

wishpond

— GROWTH MARKETING

# The Complete *Strategy Blueprint*

A step-by-step framework for acquiring, converting, and retaining customers at scale — purpose-built for ambitious teams ready to grow.

6

GROWTH PHASES

40+

ACTIONABLE TACTICS

12

KEY METRICS

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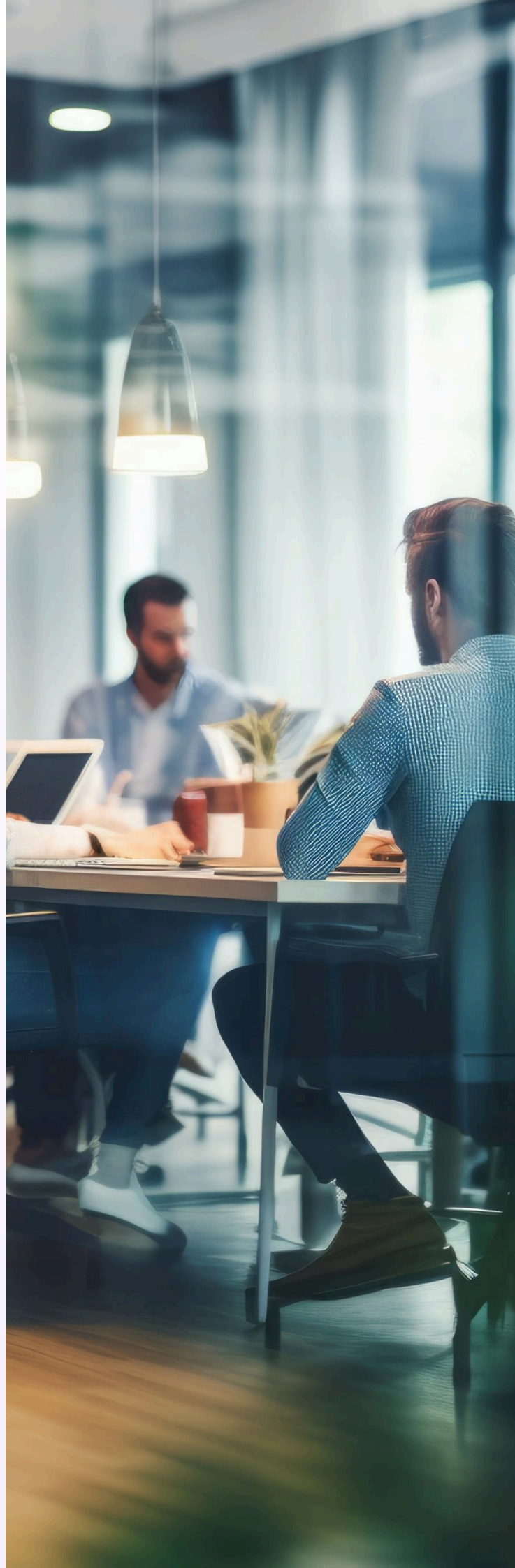
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# Why Growth Marketing?

Traditional marketing spends budget on awareness and hopes for the best. Growth marketing is different – it treats every stage of the customer journey as a lever to be optimized, tested, and scaled. It is data-driven, cross-functional, and relentlessly focused on compounding returns.

## 3x

Higher ROI Vs. Traditional Campaign-Only Marketing

## 68%

Of B2B Buyers Self-Educate Before Contacting Sales

## 5x

Cheaper To Retain A Customer Than To Acquire A New One



### Experiment-Driven

Run Rapid A/B Tests Across Channels, Copy, And Offers. Double Down On What Works; Kill What Doesn't. Every Decision Is Backed By Data.



### Full-Funnel Focus

Growth Happens At Every Stage – Not Just Top-Of-Funnel. Activation And Retention Improvements Directly Reduce CAC And Improve LTV.



### Speed To Learning

Weekly Sprint Cycles Replace Quarterly Campaigns. Faster Loops Mean Faster Insights, Faster Iteration, And Faster Growth.

