



# **GROWL'S STARTUP GROWTH PLAYBOOK**

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**USING INBOUND MARKETING  
FOR GROWTH**

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# GET READY FOR GROWTH.

Startups are unique. You hustle, you fight, and you get sh\*t done. GROWL's playbook will help your company build a plan that fits your business (and drives success).

Lets get started.

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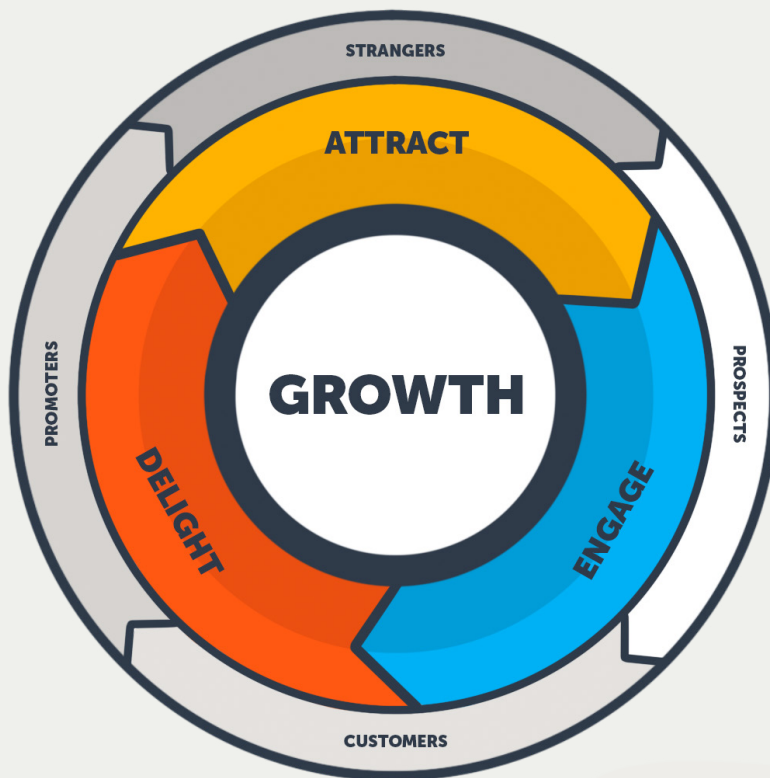
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# INBOUND METHODOLOGY

Inbound marketing is a business methodology that attracts customers by gaining attention organically, then producing content that keeps customers coming back for more. This marketing strategy is about more than sales and numbers, it's about offering support in a way that makes the customer feel empowered and builds trust and loyalty that serves your business in the long run. Inbound marketing includes three key stages: attract, engage, and delight.

## TURN YOUR FUNNEL INTO A FLYWHEEL



### ATTRACT

To attract customers, businesses must provide something of value. Knowing your brand and your audience's needs will help you craft content that provides your audience a solution.

### ENGAGE

Focus on building long-term relationships by selling solutions, not products.

### DELIGHT

Keep customer service at the forefront of your business strategy by hearing your audience and acting on it.

# GO TO MARKET STRATEGY? GET YOUR BLUEPRINT.

Planning your go to market strategy is key to success. There are numerous channels to get started on – social media, organic, SEO, print, etc. – but what's best for your business? Find your footing with our full marketing plan template.

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## GROWL'S MARKETING PLAN TEMPLATE:

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**Defining your business  
summary and initiatives**



**Conducting a four-part  
situation analysis**



**Setting SMART goals**



**Creating a budget**



**Choosing your  
marketing mix**



**Implementing, evaluating,  
and controlling your  
marketing plan**

## DOWNLOAD GROWL'S MARKETING PLAN TEMPLATE

**Implementing, evaluating, and controlling your marketing plan**

GROWLStartup.com

# ATTRACT

Startups need to drive traffic to your site (and drive conversions). The best way to attract? Understand your audience, then produce content that they LOVE.

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## DEFINE YOUR AUDIENCE

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You can't market a product or service without knowing your audience. GROWL recommends reviewing data and your business's vision to create buyer personas. Start with 3-5 inclusionary personas and 1-2 exclusionary personas. Exclusionary personas will be the audience segments that your brand doesn't actively market to.

**PERSONA NAME:**

**AGE:**

**COMPANY:**

**TITLE:**

**CORE VALUES:**

**MOTIVATIONS:**

**PAIN POINTS:**

**PERSONA NAME:**

**AGE:**

**COMPANY:**

**TITLE:**

**CORE VALUES:**

**MOTIVATIONS:**

**PAIN POINTS:**

**KNOWING YOUR AUDIENCE HELPS  
YOU ENGAGE PROSPECTS WITH  
AMAZING, VALUE-ADDING CONTENT.**

# ENGAGE

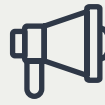
Engaging your audience (and driving conversions) relies on creating killer content that turns prospects in to repeat visitors. As you provide more value to your prospects, you'll build trust and loyalty. Try engaging your audience with these tips.



**Educate  
through blogs**



**Entertain on  
social media**



**Get clever with your  
call-to-action (CTA)**

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## GROWL'S TOP 5 INBOUND TACTICS

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- 1. SEO & CONTENT MARKETING**
- 2. SOCIAL MEDIA**
- 3. EMAIL MARKETING**
- 4. PUBLISHING BLOGS**
- 5. LANDING PAGES**

Businesses, especially startups, can't afford to lose any time or money. It's critical to define the right content and distribute it at the stage of the buyer's journey.

# DELIGHT

It's common across businesses—the cost of acquiring a new customer is more expensive than retaining an existing customer. As the final step of the inbound methodology, the goal of delighting is captivating customers and aiming to please. Rather than moving straight to the next prospect, create a strategy that sparks continual engagement (aka loyalty). Delight your customers by:



**Going above and beyond  
for your customers**



**Treating every client like  
they're your only one**



**Listening and acting  
on feedback**



**Making it personal through  
every touch-point**

By engaging and delighting your customers, your business builds better relationships that drive success.

## READY TO GROW?

Using GROWL's startup growth playbook, your company can craft an inbound marketing strategy that drives success.

## LOOKING FOR MORE RESOURCES?

Take a peep at GROWL's West Slope Startup Week hub!

[GROWLStartup.com](https://GROWLStartup.com)