
A - Awareness *(200,000 reach)*

17%

A - Acquisition *(34,000 clicks)*

28%

A - Activation *(9,500 leads)*

23%

R - Revenue *(2,200 treatments)*

73%

R - Retention *(1,600 packages)*

8%

R - Referral *(128 referrals)*

Once you have found the underlying problem to the bottleneck in your Pirate Funnel, you can align the departments in your company on a **North Star Metric** and implement the **G.R.O.W.S. Process** to improve that metric.

G.R.O.W.S. Process & Rational Decision-Making Model

Once you have found the underlying problem to the bottleneck in your Pirate Funnel, you can align the departments in your company on a North Star Metric (A.K.A. the One Metric that Matters) and implement the G.R.O.W.S. Process to improve that metric (ie. increase the number of people who, rather than purchasing a single treatment, choose to purchase a treatment package up front).

The G.R.O.W.S. Process is similar to the Rational Decision-Making Model, which is indicated to the right and below the G.R.O.W.S. Process diagram.
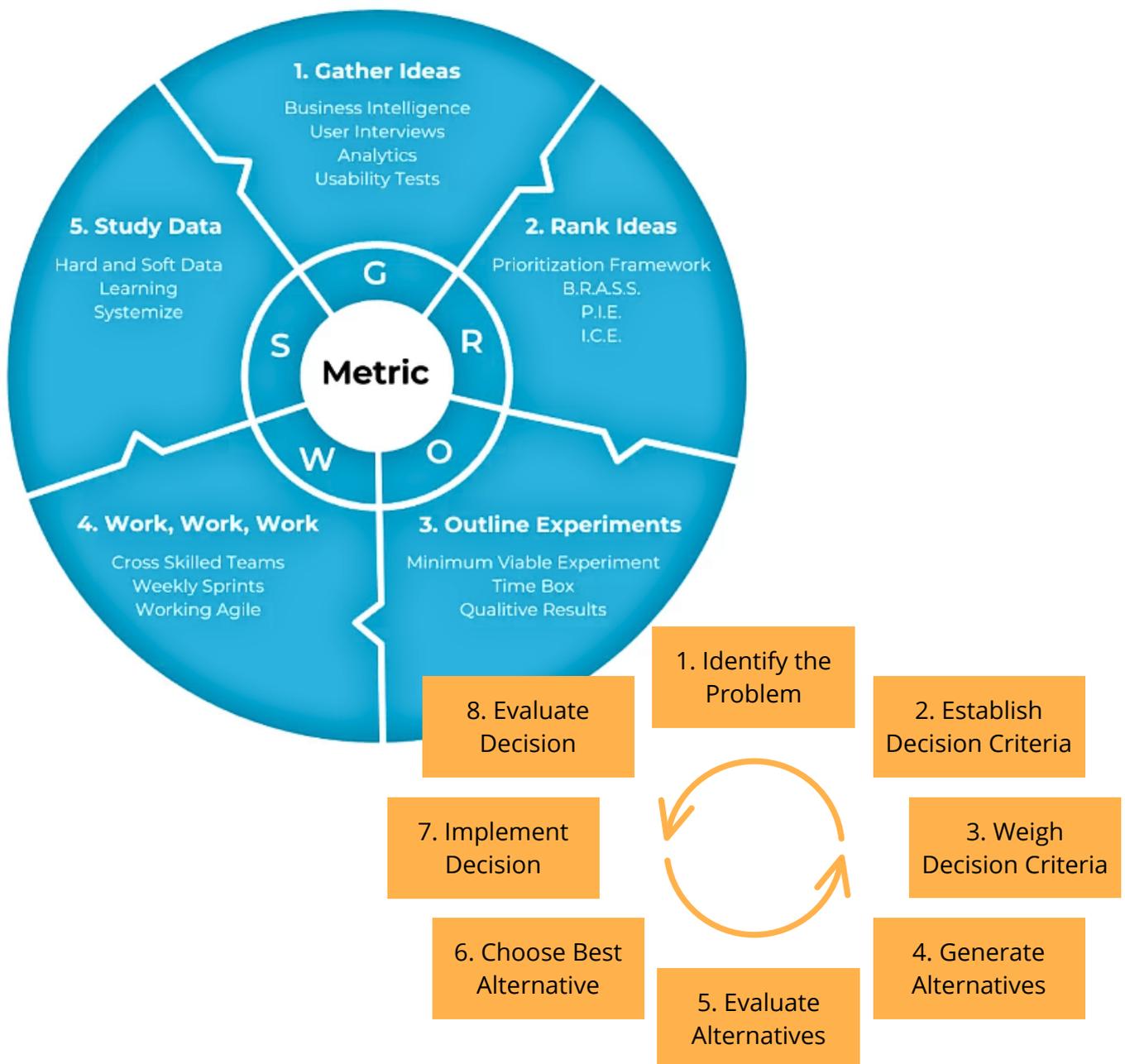
*Useful in this process are the **Experiment Card** and **Conclusion Card** below.*

Experiment Card

Assignee: _____

ID + Name:

1. We believe that...

What is the reason that we want to conduct this experiment? From what insight or observation does this intend come?

2. To verify that we will...

What will we do to verify our assumption? What action or experiment will we run to see if what we thought, actually will be validated?

3. We succeed if...

When will this experiment succeed? What measuarble criteria do we have to attain?

4. And fail if...

When will this experiment fail? What measuarble criteria do we have to attain?

5. Action steps

What are the steps that need to be taken to conduct this experiment?

Urgency: Cost: Time:

Conclusion Card

Assignee: _____

ID + Name:

1. Assumption

What did we believe before we conducted this experiment? Why did we believe that? What did we hope to learn?

2. Outcome

What did we observe after we tested our assumptions? Did we see an increase in a specific metric? Did things happen we didn't expect?

3. Learnings

What did we learn from this experiment? Are there things we need to do different in the way we test? Are there things we could've done better?

4. Next steps

What are the next steps that we will take? Will we continue with the experiment, do we need to adjust the experiment or do we stop with this specific experiment?

Action urgency:

Outcome reliability:

How to Identify Your Advanced Marketing Strategy

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How to Identify Your Advanced Marketing Strategy

Confrontation Matrix (Enhanced SWOT Analysis A.K.A. SWOT-TOWS)

Before we get into goal setting, we need to complete the Confrontation Matrix, which is an elevated version of the SWOT Analysis. This allows us to select the most appropriate marketing strategy (Aggressive, Conservative, Competitive, Defensive).

In this analysis there are 2 internal factors (Strengths and Weaknesses), as well as 2 external factors (Opportunities and Threats). The difference in this analysis is that we map relationships between each factor - essentially giving each relationship a score. Some insights the Confrontation Matrix will give you:

- Do strengths help you take advantage of opportunities?
- Do opportunities help improve your strengths?
- Do weaknesses make threats worse?
- Do threats make weaknesses worse?
- Do strengths help reduce threats?
- Do threats cause strengths to become weaker?
- Do weaknesses reduce opportunities?
- Do opportunities reduce weaknesses?

Strengths

Prio	What	Weight (Sum = 1)
1		
2		
3		
4		
5		

Opportunities

Prio	What	Weight (Sum = 1)
1		
2		
3		
4		
5		

Weaknesses

Prio	What	Weight (Sum = 1)
1		
2		
3		
4		
5		

Threats

Prio	What	Weight (Sum = 1)
1		
2		
3		
4		
5		

If you're stuck or wondering what to insert into the Confrontation Matrix, here are some things to consider.

When doing an **internal analysis on your Strengths and Weaknesses**, consider the **7Ps** that help us satisfy consumer needs and position our offering clearly:
- Product
- Price
- Place
- Promotion
- People
- Process
- Physical evidence

When doing an **external analysis on your Opportunities and Threats**, consider **Porter's Five Forces** model which identifies 5 competitive forces that shape every industry and can be applied to any segment:
- Competition in the industry
- Potential of new entrants to the industry
- Power of suppliers
- Power of customers
- Threat of substitute products

Once you have your SWOT Analysis complete with weighting for each item, we'll be filling in the SWOT-TOWS model to find connections between items, and then to see which type of marketing strategy we will be deploying. **As you go through each section of the SWOT-TOWS, if one point impacts another point then put a 1 in the box - otherwise, put a 0.**

		Opportunities					Threats				
		O1	O2	O3	O4	O5	T1	T2	T3	T4	T5
Strengths	S1										
	S2										
	S3										
	S4										
	S5										
Weaknesses	W1										
	W2										
	W3										
	W4										
	W5										

Determining Your Marketing Strategy Type

Once you take all the accumulating weightings and interactions from each box, the subject with the highest sum of interactions becomes your marketing strategy type. Some examples of each strategy are indicate below:

	Opportunities	
Strengths	**Aggressive**	
	Sum of Interactions	
	Sum of Weighting	

	Threats	
Strengths	**Conservative**	
	Sum of Interactions	
	Sum of Weighting	

	Opportunities	
Weaknesses	**Competitive**	
	Sum of Interactions	
	Sum of Weighting	

	Threats	
Weaknesses	**Defensive**	
	Sum of Interactions	
	Sum of Weighting	

Aggressive *(letting the company do what it does best when opportunities arise)*:

- Enter new markets
- Increase sales in existing markets
- Develop new products
- Invest in brand awareness
- Increase loyalty
- Increase employee loyalty
- Increase production

Competitive *(the company will try to take opportunities without its strengths here)*:

- Increase current market share
- Pivot to less demanding markets
- Diversify product portfolio
- Hire staff with market knowledge
- Increase cooperation with parent or sister companies

Conservative *(letting the company turn threats into opportunities)*:

- Reduce seasonality
- Shift warehousing costs to intermediaries
- Optimize product deliveries
- Reduce prices for certain product
- Reduce risk

Defensive *(the company is in a market where there are many external threats and it does not have the competencies to start acting against them)*:

- Slowly pulling out of the market
- Reduction of activities
- Minimizing losses
- Reducing costs
- Sell the company

Conversion Rate Optimization

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Conversion Rate Optimization

Conversion Rate Optimization (**CRO**) aims to increase the conversion rate through your Pirate Funnel by using experiments based on quantitative and qualitative data.