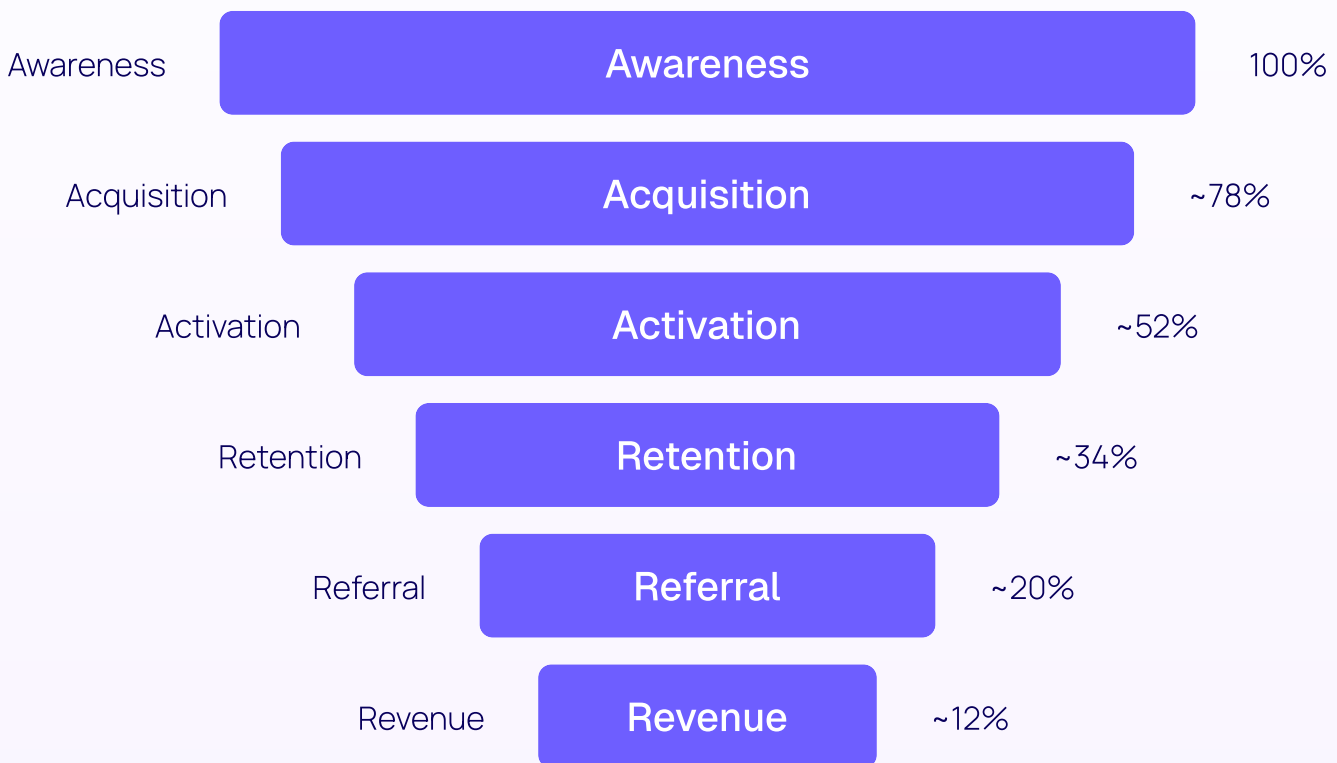


### Compounding Returns

SEO, Referrals, And Lifecycle Automation Build Assets That Pay Dividends Long After The Initial Work – Unlike Paid Ads That Stop When Spend Stops.

# The AARRR Growth Funnel

Popularized by Dave McClure, the Pirate Metrics framework maps the full customer journey into five measurable stages. Think of it as your growth compass – every tactic in this blueprint maps to one of these stages.



"The Goal Of Growth Marketing Is Not More Traffic. It's More Of The Right Customers, Staying Longer, Spending More, And Bringing Their Friends."

– Core Principle Of Sustainable Growth



PHASE 01

## Awareness — Get Found

Build discoverability across organic and paid channels. Your goal is to reach the right audience at the right moment with the right message — before they even know they need you.



### SEO Content Engine

Publish 2–4 Pillar Articles/Month Targeting High-Intent Keywords. Build Topical Authority Through Internal Linking And Content Clusters.



