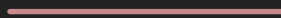


Growth ALCHEMY



PDF PLAYBOOK

The Growth Without Guesswork Playbook



The data-first framework we use with every client to find real bottlenecks and build a strategy backed by numbers, not hunches.

PDF GUIDE

Growth Alchemy

Growth you can prove

Most growth advice is guesswork dressed up as strategy. Spend more here, try this channel, copy that competitor. This playbook is the opposite: a repeatable, data-first system for finding what is actually holding your growth back and fixing it in priority order.

It is the exact framework we run with every client in their first 90 days. Work through it honestly and you will end up with a clear picture of where you are leaking revenue, which fixes will move the needle most, and a sequenced plan to act on, all grounded in your own numbers rather than someone else's opinion.

Who this is for: founders and marketers spending on paid media who suspect they are leaving money on the table but cannot pinpoint where. If you are making decisions on gut feel, this replaces the guessing with a method.

The four-part framework

Growth Without Guesswork breaks into four stages. Each builds on the last, so resist the urge to jump ahead to tactics before you have done the diagnosis.

Stage	What it answers	The output
1. Measure	Where are we really, in numbers?	A single-page baseline
2. Diagnose	Where is growth actually leaking?	Your ranked bottleneck list
3. Prioritise	What do we fix first, and why?	An effort-vs-impact map
4. Execute	How do we act and prove it worked?	A 90-day test roadmap

Measure

You cannot improve what you have not honestly measured. Before any strategy, capture your real baseline across the full funnel. The goal is one page of numbers that tells the truth about your business today.

The metrics that actually matter

Vanity metrics (impressions, reach, follower count) feel good and tell you almost nothing about growth. Focus on the chain of numbers that connects spend to profit:

- Traffic — sessions by channel, and the cost to acquire them.
- Conversion rate — what share of visitors become customers, by channel and by device.
- Average order value (AOV) — what a customer spends per purchase.
- Customer acquisition cost (CAC) — fully loaded cost to win one customer.
- Contribution margin — what is left after COGS and ad spend; the number that actually funds growth.
- Repeat / retention rate — the quiet multiplier most brands ignore.

The one ratio to watch: contribution margin per customer versus CAC. If you are not keeping more than it costs to acquire, scaling spend just scales the loss. Everything in this playbook ladders up to widening that gap.

Set your baseline window

Pull a consistent period (the last 30, 60 or 90 days) and record each metric. Do not cherry-pick a good week. This snapshot becomes the line every future change is measured against, so accuracy here pays off for months.

Diagnose

With a baseline in hand, find where growth is actually leaking. Most businesses obsess over the top of the funnel (more traffic!) when the real loss is further down. Walk the funnel stage by stage and ask where the biggest drop-off sits.

The leak-finder questions

- Acquisition: Is traffic expensive, low-intent, or concentrated in one fragile channel?
- Engagement: Do visitors land and leave? High bounce or thin time-on-site points to a message or match problem.
- Conversion: Is the rate below benchmark for your category? A 0.5-point lift here often beats any amount of extra traffic.
- Value: Is AOV flat? Missing bundles, upsells, or thresholds leave easy revenue behind.
- Retention: Do customers buy once and vanish? Reacquiring them is the most expensive growth there is.

Score each stage red, amber or green against your benchmarks. The reds are your candidate bottlenecks, the few places where a fix changes the whole system.

The bottleneck principle: growth moves at the pace of your tightest constraint. Pouring more traffic into a page that converts at 1% just wastes more money faster. Find the constraint, fix it, then move to the next.

STAGE 3

Prioritise

You will always find more problems than you have time or budget to fix. Prioritisation is what separates a strategy from a to-do list. Map every candidate fix on two axes: likely impact and effort to implement.

Quadrant	Effort / Impact	Do what
Quick wins	Low effort · High impact	Do these first, this week
Big bets	High effort · High impact	Plan and resource deliberately
Fill-ins	Low effort · Low impact	Only if idle capacity
Money pits	High effort · Low impact	Avoid or park

Start in the quick-wins quadrant to build momentum and free up budget, then fund one big bet at a time. Refuse to spread effort thinly across everything at once, focus is the multiplier.

Sequencing rule of thumb

Fix conversion and retention leaks before scaling acquisition. It is almost always cheaper to keep more of the traffic and customers you already pay for than to buy more at the top.

Execute & prove

The final stage turns the plan into a disciplined testing cadence, so every change either earns its place or gets cut. This is what makes growth compounding rather than random.

Run it as tests, not bets

- One variable at a time where you can, so you know what actually drove the result.
- Define success before you start — the metric and the threshold that means 'keep it'.
- Give it enough time and volume to reach a real signal, not a noisy one.
- Document the outcome — winners scale, losers are killed, learnings carry forward.

The 90-day cadence

Work in fortnightly cycles: ship the next priority, measure against baseline, decide keep or kill, then move down the ranked list. In a quarter this rhythm typically clears the top bottlenecks and resets the baseline at a higher level, which is the compounding effect in action.

The whole point: at the end of 90 days you should be able to point at the numbers and say exactly what changed and why. That is growth without guesswork.

Put it to work

This playbook is the operating system. The rest of the series gives you the tools for each stage:

- The Brand Intelligence Audit — sharpen the Measure and Diagnose stages.
- The Content-to-Revenue Framework — fix engagement and conversion leaks.
- Performance Creative: The ROAS-First Ad Playbook — make acquisition spend work harder.
- The Conversion Rate Optimisation Starter Kit — the highest-leverage quick wins.

Want us to run this with you? We do the measuring, diagnosing and testing as a service, so you get the framework applied to your numbers without lifting it yourself. Get in touch at growthalchemy.com.

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