



# Growth Marketing Consultant

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# What if acquiring customers for your startup was **simple**?

You have a product. Maybe you even have some loyal customers. Now you need a way to consistently and profitably acquire new customers...a **growth engine**.



# Most **startups fail** because they can't crack customer acquisition

I see it happen all the time. Founders pour their time and money into an amazing product.

Then they start "marketing." They try tactic after tactic, but nothing works.

The harsh reality: Acquiring customers is one of the hardest challenges startups face.





# And the **problem** is;

- There are hundreds of marketing channels and tactics to try. Deciding where to focus is overwhelming
- It's more expensive and more complicated than ever to acquire customers through paid channels and takes a lifetime to get some considerable organic traffic
- Even if you find a channel that allows you to reach your ideal customers, they often don't understand the value of your product—and they buy from a competitor
- The few sales you are able to produce are unprofitable and you can't afford to scale your efforts.



# You need a way to consistently acquire customers — I call this a “growth engine”

- **Meaningful growth:** A constant and predictable flow of customers to grow revenue.
- **Profitability and efficiency:** Acquire customers profitably so you can reinvest back into your engine and scale.
- **Focus:** Most companies scale using just one growth channel. You'll be able to align your team and resources around the highest-leverage strategy for your company, freeing you up to run the rest of the business.
- **Peace of mind:** Have confidence knowing you're prioritizing the right initiatives and have the expertise of a veteran growth marketer guiding you.





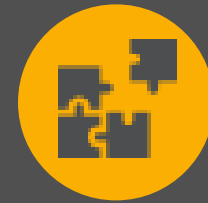
# 3 components of a "Growth Engine"



## Growth Audit

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A Growth Audit is a website audit, marketing audit, SEO audit, email audit, PPC audit, analytics audit, and a competitor audit all wrapped into one.



## Growth Strategy

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A Growth Strategy identifies different stages of product awareness in the buying journey and strategizes tailored ad copies, landing pages, nurturing email sequences.



## Growth Funnel

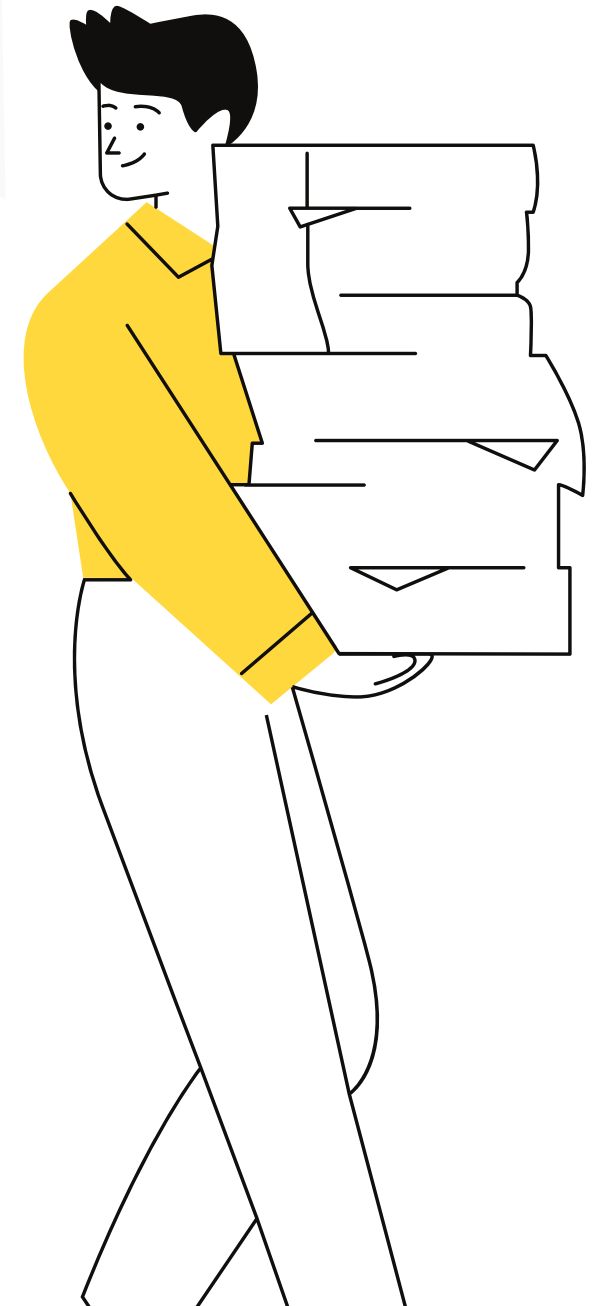
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Using industry best practices and tailored conversion rate optimization tactics, I will help you locate any friction points in the customer journey



