

The Marketing & Growth Playbook

8 high-impact actions to sharpen your strategy, deepen engagement, and make every marketing minute count.

(Yes, all eight are actually doable.)

GREENCUP DIGITAL

STRATEGY & FUNNEL



1. SALES FUNNEL | Audit Your Sales Funnel

Your salespeople are sitting on a goldmine of marketing intel, and nobody's asking them for it! The objections they hear on every call, the questions that stall deals, the moment a prospect goes quiet — all of it points directly to gaps in your messaging. Go find them.

DO THIS → Block 30 minutes with your sales team and ask where prospects are dropping off. Map the answers to your funnel stages and figure out which one needs attention first.



2. UX DESIGN | Audit Your Friction Points

Every extra click, confusing label, or unexpected step is a quiet little exit ramp for your potential customers. The tricky part? Friction is almost always invisible to the people who built the thing. A renamed button or a shorter form can outperform a brand new campaign. Annoying, but true.

DO THIS → Find someone who has never been on your site and watch them use it. You will immediately see what you've been too close to notice.

DATA & ANALYTICS



3. ANALYTICS | Set Up Goal Tracking in GA4

Page views tell you people showed up. Goal tracking tells you what they actually did when they got there. Without it, you're essentially flying blind and calling it a strategy.

DO THIS → Log into GA4 and ***set up 2 key events*** as conversions. Form submissions, phone clicks, and primary call-to-action completions are good starting points. This takes under 30 minutes.



4. ANALYTICS | Centralize Your Data

When your data lives in five different platforms, you get five different stories and no clear picture. Bringing it together is the difference between reactive marketing and actually knowing what's working.

DO THIS → Pick one free dashboard tool (Google's ***Data Studio*** is a solid starting point) and connect your top three data sources this month. Start simple.

CONTENT & CHANNELS



5. OPTIMIZATION | Run an A/B Header Test

Your headline is the first thing a visitor reads. Sometimes it's the only thing. A small shift in how you frame your offer can significantly change whether someone sticks around or bounces. Testing takes the opinion out of the equation, which is a gift to everyone involved.

DO THIS → Find your highest-traffic landing page with a high bounce rate. Write one outcome-focused headline and one problem-focused headline. Run both for two weeks.



6. PERSONALIZATION | Segment Your Email List

Sending the same email to everyone is like giving the same pitch to a brand new lead and a customer who's been with you for three years. Spoiler: it doesn't land for either of them.

DO THIS → Start with two segments: people who have bought from you, and people who haven't. Write one email to each group this month and compare the open rates.



7. AUDIT YOUR CHANNELS | Cut the Old, Grow with New

Getting stuck in a marketing routine is normal (consistency matters!), but don't let routine dictate what you're doing every month, quarter, and year. A fresh perspective is ALWAYS positive if you're not seeing results.

DO THIS → Pull 90 days of performance data across every active channel. Anything that hasn't driven a lead, a sale, or meaningful engagement gets paused. Redirect that time somewhere new.



8. AI & EFFICIENCY | Use AI for the Stuff That's Eating Your Day

AI works best when you stop treating it like a novelty and start treating it like a very patient intern who never complains about repetitive tasks. Build a prompt library for the things that eat time but don't require real judgment.

DO THIS → List five recurring tasks that drain your time: email drafts, social captions, meeting recaps. Write a reusable prompt for each one and put them somewhere your whole team can find them.

SO, WHERE DO YOU START?

Honestly? Wherever the pain is loudest. If your funnel is leaking, start there. If your data is a mess, start there. If you've been posting on a platform for two years with nothing to show for it, start by stopping that.

Some of this you'll knock out in an afternoon. Some of it will surface bigger questions about your strategy or where your marketing is actually headed. That's where the good work begins.

If you want a second set of eyes, that's what we're here for. GreenCup works with small service-based businesses who are done guessing and ready to build something that actually works.

We're a small, sharp team that gets into the details and gives a damn about your results.

Let's talk. →