



ESSENTIAL STEPS TO SUCCESSFUL

GROWTH MARKETING

A guide to “why” and “how” for growth marketing and an exploration of what leaders need to make it a core part of their strategy.

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1. What is growth marketing?
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What is Growth Marketing?

B2B growth marketing is an evolution of traditional marketing strategies that uses data-driven, scientific approaches to revenue generation.

Traditionally, marketing focuses on top-of-funnel activities that attract potential customers and deliver them to sales teams. Growth marketing integrates the entire pipeline. When implemented effectively, this approach leverages every opportunity to acquire, convert, and retain the most customers in the shortest period – *ultimately driving rapid growth.*



Top-of-funnel marketing may be enough if your marketing and sales teams are already aligned. However, if KPIs don't translate into sales or decrease churn, growth marketing is an excellent solution. ”

Growth marketing often re-envisions the role of marketing departments to achieve these goals. Rather than generating leads, growth marketers create a qualified pipeline that makes revenue the overarching goal. This approach aligns teams with sales departments philosophically and often contributes to cost reduction across the entire pipeline.



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A REVENUE CENTRIC APPROACH

It's particularly effective among B2B companies in many sectors, where a holistic approach to performance drives revenue. Research shows that the best B2B marketers are:

28%

More likely to list revenue as their top KPI

17%

More likely to take responsibility for upsells

21%

More likely to take responsibility for customer retention

To learn more, check out our collection of growth marketing case studies and read our introductory article, **What is Growth Marketing?**

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Growth marketing combines direct marketing tactics with a complete understanding of the funnel to drive cost-effective performance at scale. By leaning into data and experimentation, growth marketers put revenue in focus — a real shift from traditional marketing, which focused primarily on top-of-funnel activities.

Build your Growth Marketing Strategy

B2B growth marketing strategies look different from business to business, but they all have one thing in common – a qualified, well-optimized pipeline.

Understanding how this pipeline converts your audience into qualified leads and customers is the most vital ingredient of any successful strategy. That's why growth marketing experts agree the first step is to build a growth marketing strategy.

There's a lot that goes into it, but one of the highest return activities is a pipeline audit to determine where customers are churning from your pipeline. While some loss is normal, sudden or significant drops can indicate a problem with your messaging or the strategy itself.

Begin with Marketing Activities That Drive Awareness and Acquire Users

This step addresses anyone visiting your website, engaging (but not following) your brand on social media, and other top-of-funnel activities. Analyze their performance by determining how many potential leads are directed further along the pipeline.

Take a Closer Look at Mid-Tier Leads

These are individuals who engage with your brand – perhaps they click links on your website, follow your social media profiles, or otherwise find value in your content. Pay attention to how many top-of-funnel leads arrive at this stage in the pipeline.



Examine the Revenue Generation Stage of Your Pipeline

These are customers who fully convert to closed-won. Go beyond tracking revenue and customer numbers by comparing these KPIs with performance earlier in the pipeline. This stage is also a valuable source for retargeting customers for future purchases.

Leverage the right Growth Marketing Techniques

Assess the weak points

Once you've assessed the weak points in your pipeline, it's time to apply growth marketing techniques that drive conversions.

Adapt specific details

While marketers may need to adapt details for their specific product, service, or industry, there are certain core techniques all businesses must keep in mind.

Buyer Personas

One of the most crucial aspects of growth marketing is understanding your customer needs. More specifically, marketers must grasp what messaging will resonate with them.

The most effective way to understand customers is to build personas — profiles that represent your most valuable accounts and their stakeholders. Here are some steps to help you get started:

- Segment customers from your sales and marketing data by demographics like industry, geographic location, and job title.
- Determine the specific needs your product or service will address by audience. For example, how can it help someone in marketing ops solve their role-related challenges, or help a CMO achieve their goals? Create profiles for individuals who reflect each of the steps mentioned above.

With personas, brands can develop focused and personalized messaging that addresses a customer's immediate needs. Meanwhile, a well-optimized pipeline makes it easier to assist each customer in their buyer's journey.

Together, these tools can help you generate a highly effective growth marketing strategy.

Onboarding optimization

Reducing churn is one of the most useful ways to drive growth; after all, if you can't retain your customers, no amount of acquisition will bring long-term value.

Retention strategies vary by product and service, but one of the best churn solutions is to optimize your onboarding process. If customers can learn how to use your service quickly or understand it intuitively, they will embrace its value more fully.

As a bonus, onboarding can both retain them and encourage them to recommend your brand to others.

Every product's onboarding process will be a little different. However, here are some best practices to keep in mind, inspired by the best practices used by many.

1. Set a goal of helping customers engage with your product.

Shoot for a least twice in the first week. Highlight your value immediately to impress customers and give them a reason to continue using your service.

2. Keep lines of communication open with your customers.

Some options may include email updates, in-app notifications, or accessible support options. The more personalized these communications can be, the better.

3. Introduce one feature at a time.

Give customers time to experiment before moving on. This approach helps them understand how elements fit together without becoming overwhelmed by the product as a whole.

A/B Testing

Growth marketing demands a constant re-evaluation of brand content to ensure a given strategy reflects its target market. One of the best ways to accomplish this is with A/B testing – running two variants of the same messaging to see which performs better.

Once you have statistically significant results favoring one of the variants, marketers can apply it to a campaign on the whole.

A/B testing is a common technique for ad creative, but its scope applies across the entire growth marketing pipeline. Brands can test any marketing asset, including:

Product packaging	Web pages
Social media posts	Emails
Promotional images	CTAs
Article headlines	(Call to action)

Running an A/B test

To run an A/B test, create two versions of the same content and distribute them to a selection of customers through the appropriate channels. Be sure to monitor key performance indicators, from ad engagement to conversions.

From these results, marketers may learn that one variant performs strongly or that both perform well for different audiences. These lessons will be vital when optimizing campaigns for your entire market.

Growth Automation

The marketing world is paying close attention to automated processes, and with good reason. New research consistently shows that when brands automate repetitive tasks, it frees employees to focus on higher-level activities.



Modern CMOs know of many repetitive tasks that can drag down operational effectiveness.

If you're a growth marketer, then growth automation is one solution. This technique requires marketers to automate most tasks that drive conversions and enhance the lifetime value of a given customer.

Some examples might include delivering personalized advertisements, segmenting buyer groups, delivering follow-up emails, and more. When marketing leaders effectively coordinate growth automation efforts, it can increase revenue and allow marketing teams to focus on growth initiatives requiring hands-on development.

Perhaps the best candidate for growth automation in marketing is pipeline management. A simple step such as integrating sales and marketing pipelines can increase efficiency as customers move along the funnel – closing more deals in the process.

To see these techniques in practice, take a look at our recent blog, [4 Growth Marketing Examples for Modern CMOs](#).

Conclusion:

As you might imagine, growth marketing takes a little more work to prepare than traditional top-of-funnel campaigns. However, once you've built a well-optimized pipeline, you're more likely to gain qualified accounts with a high propensity to buy.

What's necessary is a partner who can help you get the most value from your data – which is where Creative Logic's engagement platform comes in.

Get in touch today to find out more!



Creative Logic, Inc.

312.809.7004

www.creatvlogic.com