

Fueling growth with SwayTech's Tactical 20.

Tactic #6

**It's growth
Jim but not as
we know it.**

**Sway
Tech.**

Growth Marketing.

Why?

When your primary marketing metrics are user acquisition, retention and revenue, you need a laser focused approach.

Growth marketing hones in on experimentation and optimisation, and all of the tactics used are designed to be scalable.

KPIs you should have in place.


These will be business model dependant

- New customers
- Churn rates
- Year on year revenue growth
- Conversion rates

Step 01. Growth Strategy.

Develop a growth marketing strategy that aligns with business goals, target market expansion AND the marketing resources and expertise available.

TOP TIP: Tactics #1-#5 will provide the inputs needed to develop your strategy.



Step 02.

Data Driven Approach.

Utilise data analytics and insights to identify growth opportunities and prioritise marketing efforts.

TOP TIP: Use **ChatGPT 4**, with **Code Interpreter** selected, on your anonymised data to help with trend and insight analysis.

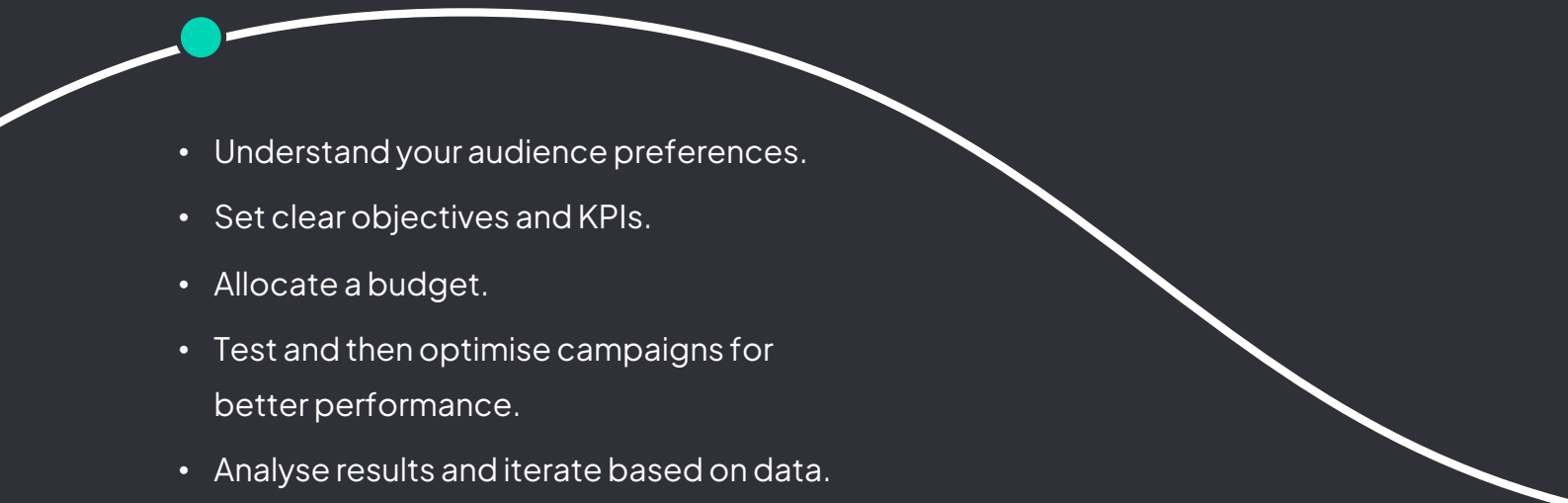


Step 03.

User Acquisition.

Implement targeted and scalable customer acquisition campaigns across multiple channels.

TOP TIP: When planning user acquisition campaigns, it's essential to:

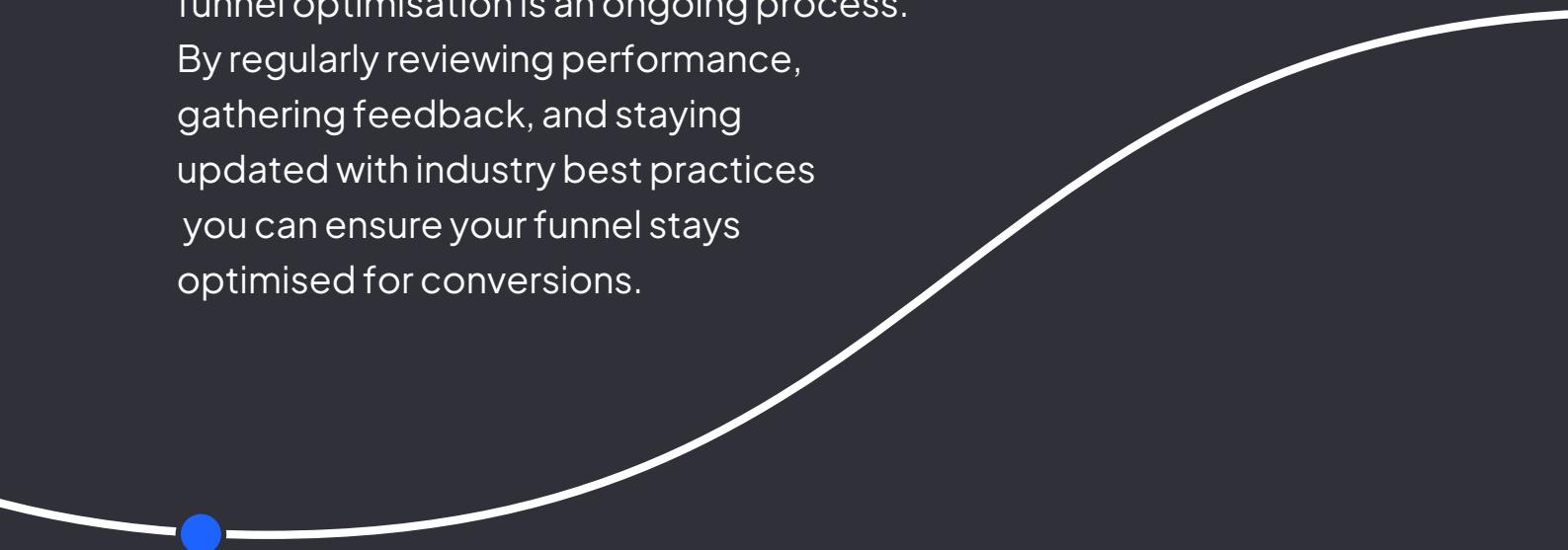
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- Understand your audience preferences.
 - Set clear objectives and KPIs.
 - Allocate a budget.
 - Test and then optimise campaigns for better performance.
 - Analyse results and iterate based on data.

Step 04.

Conversion/Funnel Optimisation.

Optimise landing pages, CTAs, and user flows to improve conversion rates.

TOP TIP: Remember, conversion and funnel optimisation is an ongoing process. By regularly reviewing performance, gathering feedback, and staying updated with industry best practices you can ensure your funnel stays optimised for conversions.



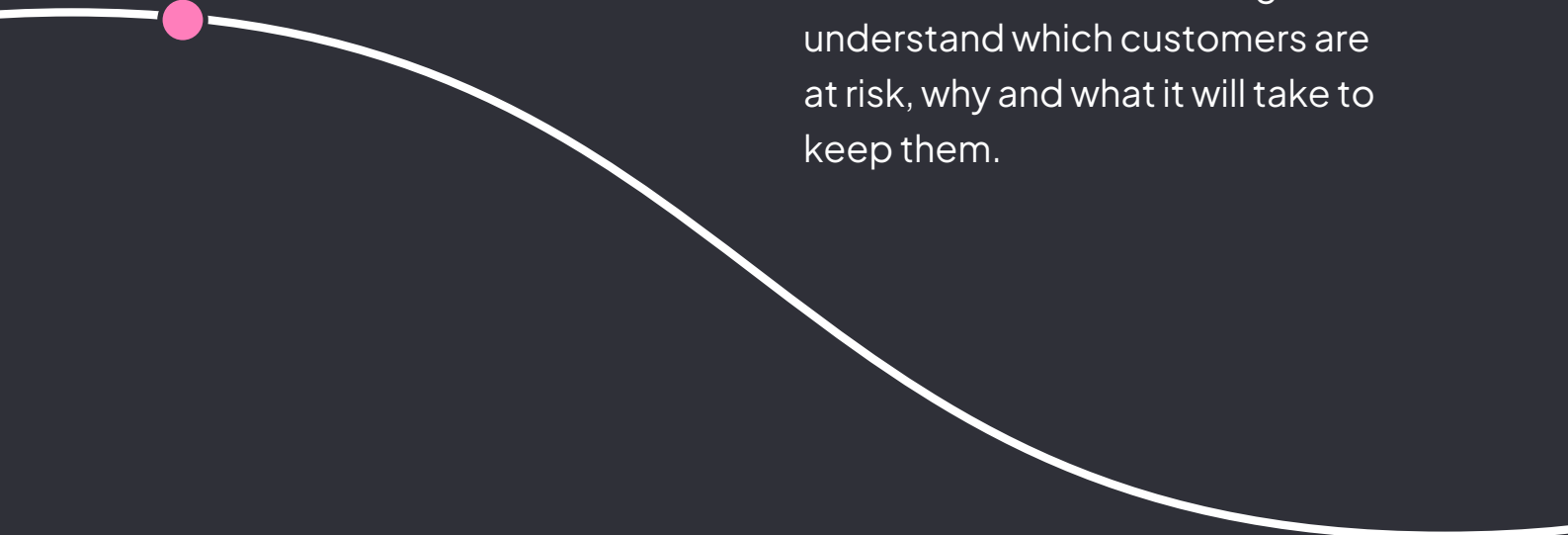
Step 05.

