

# Marketing Roadmap for Growth

For business owners ready to stop spinning and start scaling!

## Clarity

- Know your audience.
- Build a true customer persona.

Create *CLEAR* value proposition & messaging

### Ask Yourself

☐

Have I defined my ideal customer.



## Visibility

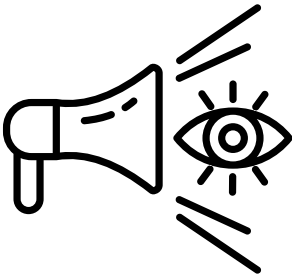
- Choose the right platform
- Perform a platform audit

What is your SEO, social, and local presence?

### Ask Yourself

☐

Are we showing up where customers look?



## Consistency

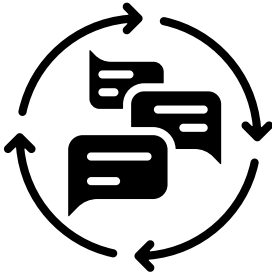
- Branding
- Visuals
- Voice and Tone

Post and create with a rhythm that is consistent and doable.

### Ask Yourself

☐

Does our social, email, and website feel aligned?



## Conversion

- Use CTAs that work
- Understand your customer journey

Is your marketing funnel and website aligned?

### Ask Yourself

☐

Are we getting the leads and sales we want?



## Measurement

- Know your KPIs

**Adjust based on what's really happening!**

### Ask Yourself

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Do we have the reporting and KPIs I need to adjust?

Want help applying this to your business? Let's build it together

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