Driving Business Growth Cost Effectively
Discovery Worksheet

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Pre-Session Assessment

Please think about this section prior to the session, to accelerate your post-workshop action plan.

1. What are the strengths of your business?
   • Product (market leader, high penetration)
   • Service (strong reputation, % of business from referrals or repeat customers vs new leads)
   • Brand (>50% awareness of target market)
   • Channels (loyal, efficient, not much management required)
   • Customers (strong word-of-mouth, reviews, testimonials)
   • Marketing (channels with proven ROI, ongoing acquisition, nurturing, conversion)
   • Operations (cost efficient, reliable sourcing, customer satisfaction)

2. What are your growth goals? Potential constraints or expectations to consider?

3. Describe the competition. Do you have distinct competitive benefits? How would customers describe those benefits of your product (over others)?

4. Finding marketing efficiency:
   • How do most people find out about your product/service today?
   • How much does word-of-mouth play in building awareness and demand?
   • How do customers recommend your product/service with others? What do they say?
   • Where would they most likely recommend your product? In what types of situations?
   • How do you get customers to share about your product more? What marketing channels can you use?

5. How would customers describe the key benefits of your product or service? In their words.

6. How do you describe your key product/service benefits to others?
Session: Part 1

There are 4 possible product/channel growth strategies for SMBs to consider. Jot down a few ideas for each area that you can vet with your team.

Considerations include:

- Cost of acquisition
- ROI
- Current marketing skillsets
- Market potential
- Effort (lo, med high)
- Time to market/rev gen
- Cost of product development
- Cost of market development
- Channel potential
Session: Part 2

Find efficiency drivers (top of funnel acquisition)

• How do I create an experience with my product service?
• In what situations would people talk about my product/service readily?
• How do I make it easy for customers to share recommendations with others?
• What are potential “network effects” for my industry or market space?
• What is the most targeted way to reach my niche?
• Can I leverage organizations & partnerships?

A. Jot down 3 new ideas that you can try to start activating a “network effect” for your product/service.

1.
2.
3.

B. Think about 3 potential acquisition “drivers” that you can start testing for efficiency.

1.
2.
3.

Considerations - Know your audience!

• Consumers vs Enterprise vs “Prosumer”
• Decision making lifecycle, roadmap to conversion, Lookback window
• Broad appeal vs Narrow niche
• Viral vs Non-viral
• Necessity vs Luxury