

GROWTH TACTICS CHEAT SHEET

PLATFORM DESIGN TOOLKIT 2.2

MORE PROFESSIONALISM

The priorities

	MONOGAMOUS	HIGH AOV	LOCAL	HIGHLY ASYMMETRIC	HIGH FREQUENCY	EASY MULTI TENANCY	COMMODITISED SUPPLY
BUILDING TRUST	+++	+++	++		+		
MARQUEE		+++		+++			
SAAS (SINGLE USER VALUE)	++	+++		++	++	++	
LEVERAGE VITALITY		++			+++		+++
NESTING	+	+	+	+	+	+	+
HYPER TARGETED MARKETING - SEO OPTIMIZATION		+	+++		+		
REMANT INVENTORY UNDERUTILISED FIXED ASSETS	+	++	+	+	++	+++	+
SCRAPING AND AUTOMATION			+				+
SUBSIDISING SUPPLY			++	+++			++
COMMUNITIES AND E-MAIL LISTS THROUGH CONTENT					+++		+++