



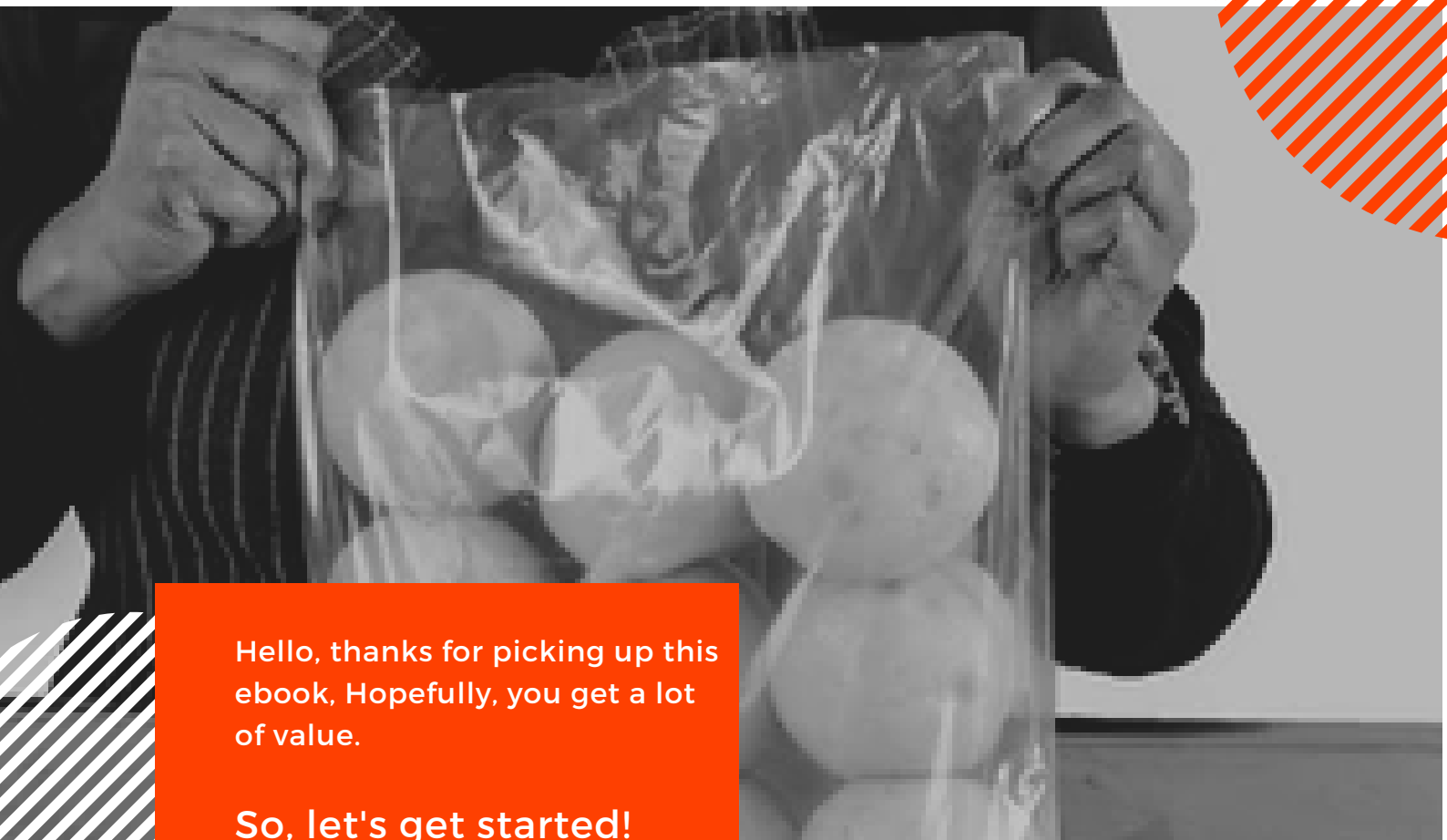
10 ULTIMATE STEPS TO DRIVING BUSINESS GROWTH IN THE NEW NORMAL

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FIRST, GROWTH IS BEYOND MARKETING



Hello, thanks for picking up this ebook, Hopefully, you get a lot of value.

So, let's get started!

Yes, growth is beyond flying the next marketing campaign.

Growth is everything you do in your business. Yes, everything.

At the heart of what you do is, solving your customer's pain point.

Hence, growth is the entirety of how you solve that problem, communicate the solution and move up the metrics that show how useful, impactful and profitable your business is.

