



HOW TO SCALE A BUSINESS 2023

Modernized Mobile

TABLE OF CONTENTS

02 Introduction

03 Chapter 1

05 Chapter 2

25 Chapter 3

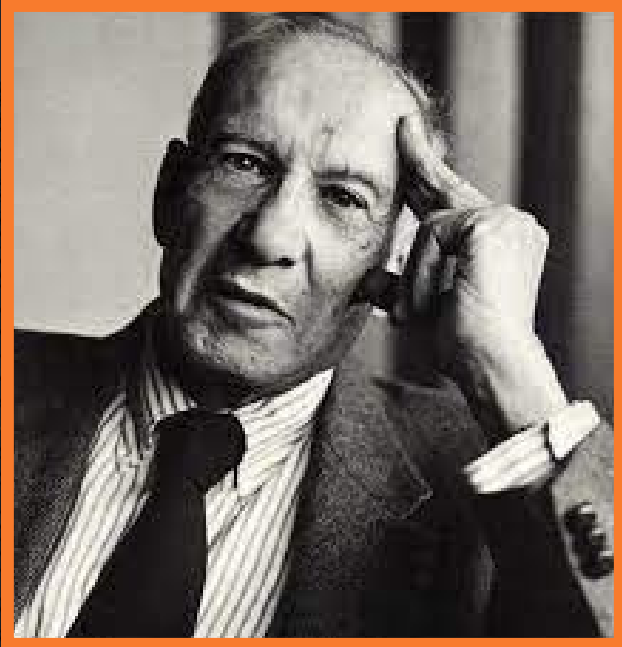
29 Chapter 4

31 Chapter 5

41 Conclusion



INTRODUCTION



"The best way to predict the future is to create it"

Peter Drucker

An important part of growing a business is **setting the stage for success prior to taking action**. This document is an in-depth guide to help enable new business owners and pilot them towards exponential growth by understanding their market, developing customer acquisition strategies, financial planning and analysis, measuring success, and case study analysis.



CHAPTER 1

Understanding Your Market

Market research is the process of gathering information about your target audience, competition, and industry trends to make informed business decisions. As a new business owner or entrepreneur building your first company, conducting market research is crucial to validate your business idea, identify your target audience, understand their needs and preferences, and develop a successful marketing strategy.

Primary Research:

Primary research involves gathering first-hand information directly from your target audience through surveys, interviews, focus groups, and other methods. It can help you understand your customers' needs, preferences, and pain points, and provide valuable feedback on your products or services.

Secondary Research:

Secondary research involves gathering data and information from existing sources such as market reports, industry publications, government statistics, and competitor analysis. This type of research can help you understand the market size, trends, and competitive landscape of your industry.

Competitive Analysis:

Competitive analysis involves identifying and evaluating your competitors' strengths and weaknesses, product offerings, pricing strategies, and marketing tactics. This type of research can help you differentiate your product or service from your competitors and develop a unique value proposition.

Demographic Research:

Demographic research involves understanding your target audience's characteristics such as age, gender, income, education, and location. This type of research can help you tailor your marketing messages, product features, and pricing strategies to meet the specific needs and preferences of your target audience.



Case Study



Airbnb was entering into a competitive market surrounding the accommodations and Hotels industry. Their challenge was to identify the top and most active competitors and fully understand their marketing strategies.

Upon close analysis and research of their competition Airbnb found that they needed to prioritize traffic sources by:

- Advertising with local publishers
- Running search campaigns
- Building partnerships with strong niche sites
- Utilize paid search ads and organic campaigns

2022 STATISTICS

- 2.9 million hosts
- 14,000 new hosts joining every month
- 7 million listings
- 100,000 cities with active listings
- 220 countries and regions with active listings

Why conducting market research is important for scaling any type of business:

1

Validate Business Idea:

Market research can help you validate your business idea by determining if there is a demand for your product or service in the market. It can also help you identify any gaps or opportunities in the market that you can capitalize on.

2

Identify Target Audience:

Market research can help you identify your target audience and understand their needs and preferences. This can help you tailor your marketing messages, product features, and pricing strategies to meet their specific needs and increase customer loyalty.

3

Develop Marketing Strategy:

Market research can help you develop an effective marketing strategy by providing insights into the best channels to reach your target audience, the most effective messaging, and the pricing strategies that will be most appealing to your customers.

4

Competitive Advantage:

Market research can help you identify your competitors' strengths and weaknesses and develop a unique value proposition that differentiates your product or service from your competitors. This can help you gain a competitive advantage in the market and increase market share.



