

SCALING YOUR CHANNELS

Worksheets, updates
and comments
available online:



Problems it Solves

In this exercise, you're going to learn about Scaling your Channels.

The last exercise, Scaling your Solution, started exploring when you should stop automating features of your solution so you can focus on growth. This exercise will finish that discussion.

In this chapter, you will also learn the order in which you should pursue new channels.

Revisiting Offer Design

A screenshot of a spreadsheet with a green header row. The columns are: Channel, Monthly Cost, Time Cost, Annual Reach, Conversion Rate, Customer Lifetime Value, Customer Lifetime, Total Revenue, Marketing Cost, and Profit. The data rows are: Facebook Channel (Monthly Cost: 1,250, Time Cost: 75, Annual Reach: 100000, Conversion Rate: 1.13%, Customer Lifetime Value: 1.05, Customer Lifetime: 26, Total Revenue: 513,898, Marketing Cost: 0, Profit: 512,748), LinkedIn Profile (Monthly Cost: 8, Time Cost: 36, Annual Reach: 10000, Conversion Rate: 1.10%, Customer Lifetime Value: 1.10, Customer Lifetime: 18, Total Revenue: 52,425, Marketing Cost: 0, Profit: 52,417), and Email Listserve (Monthly Cost: 8, Time Cost: 36, Annual Reach: 10000, Conversion Rate: 1.00%, Customer Lifetime Value: 1.00, Customer Lifetime: 18, Total Revenue: 36,000, Marketing Cost: 0, Profit: 35,992).

Grab your Scaling your Channels FOCUS Spreadsheets.