# How does it **work?**

- Analytics audit & tracking inspections
- Competition Analysis
- Search Engine Optimization
- Pay-Per-Click Audit
- CRM audit: Email Marketing
- Positioning
- Channel Selection
- Funnel strategy
- Conversion Rate Optimisation





Growth Audit

# Analytics audit & tracking inspections

Analytics are vital to understanding performance. I'll conduct a thorough analytics audit, including checking your event tracking setup and website performance/visitor engagement.

Proper data tracking lays the foundations for a successful growth marketing strategy.





Growth Audit

# Competition Analysis

Competition analysis shines a light on interesting insights into channels you might not have considered, backlinks worth acquiring, keywords worth ranking or paying for, and more.



Growth Audit

# Search Engine Optimization

Your search engine optimization (SEO) priorities are unique to your business.

I'll walk you through the SEO audit so you can effectively prioritize and apply technical fixes and content upgrades specific to your website.



Growth Audit

# Pay-Per Click audit

A pay-per-click (PPC) audit is the single fastest route to enhancing your marketing performance. PPC is hyper-measurable, and any changes you make occur immediately, so you can see the effects in real-time.

The PPC audit will help with the best practices for structuring PPC account and optimizing campaigns for better performance.



Growth Audit

# CRM audit: Email Marketing

Email activity is often under-optimized, yet has the potential to be one of the most reliable and cheapest revenue drivers for your business.

Email Audit will help with the technical setup for responsive and can-spam compliant emails to nurture prospects into customers.



Growth Strategy

# Positioning

Once the market and competition analysis are done, we figure out unique positioning and value propositions for your product and test different ideas across acquisition, retargeting, and re-marketing campaigns.

A well-positioned product with clear value propositions is bound to sell.



Growth Strategy

# Channel Selection

A well-established growth strategy will help you pick the right growth “lane” for your company and decide whether your company will grow through paid acquisition, content, virality, or sales.

The right channel will help you scale sustainably without sacrificing time.



Growth Strategy

# Funnel Strategy

As part of the sales funnel, we'll create acquisition loops that continuously convert, activate, and monetize new customers.

This entails identifying different stages of product awareness in the buying journey and strategizing tailored ad copies, landing pages, nurturing email sequences.



Growth Funnel

# Conversion Rate Optimisation

Using a combination of industry best practices and tailored conversion rate optimization tactics, I will help you locate any friction points in the customer journey, and opportunities to understand your audience better.

