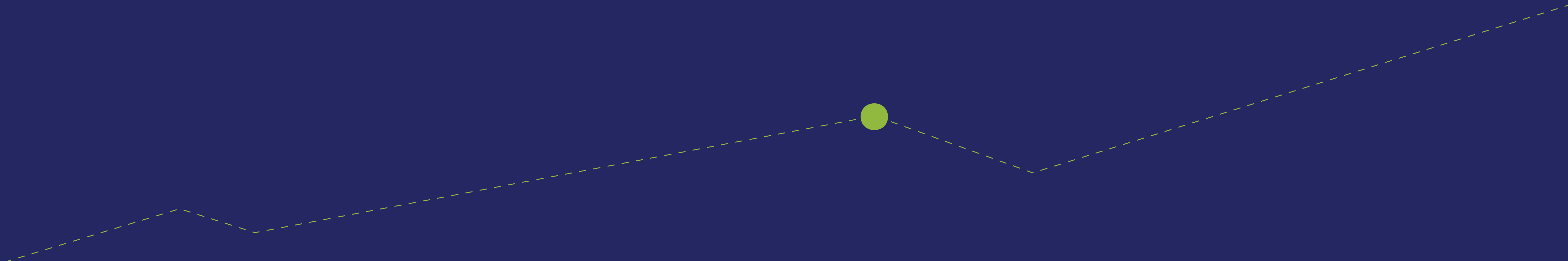


Growth Marketing Framework



What is **Growth Marketing**?

A comprehensive marketing approach that helps drive value throughout the consumer funnel. It helps attract, engage, retain, refer and ultimately drive higher revenue. The objective is to achieve optimal profitability with minimum resources.

Growth Marketing is data-driven and agile, where teams create hypotheses on a particular strategy, execute various small-budget experiments and after analyzing the data, ultimately scale the tactic that has worked the best.



Growth Marketing: Pillars

North Star Metric:

Defining the measure of success is mandatory before exploring tactics, strategies and tools

User Journey Analysis:

Mapping gathered data to user journey to identify bottlenecks and implement solutions to improve the conversion rates across the funnel

Experimentation:

Exploring alternatives with different channels, audience and communication routes

Traffic Analysis:

Examining where your users come from and how to leverage your channel mix to drive qualified traffic to your business

Data and Analytics:

Assessing data to make informed decisions about further actions on offerings or marketing

Growth Marketing: Benefits

Long-term Benefits:

- Faster go-to-market with quicker, shorter experiments instead of large initiatives
- Time-saving results by knowing in advance which experiments are successful
- Better ROI through scaling what's working, instead of pushing through what's not

Short term Benefits:

- Enhance existing campaigns by exploring new ways of gathering additional information on consumer habits
- Attracting new customers with the help of data compiled from existing customers

Growth Marketing: Full-Funnel Solutions

Encompassing the entire consumer funnel from Brand Awareness to Brand Loyalty:

Based on the analytics developed through modulated experiments and the help of technology tools at each stage, decisions are made over the consumer life cycle to effectively deliver business goals at reduced marketing costs