Customer Retention.

Implement strategies to nurture and retain existing customers for long-term loyalty and brand preference.

TOP TIP:

You will need data and insights to understand which customers are at risk, why and what it will take to keep them.

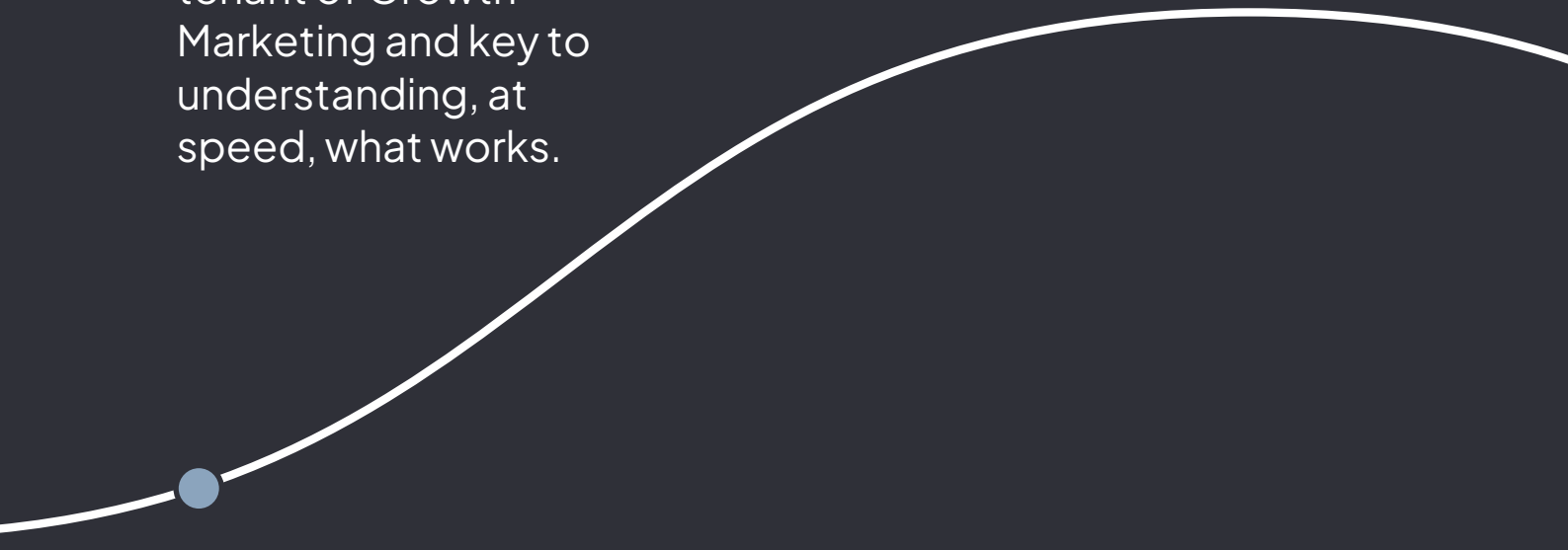


Step 06.

Experimentation.

Conduct continuous A/B testing and experimentation to discover your most effective growth tactics.

Note: This is a core tenant of Growth Marketing and key to understanding, at speed, what works.



Step 07.

Automation.

Utilise marketing automation to streamline processes and efficiently manage campaign optimisation and lead passing/nurture.

TOP TIP: This can only be achieved once there is a culture of experimentation and optimisation with the express purpose of revenue growth.



NextUp:Tactic #7

Hyper-personalised Marketing.

Elevate your marketing approach to deliver hyper-personalised experiences tailored to individual customers' preferences, behaviours, and needs.

Follow SwayTech on LinkedIn to get notified as we share further tactical marketing plays and Feel free to connect with our [CEO Michael](#).

**Sway
Tech.**

**When we say marketing,
we think business.**

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