CHAPTER 2

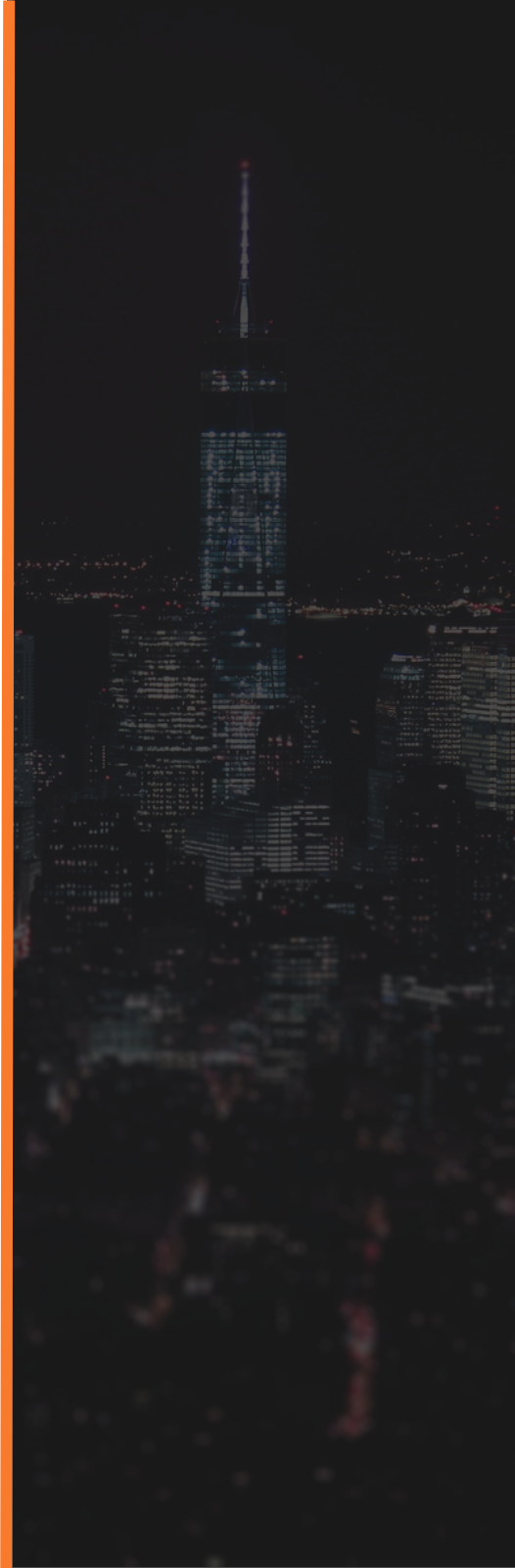
Customer Acquisition Strategies

Customer acquisition is one of the most important aspects of scaling a successful business. There is a diverse array of both online and offline strategies that can be used to boost your brand awareness and build a strong customer base.

Online strategies for customer acquisition typically involve marketing through digital channels. These channels include:

- **Email marketing**
- **SMS marketing**
- **Search engine optimization (SEO)**
- **Content marketing**
- **Social media**
- **Pay-per-click**
- **Websites**

These strategies can be used to build a maintain meaningful and beneficial relationships with potential customers. Bringing these prospects to your website or landing page, and engaging them through content on social media can help make sure your brand is at the forefront of their minds during the customer decision journey.



On the other hand, offline customer acquisition strategies are tagged by marketing through more traditional platforms.

Such strategies include:

- **Direct mail campaigns**
- **Print advertising**
- **Radio and TV advertising**
- **Out-of-home**
- **Attending events**
- **Referral programs**



Each of these strategies has pros and cons, with some emphasizing geographical targeting and others ensuring that your marketing efforts are attention-grabbing. These can be used to reach out to potentials in your area, as well as customers outside your area that may be more inclined toward traditional marketing tactics.

Overall, both online and offline customer acquisition strategies can be used to create and maintain meaningful relationships with potential and current customers. By specializing in one, or by leveraging a combination of both of these strategies, you can maximize the success of your customer acquisition efforts and use that to continue the process of scaling your business.



Email & SMS Marketing

A lot of preparation typically goes into creating and executing a successful email or SMS marketing campaign. Of course, these won't look the same for every business, as we all have different goals and objectives. However, here are some steps that can help you get started:

Define your goals

Having clear goals and objectives for your campaign is one of the most pivotal aspects of being successful in your efforts. What are you hoping to achieve? Consider what you want to get out of your campaign:

- I want to increase my brand's awareness
- I want more traffic to my website
- I want to increase sales for my company

And more. Having a clear idea of what you are working towards makes the rest of the process that much easier.

Identify your audience

Even more important than defining *what* you want your message to be is defining *whom* you want your message to reach. Who is your ideal customer? How can they benefit from your product or service? Conduct research to find the answers to these questions and use that to develop **brand personas**. Understanding your target audience will help you create content that resonates with them.



Craft your content

Now that you know what your goals are and whom you want to reach, it's time to start creating content. Content should be engaging and informative. Keep people's attention by utilizing elements such as eye-catching graphics, images, videos, and GIFs. Your content should also inspire *action*. People should want to know more about your brand and how you can help them achieve whatever is it they want to achieve.

Create an engaging subject line (email)

This is one of the most important steps for email marketing - people won't click on something that they don't care about or that they view as spam. Your subject line should be brief and to the point. Don't include over 50 characters because people **will not read it**. Make sure that your headline is attention-grabbing and short, prompting them to click on it.

Set up your campaign

Once you've finalized your content, it's time to set up your campaign. There are many email marketing services that offer templates and email/SMS lists that you can use to enhance your campaign, such as MailChimp or Klaviyo. You can also use further research, such as A/B testing to find your best-performing subject lines and content.



Monitor Performance

Your campaign doesn't end at launch. Post-campaign metrics are important analytical tools that help you see how your campaign is going, what is working, and what isn't. Such metrics include:

Open-rate
Click-through-rate
Response rate
Unsubscribe/opt-out rate

Using these to track your success can help you make decisions regarding future campaigns and inform your overall business strategies.

More tips and tricks for successful email campaigns:

1. Develop a list of email addresses from sources such as your website, social media, events, networks, etc. Make sure to update this list regularly and check it for inaccuracies.
2. Personalize your emails! This is a great way to make your email list feel special and valued. Consider using specific names in the subject line or body of the email or facts about the person you are reaching.
3. Keep your messages relevant - these should be tailored to the interests of your audience.
4. Optimize for mobile! Emails on computers-only are a thing of the past. With mobile devices taking up so much of digital spaces, it's important to make sure you tailor your campaign to include those who will view it on their phones or tablets.



Search Engine Optimization

Search engine optimization (SEO) is a strategic set of practices designed to help websites rank higher in search engine results pages. It involves optimizing website content, structure, and code to make it more visible to search engine crawlers. SEO can help improve organic traffic to your website and increase visibility in search engine results.

SEO can be separated into two separate categories: **on-page** and **off-page**.

On-page SEO involves using the actual content and structure of your website to improve your results page landing. This includes using keywords in your page titles and descriptions, creating keyword-optimized content on your website, and making sure your website is mobile-friendly.

Off-page SEO involves activities outside of your actual website that promote and boost authority for your page. These activities include: building backlinks and referral pages, increasing brand mentions, and social media marketing.

When creating content, it's important to focus on quality rather than quantity. Creating content that is well-researched, well-written, and relevant to your target audience will help to improve your website's relevance in search engine results. Additionally, it's important to focus on providing a good user experience, as this can improve your website's ranking in search engine results.

Finally, it's important to track and monitor your website's performance to ensure that your SEO efforts are bearing fruit. This can involve using tools such as Google Analytics to track website traffic, conversions, and other metrics. Additionally, it's important to stay up-to-date with the latest SEO trends and best practices to ensure that your website remains competitive in search engine results.