That is a little beyond marketing, it's first about solving a key problem and also making sure there are enough people who can pay for your resolution.

We have other 'non-marketing growth approaches, samples are a partnership, community engagement, leveraging sponsorships etc. So, you see growth is beyond running your next marketing campaign.

A sustainable growth strategy harnesses all possible/applicable growth channels and strategies to acquire and retain customers at the cheapest amount possible.

So how do you create one? Let's get to it!

BE CLEAR ON THE PROBLEM YOU ARE SOLVING

1.

It all starts from here, whether you are just starting your business or you already run it, being clear on your customer's problem and pain point is really crucial.

How Does This Matter To Business Growth?

1. Your customer's needs directly affect what they will pay for.
2. The problem you are solving actually helps you communicate your value.

NO ONE
WILL BUY
WHAT THEY
DON'T
NEED.



CUSTOMERS, ADDRESSABLE MARKET & COMPETITORS

2.

If You have found a key problem you want to solve right, then you might have a business.

But before you fully launch out into this, you want to know:

1. Who are the people facing that problem? (they will be your customer after all)
2. If there are enough people who face the problem and are super ready to pay for the solution. In other words, is there a hungry market?
3. You also want to segment the type of people facing that problem, so you can capture and understand the different ways that problem affects them. (For example, you could find that a lot of people want healthy food, but a young lady could want a healthy food to keep in shape, while a bit old grandpa wants a healthy meal to maintain his health.
4. You want to know how they are solving their problem right now.
5. You want to see how competitors are in there already and who you are up against.

WHERE IS THE OPPORTUNITY?



DESIGN HOW YOU WANT TO SOLVE THEIR PROBLEM

3.

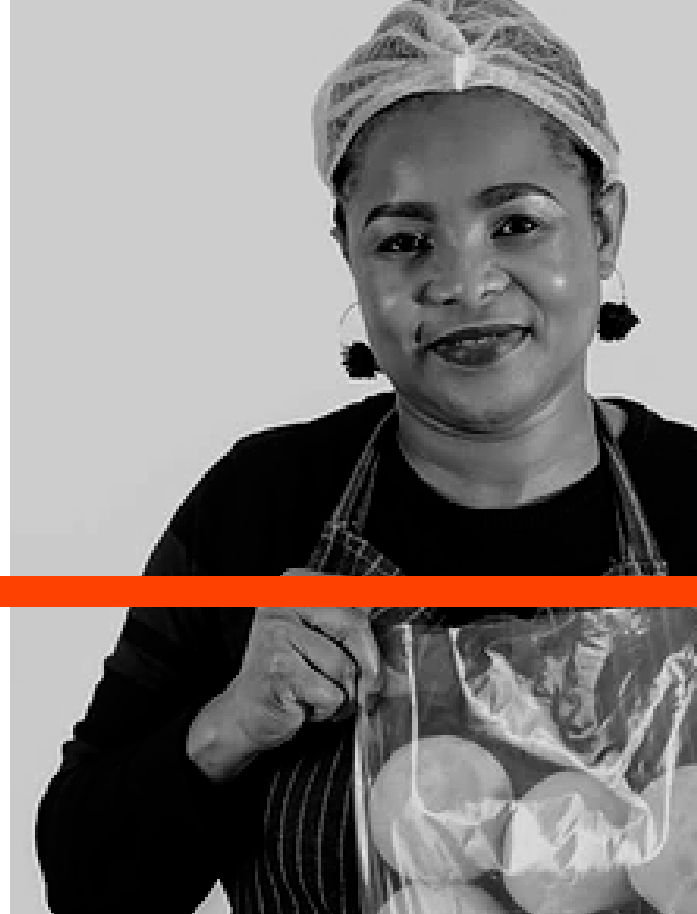
Now you have a lot of data in your hands about the problem your business is setting out to solve. You are in fact so clear about how your customers are solving it.

This is where you craft your unique solution, your unique value proposition

How Does This Matter To Growth:

1. The solution is eventually what the customer is buying
2. The uniqueness of the solution is what will be communicated to the customers.
3. Eventually, this helps you gain some market share.

WHAT'S YOUR UNIQUE VALUE PROPOSITION



SELECT A PROFITABLE BUSINESS MODEL AROUND THE SOLUTIONS

4.

Now let's get down to business. you have a solution but you need to make sure it makes business sense.

A business model is how your business makes money. It's an explanation of how you deliver value to your customers at an appropriate cost that leaves you with some good profit.

