



#Growth4Good

Helping you scale your impact through growth for good coaching, workshops, training and strategy consultation.





The Growth Funnel - (A)AARRR

Funnel Stage

The 6 stages of the growth funnel, also known as the pirate funnel. This should form the entire customer journey, from first hearing about you into becoming loyal ambassadors. Depending on your industry and business model, Referral and Revenue are switched.

A **Awareness**
How many people do you reach with your marketing activities?

A **Acquisition**
How many people have engaged with you on your website? (e.g. users who have not bounced from your website)

A **Activation**
How many people take the first step and show actual intent towards your brand? (e.g. newsletter signup)

R **Retention**
How many people keep coming back to your resources, community, website or newsletters?

R **Referral**
How many people refer friends to your brand?

R **Revenue**
How many people purchase from your brand?

The Growth Hacking Process



Hacking Growth, Sean Ellis (2017)

The ICE score

IMPACT

How big is the potential impact of this idea on the KPI?

1 - 10 🚀

CONFIDENCE

How certain are we it's going to work?

1 - 10 🎲

EASE

How difficult is it to implement?

1 - 10 ⚙️

ICE SCORE (SUM OF SCORES)

3 - 30

<https://medium.com/@annarehermann/growth-hacking-how-to-get-started-92299a7eaeed>