By using knowledge of psychology, user experience and web usability to discover friction points in why visitors do not take the desired action at the pace that you expect. you can set up experiments (like live A/B tests in which 50% of your audience sees a different CTA from the other 50%) to solve bottlenecks in a data-driven way.

Suppose you've spent $750,000 on ads to generate **500,000 website visitors** in January who made **10,000 purchases** averaging an order value of $150. The result would be **$1,500,000 in sales**, at a **2% conversion rate**.

Now, suppose you want to turnover $3,000,000 next year. You can do 1 of 3 things to hypothetically achieve this outcome:

1. Spend an additional $750,000 on ads.
2. Increase your AOV from $150 to $300.
3. Increase your conversion rate from 2% to 4%.

In general, you can't easily double AOV, and doubling your ad budget is not necessarily desirable as you may be more inefficient as you near your market caps. However, you may see bottlenecks that deter visitors from taking action on the website... and if you can double your turnover without extra ad spend or changing your offer, you can achieve higher margins without increasing your costs.

This means that your revenue can double, but costs remaining the same, your profit margin and net income could quadruple!
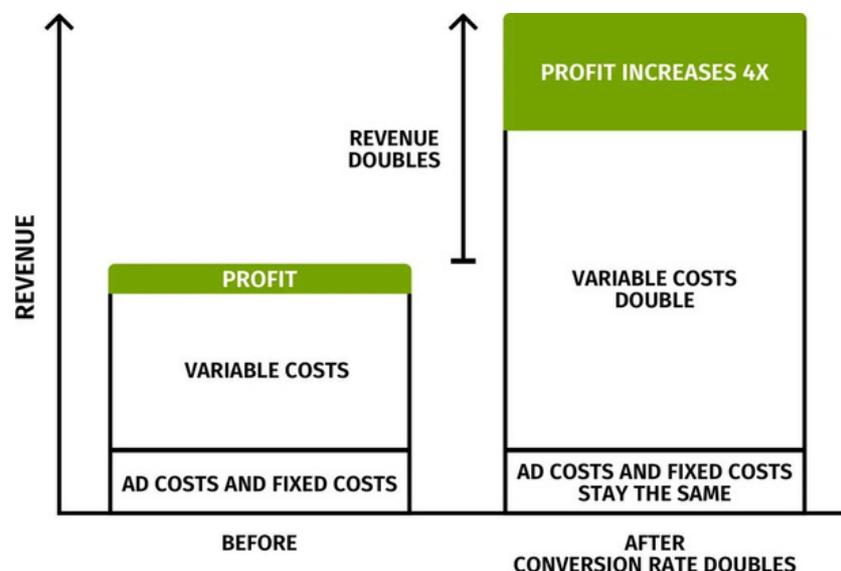
Conversion Rate Optimization Strategy

How is it possible to achieve such a large benefit from CRO? Simply put, through the Power Law of CRO:
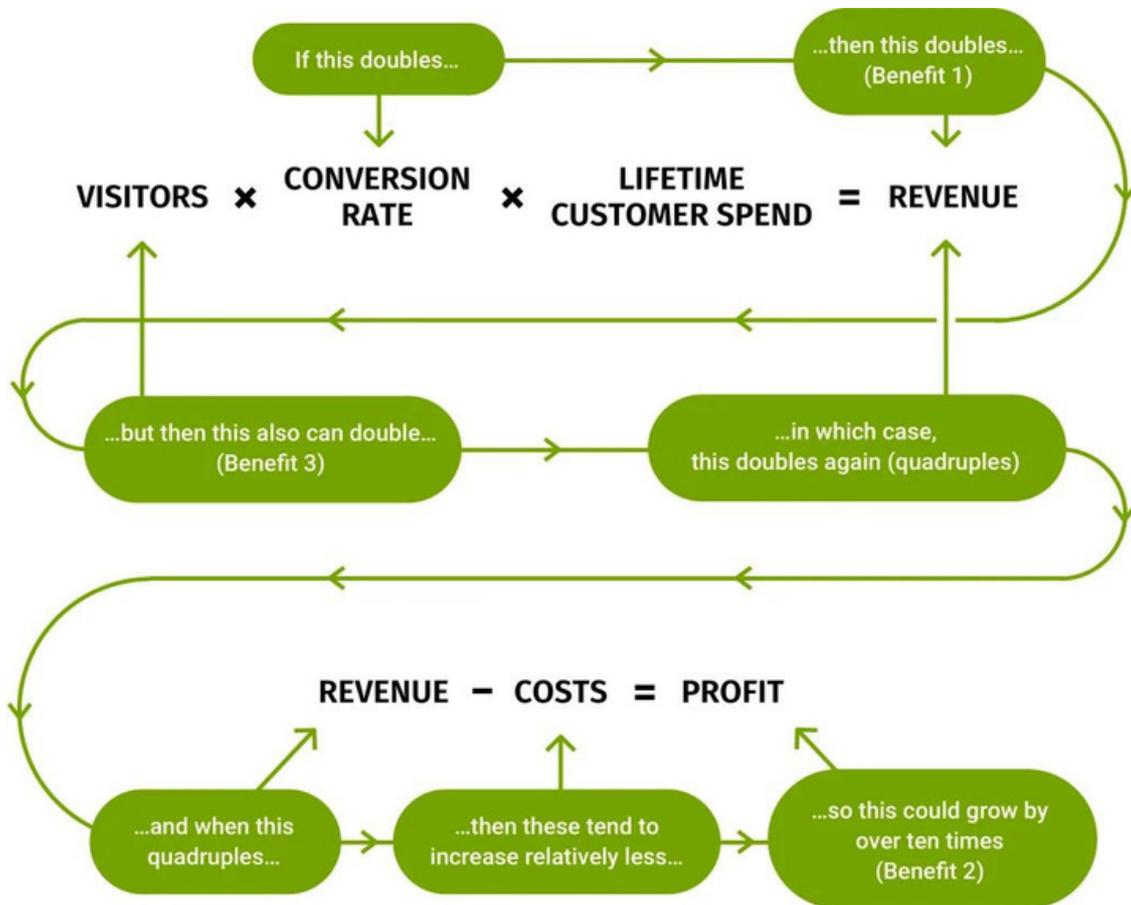
The Conversion Heuristic Formula looks like this, and implies that the probability of a conversion depends on the match between the offer and a visitor's motivation + the clarity of the value proposition + (the incentive to take action right now minus the friction) minus the anxiety.

The numbers next to the abbreviations indicate the importance of the variable.

C = 4M + 3V + 2(I-F) – 2A

C = Probability of conversion
M = Motivation of user (when)
V = Clarity of the value proposition (why)
I = Incentive to take action now (why now)
F = Friction elements of process
**A** = Anxiety about the purchase or deal

So how do you know what area of your business to focus on and what you can do to increase your conversion rates?

