

A pair of brown-rimmed glasses is resting on a desk. In the background, there is a notebook with a pen and some papers. The scene is softly lit, creating a professional and thoughtful atmosphere.

# Awareness: How Do Your Customers Learn About You?

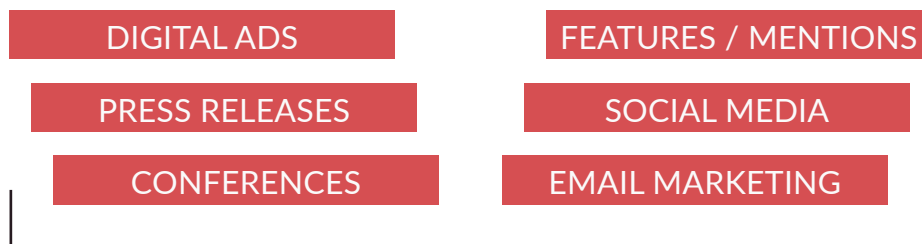
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# MARKETING FUNNEL/GROWTH HACKING

The marketing funnel is a “framework” for how customers go from learning about you for the first time to purchasing your product. It’s also a framework for you to tell the story of your company. At the top, the funnel is wide; you want to only talk about the big picture. As the funnel narrows, you provide more details.

## Reach >

Your audience size across your e-mail list, social media networks and ad reach. This measures how well your content marketing is doing and makes up your prospect count.



**BRAND AWARENESS**

## Visits >

The number of people that make it to your website to learn more about your products and services or read your blog. This tracks how well your marketing efforts are doing in attracting and driving traffic to your website.

**CONSIDERATION**

**ACQUISITION**

**RETENTION**

**ADVOCACY**

## < Opt-ins & Sign-ups

These are people that are expressing interest in your company’s products or services. They may have downloaded a free e-book or signed up for a free account but have not yet taken any action.

## Retention & Use >

Once a new user takes their first action in your product or purchases something from you they become a customer. You can begin to start tracking their actions against your key metrics.

# Tracking Stats Across a Funnel

Your Key Metric(s) is a *North Star* for your startup journey. But there are many other smaller numbers you will track in order to impact your Key Metric. Here are some key terms:

- **Drop Off:** You will lose people at every step of the marketing funnel. The Drop Off is the number or percentage of users that bounce.
- **Tactics:** Every step along the funnel requires different marketing & product tactics.
- **Optimize:** Every step can be optimized if you are closely tracking your marketing analytics and key metrics.

Below you'll find sample marketing statistics I grabbed from a past client. Analyze the numbers and answer the following questions.

Metric	January 2017	February 2017
Total Users (Google Analytics)	219,212	223,354
Monthly New Users (Google Analytics)	171,440	174,365
% New Users	78.2%	78.1%
New Free Account Sign Ups	24,771	20,088
% Conversion Rate	14.4%	11.5%
New Activated Free Accounts (Created 1 New Thing)	15,050	12,973
% Activation Rate	60.8%	64.6%

Define % New Users & How is it calculated?

Define % Conversion Rate & How is it calculated?

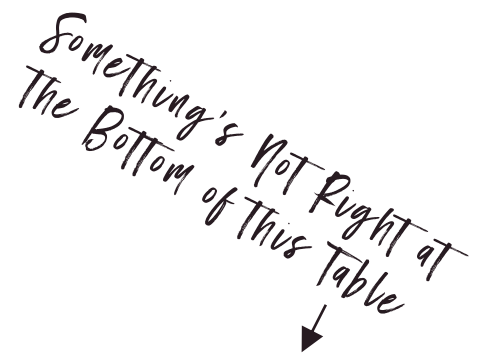
Define % Activation Rate & How is it calculated?

# What's This Startup's Challenge?

By all accounts, this startup has a healthy amount of traffic, and the percent of that traffic that is new seems strong. In January, their conversion rate was about 14.4% which is solid but could be improved.