Here are some tips and tricks for developing a sound SEO strategy:

Create high-quality content that is keyword rich and relevant to your business.

Optimize your content for specific keywords that people use to search for your business.

Strategically use keywords in titles and headings to draw attention to your content.

Optimize your images with captions, titles, and alt tags.

Include external and internal links to other relevant content.

Use social media platforms to share your content and engage with potential customers.

Utilize tools such as Google Analytics to track the progress and performance of your SEO efforts.

Regularly review your content to ensure it is up-to-date and accurate.

Make sure your website is mobile-friendly, as search engines favor sites that are optimized for mobile devices.

Keep an eye on your competition and analyze what they're doing to optimize their SEO.

Social Media

Using social media to scale your business is a great way to reach a large audience and increase your customer base. Of course, as with other marketing techniques, social media requires a sound strategy - clearly defined goals, objectives, and tactics that will help you achieve whatever it is you aim to achieve.





To start, make sure you know what you're hoping for. It may sound redundant in the scheme of this guide, but setting goals and defining objectives and tactics is an important part of setting a strategy, even for social media. Is your goal to have a huge following or a niche following? Do you want a certain engagement rate percentage? What is your conversion goal? Keeping things like this in mind will help ensure that you are on the right path.

To back up these goals, you need to create a content plan for each social platform that you're active on. This plan should include:

- **The types of content you want to post**
- **The frequency of posts**
- **The topics you want to focus on**



A great way to start with creating a content plan is to set up a content/editorial calendar. This is a planned schedule of everything you want to post. These are usually set up by month, and companies often have their editorials planned out 2-3 months in advance or more! There are plenty of tools you can use to help you create this calendar and schedule your posts:

- **Hubspot**
- **Hootsuite**
- **Buffer**

to name a few. You can even create one using a basic Google Sheets or Microsoft Excel document. Here at MoMo, we create our editorials straight through Monday.com. It's really up to you how you want to set this up.



After you start to build a following, **create content that is appealing to the people who follow you.** We like to call this "relationship content" - content aimed at maintaining relationships with your followers. There are many ways to do this. Your followers followed you for a reason, whether that be to see more behind-the-scenes stuff, get insights into your expertise for your field, or stay updated on company news. Leverage these things! Yes, building a following is important but keeping a following is even more crucial to social media success.



Make sure you engage with your followers. After creating content they want to see, your followers may comment or share your posts. Make sure you respond to any comments and messages, as well as share other people's content, and thank people for sharing and liking your posts. This is a huge part of online community building. This can help enhance the relationships that you create around your brand.



Use targeted ads to reach a larger audience. Boosting posts on social media gives us an online advertising space that allows us to target users based on their interests, location, and other demographic information (age, race, gender, income, etc.). Use the target audience outlined in your marketing strategy to choose whom you want to target. Using targeted ads will help you reach more people and get more customers.



Finally, **make sure you analyze the performance of your posts.**

There are some controversies surrounding the use of "vanity metrics" - likes, shares, comments, follower count, etc. But, ultimately, these metrics are useful in helping companies identify what is working and what isn't. Other KPI's (Key Performance Indicators) that you can focus on are click-through rates, conversion rates, cost-per-lead, and customer lifetime value (CLV)



Pay-per-Click Advertising

Pay-per-click advertising (PPC) is a digital marketing technique where advertisers pay a fee each time a user clicks on their ads. These ads are typically displayed on search engine result pages (SERPs) or websites. Most commonly, the fee that advertisers pay is determined through an auction process, where the advertiser bids on keywords or phrases relevant to their target audience.

PPC advertising can be an effective way to drive traffic to a website and generate leads or sales quickly. To make the most out of your PPC campaigns, it's critical to understand PPC best practices and apply them to your campaigns.

Define a clear goal for your campaign

Yes, we're talking about goals again. Just as with any other marketing technique, make sure that you know your endgame before launching a PPC campaign. Are you trying to increase brand awareness? Drive conversions? These decisions will help you in determining the best use of keywords and ad copy to use.

Research and select the right keywords

You can use your own research to decide this, or you can use an online keyword tool to help you identify relevant terms that have a high search volume and low competition. An example of an online keyword tool is SemRush. This, and other tools, are usually paid, but they allow you to conduct easy and concise keyword research to help inform your decisions. Be sure that the keywords you identify are related to the products or services you offer.



Create an effective ad copy

Writing and developing engaging copy for your PPC ads may be the toughest part of planning your campaign. Your copy should be concise, relevant, and persuasive. Especially, it should include a call to action that encourages those who come across your ad to take the next step and drive traffic to your website.

Optimize your landing page for conversions

The keywords and language identified in your ad copy should reflect on your website landing page. Additionally, your page should be well-designed and easy to navigate.



Track and analyze your campaign

You've seen this before, but evaluating campaign success can be just as important as the campaign itself. Using analytics tools to see how your campaign is performing can help you see what is working and what is not, and allow you to adjust accordingly.

Here are some more tips you can use to ensure you run a successful PPC campaign:

1. **Use ad extensions to make your ads stand out**
2. **Set a budget and bid strategically**
3. **Use A/B testing to improve your ads' performance**
4. **Consider using re-marketing to target previous website visitors**
5. **Stay up-to-date on industry trends and best practices**



Offline Customer Acquisition

Offline customer acquisition refers to the process of acquiring new customers through in-person interactions or traditional marketing methods, rather than online channels. This can include traditional advertising tactics such as:

- **Print advertising (flyers, newspaper ads, magazine ads, etc.)**
- **Radio and TV advertising (commercials)**
- **Out-of-home advertising (billboards, bus stop ads, airport ads, etc.)**

Other offline customer acquisition tactics include attending events, direct mail campaigns, and referral programs. Offline customer acquisition often involves building relationships and establishing trust with potential customers through face-to-face interactions, which can lead to increased brand awareness and a loyal customer base over time.

Quick Guide to Developing an Advertising Strategy

There are five main steps to developing a communication-based advertising strategy:

1. **The creative brief**
2. **Defining your target audience**
3. **What is the role of your communication**
4. **Determine message and strategy**
5. **Select the best channels for your message**

Developing the Brief

After you get an understanding of your business challenges (things that are keeping you from achieving your goal), you can start to develop your creative brief by asking yourself three questions:

1. **What is the issue we are facing?**
2. **What is the best response to this issue?**
3. **How will we achieve this?**

Make sure to keep in mind the things you need consumers to think, feel or do. Ask yourself, "**what role will communication play in solving your problem?**"



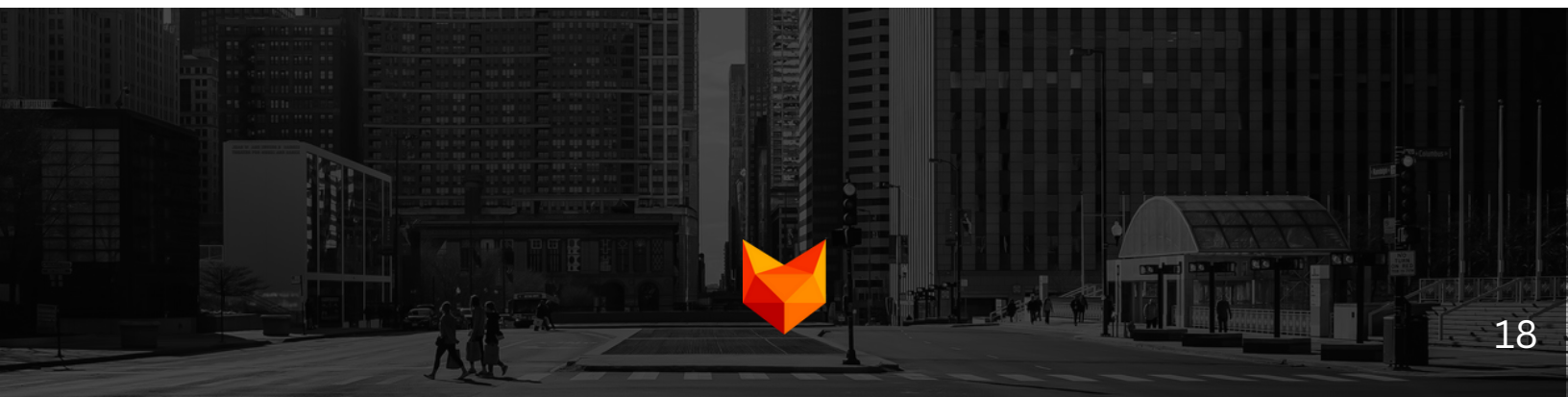
Defining Your Target Audience

It is important to take into account sociodemographic, psychographic, and behavioral factors in deciding who the best audience for you to reach is. This encompasses basic information, such as age, race, ethnicity, income, etc. It also includes information regarding customer attitudes (lifestyle) and product/shopping patterns.



Conduct thorough research in order to determine whom to target. Some important things to take into account:

- **Attitudes towards advertising**
- **Attitudes towards price**
- **The importance of social responsibility to your audience**
- **If they buy products within your business industry**
- **How often they make purchases within your industry**
- **Where the purchases are made**



Determine the Role of Your Communications

The main priority of this step is understanding the customer decision journey. A good, easy model to use for this is the AIDA model:

Awareness
Interest
Desire
Action

Another good model for this is the McKinsey Loyalty Loop model:

**Awareness → Consideration → Purchase → Consumption → User
Experience → Repurchase → Loyalty → Advocacy**

Both models give you a basic understanding of how consumers make purchasing decisions. The exact model you follow will be determined by your specific business challenges and the goals that you want to achieve.

Determine Message and Strategy

Now that you've done some extensive research into your audience, you can now determine what drives your message. This is especially important when determining the best ways to plan your communication. Different drivers for messages include:

Price
Fun
Quality
Trust
Taste

And more. You also want to determine drivers specific to your strategy. This has more to do with where you want your message to penetrate within the customer decision journey. Are they already aware of your brand? If so, is it better to strike in the consideration stage or in the user experience stage? It all depends on what you want for your business.



Choose Your Channels

From here, it's time to choose where to put your message. Different advertising mediums have different benefits and drawbacks. TV advertising, for example, is great for reaching broad audiences and allows you to geographically target, however, it is expensive, both in ad space and production. Radio, on the other hand, gives you a lot of flexibility and geographical targeting capabilities, but the reach of this medium can be low compared to others. Other traditional advertising methods include print (flyers, newspapers, magazines, etc.) and out-of-home (billboards, bus stops, airports, etc.).



Here are some quick tips and tricks for determining the best channels for your message:

- Determine and analyze your budget: what can you afford?
- Consider the level of competition: what is the best way for you to stand out amongst your competitors?
- Measure your results: monitor your campaigns to see what is performing the best.
- Test and experiment: if you can, see what channels work best for you and change accordingly.
- Stay up-to-date: make sure to stay caught up with different advertising trends.



Direct Mail

Direct mail marketing is a form of advertising that involves sending promotional materials directly to potential customers through the postal service or other delivery methods. Such promotional materials include:

- **Brochures**
- **Catalogs**
- **Letters**

This approach is often used by businesses to target specific groups of people, based on factors such as demographics, interests, past purchasing behavior, and psychographics. This can be an effective way to reach customers who may not be easily reachable through other forms of advertising. It can also provide a measurable ROI through response rates and sales data.



Events and Seminars

Attending events is a great way for you to network and advertise for your company. Going to an event can seem like a daunting task, especially if you don't know the people that are going, but it can lead to many benefits for you and your company. Here are some tips for attending events:

- **Do your research beforehand:** Look up the event and the speakers to see what topics will be covered and who will be speaking.
- **Bring business cards:** You never know whom you might meet, so make sure you have something to hand out that includes your contact information.
- **Take notes:** Bring a notebook or use your phone to take notes during the event. This will help you remember key takeaways and ideas.



- **Engage with speakers and attendees:** Don't be afraid to ask questions or introduce yourself to others. This is a great way to network and learn from others in the industry.
- **Follow up afterward:** After the event, follow up with any contacts you made and continue the conversation. This can lead to potential partnerships or collaborations.
- **Have an open mind:** Keep an open mind and be willing to learn and try new things. The advertising industry is constantly evolving, so staying up-to-date on the latest trends and technologies is crucial.



Referral Programs

Referral programs are a marketing strategy where existing customers are incentivized to refer new customers to a business. Some examples include word-of-mouth recommendations and social media shares. Businesses can use incentives such as rewards or discounts in order to get already existing customers to recommend their business to new people. These are especially effective because they are lower cost, and they tap into the trust and loyalty of existing customers, who are more likely to recommend a product or service to friends and family.

Here are some tips and tricks for developing successful referral program campaigns:

- 1 Make sure to incentivize both referrers and referees:** Both the person recommending your business and the person receiving the recommendation should be given a reward or discount in order to encourage participation.
- 2 Make referrals easy:** No one will want to participate in your program if it is hard to make an actual referral.
- 3 Use social media:** Target your followers and use your platforms to promote your campaign.
- 4 Leverage email marketing:** Send targeted emails to your customers with information about your referral program and the benefits they can get from participating.
- 5 Utilize customer feedback:** Listen to your customer's feedback and use it to improve your referral programs.

It's important to remember that successful referral programs are easy, rewarding, and add value for your customers.



It's one thing to explain the ways to successfully acquire customers - it's another to show real-world examples of companies who have crafted successful customer acquisition campaigns.

Casper

Mattress company Casper's campaign focused specifically on creating and showcasing a unique brand identity to help them stand out in such a saturated industry. This brand identity was specially crafted to resonate with millennials. They used social media influencers to spread the word about their product. They also utilized referral programs that rewarded customers who referred their friends to Casper. This helped Casper build a loyal customer base and generate positive word-of-mouth.

The brand also used a multi-channel approach to reach potential customers. These channels included both online and offline advertising. The bulk of these included social media ads, Google AdWords, and targeted email campaigns. They also partnered with popular podcasts and created pop-up shops in major cities to showcase their products. This was crucial in increasing brand awareness. This example is great because of how successful a campaign Casper managed to design in such a crowded market.

Dollar Shave Club

This company launched in 2011 with one simple goal - to provide a high-quality razor at a low cost. To do this, they developed a subscription service that would deliver razors to customers' doors on a regular basis. From here, they crafted a marketing campaign that focused on the convenience and cost savings of their service.

The brand leveraged humor to help it stand out from other ads. Their campaign involved a viral video called "Our Blades Are F***ing Great", and featured Michael Dublin, the CEO of the company.

The campaign also focused on social media. The viral video was largely shared on Facebook, Twitter, and other platforms. This allowed it to reach a broad audience quickly. The campaign also focused highly on customer needs. The company identified a pain point within its consumer base - the high cost of razors - and gave them a direct solution. This allowed them to connect with their customers on a deeper level.

The results of the campaign were impressive. Within 48 hours of the video's launch, the company received around 12,000 orders. By the end of the first year, they had over 100,000 subscribers and as of 2021, the company has a value of over \$1 billion.



CHAPTER 3

Financial Planning and Analysis

Financial planning is crucial for the growth and success of any business, as it helps to ensure that the company has the resources it needs to achieve its goals and objectives. Here are some reasons why financial planning is important for business growth:

1

Helps to manage cash flow: Financial planning helps businesses to anticipate and manage cash flow by projecting future revenue and expenses. This enables businesses to make informed decisions about their spending, investments, and borrowing, which can help to avoid cash flow problems that can stunt growth.

2

Facilitates strategic decision-making: Financial planning provides a clear picture of a company's financial situation, including its strengths, weaknesses, and opportunities. This information is essential for making informed decisions about investments, new initiatives, and growth strategies.

3

Helps to secure funding: Financial planning is essential when seeking funding from investors or lenders. A well-prepared financial plan can demonstrate a company's potential for growth, as well as its ability to repay loans or generate returns for investors.

4

Helps to measure success: Financial planning establishes financial goals and benchmarks that can be used to measure progress and success. This allows businesses to track their performance and make adjustments as necessary to achieve their objectives.

5

Enables risk management: Financial planning helps businesses to identify and manage risks, such as market fluctuations, changing consumer preferences, and regulatory changes. By anticipating potential risks and developing contingency plans, businesses can mitigate the impact of unforeseen events and continue to grow and thrive.



Creating a financial plan for scaling a business involves several steps. Here are some key considerations:



1. **Identify your goals:** Before you start creating a financial plan, you need to have a clear idea of what you want to achieve by scaling your business. Your goals should be specific, measurable, attainable, relevant, and time-bound (SMART).
2. **Assess your current financial situation:** Take a close look at your financial statements, including your income statement, balance sheet, and cash flow statement. This will help you understand your current financial position, including your revenue, expenses, profits, and cash flow.
3. **Develop a growth strategy:** Once you have identified your goals and assessed your financial situation, you need to develop a growth strategy that outlines how you will achieve your goals. Your growth strategy should consider factors such as market size, competition, customer needs, and technology trends.
4. **Forecast financials:** Based on your growth strategy, develop financial projections that include revenue, expenses, profits, and cash flow. Your financial projections should be realistic and take into account factors such as seasonality, growth rates, and pricing.
5. **Identify funding sources:** Determine the amount of capital you will need to scale your business and identify potential sources of funding, such as investors, loans, or grants. Evaluate the pros and cons of each funding source and develop a financing plan that aligns with your growth strategy.
6. **Monitor and adjust:** Regularly monitor your financial performance against your projections and adjust your financial plan as needed. Be prepared to make changes to your growth strategy, funding sources, or financial projections if market conditions or other factors change.



There are different financial models and projections that businesses can use to plan and make decisions. Here are some common ones:

1. Profit and Loss Statement (P&L): This financial model shows a business's revenue, expenses, and net profit or loss over a specific period. It helps businesses to understand their profitability and make decisions to improve it.

2. Cash Flow Statement: This financial model shows a business's inflows and outflows of cash over a specific period. It helps businesses to understand their liquidity and plan for cash needs.

3. Balance Sheet: This financial model shows a business's assets, liabilities, and equity at a specific point in time. It helps businesses to understand their financial position and leverage.

4. Break-Even Analysis: This financial model helps businesses to determine the level of sales they need to cover all their expenses and break even. It is useful for assessing the viability of new products, services, or business models.

5. Pro Forma Financial Statements: These projections are based on hypothetical scenarios and assumptions. They help businesses to forecast their financial performance under different market conditions, strategies, or investment scenarios.