Here are some sample business model types:

1. **Production:** Is your business planning to produce the solution and sell it?
2. **Curation:** Is your business planning to curate the solutions from producers and sell.
3. **Advertising:** Is your business planning to help advertise those providing the solution and get paid for slots?
4. **Brokerage:** Is your business planning to help connect buyers to sellers and get a cut?
5. **Concierge:** Is your business going to resell an offer but with special customization to fit the client?

Others include:

- Franchise
- Marketplace
- Pay-as-you-go
- Subscription
- Freemium



DECIDE ON WAYS TO GET THE SOLUTION KNOWN

5.

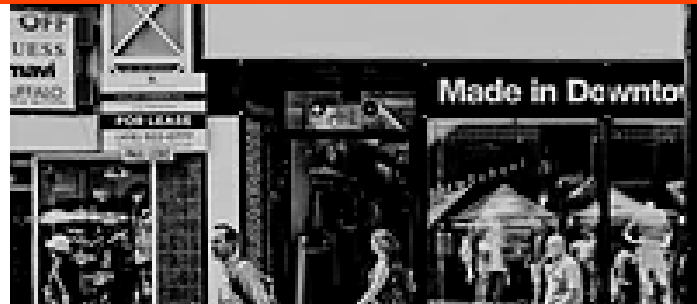
Now that we have a model describing how we do business, the next thing we want to do is to get our solution/business offering to the face of the customers we have set out to serve.

This is where marketing comes in. This is not entirely about marketing, we would say marketing is just a part of it.

This could include:

1. Online advertising
2. Social media marketing
3. Offline marketing
4. Account-based marketing (making a list of companies you want to sell to, and going to approach them directly and speaking to a decision-maker)
5. Influencer marketing
6. Sponsoring programs where your target audiences are fully invested in.

THE BEST OF PRODUCTS WON'T SELL THEMSELVES



SET UP WAYS TO MAKE DECISION MAKING EASY FOR THE CUSTOMER

6.

Now that they see your product, there are high chances that they won't make a purchase decision at that very instant.

A carefully thought decision aiding channels are designed, this can include:

1. **Content marketing:** Using content to answer questions and doubts.
2. **Email Follow up:** Writing value-based emails.
3. **Custom Audience Advertising:** Advertising to those who showed interest in the brand.
4. **User-Generated Content:** Getting those who have used the solution (product/service) to share their experience.
5. **Social Proof:** Putting enough proof that the solution is valid and that even the business is valid

Other channels can include Brand association, case studies, etc.

HELP CUSTOMERS BUILD TRUST



MAKE IT EASY TO GET THAT SOLUTION

7.

When your customers are ready to get that solution, how should they?

1. Should they send you an email - do you have the email for orders ready?
2. Should they fill a form? - Is that form created?
3. Should they order on your website- Do you have that website set and ready?
4. Should they pay online? Do you have a payment system set up?
5. How do you remind them when they don't take that purchase decision?
 - a. Remarketing ads?
 - b. Automated emails to those who didn't check out?
 - c. Direct phone calls?

SEAMLESS SOLUTION PURCHASE SYSTEM



BUILD THE RIGHT PROCESS AROUND OFFERING THE SOLUTION

8.

If the customer's purchase makes you happy, then your efficient, timely and enjoyable service delivery will also make them happy. Not only make them happy but also make them want to come back to repurchase.

Having the right structure built around your offering is really key, structures around:

1. Production
2. Distribution network
3. Logistics
4. Sales enablement

GOOD BUSINESS PROCESS ARE PREREQUISITE FOR REPEAT CUSTOMERS



SET UP YOUR FEEDBACK COLLECTION

9.

Sometimes, no matter how much data we track from each of the processes, direct feedback from customers about their experience is extremely valuable.

Feedback around:

- The effectiveness of the solution
- Quality of service
- Delivery time
- Any feedback that might be useful.

Of course, the positive feedback goes straight into be used as marketing content.

FEEDBACKS WHETHER GOOD OR BAD GIVES US ACTIONABLE DETAILS.



DEVICE WAYS TO RETAIN THE CUSTOMERS

10.

At the end of it all, you want to make sure you are keeping each customer for as long as you can.


Having a high rate of returning customers means

1. You save time and money on acquiring them all over again.
2. You have a huge chance of each customer driving huge revenues for your brand.
3. You have a huge opportunity in each returning customer willing able to refer more customers to you.

RETURNING CUSTOMERS ARE THE HEARTBEAT OF BUSINESSES



SO, WE SAY AGAIN
**GROWTH IS
BEYOND
MARKETING**



We hope this drill down helps you understand how to holistically drive growth in your business.

We understand that not all businesses are at the same level of growth. Some just need to jump to the awareness stage, while some need to just get retention right and some need to restart the process all over again.

Irrespective of your business stage, going over these things helps you reinforce and ensure you have all loopholes covered, most importantly that you have a renewed insight about the growth potential of your business.

Sometimes, the growth challenge you are facing might be from the areas you least expect. Your marketing could be great, but your understanding of the problem and customer might be totally wrong, hence, impeded growth.

**NEED
HELP?**

This is how we can help

Audit:

We get in at any business stage you are and thoroughly review your current business data across all channels. We understand what is currently available, what data we can unlock and find out how to move forward.

Strategy Design:

We craft a solid business growth strategy across all the touchpoints explained above, a growth strategy that gets the business offering to the customer segment and also drives purchase and retention.

Data Points Set-Up:

We always say data has a better idea. Data let us know the true situation. Here we set up the right data points to give us real-time details about what's working.

Implementation:

We go ahead to give a ruthless implementation to the strategy designed.

Optimization & Further Growth:

Growth is an iterative process, we evaluate the result and then make relevant optimization for further growth.

Each of these can run from a few hundred dollars to thousands of dollars depending on your business stage and growth needed.



**Reach out to us
and let's get
started with
growth!**

**Get a FREE 15
minutes
consultation
session.**

Our Website: advisory.equilibriumzone.org

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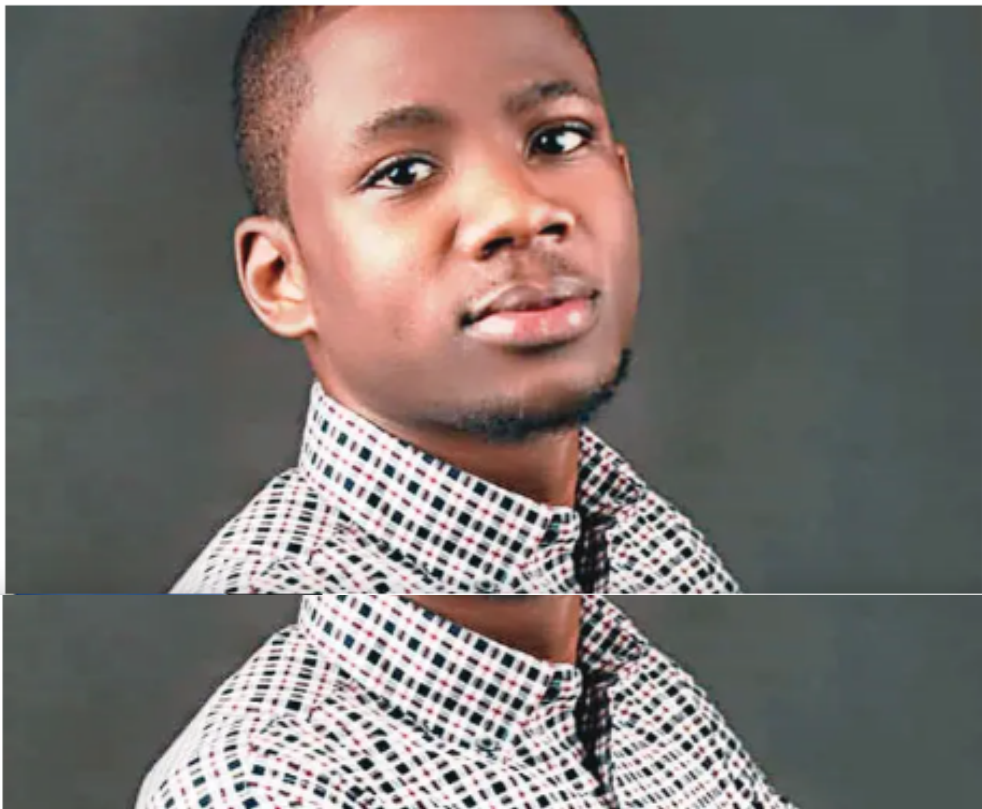


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By KINGSLEY ALUMONA — On Jan 18, 2021

TRIBUNE BUSINESS




Oluwamayowa Oshidero is the founder of Equilibrium Zone. In this interview by KINGSLEY ALUMONA, he speaks on how his company

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DIY RESOURCES



This clear and guided workbook helps you audit your business growth across all channels and helps you find clear data to tell you what exactly you need to do to grow your business.

Get it on advisory.equilibriumzone.org/shop for \$25

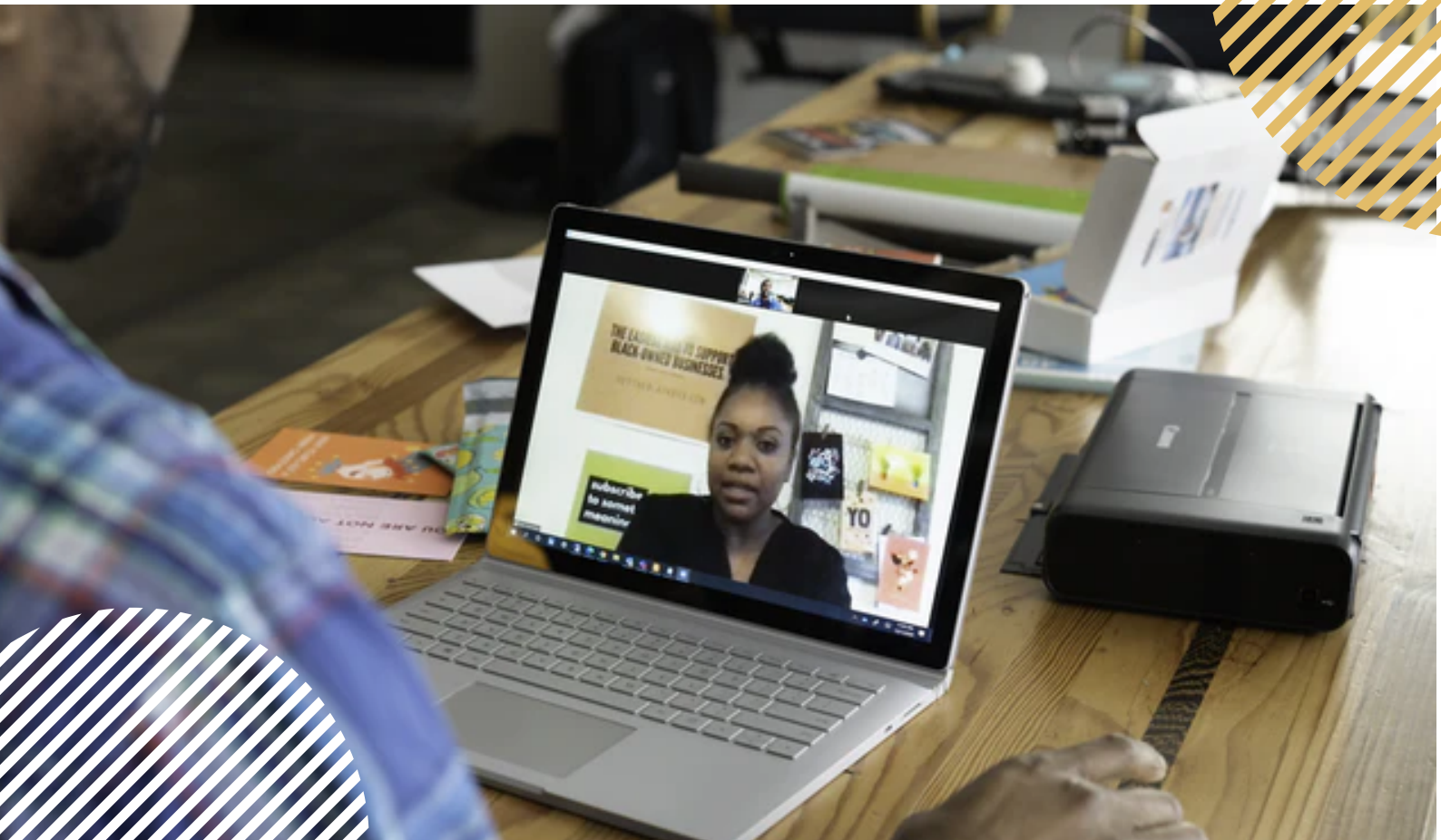
DIY RESOURCES



This clear and guided workbook helps you plan your business growth across all channels, it contains sample growth ideas across each stage and clear guide how to settle for the one that will mostly work for your business.

Get it on advisory.equilibriumzone.org/shop for \$50

BOOK A CLARITY CALL



Get on a call with one of our experts and ask anything around

- Business model
- Market analysis
- Marketing
- Sales
- Technology
- Business Innovation

This comes in handy when you have used a DIY resource and you need an expert to look into what you have and guide appropriately.

Get it on advisory.equilibriumzone.org/claritycall for \$100 / hour

**THANK
YOU FOR
READING**

**We hope this was a
great value add to you
and potentially your
business.**

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All the best with growing your business.