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% Activation Rate	60.8%

*Something's Not Right at  
The Bottom of this Table*



**With an Activation Rate of 60.8%, what does that mean for this startup?**

**How many people are signing up for an account yet never trying the product?**

**If at least one action translates to \$0.02 in ad revenue, how much potential revenue is this company losing each month?**

*Hint: A couple hundred bucks*

**If the customers that actually use the product for free use it 20 days per month, how much is the company losing?**

*Hint: More than a couple thousand bucks*

# YOUR AS-IS MARKETING SITUATION

Marketing Measurement and Reporting is important because Marketing can turn into a huge waste of time. When you have hard metrics to track you can make sure you're spending your time wisely. Why waste 30 frustration-fueled days posting on social media when your reach is low and the likelihood people will click through to your site is almost zilch?

## Benefits of Keeping a Monthly Marketing Report

- Measure how your audience is growing across different social networks.
- Determine which channels are sending your site the most traffic.
- Analyze how well certain landing pages are performing.
- Know if users are making it through sign-up AND
- **Using your product.**

31%

### POST ON SOCIAL MEDIA

31% of entrepreneurs say "Posting on Social Media" was advice they tried that DID NOT work.



## Take a Baseline

Download "Monthly Marketing Reporting Template.xlsx" and plug in your analytics from the past 1-3 months as a baseline.

Note: This activity assumes you have Google Analytics installed. If you do not, please use the Facebook Group to ask your fellow entrepreneurs for advice on how to get started.



This exercise is part of having a rock-solid plan for derisking your startup journey and beginning the fundraising process. Your Key Metrics and Marketing Analytics will justify the investment you need to make in your Go-to-Market Strategy.

# IMPROVING YOUR NUMBERS

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## Marketing Tactics that Can Impact Your Numbers

Now that you have a baseline for your marketing efforts, you can begin to select marketing activities based on the metrics you want to improve.

When you set clear goals like the ones below, you can see if the time you're spending blogging, posting on social media or writing for a popular web platform is actually paying off. This allows you to quickly and cleanly abandon tactics that aren't working while optimizing those that do.

Marketing Ideas	Impacts	Effort Level	Payoff	Goals
Write a Guest Post	Reach	Low	Low	ex: 200 new visitors
Marketing Email	Site Visits	Low	High	ex: 500 new visitors
New Landing Page	New Opt-Ins	Medium	Medium	ex: 25%+ new users
Redesign Onboarding	New Customers	High	Medium	ex: 10% new users
Add a LiveChat Window	Retention	Low	High	ex: 10% activation
Build New Features	Retention	High	Low	ex: 10% new customers
Interview CAB	Retention	Low	Medium	ex: Stop guessing

# Design at the Top of the Funnel

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You're standing at the top of a majorly vertical water slide. Your heart beats and you know there's only one way down. Watching the others before you, you can see that you're not going to fall off the slide and there's enough pool to give you a nice runway to slow down at the bottom.

You can't stop thinking about all the different ways this scenario can play out. It's scary.

Building meaningful awareness for your company at the top of your marketing funnel is just as scary, intimidating and exciting. But unlike the slide, it's not a straight chute down. There is no one way.

First, some marketing tactics require you to really put yourself out there. Remember, *"In order to be outstanding, you have to be willing to stand out."* Getting up to speak at a conference, giving workshops and galvanizing your personal and professional networks with your message can leave you feeling vulnerable.

Second, there are many *"shiny objects"* and opportunities to distract you. These activities are entertaining but can be incredibly time consuming. And, they mean nothing if they're not bringing quality leads to your business.

*It doesn't need to  
be this way. ↓*

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**"Half the money I spend on advertising is wasted; the trouble is I don't know which half."**

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**-JOHN WANAMAKER**



# What does it mean to you?

Brand awareness is built at the top of the funnel, and it defines how familiar your target market is with your company, its name, its logo and what it offers.

