

SCALING YOUR CHANNELS

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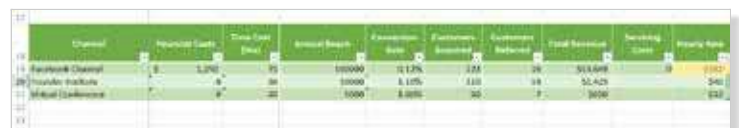
Problems it Solves

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



Channel	Projected Cost	Time (Days)	Amount Spent	Conversion Rate	Customer Acquired	Customer Lifetime	Total Revenue	Marketing Cost	Profit
Facebook Channel	\$ 1,250	75	100000	1.13%	113	26	\$13,898	0	\$13,898
Twitter Profile	\$ 30	30	10000	1.13%	113	18	\$2,425	0	\$2,425
Email Listserve	\$ 20	20	10000	1.13%	113	7	\$1,000	0	\$1,000

Grab your Scaling your Channels FOCUS Spreadsheets.