**Growth Marketing Experimentation Plan**

● **Objective** - Vision & Goals (Where do we want to be, what is the objective)

● **Growth Marketing Strategy** - (How are we going to get there with agile processes & better ROIs?)

○ **Growth marketing funnel** - Phases, KPIs, Platforms, Technologies & Experimentation

○ **Paid Campaigns** - KPIs, Tools & Experiments

○ **Content Strategy** - KPIs, Tools & Experiments

○ **Social Strategy** - KPIs, Tools & Experiments

○ **SEO Strategy** - KPIs, Tools & Experiments

● **Sample Growth Experiment Approach** -

○ **Experiment level** - Media channels

○ **Objective** - To understand which mediums including In-market targeting, different ads, etc can drive purchases

○ **Experiment Direction** - Ad Formats

○ **Exact Experiment** - Check which ad formats are performing better static vs video or carousel etc

○ **KPI**: Creative CTR

● **Growth Marketing Media Plan** - (Detailed plan format to be delivered by Pranav)

○ **Experimentation Phase Duration**

○ **Experiments** - Type, Objective, KPI Est CTR, KPI Est Leads, etc

○ **Detailed campaign plan basis the data-based insights from the performed experiments**