**If you weren't in the room, how would you like your friends to describe your company? write at least 3 sentences.**

**If your brand was a person, pick 3 adjectives to describe it**

*(Look at your Perceived Values from the branding guide. For more inspiration, search the internet for a list of adjectives)*

**Of the following marketing tactics, which do you think you will enjoy doing?**

- |  |   |
|--|---|
| <input type="checkbox"/> Digital Ads, SEO & Keywords | <input type="checkbox"/> Strategic Partnerships |
| <input type="checkbox"/> Blogs & Guest Posts         | <input type="checkbox"/> Product Demo Video     |
| <input type="checkbox"/> Live Chat                   | <input type="checkbox"/> Press & Media / PR     |
| <input type="checkbox"/> Social Media                | <input type="checkbox"/> Submitting for Awards  |
| <input type="checkbox"/> Email Marketing             | <input type="checkbox"/> Running Contests       |
| <input type="checkbox"/> Webinars                    | <input type="checkbox"/> Hosting Events         |
| <input type="checkbox"/> Podcasts                    | <input type="checkbox"/> Referral Program       |



# It has to feel comfortable for you.

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Your brand is you and is your company. In order for your unique value to shine through in your marketing messaging, you have to feel comfortable with the marketing tactics you select. If you hate public speaking, maybe forcing yourself to speak at conferences isn't the best way to introduce your business?

## Of the following marketing tactics, which do you think you will be good at?

- |  |   |
|--|---|
| <input type="checkbox"/> Digital Ads, SEO & Keywords | <input type="checkbox"/> Strategic Partnerships |
| <input type="checkbox"/> Blogs & Guest Posts         | <input type="checkbox"/> Product Demo Video     |
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| <input type="checkbox"/> Webinars                    | <input type="checkbox"/> Hosting Events         |
| <input type="checkbox"/> Podcasts                    | <input type="checkbox"/> Referral Program       |

## Of the following marketing tactics, which do you think you will hate doing?

- |  |   |
|--|---|
| <input type="checkbox"/> Digital Ads, SEO & Keywords | <input type="checkbox"/> Strategic Partnerships |
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# Costs Associated w/ Marketing

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**Which 3 tactics are the best for you and for reaching your customers?**

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**How much will it cost you in dollars-per-month if you were to hire someone to do it for you?**

Visit [GrowthGeeks.com](https://www.growthgeeks.com) to find estimates based on their on-demand marketers' packages. You can also visit [Upwork.com](https://www.upwork.com) to find hourly rates for contractors.

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**And, how many hours of your time, or a team member's time, would you have to contribute?**

Every person works at a different pace. Reflect on past projects and initiatives to put together an estimate. Then, multiply that estimate by 1.25% to pad for unknowns.

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**What makes you confident that these are the strategies that will give you the best Return on Your Investment (ROI)?**

Reflect on the research you've done as part of this program. Where are your customers?

Are you confident you can find them via this tactic? Have you tried it before?