### Paid Search (PPC)

Run Tightly Themed Ad Groups On Google Ads. Match Ad Copy To Landing Page Messaging For High Quality Scores And Lower CPCs.



### Social Organic & Paid

Post Consistently On 2–3 Platforms. Use Short-Form Video For Top-Of-Funnel Reach; Boost Highest-Performing Organic Posts.



### Influencer & Partner Co-Marketing

Identify Micro-Influencers (10k–100k) In Your Niche. Co-Host Webinars Or Podcasts With Complementary Brands.



### PR & Thought Leadership

Contribute Guest Articles To Industry Publications. Pitch Data-Driven Stories And Original Research To Journalists.



### Social Contests & Giveaways

Use Wishpond Contest Tools To Run Share-To-Enter Campaigns. Viral Mechanics Amplify Reach With Zero Incremental Ad Spend.





PHASE 02

## Acquisition — Convert Visitors to Leads

Turn anonymous traffic into identifiable leads. Every touchpoint should have a clear value exchange — give something genuinely useful in return for contact information.



### High-Converting Landing Pages

Build Dedicated Pages Per Campaign Using Wishpond's Drag-And-Drop Builder. Test Headlines, CTAs, And Form Lengths Via A/B Testing.



### Lead Magnets & Gated Content

Offer Blueprints, Templates, Calculators, Or Webinar Replays. Higher Perceived Value = Higher Opt-In Rates.



### Smart Pop-Ups & Slide-Ins

Trigger Pop-Ups On Exit Intent, Scroll Depth (>60%), Or Time-On-Page (>45 S). Segment By Traffic Source For Personalized Offers.



### Retargeting Campaigns

Re-Engage Visitors Who Didn't Convert. Show Social Proof-Based Ads To Browsers; Discount Or Urgency Ads To Cart Abandoners.



### Chat & Chatbot Funnels

Deploy Conversational Capture Flows On High-Traffic Pages. Qualify Leads In Real Time And Route To The Right Nurture Sequence.



### Affiliate Landing Pages

Create Dedicated Pages Per Partner Channel With Unique UTM Tracking. Tailor The Value Prop To Each Audience Segment.



### Wishpond Pro Tip: The 5-Second Rule

A Visitor Should Understand Your Offer, Who It's For, And What To Do Next Within 5 Seconds Of Landing On Your Page. If Your Headline Requires Reading, It's Too Complex. Use Wishpond's AI Copywriting Assistance To Generate And Test Multiple Headline Variants Quickly — Clarity Always Beats Cleverness.



PHASE 03

## Activation — Deliver the "Aha!" Moment

Activation is the moment a new user first experiences real value. Speed is everything here — the faster you get a lead to their first win, the higher your long-term retention.



### Welcome Email Sequence

5-Email Onboarding Flow: Confirm → Deliver Value → Share Quick Wins → Handle Objections → Invite To Next Step. Send Day 0, 1, 3, 5, 7.



### Onboarding Checklist / Tour

In-Product Or Email-Based Checklist That Guides Users To Their First Success. Completion Rates Above 60% Strongly Predict Retention.



### Segmented Lead Nurturing

Use Wishpond's Automation To Tag Leads By Source, Behavior, And Interest. Send Relevant Content, Not Generic Blasts.



### Personalized Demo Or Free Trial

Offer A Guided, Role-Specific Demo. Pre-Populate Trial Environments With Sample Data Relevant To The User's Industry.