6. Monte Carlo Simulation: This financial model uses probability distributions and simulations to assess the risk and uncertainty of a business's financial projections. It helps businesses to identify potential risks and opportunities and make informed decisions.

7. Sensitivity Analysis: This financial model tests the sensitivity of a business's financial projections to changes in key variables, such as sales volume, prices, or costs. It helps businesses to understand the potential impact of different scenarios and make contingency plans.



Managing finances effectively during periods of growth is critical for businesses to sustain their growth and avoid financial distress. Here are some tips for managing finances effectively during periods of growth:

1. **Develop a Financial Plan:** Develop a comprehensive financial plan that includes projected revenue, expenses, cash flow, and funding needs. Review and adjust the plan regularly to reflect changes in the market, competition, or business operations.
2. **Manage Cash Flow:** Cash flow is the lifeblood of a business. Manage cash flow by tracking payments and collections, reducing payment terms, negotiating better payment terms with vendors, and optimizing inventory levels.
3. **Control Costs:** During periods of growth, it is easy to overspend on expenses. Control costs by reviewing expenses regularly, negotiating better rates with suppliers, using technology to automate processes, and outsourcing non-core activities.
4. **Monitor Profitability:** Profitability is key to sustaining growth. Monitor profitability by analyzing key financial ratios, such as gross profit margin, net profit margin, and return on investment (ROI).
5. **Invest in Infrastructure:** Infrastructure includes people, processes, and technology. Invest in infrastructure by hiring and training the right people, implementing efficient processes, and adopting technology that improves productivity and reduces costs.
6. **Diversify Revenue Streams:** Diversifying revenue streams reduces dependency on a single product or service. Explore new markets, products, and services that complement the existing ones.
7. **Secure Funding:** Securing funding is critical to support growth. Explore different sources of funding, such as debt, equity, or grants, and select the one that aligns with the business's goals and growth strategy.
8. **Seek Professional Advice:** Seek professional advice from accountants, financial advisors, or business consultants who have experience in managing finances during periods of growth.



CHAPTER 4

Measuring Success

Define your goals: Before you can measure success, you need to define what success looks like for your business. Set clear, measurable goals that align with your overall business strategy. For example, you may want to increase revenue, expand your customer base, or improve your profit margins.

Once you have defined your goals, **identify the key metrics that you will use to track progress towards those goals.** These metrics will depend on your specific business and goals, but some common metrics to consider include:

- **Revenue growth:** Track your total revenue over time, as well as revenue by product or service offering, customer segment, or geographic region.
- **Customer acquisition:** Monitor how many new customers you are acquiring, as well as the cost to acquire those customers.
- **Customer retention:** Track how many customers are returning to your business and how frequently they are making purchases.
- **Profit margin:** Calculate your gross profit margin (revenue minus cost of goods sold) and net profit margin (revenue minus all expenses).
- **Cash flow:** Monitor your cash flow to ensure that you have enough cash on hand to cover expenses and invest in growth.

After you have identified your key metrics, **set benchmarks for each metric based on your goals and past performance.** These benchmarks will serve as a guidepost for measuring progress and identifying areas for improvement. For example, if your goal is to increase revenue by 20% in the next year, you might set a benchmark of 5% revenue growth per quarter.



Define Your Goals

Identify Key Metrics

Set Benchmarks





Monitor Progress

Regularly monitor your key metrics to track progress towards your goals and benchmarks. Use a dashboard or spreadsheet to visualize your metrics and identify trends over time. Review your metrics on a weekly or monthly basis and make adjustments to your strategy as needed.

Adjust Your Strategy

If you are not making progress towards your goals or benchmarks, adjust your strategy. Look for opportunities to optimize your marketing, improve your product or service offerings, or reduce costs. Use data to inform your decisions and prioritize the initiatives that are most likely to drive growth.



CHAPTER 5

Case Studies

Uber

Since its launch in 2010, the company **Uber** has managed to become one of the most successful ride-sharing companies in the whole world. The company saw rapid growth, with services expanding to more than 700 cities in over 80 countries. This growth can be attributed to the company's innovative business growth strategy, which has enabled it to dominate the ride-sharing market.

One of Uber's key strategies is its **focus on customer satisfaction**. Providing high-quality customer service allowed Uber to attract and retain customers. A survey conducted by Statista stated that 71% of Uber customers say that they prefer the company over traditional taxis because of its convenience and reliability.

Uber also saw their success in part because of their **dedication to their core competencies**. The entire purpose of the company was to provide a quick, easy way for users to grab rides. The main brand of Uber (with the exception of Uber Eats), has stayed true to this, having not tried to add any unnecessary features or trying to penetrate other markets. This allowed them to place a heavy focus on their company mission.