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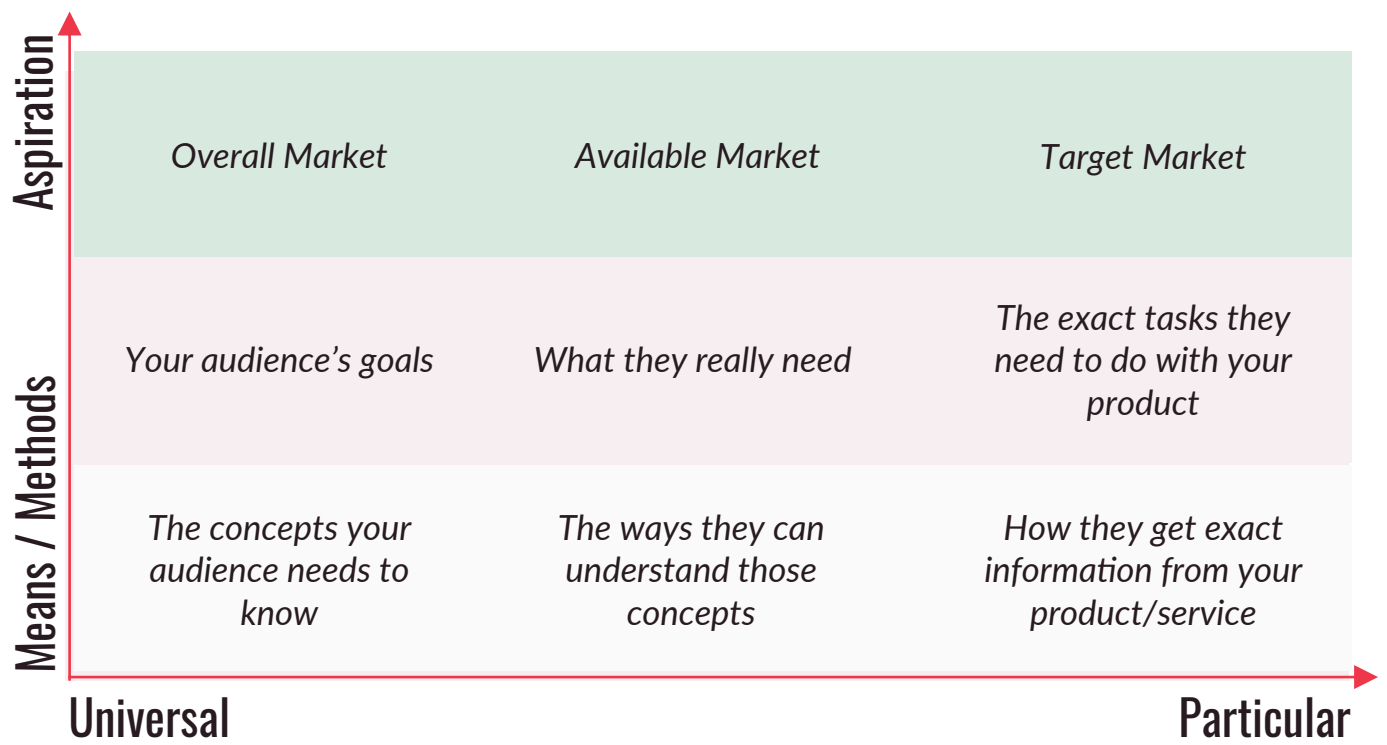
# Marketing Tactics

In Marketing & Advertising, it's not as easy as sending out an invitation and waiting for RSVPs. You have to tell your story up-and-down the funnel to get people to your product and keep them there hanging out with you.

How are you going to attract your customers? Review your options below. Which of these tactics do you prefer?

	Tactic	What Matters at This Stage
<b>Awareness</b>	Digital Ads, SEO & Keywords	Natural Triggers, Taglines, Value Propositions, Pithy Statements, Voice of the Customer, Reach, Social Sharing
	Blogs & Guest Posts	
	Social Media	
	Strategic Partnerships	
	Referrals	
	Word of Mouth	
<b>Consideration</b>	Marketing Emails	Value Propositions, Voice of the Customer, Accurate and Helpful Information, Free Features and Trials, Useful Content, A/B Testing
	Calls-to-Action	
	Host a Webinar	
	Individual Phone Calls and Text Messages	
	Surveys & Forms	
	Sales / Discovery Meetings	
<b>Acquisition</b>	Free Opt-Ins & Subscribe Boxes	Focus on New User Acquisition & Activation, A WOW Moment Before Sign Up, Easy Sign Up Process, User Flow & Onboarding, CTAs that Match Your Customers' Goals, The AHA Moment in the New User Experience, A/B Testing
	Website Sign Ups	
	Redesign Onboarding	
	A/B Test Current Landing Pages	
	Run a Contest	
	Design a New Landing Page	
<b>Retention</b>	Events	Focus on Your Key Users Drip and Retention Campaigns, Habit Loops, Usability of Features, Consistent Improvement in Functionality, In-Site Analytics, Emails, Relationship & Community Building, Content, NPS Tracking, Survey Forms, Amazing Customer Support, User Appreciation, Social Media Shout Outs, Useful Statistics
	Daily User Activity	
	New Features Use	
	LiveChat Windows	
<b>Loyalty</b>	Referral Program	Social Sharing, Referral Programs, Renewed Subscription Rates