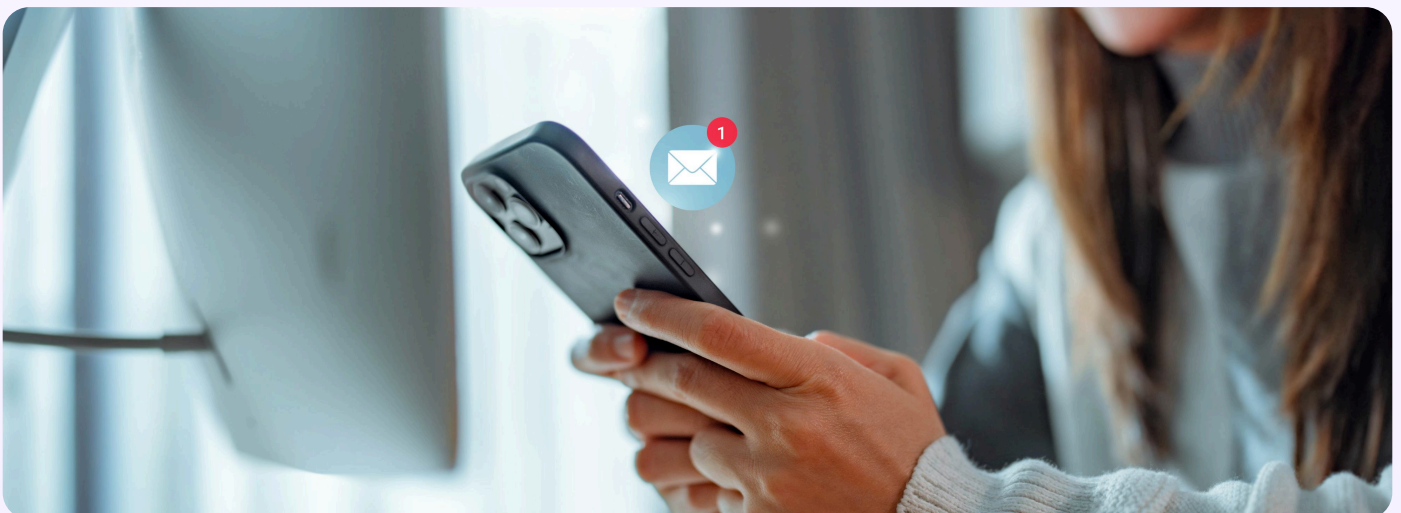
### Webinar & Live Training

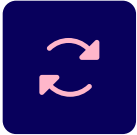
Weekly Live Onboarding Sessions For New Users. Record And Repurpose As Evergreen Nurture Content.



### SMS & Push Re-Engagement

Trigger SMS Or Push Notifications When Users Haven't Taken A Key Action Within 48 Hours Of Signing Up





PHASE 04

## Retention — Keep Them Coming Back

Retention is the engine of sustainable growth. A 5% improvement in retention can increase revenue by 25–95%. Focus on consistent value delivery, proactive communication, and community.



### Lifecycle Email Automation

Milestone Emails (30/60/90 Days), Usage Nudges, Feature Announcements, And Win-Back Campaigns For At-Risk Users.



### NPS & CSAT Surveys

Send NPS At Day 30 And Quarterly. Route Detractors To Support; Route Promoters To Referral Flows Immediately.



### Loyalty & Engagement Programs

Reward Continued Usage With Early Access To Features, Exclusive Content, Or Points-Based Incentives.



### Community Building

Create A Branded Community (Slack, Circle, Facebook Group). Peer-To-Peer Learning Dramatically Increases Stickiness.



### Churn Prediction & Intervention

Monitor Login Frequency, Feature Usage, And Support Ticket Volume. Trigger Proactive Outreach When Engagement Drops.



### Quarterly Business Reviews

For High-Value Accounts, Schedule QBRs To Showcase ROI, Align On Goals, And Surface Expansion Opportunities.



PHASE 05

## Referral — Turn Customers into Advocates

Word-of-mouth is the highest-converting acquisition channel. Customers acquired via referral have 37% higher retention and a 16% higher lifetime value. Build systems that make sharing effortless.



### Formal Referral Program

Give Promoters A Unique Link, A Two-Sided Incentive (Referrer + Referee), And An Easy Dashboard To Track Their Rewards.



### Case Studies & Testimonials

Interview Happy Customers At 90 Days. Publish Video Testimonials, Written Case Studies, And Logo Walls.



### Review Generation Campaigns

Automate Review Requests To NPS Promoters On G2, Capterra, Or Google. Respond To All Reviews Publicly.



### Ambassador & Champion Programs

Identify Power Users And Formalize Their Advocacy. Offer Co-Marketing Opportunities, Early Access, And Exclusive Recognition.



### Referral Pro Tip: Ask At The Peak Moment

The Best Time To Request A Referral Is Immediately After A Win — A Successful Launch, Positive Review, Milestone, Or Support Resolution. Advocacy Is Strongest When Customer Excitement Is Highest.



