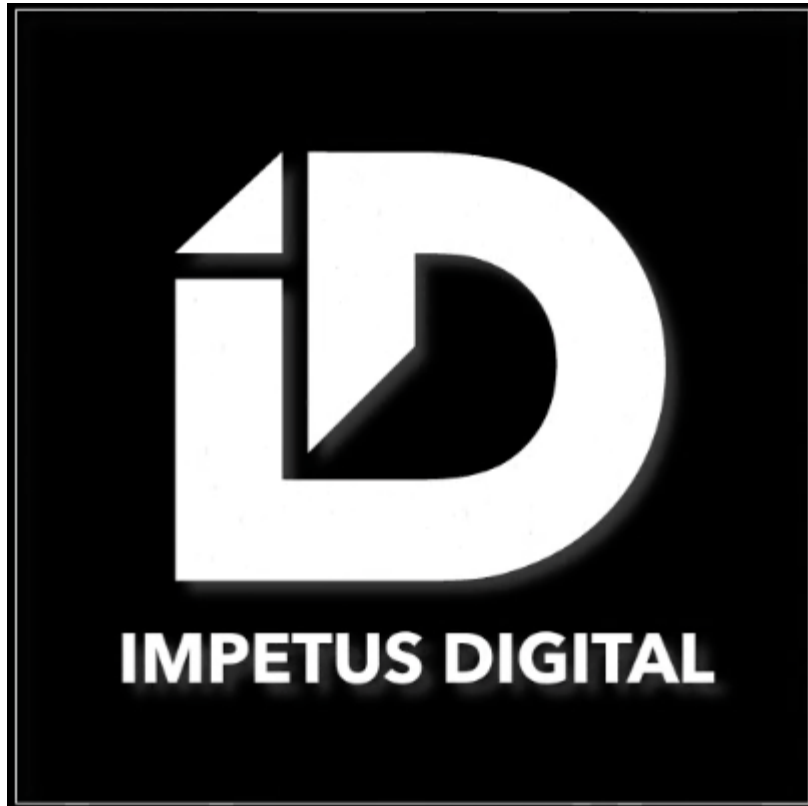


Growth Hacking Checklist

Impetus Digital



Forward Together

Growth Hacking checklist

Overview of our requirements

1. Communication Channel

- a. A clear communication channel should be established including a primary and a secondary point of contact.
- b. For ease of communication, we would advise setting up a WhatsApp group with relevant parties so that the communication happens instantly and effectively.
- c. The email addresses of all points of contact should also be provided as an additional channel of communication.

2. Brand Guidelines and USP

- a. An overview of client brand guidelines should be provided so that designs and content created by Impetus Digital aligns with the brand of the clients
- b. Requirements as per the brand guidelines are as per the below:
 - i. Logos
 - ii. Brand colours (in hex code, e.g #202123)
 - iii. Typography- The fonts to be used in designs
- c. Should you not have brand guidelines or a USP in place, Impetus Digital will be pleased to assist you in establishing brand guidelines for your business.

3. Access to social media platforms, Website and analytics

- a. The login details to your social media accounts, website and analytics which would be used by Impetus Digital for the growth hacking should be provided. These would include:

- i. The email address used to create the account

- ii. The user name

- iii. The password

- iv. In case of two step verification, we will also need access to the second verification step to access the accounts when required

- v. Access to analytics tools should also be granted so that the results of the campaigns can be measured and analysed.

- 1. Should you not have access or have never made use of analytics tools for your business, Impetus Digital will be more than pleased to assist you with the process.

4. Website and Landing pages

- a. Is your website optimized for conversions? Do you have clear calls-to-action (CTAs)? Are your landing pages designed to convert visitors into leads? A well-designed website and landing pages can significantly improve your conversion rates.

5. Content Assets

- a. Clients should provide the agency with any existing content assets they have, such as photos, videos, or blog posts that can be used for social media.
- b. Impetus Digital will assist you with the creation of your content as per your brand guidelines as well as providing our photoshoot and videography services as required.
- c. We would also request for your kind comprehension and cooperation should we find ourselves in need of additional assets for our growth hacking strategy.

6. Traffic Generation

- a. Clients should provide the agency with an outline of what channels they are using to drive traffic to their website
- b. Impetus Digital will assist you with determining the ideal channels to drive traffic to your website in accordance to your business and target market

7. Lead Nurturing

- a. Clients should provide the agency with the strategies currently in place to nurture the leads being generated and to ensure that the leads generated are being engaged with and their interest maintained.

8. Budget

- a. Clients should provide the agency with a clear understanding of their budget for the growth hacking strategy, including any ad spend or other costs.
- b. A clear understanding of your budget will allow us to better position your business on the market and create the most efficient plan to maximise the result from your ad spend.

9. Target Audience

- a. By providing us with your target audience and details on their demographics (Gender, age, etc) and other details such as locations, we will be able to direct our strategy within those specifications and hence obtain better results for your business.
- b. In case a target audience has not been determined, Impetus Digital will be pleased to assist you with the process of finding a target audience which will be the most beneficial for your business.

10. Business Goals and Expectations

- a. Clients should provide the agency with information on their business goals, including what they hope to achieve with their growth hacking efforts.
- b. Clients should also provide the agency with clear expectations for what they hope to achieve through growth hacking, as well as any specific KPIs they want to track.

Now that you have a clear understanding of our requirements, we would request that you fill out the data below to the best of your ability.

Please rest assured that Impetus Digital remains at your disposal to provide any assistance where required and we will be more than happy to guide you along the path to establishing your strategies.

However, we will be in a better position to help you achieve your marketing goals should you already have a general direction in mind.

We look forward to a fruitful collaboration.

1. Communication Channel

Name	Phone Number	Email Adress

2. Brand Guidelines and USP

Logos	Please send the logo as an attachment
Colour codes (Primary and secondary colours)	
Typography (Fonts)	
USP	

3. Access to social media accounts, website and analytics

Platform	Email	Username	Password

4. Website and Landing Pages

Landing Page	Link	CTA

5. Content Assets

Kindly send us the assets digitally through WeTransfer (<https://wetransfer.com/>)

6. Traffic Generation

Channel	Details

7. Lead Nurturing

Channel	Strategy

8. **Budget**

Time Period	Budget	Platform

9. **Target Audience**

Please insert details about your audience below:

10. **Business Goals and Expectations**

Please insert your goals and expectations below:

