



Find your Growth Marketing Formula

MAY 2021



PINK MINGO



1 What?

What is a growth marketing formula?

2 Why?

Why you need one.

3 How?

How to determine, and deliver on yours.

About me



Elizabeth Lichten

Pink Mingo founder

On-demand marketing director and brand strategist

Working independently and with other agencies and freelancers to support great clients worldwide

Clients include B2Bs in tech, financial services and healthcare

B2Cs across wellness, travel and space tourism

+ startup launch and funding support

About you



Founders and CEOs

Community Managers

Engineers

HR, Finance, Marketing, Brand and Comms Directors

Technology, Healthcare, Engineering, F&B

Freelancers and Consultants

Job seekers

Heads of industry

Team leaders

pinkmingo.co.uk/growth-marketing-formula





The evolution of marketing

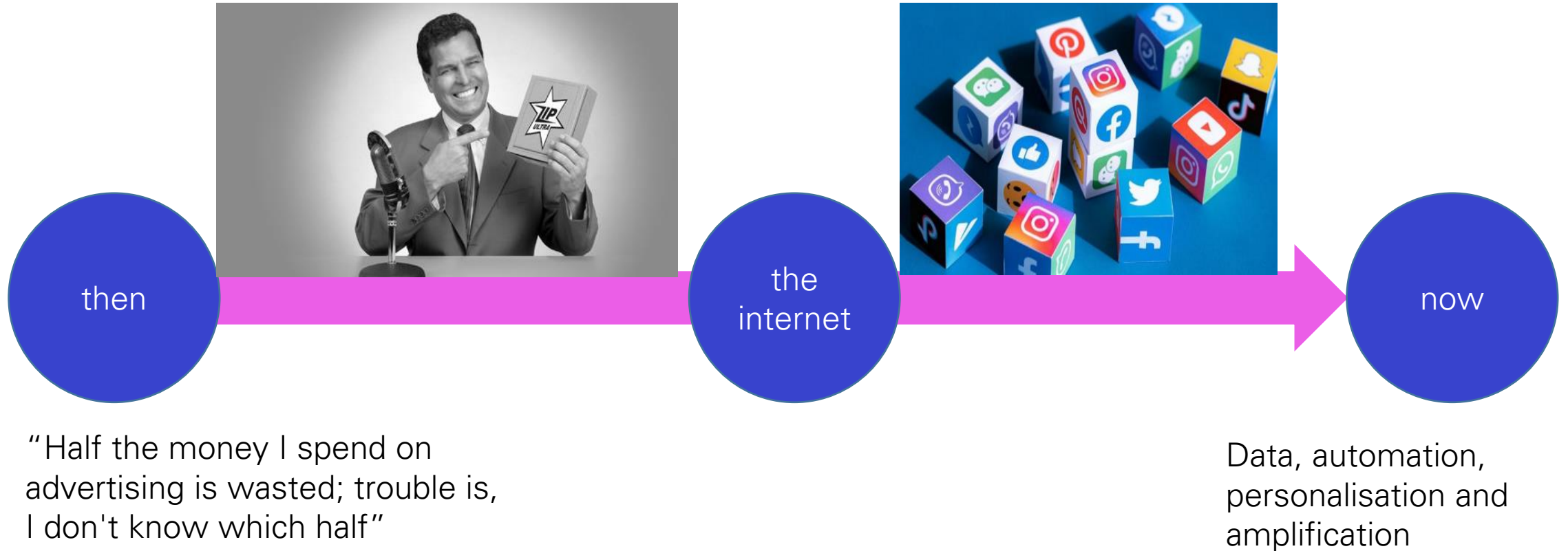


marketing
/'mɑ:kɪtɪŋ/

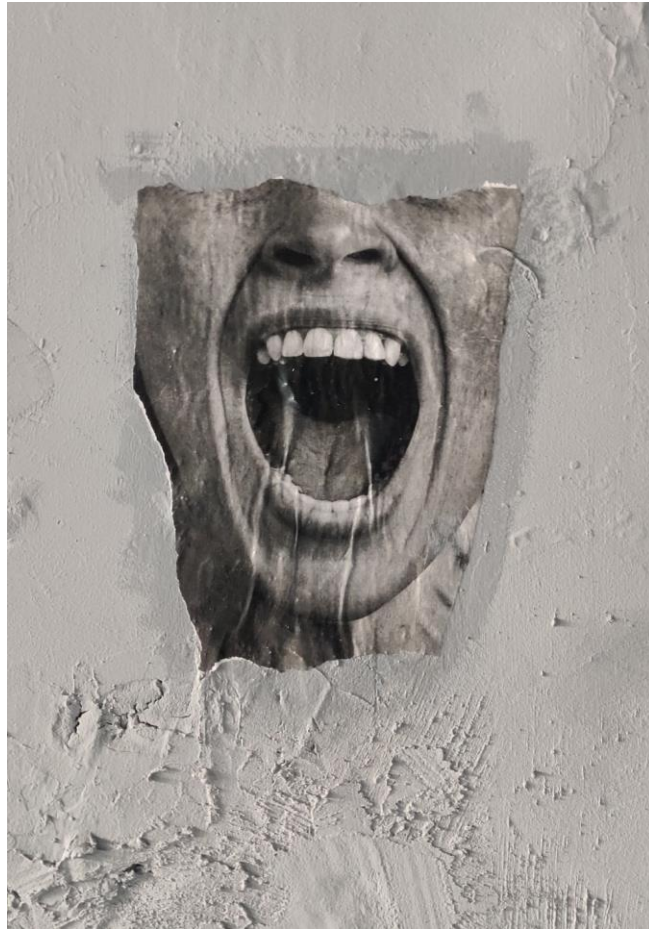
noun

1.the action or business of promoting and selling products or services, including market research and advertising.

Highly accurate marketing timeline



It's a lot



How do I integrate Club House into my go-to-market strategy?

Why are my podcast downloads so low?

Should I pay for a booth at that trade show?

What is the value of Facebook for my B2B company?

How do I brief agencies when I'm not really sure what I want?

Where do I spend my limited marketing budget?

Should I sponsor that event?

Is the effort I'm putting into my blog working?

Do I hire a content writer, marketing manager or freelance PR whiz?

To Tik Tok or not to Tik Tok?

The growth marketing formula

Help is here



A growth marketing formula cuts through the noise

It keeps you focused on where you and your business is heading

Prioritizes high value marketing activity

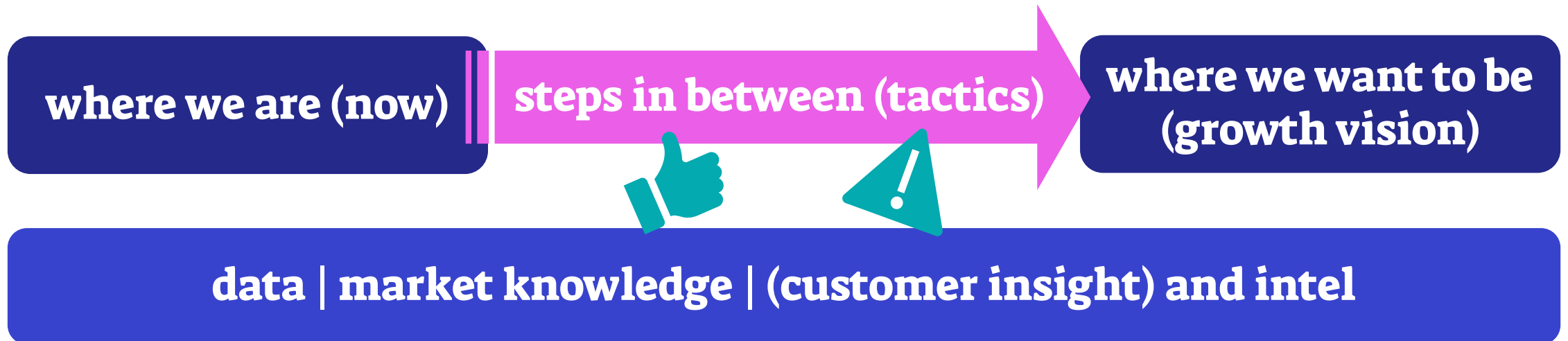
Helps you avoid distractions

Makes decision making easy

And gives you the confidence to build your business, your way

The growth marketing formula

Growth vision = (now + tactics) – barriers + assets (x customer insights)



Supporting tools

Growth vision = (now + tactics) – barriers + assets (x customer insights)

Lean Business Model Canvas

Simple structure to uncover the value you and your business provide

Buyer persona template

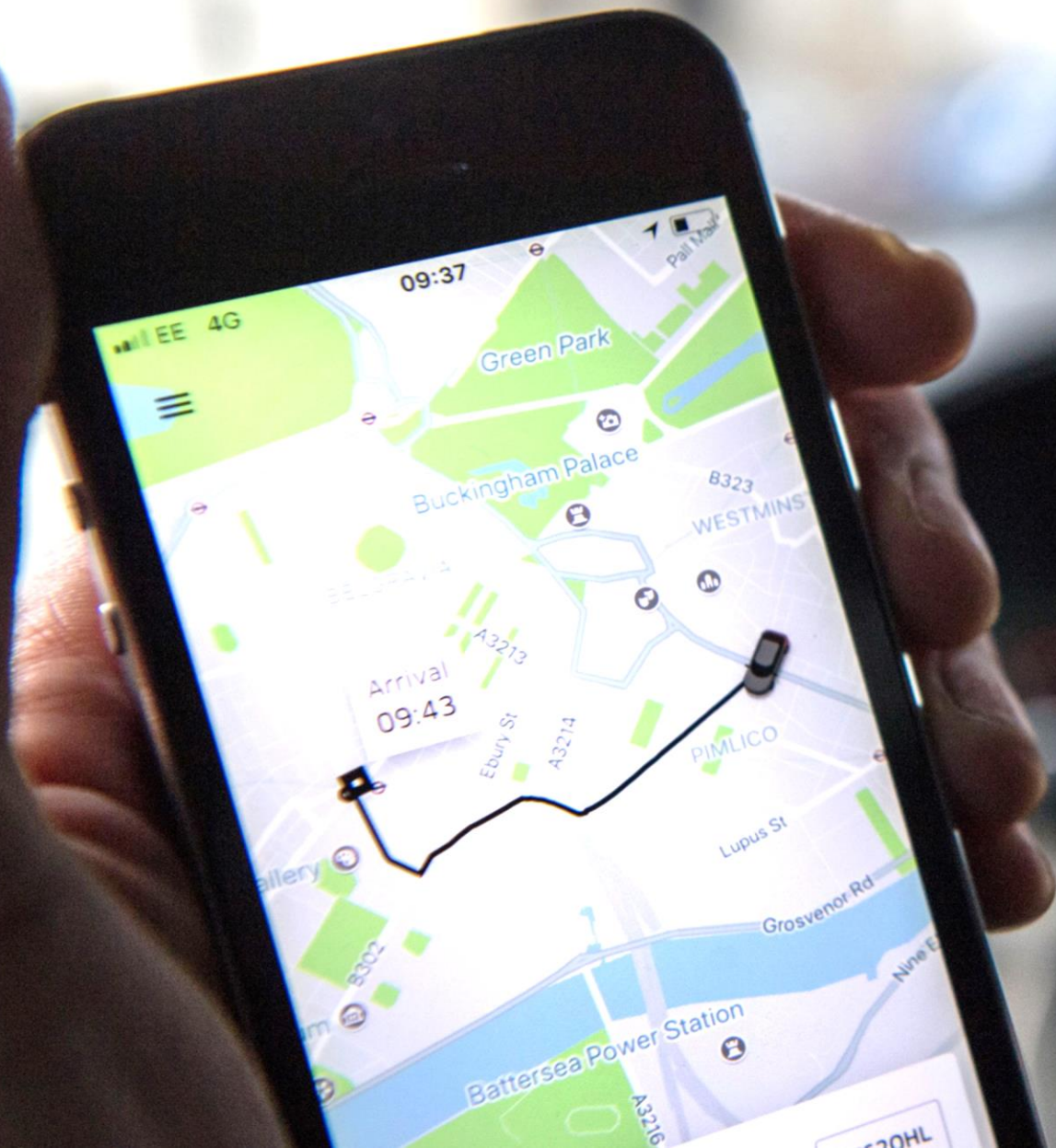
Build your client insights and collect soft and hard intel on ideal customers

90 day planning guide

Keeps you focused and on track



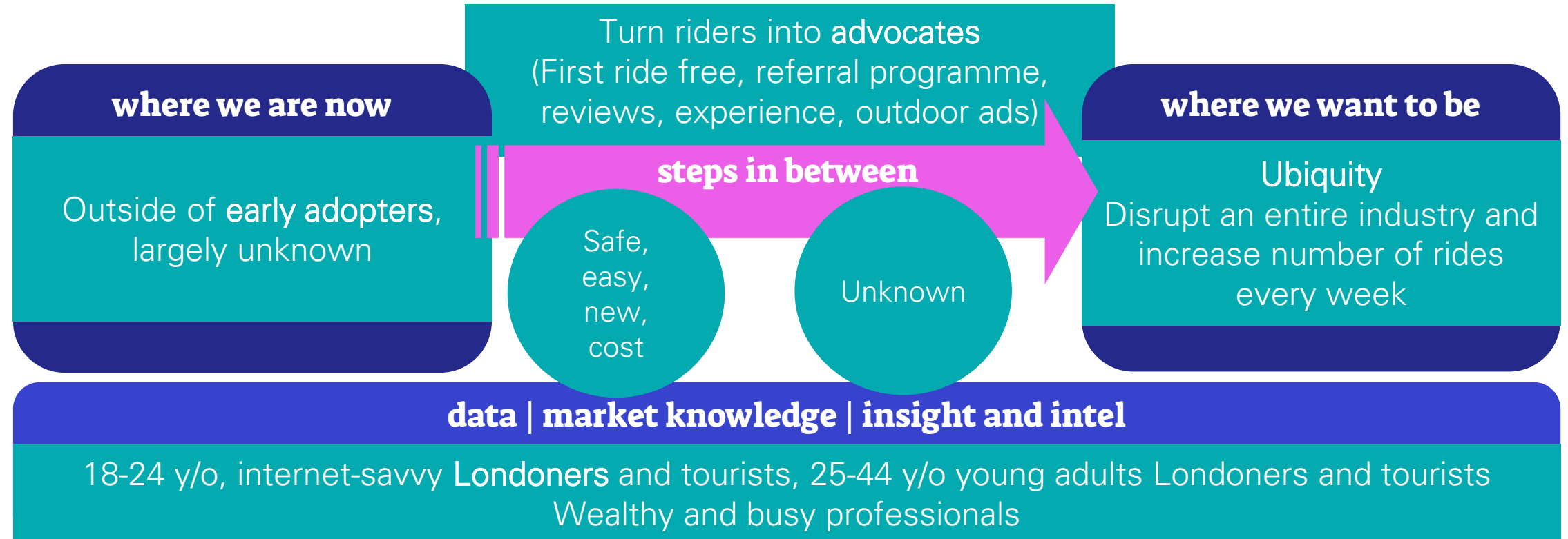
In practice

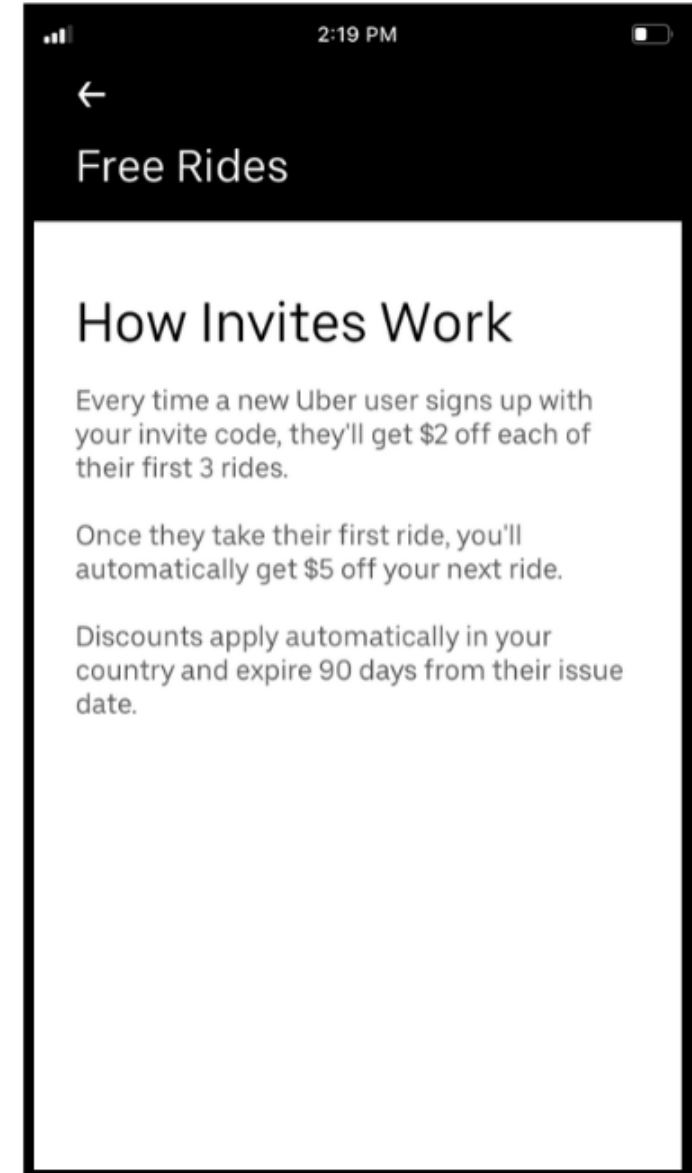
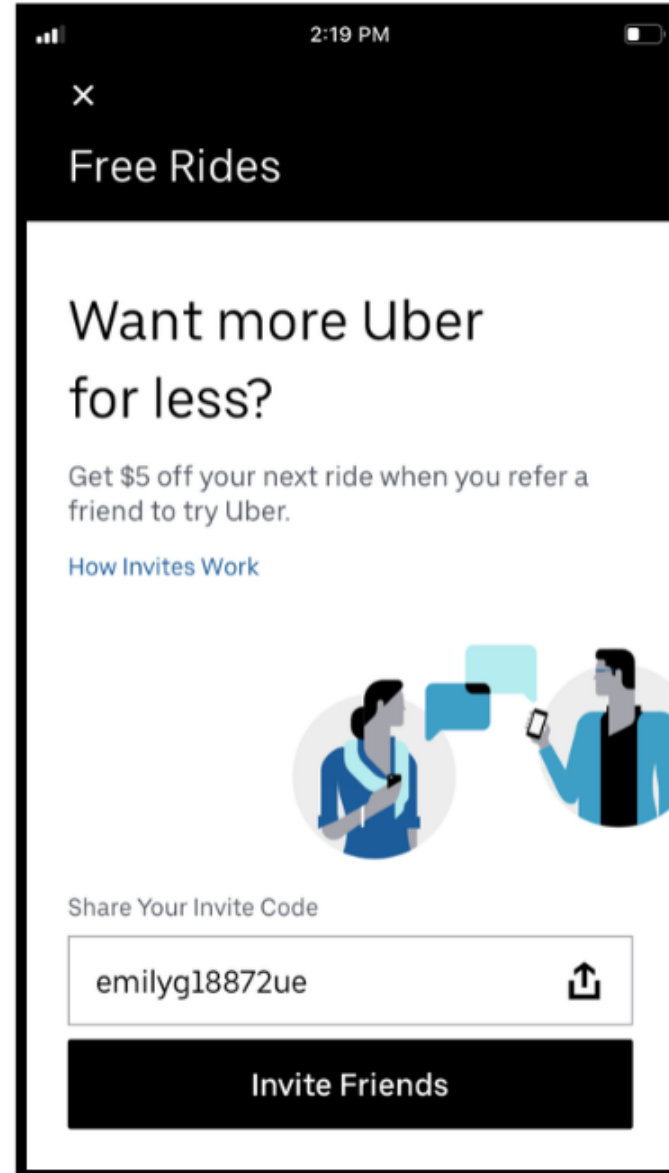
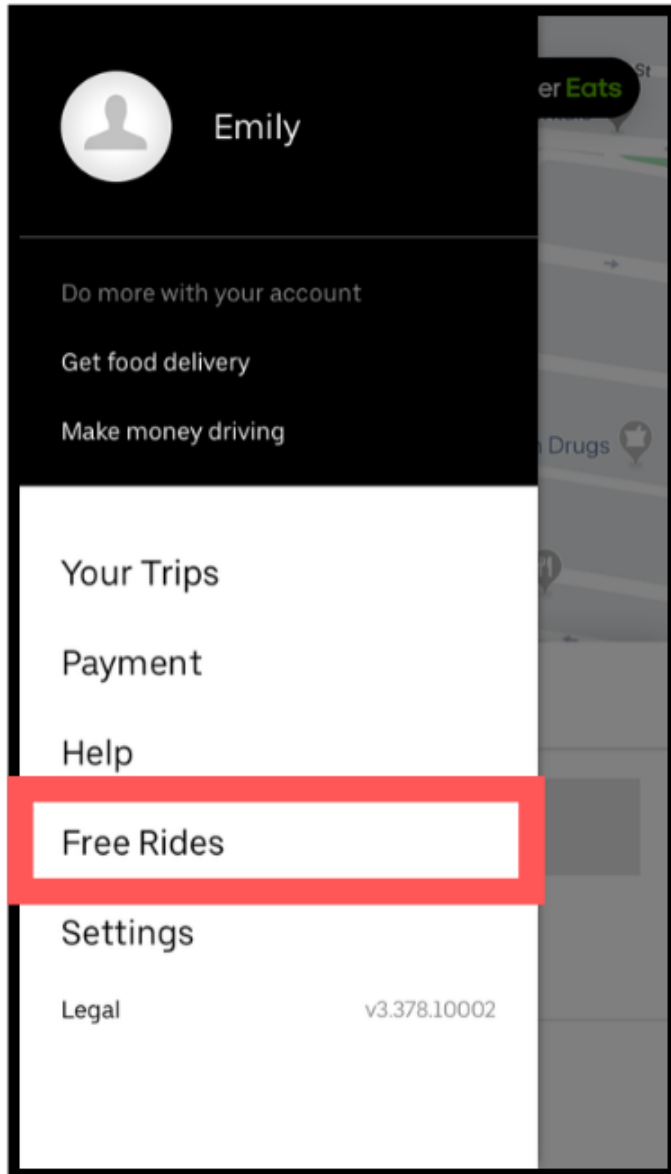


UBER

Uber enters the UK

Growth vision = (now + tactics) – barriers + assets (x customer insights)

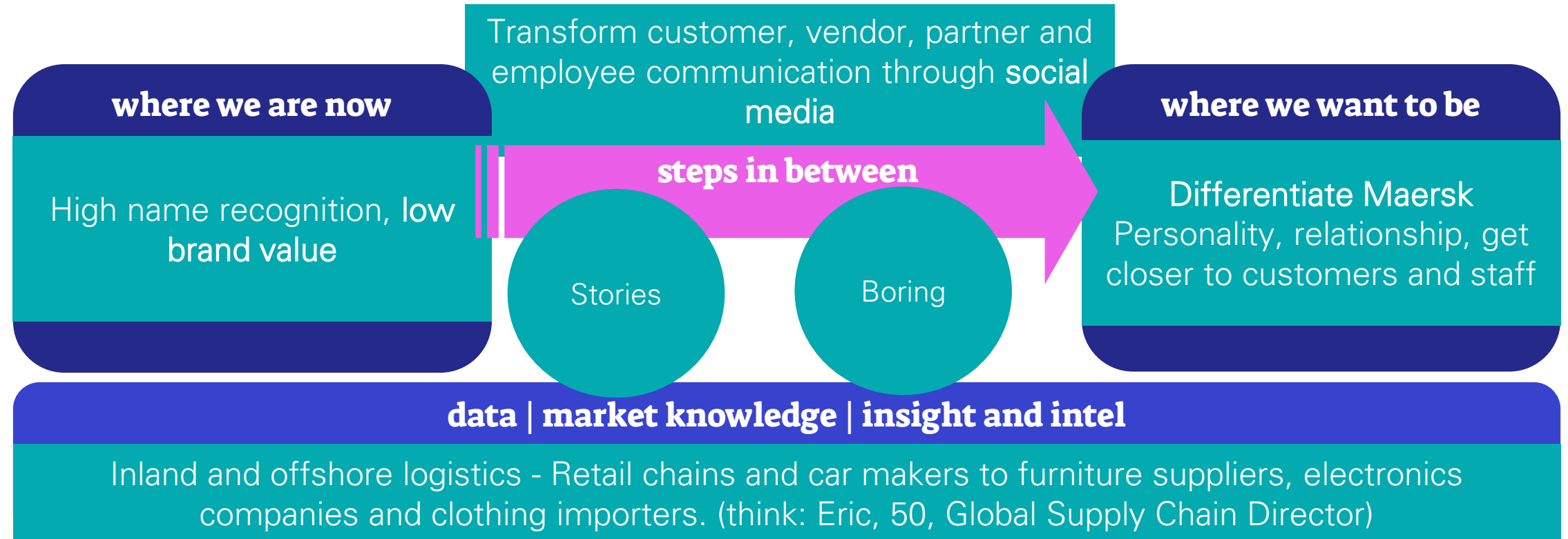






Maersk Line turns the ship around

Growth vision = (now + tactics) – barriers + assets (x customer insights)





MAERSK
LINE



Search...

OUR
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IDEAS

WHY SOCIAL
MEDIA?

Welcome to Maersk Line Social

Why should a container shipping
company be on social media?

READ MORE





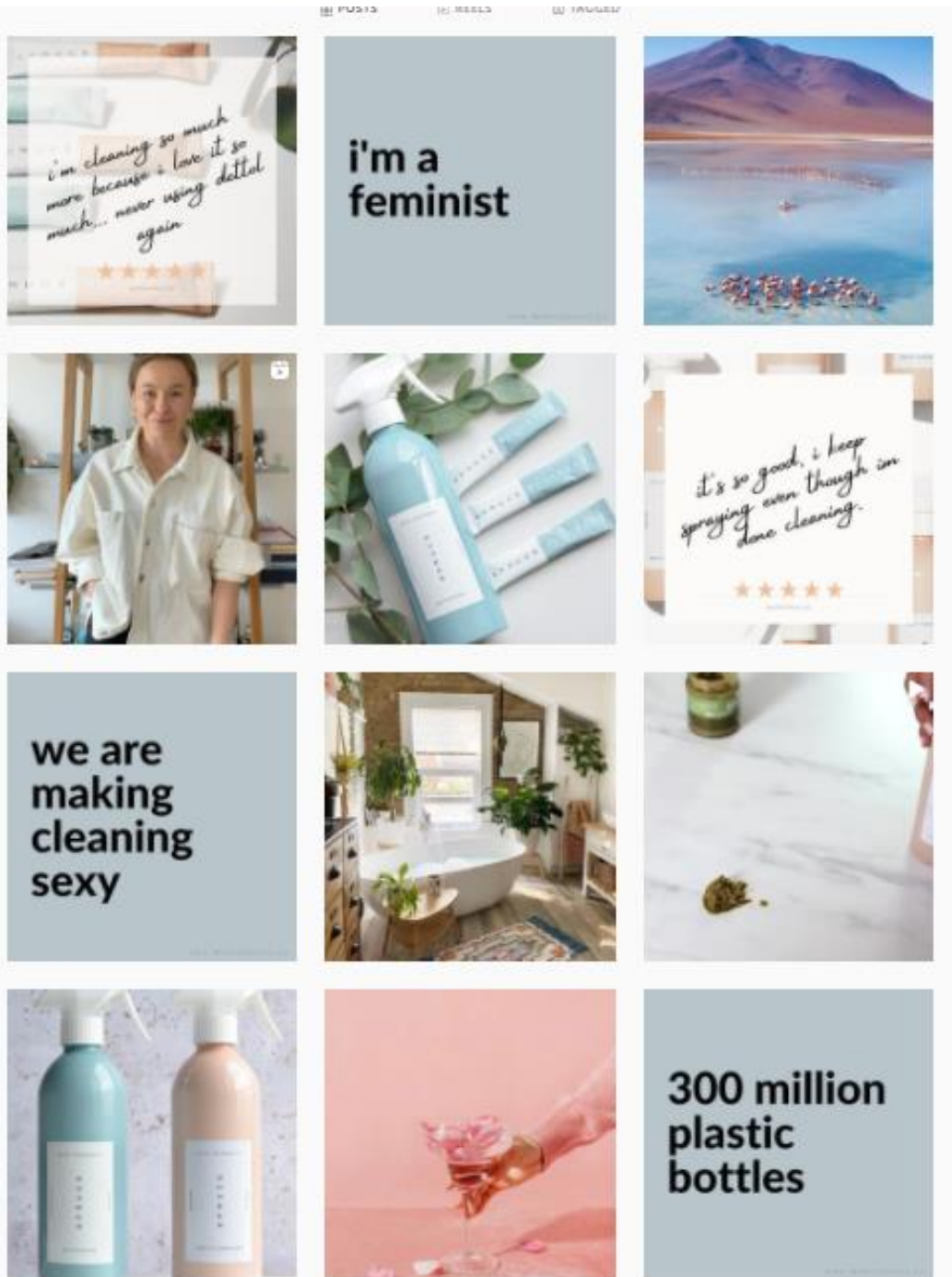
S P R U C E



Spruce launches for fans

Growth vision = (now + tactics) – barriers + assets (x customer insights)





Spruce: Clean with a Clean Conscience



[Project We Love](#)

[London, UK](#)

[Product Design](#)

£25,233

pledged of £5,000 goal

715

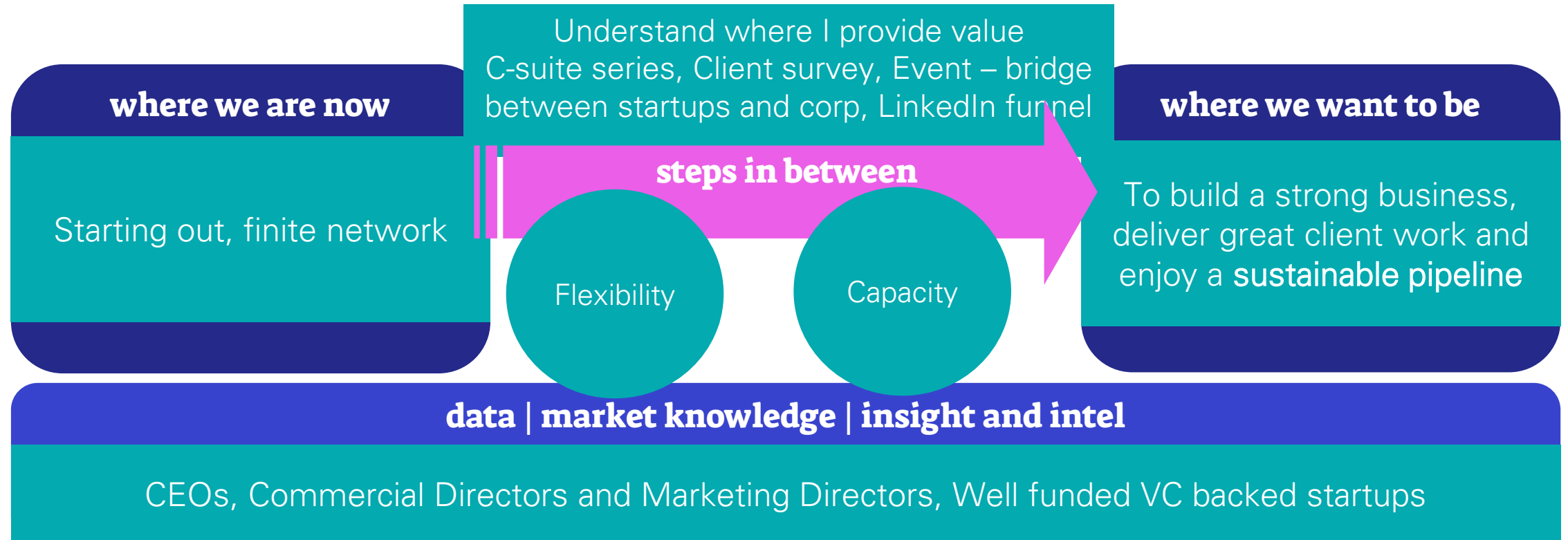
backers





Pink Mingo takes flight

Growth vision = (now + tactics) – barriers + assets (x customer insights)



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Pink Mingo 
Aug 8, 2020 · 2 min

What is on-demand marketing?

On-demand marketing can transform the way an organisation resources their established...

 17  0


 1



Pink Mingo 
Jul 20, 2020 · 5 min

Mindset, motivation and marketing: 10 tips and tools

Practical advice for professional services marketers on how to feel more confident and get your...

 8  0

 1



Pink Mingo 
May 22, 2020 · 5 min

Matchmaking startups and big business

How to build win-win relationships between startups and big business, while avoiding shiny te...

 13  0

 1



Pink Mingo 
May 1, 2020 · 2 min

Communicating in the time of Coronavirus

How to communicate now, what to expect next, and how to keep yourself sane in the in between.



Pink Mingo 
Apr 2, 2020 · 3 min

Advice for bold businesses

How bold businesses are leaning in to learn, communicate and differentiate themselves in the...



Pink Mingo 
Mar 2, 2020 · 3 min

Are you in danger of diluting your own message?

Increase operational effectiveness and make key marketing moments pop.



Making it work for you

Supporting tools

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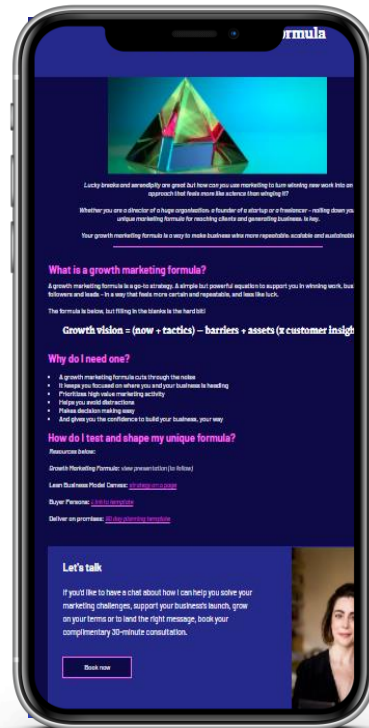
Build your client insights and collect soft and hard intel on ideal customers

90 day planning guide

Keeps you focused and on track

Supporting tools

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90 Day planning cycle

Worksheet | www.pinkmingo.co.uk/2021

Aligning with overarching strategy	STRATEGY Reiterate		THEME For these 90 days
'Big Rocks' the key priorities	PRIORITY 1 Deliver x	PRIORITY 2 Launch y	PRIORITY 3 Agree z
Commercial	REVENUE	PIPELINE	METRICS
Connect	FOLLOWERS Social media	LEADS Or website hits	ATTENDEES Or meeting #
Reassess	START Experiment	STOP What is not working?	CONTINUE What is working?
Marketing goals	HOW ARE YOU PROGRESSING YOUR THREE MARKETING GOALS?		



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