Ultimately, you can decompose growth so that you know exactly which sub-KPI contributes to which main KPI. Here's a simplified example of a business's profit divided by the cascading sub-KPI metrics involved in generating that profit:

This then allows you to set up a Growth Flywheel like Amazon's or Booking.com's:
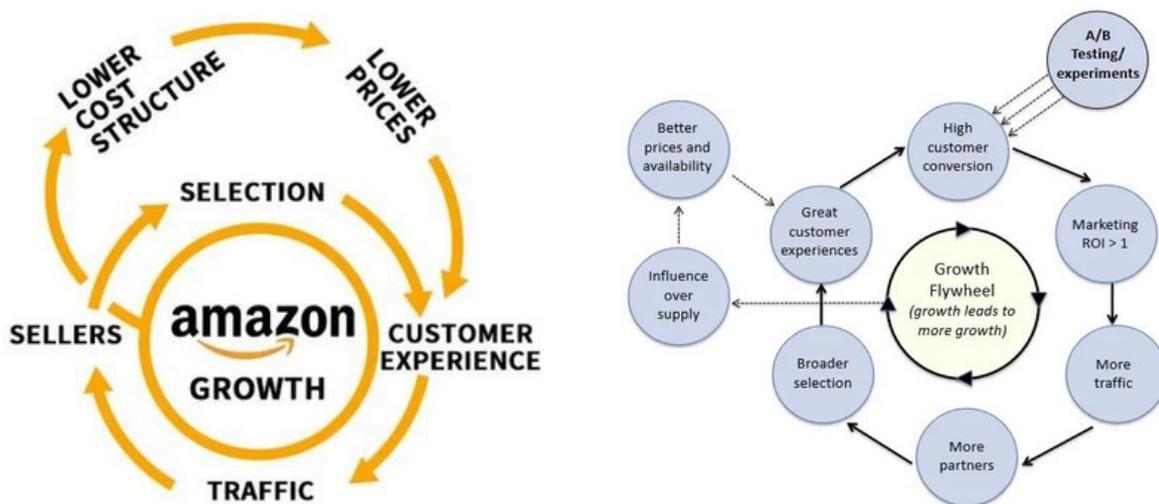
It is important to note that your organization's data must be mature enough to get started with CRO, as you need to be able to identify bottlenecks. To do this, try to add as much measurability as possible on your website (Google Tag Manager, Hotjar), ad accounts (GA and multi-channel performance tracking software like Moz), customer or client relationship management (CRM), production and/or delivery process (ERP), and so on. This will ensure that you can use dashboarding with your organization to gain insight into process efficiency.

The CRO Flywheel (7 Steps)

The CRO journey is a continuing flywheel in which you can have different objectives:

1. **Start with research:** start with quantitative research to discover the bottleneck and expand that with qualitative research to discover why that is where the bottleneck exists.
2. **Brainstorm ideas:** after you know which bottleneck to solve, you can brainstorm ideas and set up hypotheses to tackle the bottleneck.
3. **Prioritize ideas:** after you have a list of potential ideas and hypotheses you can start prioritizing them.
4. **Start implementing:** calculate the Minimum Detectable Effect and start conducting your experiments.
5. **Analyze your results:** analyze the results of your experiments, doing deep-dives to gather insights from them.
6. **Decide what to do:** decide whether to stop, continue or discontinue, and determine follow-up actions to move forward on.
7. **Share the insights:** share the insights with relevant stakeholders so you include the entire company in the experimentation and conclusion.

Quantitative Research (Where?)

We begin herein with the quantitative research to find out the "Where?" in the bottleneck. Quantitative research includes numbers and statistics, this can include:

- **Digital Analytics:** dive into your data to understand the funnel / customer journey. This does require making almost everything measurable.

- **Mouse Tracking Analysis:** watch the mouse behaviour of a visitor on the website, as the eye follows the mouse.

- **Click Heatmap:** where do users click? Are they clicking where you want them to?

- **Scroll Heatmap:** how far do users scroll? Do they scroll far enough or do you need to start placing elements above the fold?

Example Ecommerce: You see in your funnel a large exit rate (e.g. > 30%) from shopping cart to checkout. When someone adds something to their shopping cart and goes to the cart, the motivation is quite high. If that person ultimately does not proceed to checkout, it means that something is not going right in the shopping cart.

Example Lead Generation: You see in your funnel a high exit rate on the page to request a quote (e.g. > 95%), after installing form-tracking software you see that happens in the step when filling out the email.

Qualitative Research (Why?)

Qualitative research allows you to find out the "Why?" of a bottleneck, which can be done in a myriad of different ways:

- **Customer interviews:** engage with your (potential) customers and ask about the answers they give.

- **Questionnaires:** send existing customers a questionnaire or work with exit-intent and post-purchase surveys.

- **Expert Review:** with some CRO specialists, evaluate the website in the places where you spotted bottlenecks in the quantitative analysis. Be sure to include the following points in your evaluation:
  - Clarity: is everything as clear and straightforward as possible?
  - Friction: what causes doubts?
  - Anxiety: what are you afraid of?
  - Distraction: what distracts you?
  - Relevance: does it meet your expectations?
  - Trust: do you trust the source?
  - Orientation: do you know where to click or where you should go?
  - Stimulance: why should you move on to action?
  - Security: is it safe here? What if …?
  - Convenience: how inconvenient is it going to be?
  - Confirmation: did you do the right thing?

- **User testing:** look with your target audience, give them scenarios and ask them questions at the same time to gain insight into their train of thought.

- **Customer service interview:** interview customer service to get insight into what are common questions and what people complain about.

- **Sales interview:** interview sales to find out what wins customers over or what keeps them coming back.

- **Live Chat:** export messages from live chat to find out what questions people have that they can't figure out the answers to themselves.

- **User Recordings:** view user recordings on how users use your website and try to gather insights from their behaviour.

- **Review Mining:** get insights from the reviews your company or competitors get.

Ideation & Prioritization

After figuring out where the bottleneck exists and why it is there, it's time to start brainstorming ideas and creating hypotheses.

Example E-commerce: Based on the exit-intent survey, we see that users are not making a purchase because of return costs. I expect that if we start offering free returns we are going to see a +15% increase in the number of transactions versus a +5% increase in returns because we are removing uncertainty.

Example Lead Generation: Based on user testing, we noticed that users do not want to provide an email address because they are afraid of receiving an infinite number of newsletters. We expect that if we explicitly state that users will receive only one email with the offer and no further follow-up that we will thus see a +20% increase in the number of offer requests, because we remove fear.

Execution

You start by evaluating whether you have enough data to start testing, which is dependant on the estimated sample size, effect size and significance level of the test. Once you're committed to test, there are different types of testing:

- **A/B Test:** a test where variant A and B get the same amount of traffic and where ultimately predefined KPIs are considered to examine which variant works better.

- **Multivariate Test (ABn Test):** a test where more than 2 variants are tested against each other. ABn testing requires a lot of data to demonstrate significance.

- **Fake Door Test:** you are not going to design full functionality, but you are going to measure user motivation. For example, you place a button on your website that makes users think there is a certain functionality, if it is clicked often you have validation that there is demand for a certain functionality.

- **Multiple Tests:** in some cases it is also possible to run multiple tests simultaneously. This is basically only desirable if they are evaluated on different KPIs to avoid data contamination.

- **Bandit Test:** maximize revenue, if variant A works better then A is shown more often during the test period and if B works better then B is shown more often.

- **User Test:** present some users with particular situations to validate assumptions.
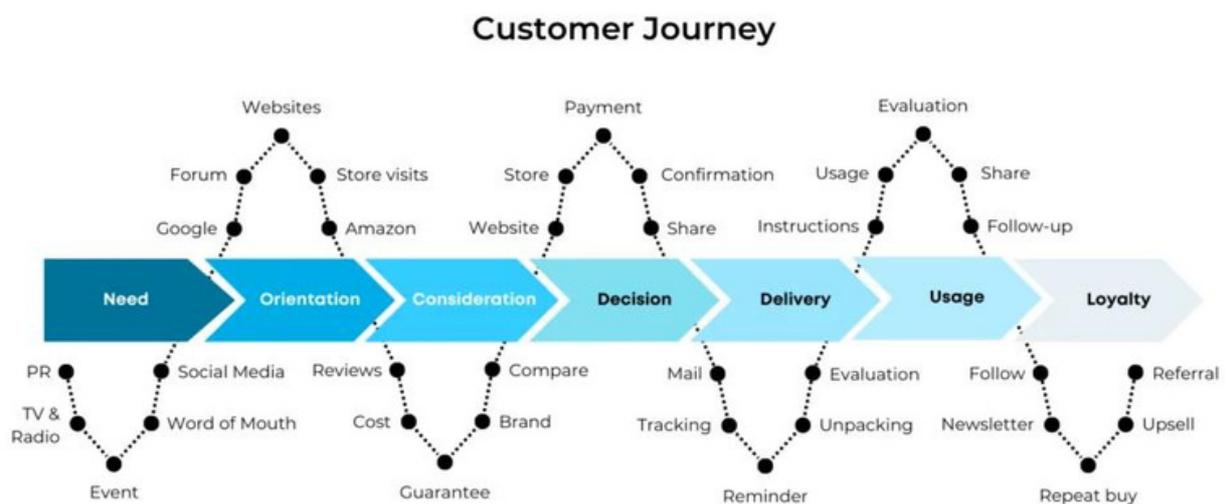
Customer Journey

Mapping

Baron Belalov

Customer Journey Mapping

The Customer Journey is the process your customers go through, from first seeing you or hearing about you, through to a referring consumer. It maps every interaction with your brand, and while it is a commonly discussed concept in marketing, most companies actually do not have a map of how their customers orient, what the care about, or when the company enters the prospective consumer's mind.

Not having enough mapping of the Customer Journey actually puts you at risk of having, perhaps unknowingly, negative touchpoints with your potential consumer.

