The Connected Growth Planning Workbook

A working document for aligning your audience, offer, channels, lead definitions, follow-up, and next experiment.



A working guide. Bring your own business context and decisions.

How to use this workbook

Work through the questions with the people responsible for marketing, sales and delivery. Use the notes areas to capture your decisions. Examples are planning prompts, not forecasts or promises.

01 / How to use this workbook.

Use this document in a focused planning session with the people responsible for marketing, customer conversations, and delivery. The purpose is to produce a small set of decisions, not a long presentation. Write down what is known, mark what is uncertain, and assign an owner to the next action.

The workbook is a planning framework, not a forecast. It does not establish a required ad budget or promise a number of enquiries. If your team cannot answer a question yet, turn it into a research or testing task rather than filling the gap with a confident assumption.

YOUR NOTES / NEXT DECISION

02 / Worksheet 1: define the business priority.

Choose the business problem the next phase of marketing should help address. "More traffic" is an activity target; "more relevant quotation conversations for a specific capability" is closer to a business need. Narrow the priority until the team can describe a useful next action.

Record constraints that affect delivery. These may include geography, appointment availability, production capacity, eligibility, seasonality, or the type of project the business can serve. Marketing should not create demand for a promise that operations cannot support.

- Priority business outcome: what needs to change?
- Audience and service: for whom, and for which offer?
- Constraints: where should the campaign not create demand?
- Owner and review date: who will decide whether the plan is working?

YOUR NOTES / NEXT DECISION

03 / Worksheet 2: describe the buying situation.

List the questions a potential customer needs answered before taking the next step. Separate what you have heard directly from customers from assumptions you want to test. A local service enquiry, a long B2B purchase, and a new consumer product need different journeys.

Identify the moment you want to reach. Someone comparing suppliers may need detail and evidence. Someone encountering a new idea may need a short demonstration. Someone ready to speak may need an obvious contact route. Do not force every visitor into the same level of commitment.

- Trigger: what starts the search or interest?
- Questions: what must the person understand?
- Objections: what can prevent the next step?
- Evidence: which accurate material can help them evaluate?

YOUR NOTES / NEXT DECISION

04 / Worksheet 3: connect the offer to the destination.

Write a plain-language offer sentence. Explain the service, its relevance, and the action being invited. Then open the intended landing page and check whether the same promise is visible. The destination should make it easier to decide, not introduce a different story.

Choose evidence that fits the question. An approved example, a process explanation, a clear scope, or a useful guide can all help. Do not invent proof to fill a layout. Label illustrative work and keep unsupported performance claims out of the campaign.

- Offer sentence: what are we inviting the person to explore?
- Destination: which exact page continues the message?
- Primary action: enquire, request information, book, or buy?
- Expectation: what happens after the visitor acts?

YOUR NOTES / NEXT DECISION

05 / Worksheet 4: choose a focused channel and learning budget.

Select a starting channel based on the buying situation and the creative you can support. Search can address an expressed need; a feed-based campaign may need to introduce the context first. Content can help people understand the decision over a longer period. These are roles to evaluate, not permanent rules.

Separate media spend from strategy, creative, production, tools, and follow-up costs. Set a learning amount the business is prepared to commit and a review window that fits the sales cycle. Record when you will pause, revise, or expand the activity. Avoid presenting an arbitrary budget split as a universal best practice.

- Test question: what do we want to learn?
- Required assets and access: what must be ready?
- Spend and production limits: what can we responsibly support?
- Decision rule: what observation leads to the next move?

YOUR NOTES / NEXT DECISION

06 / Worksheet 5: define lead quality and follow-up.

Agree the meaning of a lead, a contactable enquiry, a qualified enquiry, an opportunity, and a customer. Use only the stages relevant to your business. A form submission should not silently become an assumed sale in the report.

A simple spreadsheet can support this process if access is restricted and responsibilities are clear. Store the information needed for follow-up, use agreed stage labels, and keep unnecessary sensitive information out. Google's offline conversion guidance illustrates that later outcomes can inform advertising measurement, but any data sharing requires its own suitable setup and review.

- Qualification criteria: what makes an enquiry relevant?
- Follow-up owner: who responds and records the next step?
- Reason codes: why was an enquiry not suitable?
- Review measures: spend, qualified enquiries, opportunities, and confirmed outcomes.

YOUR NOTES / NEXT DECISION

07 / Worksheet 6: leave with one useful experiment.

Choose the largest uncertainty that you can realistically investigate. Write one hypothesis, the change you will make, and the observation you expect. Do not mix a new audience, new offer, new page, and new follow-up process if the goal is to understand which decision mattered.

At the review, distinguish facts from interpretation. Record what happened, what remains uncertain, and what the team will do next. The best outcome of a planning session is a clear, owned next move that connects the whole journey.

- Hypothesis: we believe this change will help because...
- Action and owner: who will do what, and by when?
- Evidence: which observations will we review?
- Next decision: continue, revise, investigate, or stop.

YOUR NOTES / NEXT DECISION

Sources and further reading

Google Ads: Create a Search campaign

https://support.google.com/google-ads/answer/9510373

Google Ads: Enhanced conversions for leads

https://support.google.com/google-ads/answer/14274408

Want to work through your next move with AdzUp?

https://adzup.in/contact/