- **Technology-led marketing**

combined with creativity and constant tracking of key metrics

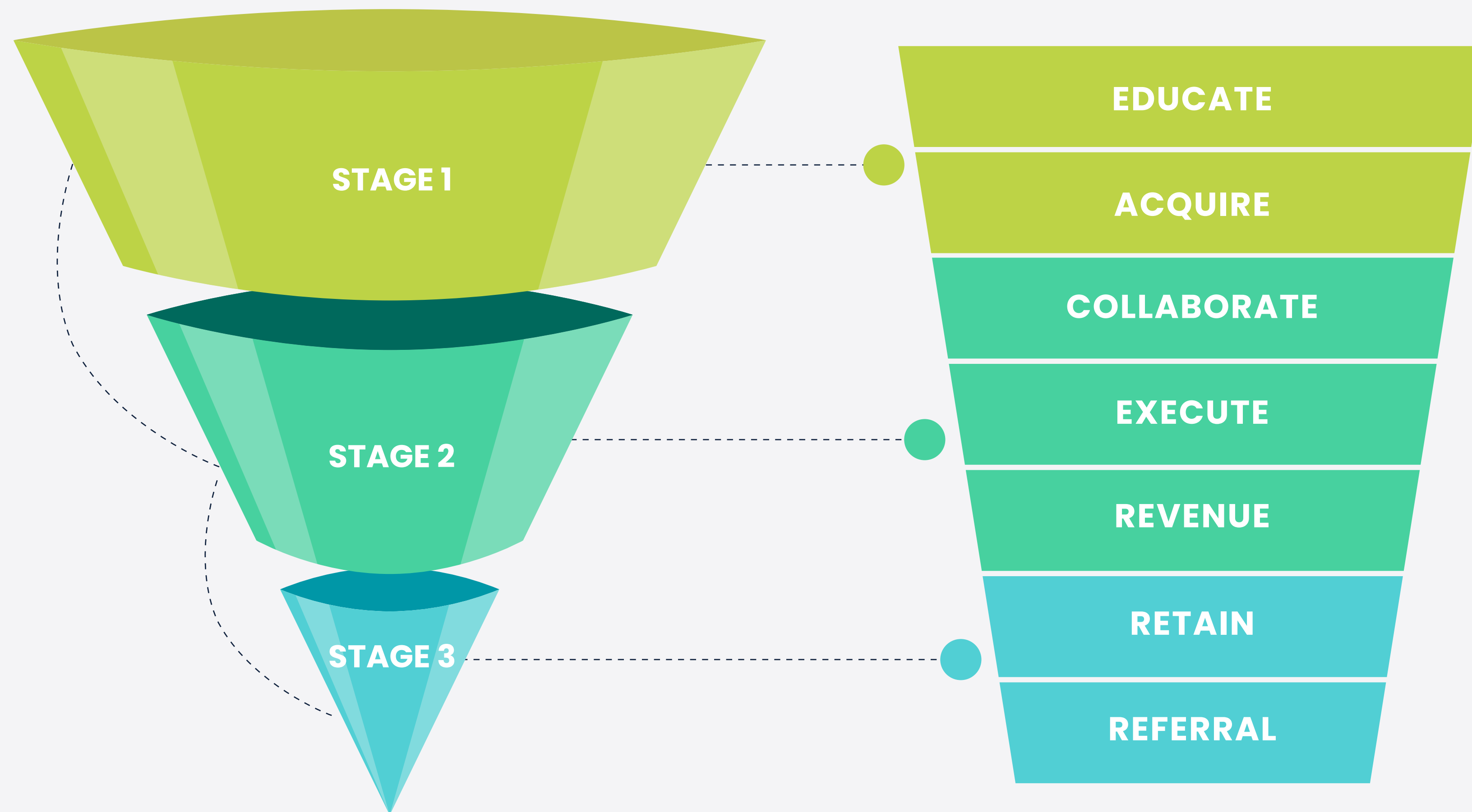
- **Tools & processes**

for insightful analysis and quick optimizations

- **High-performance agile teams**

who are experiment-driven & well-versed in tech & marketing

Growth Marketing: Full-Funnel Solutions



Growth Marketing: Experiments

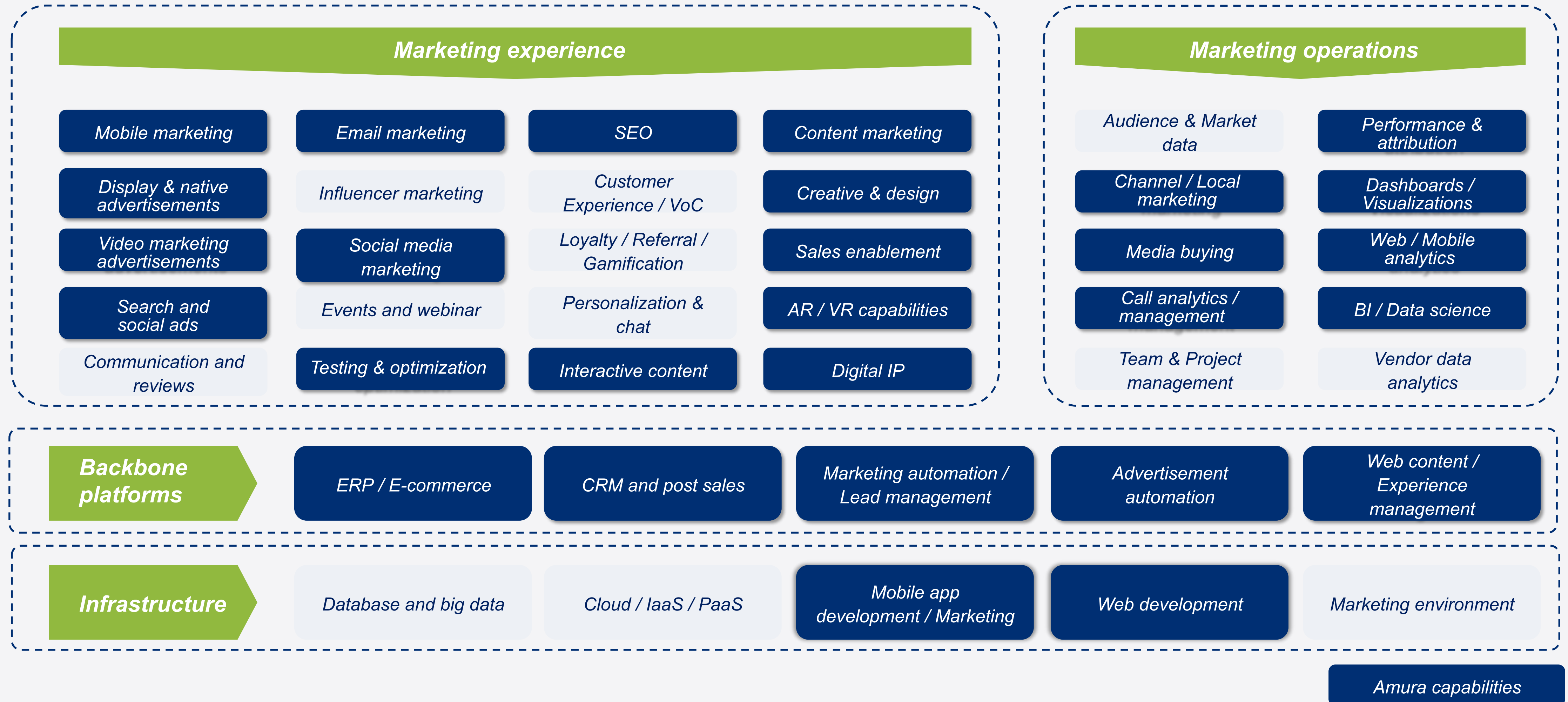
Experiment Levels	Target Audience	Media Channels	Communication
<p>Experiment</p>	<ul style="list-style-type: none"> • Set up each of the campaigns separately • Set up remarketing separately for each of the segment • Check which segment reacts better in each phase of the funnel & optimize accordingly • Industry-wise different segments 	<ul style="list-style-type: none"> • Set up different platforms with the right KPIs to understand what is working and what isn't • Check different types of media innovation like Video ads, Fullscreen ads, 3D ads, Rich media ads and check the performance of each 	<ul style="list-style-type: none"> • Set up sequential communication which shall focus on solutions across funnel • Based on the audience's behaviour on the website, check which communication works better
<p>KPIs</p>	<ul style="list-style-type: none"> • CTR • Cost per lead/Qualified lead • Cost per site visit • Time on the website • Content consumption on the website 	<ul style="list-style-type: none"> • CTR • Cost per lead • Time on the website • Content consumption on the website 	<ul style="list-style-type: none"> • CTR • View rate • Content consumption on the website (Event clicks)