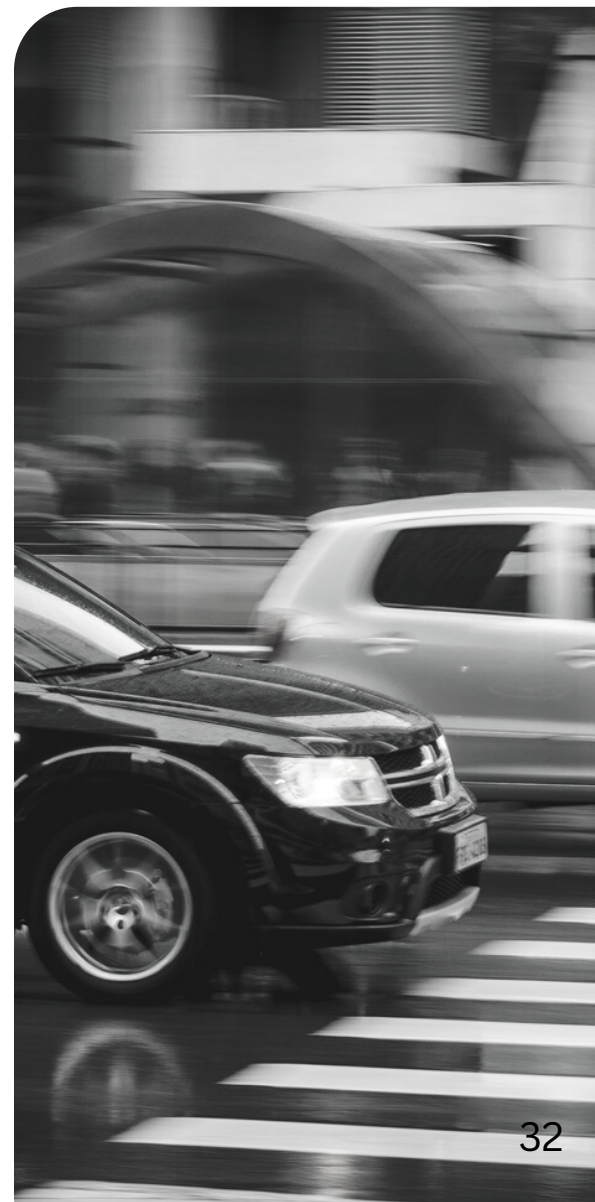


Another factor contributing to Uber's rapid growth is its **use of technology**. The company has developed a user-friendly app that allowed customers to easily request rides, track their drivers, and deliver payments. With such an accessible and convenient service, Uber has managed to attract more customers.

According to a report by eMarketer, Uber's app is the most popular ride-sharing app in the United States with over 41 million users. With over 3 million active Uber drivers worldwide, the brand saw a lot of further success in attracting drivers to its platform. They did this by offering attractive benefits to working for Uber, such as flexible working hours and the opportunity to earn extra income.

Uber has been majorly successful in **leveraging partnerships** to drive growth. For example, Uber and Spotify developed a partnership to enhance the ride experience for passengers. This integration allows passengers to connect their Spotify accounts to their Uber rides and control the music during their trip. According to Uber, over 10 million riders have used this integration since its launch in 2014.

Another example is the strategic partnership between Uber and Starbucks. This partnership allowed Uber Eats to deliver Starbucks products to customers in select markets. As of 2019, the partnership had expanded to over 2,000 Starbucks locations in 16 markets worldwide. According to a CNBC report, the partnership has been majorly successful, with Uber Eats reporting a 5x increase in Starbucks orders since the launch of the partnership.



In addition to partnerships, Uber has also been successful in **attracting investment from major players** in the tech industry. According to a report by CB Insights, Uber has raised over \$24 billion in funding from investors such as Google, Toyota, and SoftBank. This has enabled the company to invest in new technologies and expand its services, which has helped it maintain its dominant position in the ride-sharing market.

Uber has done a fantastic job at **staying innovative**. The company has taken every strategic opportunity for business growth that it can. For example, during the rise of food delivery apps, Uber penetrated the market by introducing Uber Eats, an app that allows people to order food from their favorite places and get it delivered straight to their door.

Another example is the introduction of Uber Pool. This is a feature within the Uber app that allowed riders heading in the same direction to share a ride and split the cost. This gives riders a cost-effective option that allows them to save money and reduce traffic congestion.



Uber has also employed an **aggressive expansion strategy**. The company has been quick to enter new markets, which has helped it gain a foothold in many cities around the world. According to a report by Fortune, Uber has expanded to more than 700 cities in just six years, which took traditional taxi companies decades to achieve.

Despite its many successes, Uber has faced significant challenges throughout the years. The company has been criticized in the past for its treatment of drivers and its failure to address safety concerns. The company has also faced legal challenges in many cities around the world, which caused a slowdown in its expansion.

In response to these challenges, Uber has made efforts to improve its operations and address customer concerns. The company has introduced new safety features, such as driver background checks and in-app emergency assistance, to improve the safety of its service. Uber has also improved its driver support services, offering drivers more resources and support to help them succeed on the platform.

Overall, Uber has done an amazing job of causing a disruption in the taxi industry. This has allowed them to leverage their market position and make strategic decisions to perpetuate growth.





Canva is a graphic design tool that allows users to create a wide range of visual content, including presentations, social media graphics, posters, infographics, flyers, brochures, and more. The platform employs a user-friendly interface and includes a vast library of templates, images, and design elements.

The tool also offers collaborative and sharing features, making it possible for individuals and teams to connect and collaborate. Since its launch in 2012, the design platform has seen rapid growth and has become a popular tool for businesses and individuals alike. Their growth strategy can be centered around a few key ideas:

User Acquisition

Canva has focused heavily on **user acquisition through strategic partnerships and collaborations**. For example, Canva partnered with HubSpot to provide businesses with an easy-to-use graphic design solution. They achieved this by integrating Canva's design tools into HubSpot's marketing platforms. This partnership was created in hopes of streamlining the design process and enabling businesses to create compelling content that resonates with their audience. Another example is Canva's partnership with Google Drive. With this integration, users are able to access and save their Google Drive files directly from within Canva.



The idea behind this partnership is to create an efficient and user-friendly experience for those who utilize both Canva and Google Drive. These partnerships saw massive success. Since the integration of the Canva x HubSpot collaboration in 2018, over 600,000 designs were created using Canva within HubSpot (as of 2021).

This resulted in a 20% increase in engagement rates for HubSpot customers who use Canva to create their designs, as well as a 54% increase in click-through rates for emails that include Canva designs. On the other hand, the Canva x Google Drive partnership was a major success as well. Since launching in 2018, over 2.5 million designs have been created and shared via Google Drive.



Freemium Model

Canva employs a "freemium" business model, offering a free version of its design software. This includes a wide range of templates and design elements, as well as a paid subscription that unlocked additional features and functionality. According to Canva, this model has been a key driver in their growth. CEO Melanie Perkins has stated that the free version of Canva has been instrumental in attracting new users to the platform. From there, premium subscriptions have allowed to company to leverage revenue growth.



CASE STUDY

Canva

One of the ways that Canva has leveraged its freemium model is by offering a wide range of templates and design elements for free, with the option to upgrade to a paid subscription for access to premium features, such as custom fonts, advanced image editing tools, and more. Canva reports that over 85% of its users start with the free version of the software before upgrading to premium. This shows that this strategy has been highly effective.

This model has also allowed Canva to expand into new markets. The free version of the software has been able to attract users who may not have been willing or able to pay for more expensive design software. This has allowed Canva to emerge in markets in Asia and Africa, where access to design software may be limited.



