

# Growth Strategy Framework

A growth strategy framework gives you a guideline for what activities to focus your efforts on to achieve the growth you want for your business. Together, these create an ecosystem that aligns all aspects of your audience interaction and converts more leads.

	DISCOVER	RESEARCH	BUILD	DELIVER
GROWTH STRATEGY	<ul style="list-style-type: none"> <li>- Customer Insight Kickoff</li> </ul>	<ul style="list-style-type: none"> <li>- Ideal Customer Profile</li> <li>- Customer Interviews</li> </ul>	<ul style="list-style-type: none"> <li>- Buyer Personas</li> <li>- Customer Buyer Journey</li> </ul>	<ul style="list-style-type: none"> <li>- Key Buyer Persona</li> <li>- Growth Playbook</li> </ul>
VALUE SYSTEM	<ul style="list-style-type: none"> <li>- Demand Control Discovery</li> <li>- Leadership Alignment</li> </ul>	<ul style="list-style-type: none"> <li>- Process Audit</li> <li>- Performance Analysis</li> </ul>	<ul style="list-style-type: none"> <li>- Process Mapping</li> <li>- Implementation Roadmap</li> </ul>	<ul style="list-style-type: none"> <li>- Marketing Strategy</li> <li>- Execution Framework</li> </ul>
BRAND IDENTITY	<ul style="list-style-type: none"> <li>- Brand Discovery</li> </ul>	<ul style="list-style-type: none"> <li>- Internal Interviews</li> <li>- Brainstorming</li> </ul>	<ul style="list-style-type: none"> <li>- Design &amp; Development</li> <li>- Messaging Strategy</li> </ul>	<ul style="list-style-type: none"> <li>- Style Guide</li> <li>- Hero Message</li> </ul>
WEB PRESENCE	<ul style="list-style-type: none"> <li>- Website Workshop</li> </ul>	<ul style="list-style-type: none"> <li>- Content Audit</li> <li>- SEO Audit</li> </ul>	<ul style="list-style-type: none"> <li>- Sitemap &amp; Wireframe</li> <li>- Foundational SEO</li> </ul>	<ul style="list-style-type: none"> <li>- Responsive Website</li> <li>- Content Marketing Plan</li> </ul>



# Growth Strategy Case Study Examples For Creators And Bloggers How To

**Scott C. Dulebohn**



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