R55
LAB NOTES

VOL. **01**

STRATEGIC GROWTH PLAN
WORK BOOK

Understand goals, align expectations and give
your organization a real shot at hitting its goals.

ROCKET55

WHAT WILL IT TAKE TO HIT YOUR GROWTH GOALS?

Most every company has a set of revenue growth goals, but very few take the time to plan how they are going to reach those goals. Some companies put the entire weight of the task on the back of outbound sales, but we believe a multi-channel marketing approach coupled with strong sales initiatives is the way to accelerate revenue growth beyond your competitor set.

Our B2B Lead Calculator helps you better understand what you need to hit your goals. But where Rocket55 really shines is helping our clients uncover ways to drive revenue into the organization through optimal effort and alignment between marketing channels.

B2B LEAD CALCULATOR

NEW REVENUE GROWTH GOAL

How much additional top-line revenue would you like to grow by in one year?

AVERAGE CUSTOMER VALUE

What is the average revenue you make in one year from a new customer?

APPROXIMATE CLOSE RATE

Approximately what percent of leads turn into customers?

NEW LEADS REQUIRED

You need to generate this many leads to meet your growth goals.

INSTRUCTIONS

To calculate the number of leads you will need in one year to reach your revenue growth goals, multiply your **Average Customer Value** by your **Close Rate**. Then divide your **Revenue Growth Goal** by the number you just calculated. This number is how many **New Leads** you need in one year to reach your **Revenue Growth Goal**.

_____ / (_____ x _____) = _____

NEW REVENUE GOAL   AVERAGE CUSTOMER VALUE   CLOSE RATE   NEW LEADS REQUIRED

SEGMENT STRATEGY	**LEVEL OF PRIORITY:**	**WHO OWNS?**

Y / N Do you know the kind of clients you most want to connect with?

Y / N Do you understand what their pains and positive outcomes look like?

Desired Outcome: Sell more to companies that make good/profitable clients.

WEBSITE	**LEVEL OF PRIORITY:**	**WHO OWNS?**

Y / N Do you know how your website compares to your closest competitors?

Y / N Does it appropriately guide them through the buying journey?

Desired Outcome: Sell more to companies that make good/profitable clients.

SEO	**LEVEL OF PRIORITY:**	**WHO OWNS?**

Y / N Do you know what search phrases are most effective for your business?

Y / N Do you know where you rank compared to your competition for high-value phrases?

Desired Outcome: Sell more to companies that make good/profitable clients.

PPC	**LEVEL OF PRIORITY:**	**WHO OWNS?**

Y / N Have you set an acceptable cost-per-client acquisition in your model?

Y / N Are you re-engaging with your customers after they've been to your website?

Desired Outcome: Sell more to companies that make good/profitable clients.

PAID SOCIAL	**LEVEL OF PRIORITY:**	**WHO OWNS?**

Y / N Do you know how often your ads are being seen and interacted with on social media?

Y / N Which types of social campaigns perform the best for your business model?

Desired Outcome: Sell more to companies that make good/profitable clients.

ANALYTICS	**LEVEL OF PRIORITY:**	**WHO OWNS?**

Y / N Do you know how engaged your audience is once they arrive at your website?

Y / N Do you know the path(s) users take when utilizing your website?

Desired Outcome: Sell more to companies that make good/profitable clients.

CONVERSION OPTIMIZATION	**LEVEL OF PRIORITY:**	**WHO OWNS?**

Y / N Do you understand where and why users leave your site without converting?

Y / N Does your website provide a clear next step for users to engage with you?

Desired Outcome: Sell more to companies that make good/profitable clients.

MARKETING AUTOMATION	**LEVEL OF PRIORITY:**	**WHO OWNS?**

Y / N Are you re-engaging with prospects after they've shown an interest in your brand?

Y / N Do you know how many prospects you have which you can market to?

Desired Outcome: Sell more to companies that make good/profitable clients.

SALES ENABLEMENT	**LEVEL OF PRIORITY:**	**WHO OWNS?**

Y / N Are you tracking leads through the sales process?

Y / N Does your sales team have the right resources to re-engage with prospects?

Desired Outcome: Sell more to companies that make good/profitable clients.

BUILDING A PLAN

Getting a truly optimized marketing mix is tough, but becomes almost impossible when you do not commit to rolling it out in phases and iterating each channel as new data comes in. Here is a sample.

SEO		WHO OWNS: Tom	DATE STARTED: 12/30/2019

2020				2021			
Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4

Goals:
- Drive new unbranded traffic to site
- Increase new lead flow

KPI's:
- New traffic within desired geo
- More lead form fills

Tasks:
Q2/2020:
Complete research on what site is ranking for and make sure we are optimized for those terms.

Set up keywords tracking tool.

Q3/2020:
- Add keywords to website
- Benchmark improvements

Q4:
Implement Google Search Console to understand gains being made.

HOW TO KNOW WHAT IS WORKING

Metrics are only effective indicators of business success if they're measuring your progress toward your organization's goals. The best way to create actionable reporting is to start by defining your goals and work backward.

GOAL > KPI > TACTIC > METRICS > REPORT