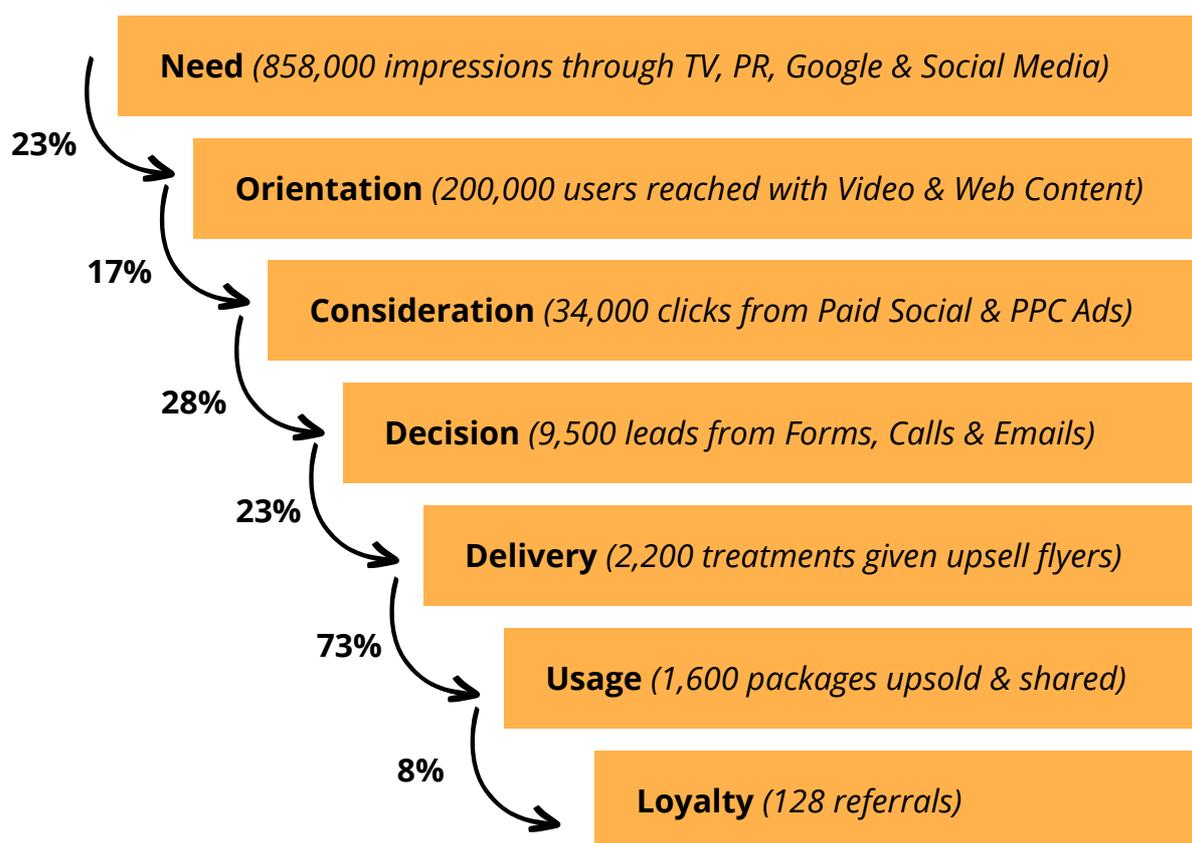Here's an example of a Customer Journey Map:

Customer Journey

| | Need | Orientation | Consideration | Decision | Delivery | Usage | Loyalty |

Websites, Forum, Store visits, Google, Amazon, Store, Website, Confirmation, Payment, Share, Usage, Instructions, Evaluation, Share, Follow-up

PR, Social Media, Reviews, Compare, Mail, Evaluation, Follow, Referral, TV & Radio, Word of Mouth, Cost, Brand, Tracking, Unpacking, Newsletter, Upsell, Event, Guarantee, Reminder, Repeat buy

The Customer Journey for B2B and B2C often look quite different, as well:

	B2B	B2C
Customer Service	Relatively high quality customer service is expected.	Want products or services that meet a need or desire.
Orientation	Often do their own research on products or services.	Do not do as much research before purchasing, often rely on word of mouth or online reviews.
Forgiveness	Less forgiving after a bad experience.	Expect good customer service, but are often more forgiving

While it is more difficult than ever to be able to facilitate a Customer Journey as mapped due to changing and increasingly complex user behaviour, as well as the difficulty of effectively tracking user's behaviour on multiple channels simultaneously due to the cookie-less nature of modern marketing - it is still relevant to map the Customer Journey for companies that want to improve consumer satisfaction or increase sales in general.

Since the Customer Journey is a full-funnel map, it is imperative that growth hacking frameworks and strategies are implemented in order to be able to map and execute on the intended Customer Journey for your audience.

Below we've converted the previously mentioned AAARRR framework to match the Customer Journey example we've shown above, as they boil down to the same thing - however we've added the "Need" at the beginning as it precedes the "Orientation":

Need *(858,000 impressions through TV, PR, Google & Social Media)*

23%

Orientation *(200,000 users reached with Video & Web Content)*

17%

Consideration *(34,000 clicks from Paid Social & PPC Ads)*

28%

Decision *(9,500 leads from Forms, Calls & Emails)*

23%

Delivery *(2,200 treatments given upsell flyers)*

73%

Usage *(1,600 packages upsold & shared)*

8%

Loyalty *(128 referrals)*

Now let's actually talk about each step of the Customer Journey to better understand how we can approach it with our marketing and sales strategies, and experience higher conversions throughout our Pirate Funnel which will inevitably result in a higher NSM and, automatically, more revenue.

Need

Your prospect can have 2 types of needs:

1. **Latent need:** the person does not yet know he needs something. If you are going to buy a car you are not yet directly concerned with insurance.
2. **Concrete need:** the person knows they have a certain need, here it is important to be visible with your brand. For example, think of buying a phone when your old one is broken.

In practice, you will encounter 5 types of prospective customers at this stage:

1. **Unaware:** don't realize they have a problem or need.
2. **Problem Aware:** realize they have a problem or need.
3. **Solution Aware:** know there are solutions to their need, but don't know you.
4. **Product Aware:** they know you, but haven't bought you yet.
5. **Most Aware:** brand ambassadors.

In our Content Strategy Framework, we'll discuss ways to promote to each of these audiences to match their temperature.

Orientation

The orientation process has changed a lot in recent years thanks to digitalization, which makes it extra important to map it out using research. You want to be visible with your brand at least in the orientation phase so that you will eventually be included in the consideration phase. Some examples of behaviour in this phase:

- Searching specific relevant keywords in search engines
- Asking acquaintances for their opinions
- Checking out inspiration platforms such as Pinterest, TikTok or Instagram

Consideration

In the consideration phase, we examine which options from the orientation phase best meets the customer's wishes and needs. Here it is important to know which **decision criteria** weigh most heavily for the customer; this should be properly researched. Some examples of decision criteria:

- Price
- Brand awareness
- Warranty
- Reviews

Delivery

After someone has become a customer, a product or service will need to be delivered. Here the first moments of evaluation will be whether someone actually made the right choice to choose your company, product or service. Some tips:

- Make sure you deliver on time and that your product arrives in the right condition or that your service is of high quality.
- Give clear instructions on how to use or what the added value of the service is.
- Provide good support if the customer experiences problems in using your product or service.

Use

In the use phase it is important that customers get the most out of your product or service and that they really see the added value. You can stimulate this by:

- Including tutorials
- Measuring and communicating impact
- After-sales phone calls

This is the ultimate evaluation moment; if your product or service did not help the customer, there is little chance that they will make a repeat purchase or become a brand ambassador. It's important to prevent people from talking badly about you, so make sure that those who are not ideal for you are excluded from your marketing.

Loyalty

It is **5 to 7 times cheaper to retain a customer than to bring in a new customer**. This is precisely why it is so important to encourage loyalty. The goal is for people to remain loyal to your brand and not switch to a competitor.

There are different forms of loyalty:

- **Transactional Loyalty:** getting customers to make repeat purchases with offers.
- **Social Loyalty:** interacting with your customers on social media, for example.
- **Engagement Loyalty:** you reward people who engage with you.
- **Emotional Loyalty:** if your brand is positively aligned with your customer's emotions, you can't get this kind of loyalty with offers. In this, you want to make people feel part of something (ie. Unity in Cialdini's Principles below).
- **Behavioral Loyalty:** a level of loyalty in which you want to make customers do something like buy higher volumes where you give a third product for free.
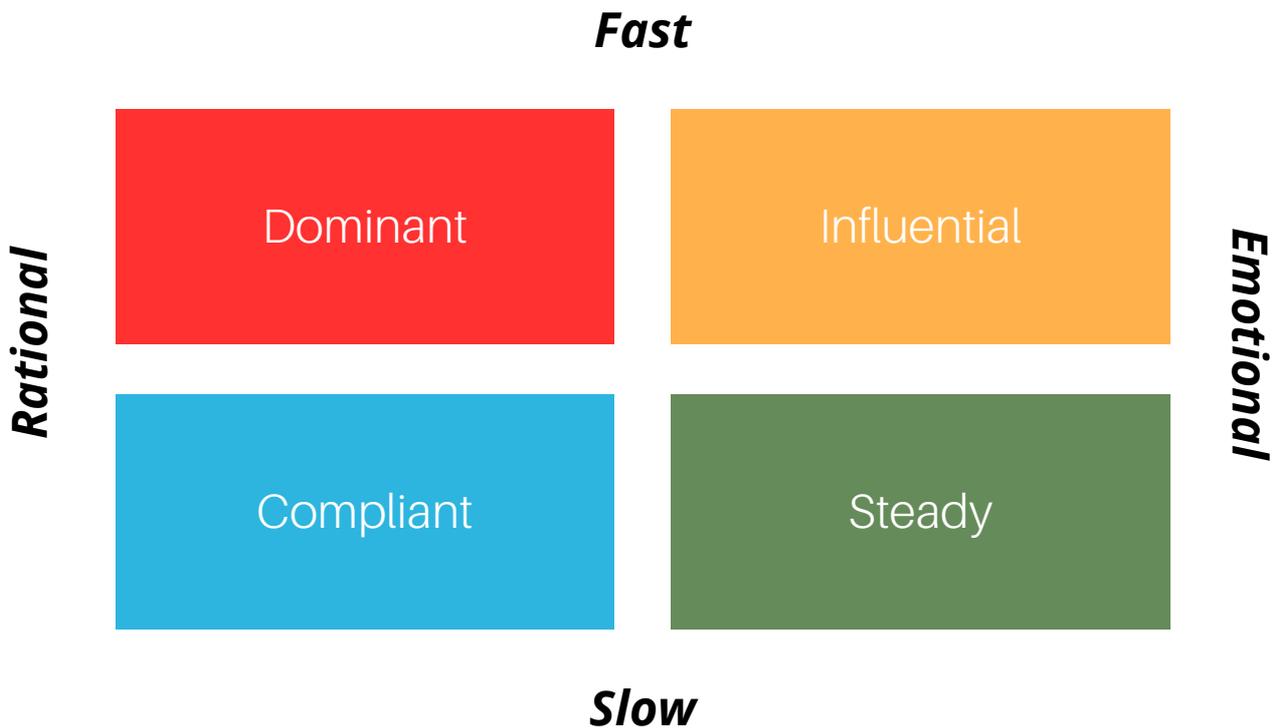- **Advocacy Loyalty:** you reward people who recommend others.

The Customer Journey Canvas

Stage	Their Goal	Their Behaviour	Experience	Company Goal	Company Activities	KPIs
Need						
Orientation						
Consideration						
Decision						
Delivery						
Usage						
Loyalty						

Persuasive Marketing Methods

Baron Belalov

Persuasive Marketing Methods

Fast

Rational	Dominant
	Influential
	Compliant
	Steady

Emotional

Slow

- **Competitive/Dominant (red):** this person is results-oriented and rational. Decides quickly based on facts, is goal oriented and therefore eager to know what something will accomplish.
- **Spontaneous/Influential (yellow):** this person is extroverted and fast. Everything must happen quickly, also this person likes to be in a good atmosphere, because feeling and emotion is important to him/her.
- **Humanistic/Stable (green):** this person is very people-oriented and emotional. Attaches great value to personal contact and a good atmosphere. This person is also a slow decision maker, who decides based on emotion.
- **Methodical/Conscientious (blue):** very introverted and slow person. Decides very slowly and constantly searches for new information and facts.

It is helpful to know what bin your target audience falls into to determine which Cialdini Principles of Persuasion and Influence will be most effective.

So... what type of decision maker are your target audiences? Pick up to 2 colours for each of your audiences, with a maximum of 2 audiences for now:

Audience 1:	Audience 2:
-	-
-	-

The 7 Cialdini Principles Cheat Sheets

Scarcity: with scarcity you can prevent procrastination, as for some people losing something hurts twice as much as winning something. Think of phrases like:
- Limited time / stock / number of spots
- Exclusive

Scarcity works well with the **Red and Yellow** decision makers, and can be counterproductive for **Blue** decision makers.

Authority: we trust experts and people who (we believe they) know what they are doing. You can incorporate authority into your brand or messaging by:
- Leveraging well known people like influencers, or Titles
- Hallmarks or badges
- Pricing strategy (ie. high prices)
- Claims of experience, knowledge or results

Authority works well on the **Red and Blue** decision makers.

Social Proof: when we don't know what to do, we look at what others have done. 14% of people trust an ad and 70% trust someone else's opinion - so either tell your story or let your customers tell their story. Social proof can be applied by:
- Showing reviews
- Showing product/service usage frequency.
- Social proof can also be combined with the Unity principle by saying something like, "Already more than 300 established med spa owners like you are..."

Social proof works well for **Green and Blue** decision makers.

Likability: we are more likely to say 'yes' to someone we like rather than dislike. However to be liked, it is required for there to be sympathy present *for* us. Research shows that there are 4 factors which can cause sympathy:
- Physical attractiveness: people with good looks have an advantage.
- Similarity: we find people who look like us more likeable.
- Compliments: sincere compliments create sympathy.
- Contact and cooperation: a lot of contact quickly leads to sympathy, especially if they are working towards the same goal.

Sympathy is valued more by **Green and Blue** decision makers, and is created by:
- Having a good 'About Us' page
- Being vulnerable
- Creating positive brand associations and/or using humour
- Emphasizing similarities
- Making sincere compliments
- Offering good support
- Leveraging the peak-end rule (ie. making the final moments of the latest experience with you is heavily weighted in your audience's mental calculus).

Reciprocity: if you give something of value then you can more likely expect something in return. This is one of the reasons that restaurants offer peppermints right before you pay the bill - as you're more likely to tip (more). Reciprocity can be applied in many ways, such as:

- Gift giving
- eBooks
- Blogs
- Training
- Checklists
- Research to share
- Free trials

Reciprocity also works especially well on the **Yellow and Green** decision makers, however it is very important that what you give or do is of real value to the recipient.

Consistency: people are consistent to their previously displayed behaviour, so if we've shown an interest in something or a liking for something then there's a huge chance that we're going to be consistent to this behaviour instead of proving ourselves wrong. Marketers have embraced this principle by working with micro-conversions like:

- eBook downloads
- Social follows
- Mailing list subscriptions
- Quizzes
- Exit-intent pop-ups
- Welcome back pop-ups
- Saving/bookmarking
- Thank you page (placing an additional conversion option here)

These micro-conversions eventually lead us to a larger conversion, which is why it's better to work from micro-conversions to a larger conversion and then finally to the main offer. The bigger or more public the commitment is, the more likely we are to stick with it.

Typically, it is the **Yellow** decision maker who is most sensitive to consistency.

Unity: the more you feel part of a group, the more you allow yourself to be influenced by that group. Rather than using language like "300 med spa owners downloaded this eBook", using language like "Already 300 med spa owners that want to grow their business, just like you, have downloaded this eBook." Unity can be deployed by:

- Engaging in dialogue with your audience
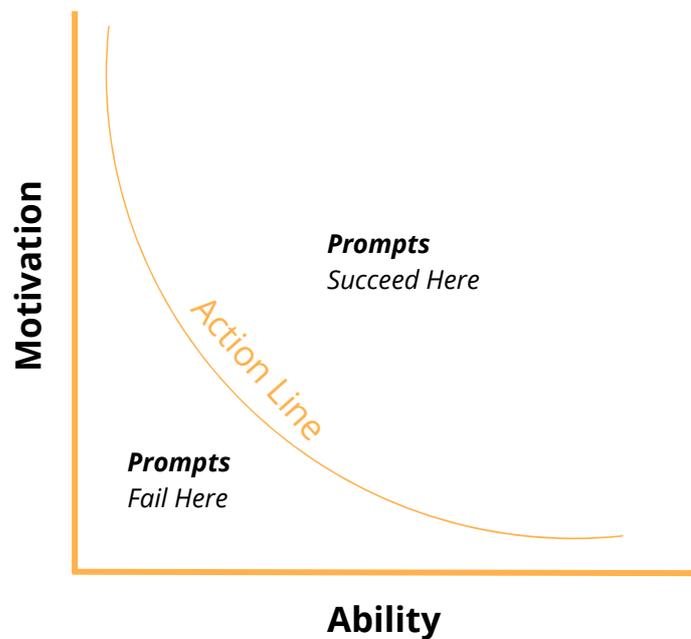- Rewarding ideas / allowing audiences to co-create (Nike shoe personalization)

Unity works especially well with the **Green and Blue** decision makers.

What are the ways in which you'll be leveraging Cialdini's principles?

Reciprocity:
Scarcity:
Consistency:
Social Proof:
Likability:
Authority:
Unity:

Fogg Behaviour Model

B = (MAT)+rU

Using the Fogg Behaviour Model

This formula can be used to find the potential success in driving desired behaviour.

B = Behaviour
What behaviour do you want to change, and what is the desired outcome? Look at your ad accounts or analytics software to find KPIs and conversion figures you'd want to change, and set benchmarks for desired behaviour.

M = Motivation
How motivated is someone to do the thing you want them to do? Play into the personality traits and attributes of your target audience's desired circumstances in order to motivate them.