# Your Story, Your Funnel



## AWARENESS >

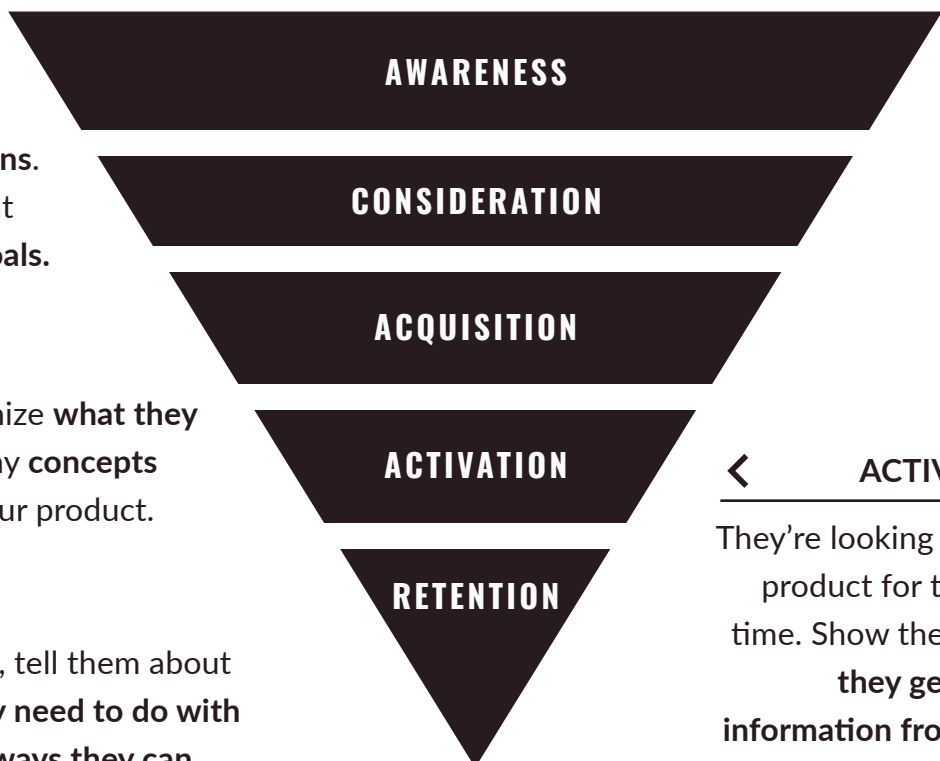
Talk to your specific **target market** about their **aspirations**. Make sure they are confident you can get them to **their goals**.

## CONSIDERATION >

Reinforce **their goals**, recognize **what they really need** and introduce any **concepts** they need to know about your product.

## ACQUISITION >

To convince them to sign up, tell them about your features (the **tasks they need to do with your product**) and any new **ways they can understand key concepts** using your product.



## < ACTIVATION

They're looking at your product for the first time. Show them **how they get exact information from your product/service** so they can address their **goals and needs**.

# What can you say at each stage?

- 1 Using the exercises in this workbook, identify the marketing tactics you're going to use at each stage.
- 2 Given the storytelling matrix on the previous page, write down the messages you should communicate at each stage.

	Tactics	Message
<b>Awareness</b>		Target Market // Aspirations // Goals
<b>Consideration</b>		Goals // Needs // Concepts
<b>Acquisition</b>		Tasks // Understanding
<b>Activation</b>		Tasks // Exact Information // How to Use