Growth Marketing: MarTech Capabilities



Growth Marketing. Engineered.

Amura has a strong footprint across the Marketing Technology landscape

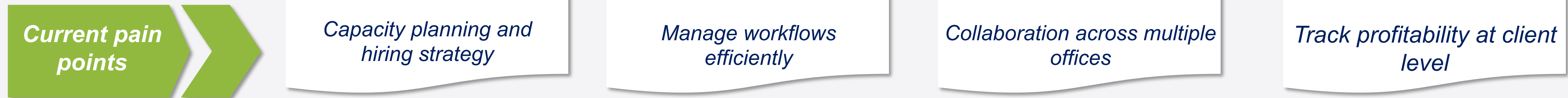


Growth Marketing: Agile Internal Processes

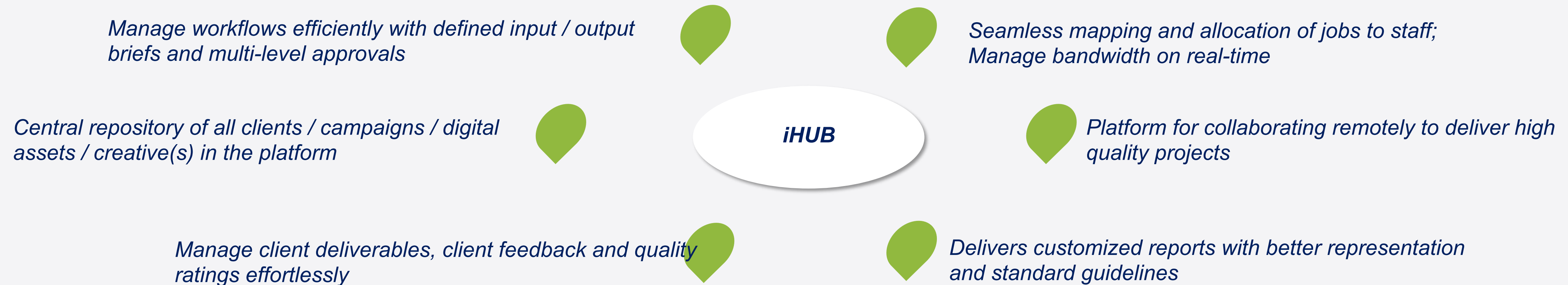


Growth Marketing. Engineered.

A robust project management platform to drive quality and improve efficiency



Key Functionalities



iHUB Effect



Source: Company

About Amura

We are the fastest-growing digital marketing agency in India from 20 clients in 2010 to over 200 clients in 2020.

We empower our partners to serve their clients better by transforming their business through meaningful customer experiences & measurable results.



**Growth Marketing
Framework**



**Timely
Delivery**



**Quality
Assurance**



Growth Marketing. Engineered.

Reach out to us @

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