A = Ability
Is the person able to do the desired action? Decide if you can reduce friction by making your content, offer, or call to action easier to understand and follow through.

T = Trigger
Is there a particular trigger, pain point or catalyst for the person to make a change?

rU = Remove/Reduce Uncertainty
What would stop that person from demonstrating the desired behaviour? Can you address this uncertainty with your messaging and/or your offer (ie. giving guarantees, paying in instalments, providing free cancellations, no prepayments, etc.)

Content Strategy Framework

Stage	Goal	Content Type
Unaware *Problem Aware*	*Capture Attention* *Build Trust* *Become Likeable* *Generate Micro-Conversions*	**Top of Funnel** • Blog Articles / Books • Social Media Posts • Video Content / Podcasts • Infographics • Microsites / Landing Pages
Solution Aware	*Nurture* *Build Authority*	**Middle of Funnel** • Educational Resources • Downloads (eBooks & Resources) • Quizzes / Surveys • Discounts & Offers • Newsletters • Books / eBooks
Most Aware but: • *Unmotivated* • *Unable* • *Uncertain*	*Reduce Uncertainty* *Capture Conversion*	**Bottom of Funnel** • Webinars / Events • Testimonials • Demos

☐ Attributes Checklist

Does your content do 1 or more of the following?...

- Entertain
- Educate
- Inspire

☐ Principles Checklist

Does your content leverage all of the relevant principles based on your target audience's DISC personality type?...

- Scarcity
- Authority
- Social Proof
- Reciprocity
- Consistency
- Likability
- Unity

What are some content ideas you can come up with for the TOF, MOF and BOF?

Reciprocity:
Scarcity:
Consistency:

Power words are words that copywriters can use to increase conversions. These words scientifically trigger a psychological or emotional response:

1. **Social proof**
   - Most popular
   - Top rated
   - Most popular
   - In demand
   - Others who (viewed, purchased, downloaded, etc.)
2. **Scarcity / curiosity / distinctive character**
   - Rare
   - Exclusive
   - Limited edition / time / stock
   - Out of stock
   - Valid Until
   - Today only
   - Discovery
   - Secret
   - Private
   - Breakthrough
   - New
   - Unique
   - Special
   - Extraordinary
3. **Authority**
   - Recommended by
   - Certified
   - Proven
   - Tested
   - Guarantee
4. **Commitment and consistency**
   - Selected / recommended for you
   - My saved
5. **Reciprocity**
   - Download free
   - Request a free copy now
   - Bonus
   - Gift
6. **(Financial) Benefits**
   - Save
   - Lowest price
   - Affordable
   - Easy
   - Fast

Identifying Your
Value Proposition

Baron Belalov

Identifying Your Value Proposition

The Value Proposition Canvas is used to look at who your customer is, what they want to achieve and how your product will help them achieve this.

It also helps you to keep meetings more productive, align multiple teams and departments with and within your organization, and bring out the best in your team.

Customer Profile

The Customer (Segment) Profile describes a specific customer segment in your business model broken down into:

- **Jobs:** what your client is trying to accomplish ('getting the job done') in work or in life. It's important to break these jobs down by degree of how important they are to your client. These jobs are divided into:

    - **Functional Jobs:** the customer is trying to find a solution to a specific problem, such as an air conditioner for the heat, a washing machine for the laundry or a heater for the cold.
    - **Social Jobs:** the customer wants more status or prestige, such as buying branded clothing or purchasing a luxury car.
    - **Personal/Emotional Jobs:** the customer is looking for a certain feeling, such as the feeling of security, joy or safety.
    - **Supporting Jobs:** this helps the customer accomplish a task, such as comparing different products.

- **Pains:** describes bad outcomes, risks and obstacles for your customer in getting a 'job done'. It's important to break these pains down by degree of how important they are to your client, and exactly how extreme the pain is. The client may indicate that they does not want to wait for a solution, but then it is up to you to find out the maximum amount of time they are willing to wait.

    - **Undesired outcomes, problems and characteristics:** functional pains, such as that the solution doesn't work, or it's not fun to do.
    - **Obstacles:** things that stop the client from getting their 'job done', such as lack of time or the price of a solution.
    - **Risks (undesired potential outcomes):** what can go wrong, such as losing prestige or getting fired.

- **Gains:** the outcome of what your client is trying to achieve in concrete benefits, which can be divided into 4 types:

    - **Required Gains:** without this type of gains the solution you offer will not work (ie. a washing machine needs to get your clothes clean).
    - **Expected Gains:** this type of gains is what the customer expects at the very least, even if the solution works without them. For example, a washing machine must be able to run different programs.
    - **Desired Gains:** these are the gains that customers would like and which they could think of themselves. Think for example of the installation of the washing machine in the house.
    - **Unexpected Gains:** these are the gains that go beyond the expectations of the customer, which the customers would not initially think of. Like not needing detergent in a washing machine.

Some common mistakes that arise when filling in the Customer Profile:

1. **Different customer segments in one profile:** create a different Value Proposition Canvas for each type of customer.
2. **Merge Jobs and Outcomes:** jobs are the tasks that a customer tries to achieve and gains are the end results.
3. **Only focus on functional jobs:** obtaining status with a product can be more important than finding the right practical solution.
4. **Start with a certain bias:** you should not be in your head with the solution you want to offer, but go in blank.
5. **Finding too few jobs, pains and gains:** it is important to write down as much as possible and then prioritize it.
6. **Too vague descriptions:** the jobs, pains and gains should be as concrete and clear as possible.

Sample:
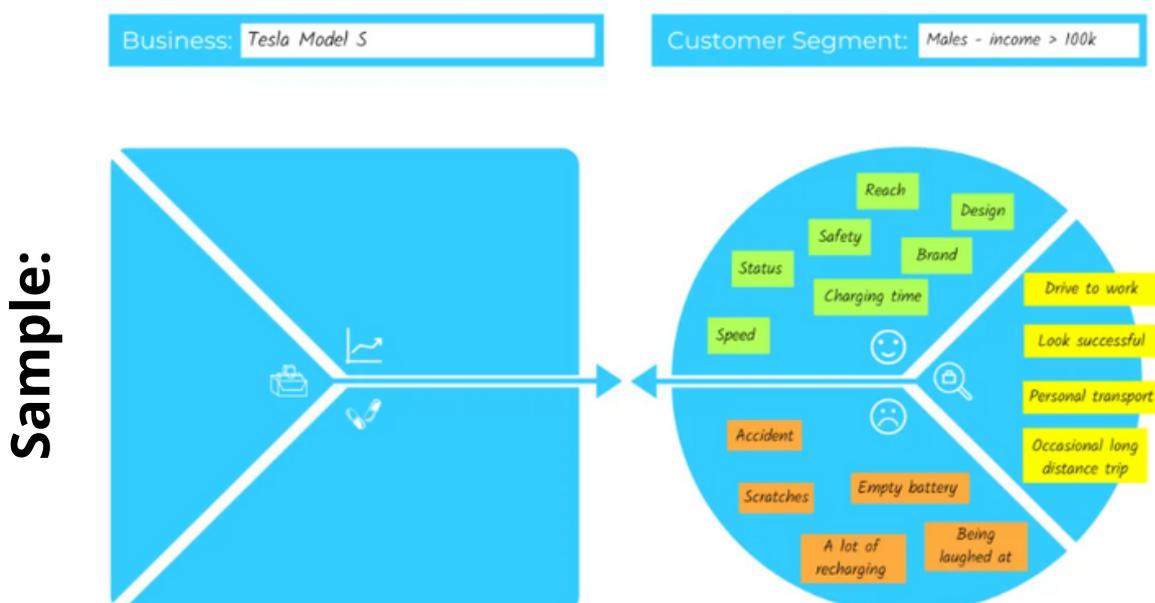
Value Map

In the Value Map, you're going to describe exactly what you offer and how it helps the customer with their 'Job to be done':

- **Products & Services:** this is a listing of everything you offer. It is important to subdivide your products and services based on how important they are to the customer. There are 4 types of products and services:

  - **Physical/tangible:** physical products.
  - **Intangible:** copyrights or services.
  - **Digital:** music, SaaS or perhaps a platform.
  - **Financial:** such as investments or insurance.

- **Pain Relievers:** the Pain Relievers describe how your product or service is going to take away the customer pain… it is not necessary to have a specific pain reliever for every pain, but the most important pains should be taken away. As with all the previous components, it is important to subdivide them based on how important they are to your audience.
- **Gain Creators:** these describe how your product or service will ensure that the their gains are achieved… again, the Gain Creators don't have to achieve every gain, but they do have to achieve the most important gains. Make a subdivision based on how important it is to the customer.

Some common mistakes that arise when filling in the Customer Profile:

- **Writing down all your products and services:** make sure you only write down the products and services that apply to that specific customer segment.
- **Adding products and services to the pain reliever and gain creator fields:** the pain relievers and gain creators offer explanations and can be properties of your products and services.
- **Offer pain relievers and gain creators that don't match the pains and gains:** the pain relievers and gain creators must match the pains and gains of their jobs.
- **Wanting to address all pains and gains:** it is really not necessary to address all pains and gains in your gain creators and pain relievers.