International expansion

Canva launched its platform in Australia in 2013, and began to focus more heavily on international expansion in 2014 with its launch in the United States. Since then, the company has expanded its services to over 190 countries, with more than 40 languages supported on its platform.



Canva's international expansion has helped the company's business growth by increasing its revenue. In 2018, the company generated \$23.5 million in revenue, up from \$6.8 million in 2016. According to co-founder and CEO Melanie Perkins, the company's revenue growth is attributed to its expanding user base, with a significant portion of its revenue coming from its paid subscription service.

The company's international expansions has also helped them to attract new investors. In 2019, for example, the company raised \$85 million in a funding round led by Mary Meeker's Bond Capital. This included participation from Blackbird Ventures and Sequoia China, among others. This funding was aimed at supporting the company's expansion and product development efforts.



Product Innovation

Canva has placed a centered focus on simplifying the design process for users. The platform offers a wide range of customizable template, graphics, and fonts that enable users to create professional-looking designs quickly and easily. This approach is meant to promote the platform as friendly for users who have very little experience in design.

Canva's product innovation has also been focused on multi-platform integration. Users are able to access the platform through mobile apps, desktop software, and web browsers. This has enabled the company to reach a wider audience and provide users with greater flexibility in their design workflows.

The company's growing product base is connected to their international expansion by providing translations into over 100 languages. The company is also consistently introducing new features, such as animated graphics and video editing tools, prompting potential users to use the platform and encouraging current users to upgrade to paid options.

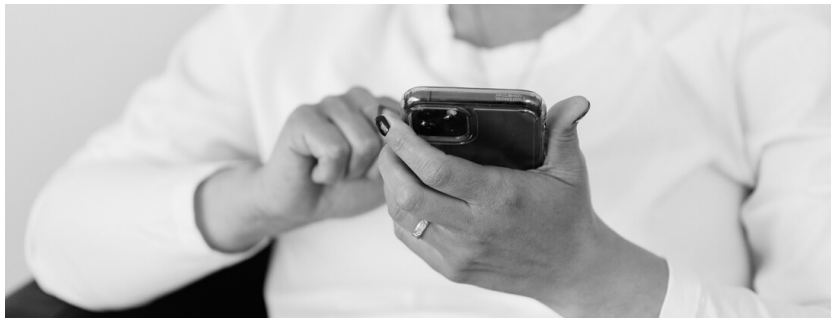
In addition to these four key ideas, Canva has also employed marketing strategies that have played a key role in its success. Canva's marketing strategy is centered around **content marketing, influencer marketing, and social media marketing**.

Canva has used many **content marketing** tactics in order to boost business growth. For example, the company's blog, Design School, provides users with tutorials, design tips, and inspiration. The blog has over 6 million subscribers and has helped reinforce Canva's authority in the graphic design space. In addition, Canva also produces a podcast, YouTube videos, and webinars.



Another key contributor to Canva's growth is their use of **influencer marketing**. This strategy involves partnering with social media influencers to promote their platform and services. By leveraging influencers with large followings, Canva has been able to increase brand awareness and drive user acquisition. For example, the company made a partnership with lifestyle blogger Aimee Song to create a Canva Template collection inspired by her travels.

Another example would be Canva's collaboration with Marianna Hewitt to create a social media course for their users. According to a case study by Mediakix, influencer marketing campaigns can generate up to 11 times the ROI of traditional advertising. Canva's influencer marketing efforts have helped them reach over 30 million users worldwide.



Finally, **social media marketing** has played a significant role in Canva's growth. The company has a strong presence on social media platforms like Instagram, Twitter, and Facebook, where it shares user-generated content and showcases its platform's capabilities. Canva's social media accounts have over 4 million followers, and the company frequently engages with its audience through social media campaigns and challenges.

All of these marketing efforts have contributed to Canva's impressive growth. As of 2021, the company has over 55 million users across 190 countries and is valued at \$15 billion. Canva's revenue has also grown significantly, with the company reporting \$500 million in annualized revenue in 2020.



CONCLUSION

A lot of people underestimate just how intensive it is to be a business owner. The act of starting and then scaling your company is completely exhaustive and requires a lot of focus, drive, and MOST importantly - patience. Luckily, we live in an age of technology where marketing doesn't have to be this impossible thing. There are an abundance of different mediums and tactics you can employ in order to fortify your company's marketing efforts.

For one, make sure you do your research. The process of research is possibly the most important aspect that goes into a sound marketing process. This includes primary, secondary, competitive, and demographic research.

Secondly, make sure you understand the different online and offline marketing channels available to you. You can utilize many different online strategies, including boosting SEO, social media, content marketing, email/SMS marketing, and more. More traditional, offline strategies include print advertisements (through newspapers, magazines, flyers, etc.), TV/radio commercials, out-of-home advertising, direct mail, events, and referral programs.



Make sure to determine a good, specific budget for your business to accomplish the marketing goals you set out to achieve. Planning financially is important because it helps to manage cash flow, facilitates strategic decision-making, helps secure funding, enables risk management, and helps to measure success. Before jumping into creating a financial plan, be sure to do your research. What are your financial goals? What does your current financial state look like? What does a growth strategy look like for you and your business? It's important to ask these questions before setting your plan. Afterward, be sure to evaluate your performance and adjust your tactics from there.

Measuring your performance has its own unique set of tips and tricks. Identify the best KPIs (Key Performance Indicators) that apply to you and your business. Examples of common KPIs include revenue growth, customer acquisition rates, customer retention rates, profit margins, cash flow, etc. Some other KPIs, known commonly as vanity metrics, include engagement rate, follower count, reach, impressions, etc. The KPIs that you use are best determined by the goals you set for your business.

This is a lot of information to take in. Finding success in scaling your business will take a lot of hard work. There are a ton of organizations out there designed to help businesses reach their business and marketing goals. Located in Tampa, FL, Modernized Mobile employs an experienced team of app developers and marketing specialists that are dedicated to making a change for our clients through custom, specialized plans dedicated to the client's goals and best interests. The team is always available to meet with anyone who feels that they are in need of professional marketing help. Reach out to us through our website, email, or any of our social platforms and we will reach back out as soon as your message is received.

For more tips and tricks in marketing and apps, follow all of our social accounts **@modernizedmobile**

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