

ACTION PLAN

Growth Marketing Workbook for Tech Marketers

Your one-stop guide to
growth marketing.



Growth marketing has become a winning strategy for B2B marketers. B2B companies leverage growth marketing tactics to **efficiently test and optimize a wide range of marketing strategies, utilizing data-driven insights and objective metrics to navigate the most effective paths forward**. This approach allows them to quickly adapt and refine their tactics, ensuring continuous improvement in their growth marketing efforts.

However, developing an effective growth marketing campaign can be a daunting task, with many moving parts and variables to consider.

This workbook will provide you with a step-by-step guide to developing and executing a successful growth marketing campaign.

You will get action points to research and understand your target audience, build a data-driven strategy, determine your content and channels, and ultimately align with sales for maximum conversion.

With actionable templates, this workbook will help you develop a growth marketing plan that aligns with your business goals and drives measurable results.



YOUR SMART GOALS

NOTES

Increase lead generation: Use targeted content marketing and lead nurturing campaigns, leveraging data-driven insights to deliver personalized messaging and value propositions to key decision-makers

Improve conversion rates: Optimize landing pages, enhance user experience, and conduct A/B testing to identify and refine the most effective call-to-action strategies, resulting in improved conversion rates.

Increase brand awareness and industry thought leadership: Establish a strong social media presence, create compelling content, build strategic partnerships, and collaborate with influencers to boost brand awareness and position the company as a trusted industry thought leader.

Enhance customer retention: Implement proactive customer engagement initiatives, including personalized onboarding experiences, regular check-ins, and targeted upsell/cross-sell campaigns, fostering stronger customer relationships and enhancing retention rates.

Boost revenue: Develop an account-based marketing strategy targeting key accounts through customized campaigns, personalized communications, and tailored offers, driving higher conversion rates and increasing overall revenue.

YOUR AUDIENCE

NOTES

Define your target audience. Include factors such as company size, industry, location as well as demographics and pain points. Take into account you might have to acquire additional data.

Identify commonalities: Look for patterns in the data to identify common characteristics among your target audience. This could include job titles, responsibilities, challenges, and purchasing habits.

Create personas: Based on your data, create detailed profiles for each persona that includes information such as their job title, role in the buying process, goals, challenges, and preferred communication channels and content.

Use personas to inform your growth marketing strategy: Use your personas to guide your marketing content, including keywords, tone of voice, and platforms.

YOUR DATA-DRIVEN STRATEGY

NOTES

Establish clear goals and key performance indicators (KPIs):
Define specific, measurable goals and identify relevant KPIs that align with your growth objectives.

Implement robust tracking and analytics: Set up tracking mechanisms across your digital channels, such as website analytics, social media tracking, and email marketing analytics. Use tools like Google Analytics or specialized marketing automation platforms to capture and analyze data effectively.

Conduct customer segmentation and profiling: Utilize data to segment your customer base and create detailed customer profiles. Analyze demographic, behavioral, and transactional data to identify key customer segments, their preferences, pain points, and buying patterns.

Implement predictive analytics and machine learning:
Utilize advanced analytics techniques like predictive modeling and machine learning to forecast customer behavior, identify trends, and make data-driven predictions.



YOUR CONTENT AND CHANNELS

NOTES

Determine your content types: Types of content to create include blog posts, videos, podcasts, infographics, e-books, white papers, case studies, and more. Determine which content types are most suitable for your target audience and KPIs.

Define your channels: Strategically select and integrate digital advertising, content marketing, email marketing, social media marketing, search engine optimization (SEO), influencer marketing, referral programs, and conversion rate optimization (CRO) to maximize reach and engagement with your target audience.

Create a content calendar: A content calendar should include dates, topics, content types, and distribution channels. It helps ensure that your content is consistent, relevant, and timely.

Test and refine: Use data to discover the most effective strategies for driving growth

ALIGN WITH SALES

NOTES

Shared objectives: Establish shared goals and KPIs that both growth marketing and sales teams can work towards, aligning their efforts to increase revenue, acquire new customers, or expand market share.

Data collaboration: Foster a seamless exchange of data and insights between growth marketing and sales teams, allowing growth marketers to provide valuable customer behavior data while sales teams share feedback on lead conversion rates and market trends.

Targeted messaging and content: Work closely with sales teams to understand customer pain points, objections, and buying triggers, ensuring consistent messaging throughout the customer journey and aligning marketing content with sales conversations.

Lead qualification and nurturing: Leverage automation tools and data analysis to identify high-quality leads and pass them on to the sales team at the appropriate stage, enabling sales representatives to focus on qualified prospects and improve conversion rates.



Growth marketing for B2B is a powerful strategy, but it presents challenges due to the complexity of B2B sales cycles, multiple decision-makers involved, and the need for data-driven insights to drive targeted campaigns.

If you would like to find out more about how to upskill your teams and use data-driven insights for maximum growth contact us today.

For nearly 60 years, IDC has helped growing technology vendors understand their competitive landscape, target key audiences, and develop strategies to help accelerate growth.

Are you ready to grow?

Contact Us



Custom-built to meet growing technology vendors' needs for data and research, IDC's Emerging Vendor Solutions offer:

- Analyst-made content to jumpstart your lead generation and validation efforts
- A wealth of relevant data and research in the area that means the most to your company
- Access to a diverse set of IDC expert analysts and their advice
- Content marketing and creation tools

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