Business: Tesla Model S   Customer Segment: Males - income > 100k
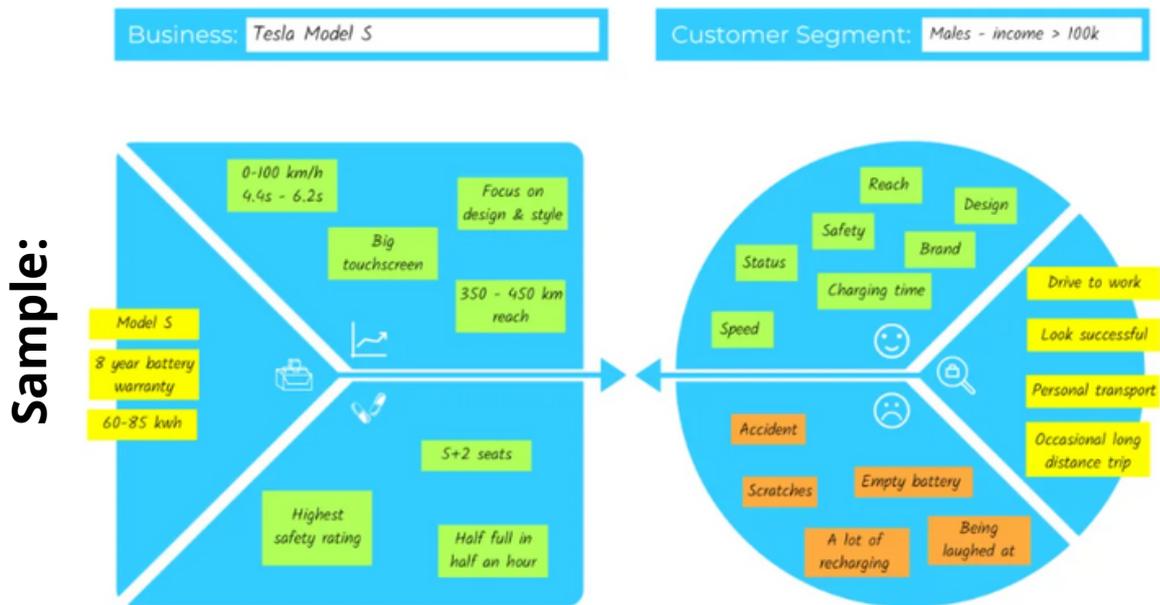
Achieving a Fit

You achieve a fit between your customer profile and the value map when your customer is (almost) ready with their wallet after hearing your value proposition. There are 3 types of fits:

1. **Problem-Solution Fit:** you have evidence that you have the right jobs, pains and gains and your value proposition aligns with them.
2. **Product-Market Fit:** you have evidence that your products, services, pain relievers and gain creators have traction in the market.
3. **Business Model Fit:** you have proof that your value proposition can be poured into a scalable and profitable business model.

Good Value Proposition Checklist

- [ ] Fits into a business model.
- [ ] Is focused on the most important jobs, pains and gains of the customer.
- [ ] Focuses on jobs, pains and gains not (yet) addressed.
- [ ] Are not only functional, but also emotional and social.
- [ ] Becomes focused on few jobs, pains and gains, but solves them extremely well.
- [ ] Are aligned with how the customer measures success.
- [ ] Are different from what the competition is already responding to directly.
- [ ] The value proposition is better than the competition on at least one dimension.
- [ ] Are focused on jobs, pains & gains that many people are willing to pay money for.
- [ ] Is difficult to copy.

Effectively Build Your **Brand Identity & Equity**

Baron Belalov

Effectively Build Your Brand Identity & Equity

A good brand identity is indispensable for any business to ensure that potential customers consider the brand and know what the brand stands for. Building a brand is a lengthy and relatively difficult process, but I'm going to show you:

1. What a brand identity is and why it's important.
2. How to arrive at your brand identity.

What is Brand Identity & Brand Equity?

In short, Brand Identity is the impression you leave on your audience through the **recognizable brand attributes** that set you apart from your competition. The ultimate goal of branding is to build **brand equity**, or the premium that your audience will pay for your product or service.

Brand Identity consists of:

1. **Verbal identity**
   - Brand name
   - Slogan
   - Brand promise
   - Tone of Voice
   - Story

1. **Visual Identity**
   - Logo
   - Color palette
   - Typography
   - Layout
   - Photo/Video/Graphics

1. **Other**
   - Smell
   - Taste
   - Sound
   - Location

1. **Values**
   - Purpose
   - Vision
   - Mission

Higher **Brand Equity** leads to:

- Increased market share
- Less customer churn
- Lower price sensitivity
- Greater brand recognition
- Higher sales
- Higher profit margin
- Easier access to new markets
- Higher market value of your business
- Lower costs in recruitment
- Saves performance marketing costs
- Higher retention and average order value
- Higher customer lifetime value (CLV)

Branding vs. Business Revenue Performance

Branding and performance should support each other as more brand awareness means a higher ROI on performance marketing due to the fact that it becomes cheaper to engage new customers and keep existing customers coming back.

Performance marketing is only dominant in the first 6 months of the model below which shows the sales uplift over base when taking into account the impact of brand-building beyond the first 6 months:
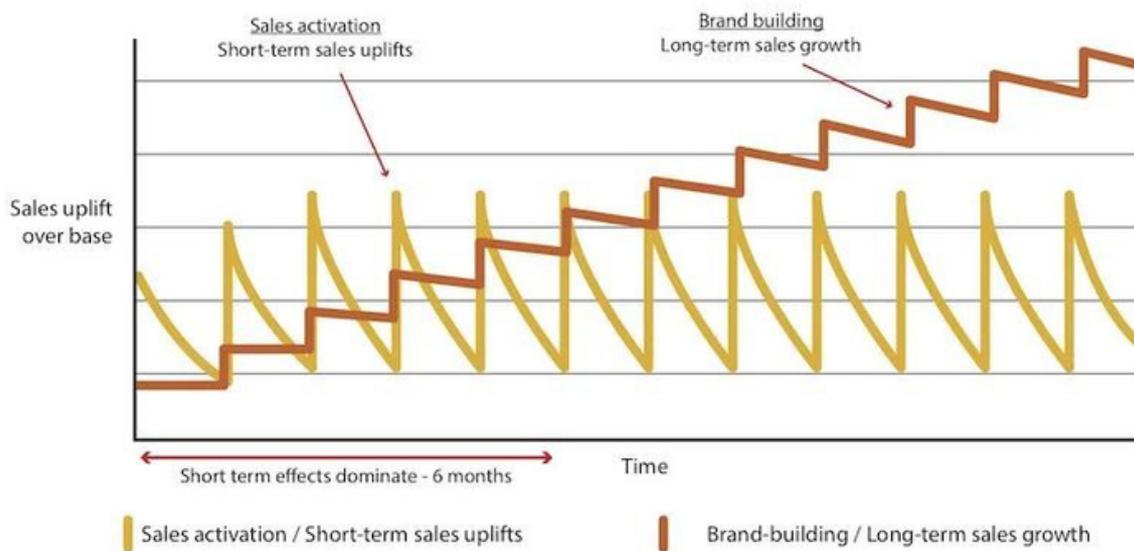
Source: Les Binet and Peter Field, *Media in Focus: Marketing Effectiveness in the Digital Era*, IPA, (Figure 02)

The Golden Circle

Simon Sinek's Golden Circle is a model that ensures your organization knows why they are doing something, how they are going to do it, and then what they end up doing - in an order that is best communicated from a positioning standpoint.
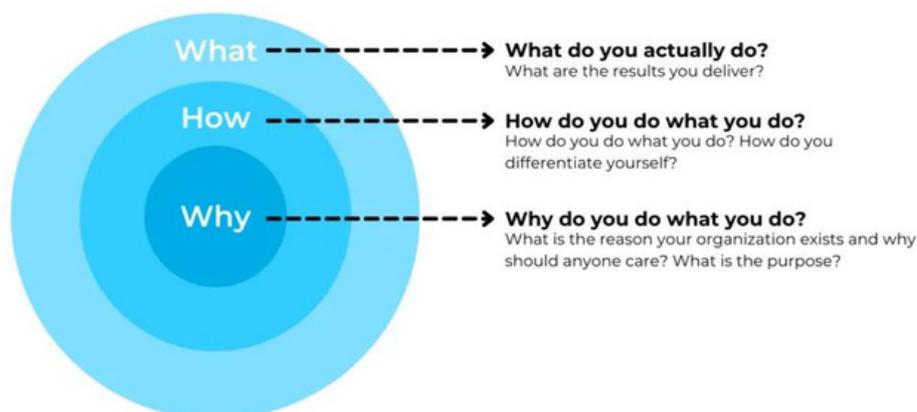
Your Brand Messaging: From Ideas to Reality

In the following pages I've prepared a framework for going beyond the name and logo so you can refine the voice of your brand.

