



LEANSUMMITS · GROWTH FRAMEWORK

# Growth Marketing Playbook

Stop guessing growth. Start operating it. A practical, operator-first framework for founders and marketing leaders.

For

B2B SaaS Founders · Heads of Growth · Demand Gen Leaders

"Growth is chaotic — too many channels, no prioritization, random experiments. This playbook gives you the operating system to fix that."

## 1 Growth Operating System

Build your growth engine on defined inputs and measurable outputs.

INPUTS	OUTPUTS
Ideal Customer Profile (ICP)	Pipeline volume
Channel selection	CAC efficiency
Budget allocation	Conversion rates
Messaging & positioning	Revenue attribution

### Growth Loop vs. Funnel

Traditional Funnel	Growth Loop
Linear: Awareness → Purchase	Circular: Acquire → Activate → Retain → Refer
Optimizes acquisition only	Compounds across the entire customer lifecycle
Siloed channel thinking	Cross-functional growth systems
Campaigns end, growth stops	Engine self-reinforces over time

## 2 Prioritization Framework

Use RICE scoring to ruthlessly prioritize experiments and channels. **Reach × Impact × Confidence ÷ Effort.**

Factor	Definition	Score (1–10)
Reach	How many users/leads affected per period?	—
Impact	How much will this move the needle?	—
Confidence	How sure are you this will work?	—

Effort	Person-weeks to execute?	—
<b>RICE Score</b>	<b>= (Reach × Impact × Confidence) ÷ Effort</b>	<b>→ Rank</b>

### What NOT to do

- Running experiments without a hypothesis
- Choosing channels based on competitor activity, not ICP data
- Optimizing for clicks and impressions instead of pipeline
- Running too many experiments simultaneously — dilutes signal
- Measuring success before statistical significance

## 3 Experimentation Engine

A weekly sprint cadence keeps growth compounding.

Sprint Phase	What Happens	Owner
<b>Hypothesis</b>	Define what you're testing and why	Growth Lead
<b>Execution</b>	Build, launch, and track the experiment	Marketing / Eng
<b>Measurement</b>	Analyze results vs baseline	Analytics
<b>Learnings</b>	Document insight, decide to scale / kill / iterate	Team

### Sample Experiment Backlog

Experiment	Channel	RICE	Status
Homepage headline A/B test	Web / CRO	<b>72</b>	Ready
LinkedIn Thought Leadership ads	Paid Social	<b>58</b>	In Progress
Nurture sequence re-engagement	Email / CRM	<b>64</b>	Backlog
Case study SEO cluster	Organic / SEO	<b>81</b>	Backlog
Free tool / ROI calculator	Product-led	<b>90</b>	Backlog

## 4 Channel Strategy Layer

Channel	Tactics	Primary Metric
<b>Organic (SEO, Content, GEO)</b>	Pillar + cluster content, AI search optimization, entity-based content	Organic pipeline, topic rank
<b>Paid (Search, Social)</b>	Intent-based search ads, LinkedIn ABM, retargeting sequences	CAC, ROAS, pipeline from paid
<b>Lifecycle (Email, CRM)</b>	Lead nurture sequences, re-engagement, customer expansion	MQL → SQL rate, churn, LTV

## 5 Reporting & Feedback Loops

Metric	Why It Matters	Avoid Instead
<b>Pipeline generated</b>	Revenue impact of marketing	Impressions / reach

<b>CAC by channel</b>	Efficiency of spend	Cost per click
<b>Funnel conversion rate</b>	Where prospects drop off	Page views
<b>MQL → SQL rate</b>	Sales alignment quality	Lead volume
<b>Revenue attribution</b>	Contribution to closed-won	Social follows

**TEMPLATES INCLUDED**

<b>Experiment Tracker</b>	Log hypothesis, execution status, results, and learnings for every growth experiment
<b>Channel Prioritization Sheet</b>	Score and rank channels by RICE with budget allocation recommendations
<b>Weekly Growth Dashboard</b>	Pipeline, CAC, conversion rates and experiment status — one view

**Download the playbook and build a predictable growth engine.**

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