

The 8-Stage Growth Framework

From diagnosis to scalable growth — with the key questions for every stage.

Marketing rarely fails because of one channel. Strategy, customer understanding, media, data, technology and sales all have to work together. This framework connects them — use it to plan a new initiative, review an existing one, or find out where growth is stuck.

01

DIAGNOSE

Where do we really stand?

- Which goals, numbers and results do we have today?
- Where does budget go — and what does it return?
- Which parts of the funnel leak the most?

02

DISCOVER

Who buys, why and how?

- Who are the best customers and what triggers a purchase?
- How do they compare options, and who decides?
- What do competitors do better — or worse?

03

DEFINE

What exactly are we aiming for?

- Which 1–3 business goals matter most this year?
- Which KPIs prove progress (pipeline, revenue, CAC, ROAS)?
- What is our position and core message?

04

DESIGN

How will we get there?

- Which channels reach the right people at the right cost?
- What does the customer journey look like, step by step?
- What is the roadmap, budget and measurement plan?

05

DELIVER

Are we executing properly?

- Is tracking in place before launch?
- Are campaigns, content and automation set up cleanly?
- Who owns what — and by when?

06

MEASURE

What is really working?

- Do we track outcomes, not just activity?
- Can every euro be traced to a result?
- Which signals tell us early that something is off?

07

OPTIMISE

What should we improve next?

- What do we test next, and what is the hypothesis?
- Which small changes have the biggest expected impact?
- What have we learned — and documented?

08

SCALE

What deserves more?

- Which campaigns, channels or processes are proven?
- What would break if we doubled the budget?
- How do we make success repeatable?

THE PRINCIPLE

Strategy before tactics. Customer before channel.

Evidence before assumptions. Business outcomes before marketing activity.