PHASE 06

## Revenue — Maximize Customer Value

Revenue growth doesn't require more customers. Expanding revenue from existing accounts through upsells, cross-sells, and pricing optimization is faster, cheaper, and more predictable.



### Upsell & Cross-Sell Automation

Trigger Upsell Nudges When Users Hit Plan Limits Or Unlock Adjacent Use Cases. Use Behavioral Signals, Not Just Time-Based Triggers.



### Annual Plan Incentives

Offer 15–20% Discount For Annual Commitment. Present The Offer At Day 45 When Value Is Highest And Buyer's Remorse Is Lowest.



### Pricing Page Optimization

A/B Test Plan Names, Feature Framing, And Anchoring. Highlight The Most Popular Plan And Use Decoy Pricing To Drive Upgrades.



### Abandoned Checkout Recovery

3-Email Sequence: Reminder (1 Hr) → Social Proof (24 Hr) → Urgency/Incentive (72 Hr). Recover 10–15% Of Abandoned Checkouts.



### Strategic Revenue Statement

Revenue Optimization Is More Than Pricing. It's The Combination Of Better Timing, Smarter Packaging, Stronger Retention, And Creating Clear Pathways For Customers To Grow With Your Product.

# Metrics That Matter

Track these 12 KPIs weekly. Each maps to a funnel stage. If a metric is yellow or red, it tells you exactly where to focus next sprint.

METRIC	STAGE	TARGET BENCHMARK	PRIORITY
Organic Sessions / Month	Awareness	20% MoM growth	High
Cost Per Lead (CPL)	Acquisition	< 3× average order value	High
Landing Page Conversion Rate	Acquisition	≥ 3–5%	High
Email Open Rate	Acquisition	≥ 25–30%	Medium
Time to First Value	Activation	< 24 hours	High
Trial-to-Paid Conversion	Activation	≥ 15–25%	High
Monthly Churn Rate	Retention	< 2–3%	High
DAU / MAU Ratio	Retention	≥ 20% (SaaS) / ≥ 50% (Consumer)	Medium
Net Promoter Score (NPS)	Referral	≥ 40	Medium
Referral Program Participation	Referral	≥ 10% of active users	Monitor
Customer Lifetime Value (LTV)	Revenue	LTV:CAC ≥ 3:1	High
Net Revenue Retention (NRR)	Revenue	≥ 110%	High



# Your 90-Day Roadmap

Don't try to execute all six phases at once. Use this sequenced roadmap to build momentum, validate quickly, and create compounding wins.

## DAYS 1-30 · FOUNDATION

### Abandoned Checkout Recovery

Set up analytics (GA4, heatmaps, funnel tracking). Audit your existing landing pages and email sequences. Launch one high-intent lead magnet with a dedicated Wishpond landing page. Establish your baseline KPIs and weekly reporting cadence.

## DAYS 31-60 · ACQUISITION SPRINT

### Scale What Works, Kill What Doesn't

Run 3 A/B tests on your top landing pages. Launch a retargeting campaign. Build a 5-email welcome sequence with Wishpond automation. Publish 4 SEO-targeted content pieces. Double down on the paid channel showing the best CPL.

## DAYS 61-75 · ACTIVATION & RETENTION

### Improve Time-To-Value

Map your user's "aha moment" and remove friction before it. Build behavior-triggered email sequences for inactive users. Launch NPS at Day 30 and route promoters into a referral ask flow. Review churn cohorts to identify common exit points.

## DAYS 76-90 · REVENUE & REFERRAL

### Unlock Expansion Revenue

Launch a formal referral program with two-sided incentives. A/B test your pricing page. Build an upsell email sequence triggered by usage signals. Publish 2 customer case studies. Review full-funnel metrics and set targets for Q2.

READY TO EXECUTE THIS BLUEPRINT?

## Start Growing With Wishpond

Everything In This Blueprint — Landing Pages, Email Automation, Pop-Ups, A/B Testing, Contests, And Analytics — Lives In One Platform, Ready To Go Today.

[Start Your Free Trial →](#)

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