By the end of this exercise, you will have established precisely what your brand will look, feel, and speak like; how it speaks and positions itself; who you're championing; the beliefs and values your brand holds dear; the unique attributes of your brand as it stands amongst your competition; and finally, a strong anthemic message for your brand to carry forward with...

Why does it matter?

Make a list of 7, highlight the top 5, and reduce to 3.

_____   _____   _____

_____   _____   _____

_____   _____

_____   _____

_____

_____

Who are the
***Champions* that**
need you the most?

Who needs to know?

Make a list of 5, highlight the top 3, and reduce to 2.

_____	_____	_____
_____	_____	_____
_____	_____	
_____		
_____		

What is your vibe?

Make a list of 7, highlight the top 5, and reduce to 3.

_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	
_____		
_____		

Describe the
Tone/Voice **of the brand you'd like to have.**

How do you sound?

Make a list of 7, highlight the top 5, and reduce to 3.

_____   _____   _____

_____   _____   _____

_____   _____   _____

_____   _____

_____   _____

_____

Let's see how you can really connect.

Your new **messaging.**

Take the 3 highlighted value propositions from the "Why" and filter them through the Tone/Voice of your new brand.

_____

_____   ➜   _____

_____   _____

   _____

Describe the desired *Attributes* you can bring together.

Where do you fit?

Where does your brand fit? How is it **positioned in the marketplace**? Placing your brand between two polar attributes can provide clarity and carve out a niche that is unique to your brand.

Examples: *delicate/strong, spiritual/scientific, affordable/luxury, rustic/refined, serious/fun, modern/classic.*
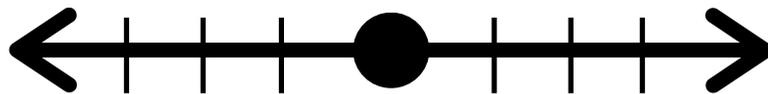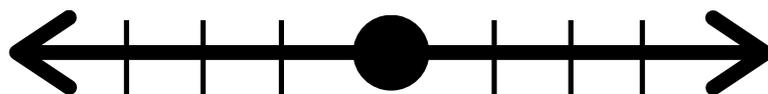
Let's begin to
really see how
we stand out.

When are you chosen?

Undifferentiated brands compete on price. **Differentiated** or charismatic brands are the ones which the customer **feels there is no replacement for**.

Juxtapose Tone/Voice word pairings until you find a space which is unique and authentic to your brand.

Examples:
Everyday Magic (Disney)
Consciously Mindless (NBC)
Insanely Great (Apple)
Curiously Strong (Altoids)

NEUTRAL/POSITIVE ATTRIBUTE	NEUTRAL/NEGATIVE ATTRIBUTE

NEUTRAL/POSITIVE ATTRIBUTE	NEUTRAL/NEGATIVE ATTRIBUTE

Your new manifesto.

Here's to the: (Champion)

_____

_____

The ones who: (Beliefs & Values)

_____

_____

You can't ignore them, because they: (Why)

_____

_____

While the world sees them as:

_____

We see them as:

_____

... Because the people who are crazy enough to think they can (Why), are the ones who do.

Objective Goal Setting

Baron Belalov

Objective Goal Setting

What is Your North Star Metric?

Before getting into any goal setting frameworks, there are 2 fundamentally key metrics that you need to focus on with sheer unrelenting force: the North Star Metric, and the One Metric That Matters.

To introduce the former first, if you're struggling to keep your organization focused on a single point, then you need a North Star Metric to align your various departments, teams and individuals. The truth is that everyone within your company has different priorities, which makes it tremendously difficult to get all noses pointed in the same direction - so Sean Ellis coined the term to **make meetings simpler, document less, and allow teams to focus on one common goal.**

To have one, there are 3 requirements which an appropriate NSM should have:

1. **Leads to More Revenue**
2. **Reflects the Value Brought to the Consumer**
3. **Measures Progress**

The idea behind the NSM is that, if your company provides more measurable value to the consumer of your product or service, then your company will automatically start to grow itself.

The One Metric That Matters

Alistair Croll is another author who noticed that startups and marketers were quickly distracted by vanity metrics, and wrote about the OMTM in his book, Lean Analytics. He indicated the following considerations for your OMTM:

1. It must be **easy to understand**.
2. It must be **S.M.A.R.T.** (Specific, Measurable, Achievable, Relevant, Time-bound)
3. A **percentage** is finer than a total number because it's often clearer.
4. The OMTM must be **comparable** to other periods, websites or segments.

North Star Metric vs. One Metric That Matters

Now, how does the North Star Metric differ from the One Metric That Matters, and why are both equally important to have?

	North Star Metric	One Metric That Matters
For whom	The whole company	One team
Time	Until the company changes it's product or service	2-6 months
Based on	The value customers receive from the product or service	A bottleneck or strategic goal

Why Use NSM & OMTMs + How to Formulate Them?

The benefits of a North Star Metric and a One Metric That Matters?

- Clear **focus** for everyone in your company on what really matters.
- Focus on the **consumer**, which leads to increased sales.
- By consistently thinking about the focus point for your team you will make a big **impact** in the long run.
- **Faster results** because your team can focus on one point so they are not as easily distracted.
- People can be held **accountable** for the results of their work.
- **Progress** can be clearly charted.

So how do you formulate one? Let's start with the North Star Metric:

What do your consumers hire you for? Does that reason they hire you also apply to all of your consumers? Is it measurable? Does each step of the Pirate Funnel impact that thing they hire you for, which ultimately results in their satisfaction?

Then you have your NSM! Here are a few examples:

- Customer Lifetime Value
- Number of Daily Active Users
- Monthly Recurring Revenue or Annual Recurring Revenue
- Assets Under Management
- Total Watch Time

Now, how does that differ from the way you can derive your OMTM? Let's look more closely at the time difference between the NSM and the OMTM for this:
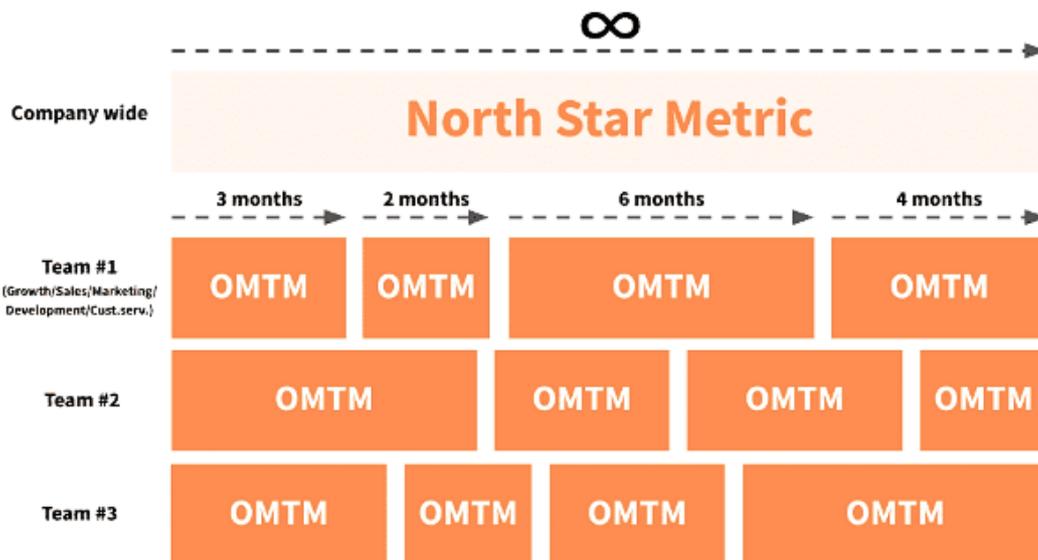
Since OMTM are team-specific and based on particular bottlenecks or strategic goals within a shorter timeframe, they are more granular than NSMs. Some examples are:

- Average Click-Through-Rate from Ad to Website
- Expansion into a New Location or Segment or Category
- Increasing the Contact Rate of New Leads
- Increasing Profit Margins by Lowering COGS or CAC

Now that we have our NSM and OMTMs figured out, it's time to use our OGSM framework (Objective Goal Strategy Metric).

The OGSM Model

This is a strategic planning framework that ensures long-term visions are linked to short-to-medium term goals, actions and metrics. It was developed by Peter Drucker in the 1950s, and has since been used by companies, teams, and even individuals as it is relevant to any kind of strategy.

In order to fill out this framework below, you'll need to have:

- Completed your preliminary research with the **SWOT Analysis, Value Proposition Canvas, Pirate Funnel** and **Customer Journey Map**.

- Clear and concise objectives that are in line with stakeholder needs and wants.

- S.M.A.R.T. **(Specific, Measurable, Achievable, Relevant, Time-bound)** goals.

- Strategies relevant to **GROWTH** (customer or innovation), **PRODUCTIVITY** (production or quality), or **PEOPLE** (talent management or culture).

The OGSM Model Canvas

Objective (What)		How (NSM)				
Objectives	**Goals** # or %	**Strategies**	**Measures** # or %	**Tactics**		
				What	When	Who

Baron Belalov

Helping you do more of what you love.

Questions? **Email me** here.