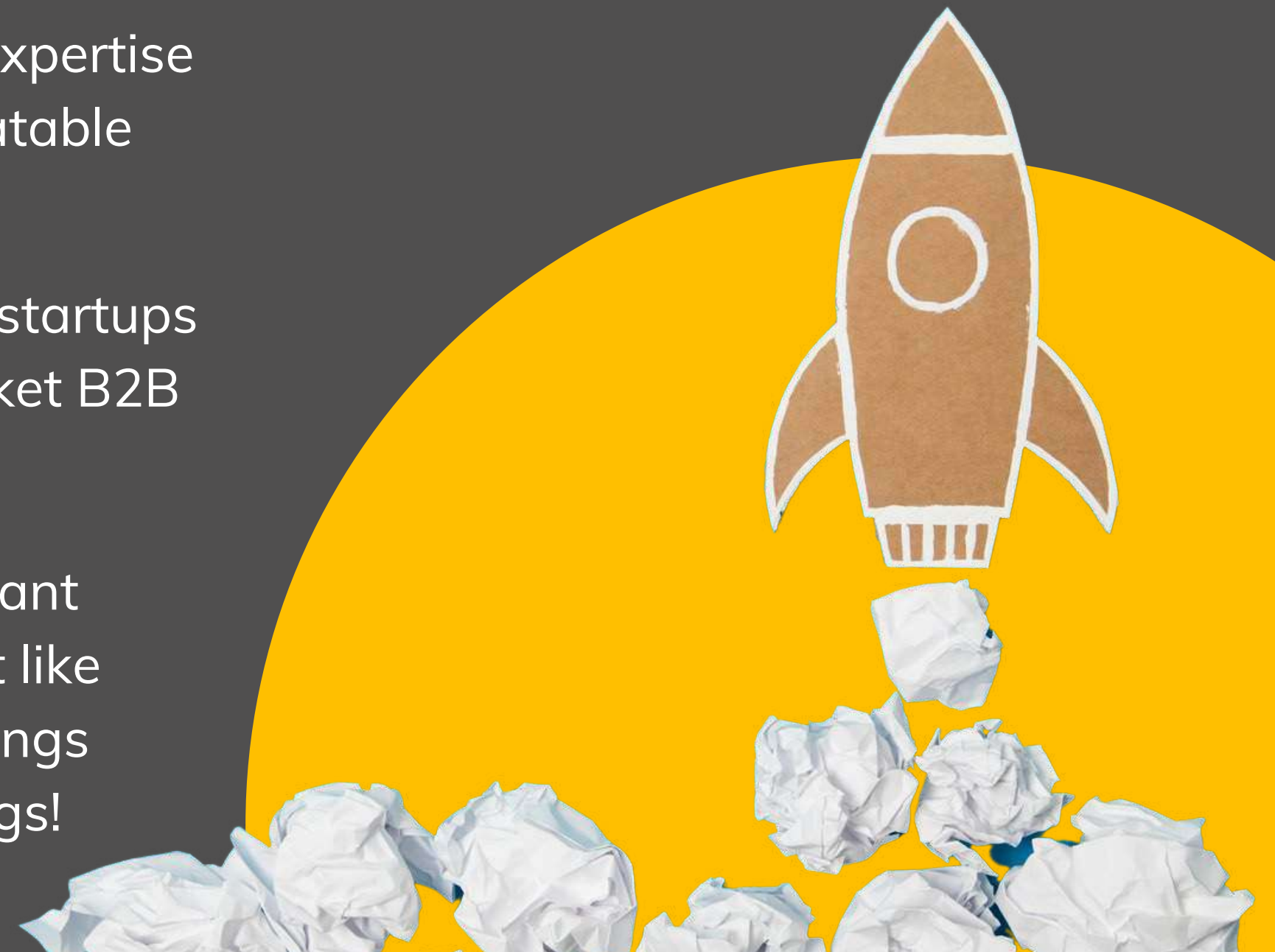
It includes taking user surveys and feedback, fixing funnel leakages to streamline sales funnel, and improve conversion rates through statistically significant hypothesis testing.





# What sets the **Growth Engine** apart?

- It is about driving demand and creating successful customers, instead of thinking only “top of the funnel”
- It combines the best of marketing and product expertise to give you a measurable, predictable and repeatable mechanism to grow
- I have used this growth engine for innumerable startups in the B2C eCommerce, B2C SaaS and small ticket B2B space and it has worked wonders all the time
- Typically it takes 90 days to start seeing significant results from your growth engine and if you don't like the service you can end the contract with no strings attached, whatsoever. No notice! No hard feelings!





# How to know if **Growth Engine** is right for you?

- You have ambitious growth goals and you're willing to make some fundamental changes in your marketing to reach them
- You're looking for a long-term, strategic partner, and not just help with an individual campaign
- You have raised your seed or series A/B and are looking to scale
- You have a proactive tech team that can ship changes quickly





# Companies I helped **grow**

Having worked with companies that have turned into unicorns to companies that bootstrapped their way to scale, I see advertisements as a cost of being boring.



**1.5X**

Revenue growth for StayUncle with improved UI-UX

**15%**

Increase in conversion rates for BentChair fixing review cart

**25%**

Reduction in cost per conversion for Planet Superheroes with shopping campaigns

**180%**

Return on ads spend for Aimil Pharmaceuticals on Facebook

**68%**

Increase in organic traffic for Spinny in 3 months with the Skyscraper technique

**21%**

Y-o-Y sales growth for eform2290.com using search ads & conversion rate optimization.





# Neeraj Singh

CEO-Founder, Spinny



"Ankit was one of the core members in the marketing team at Spinny. Always brimming with new ideas to implement, he is truly a growth marketer."



# Vikram Wadhawan

CEO, Maven Workforce

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"Ankit is super unconventional. His campaigns got us covered in many publications. His ideas are wacky but data driven."



# Want to discuss what I can do for your business?

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