STOP GUESSING. START GROWING.

The B2B Growth Engine Audit

Identify revenue leaks in under 60 minutes—so your next 90 days run on clarity, not chaos.

What this is:

A fast, evidence-backed audit you can run today to spot the bottlenecks killing pipeline, conversion, and retention.

What you'll get:

A ranked list of fixes + your first sprint plan.

AWARENESS

CONSIDERATION

CONVERSION

LOST LEADS

LOST LEADS

LEAKAGE POINT

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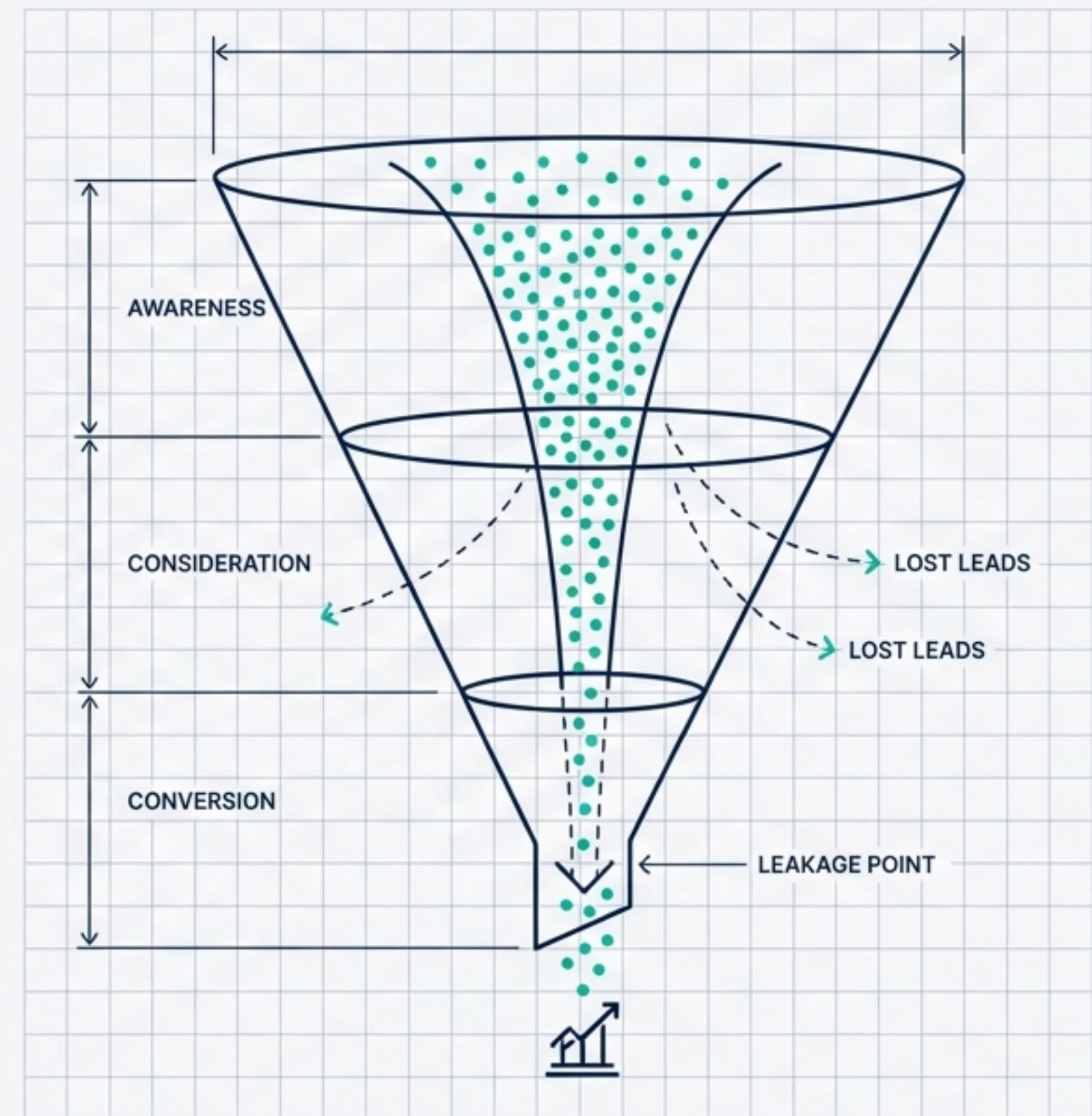
Most B2B marketing fails because the work is disconnected.

The Random Acts Trap

The System

Social — Email — Ads — Landing Pages — Goal / Success
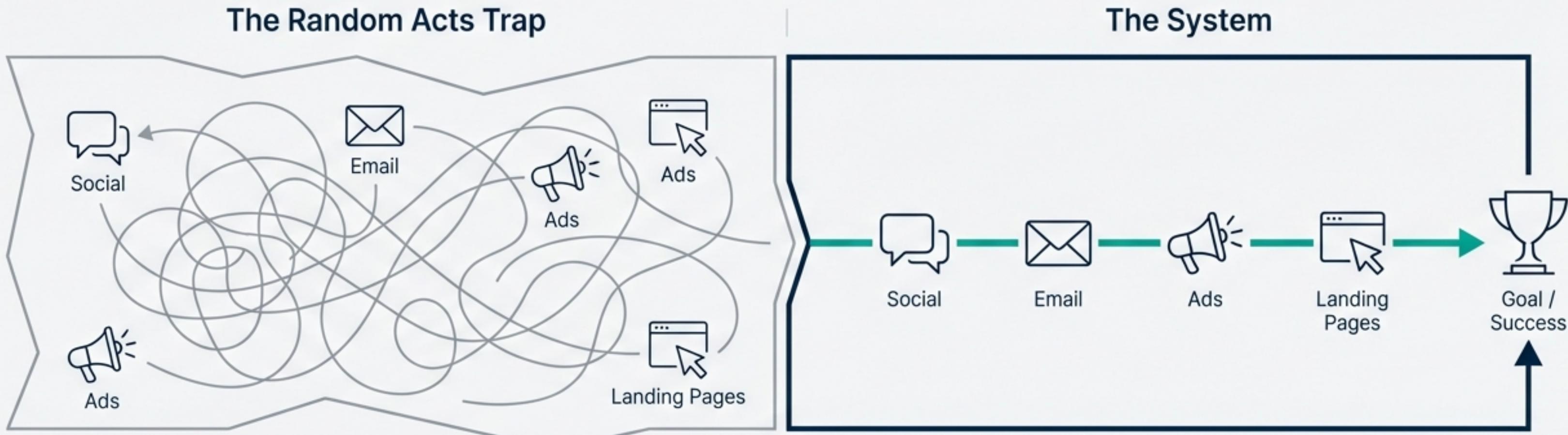
"A post here. A campaign there. A landing page built in a rush."

"No connective tissue. No measurement discipline. No compounding."

"That's the Random Acts Trap—and it quietly drains budget, time, and confidence."

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The Fix: Build a System That Compounds

At Intent Tale, we use the G.R.O.W.T.H. Framework to turn scattered activity into a growth engine:

Groundwork → **R**esults → **O**mni-channel → **W**eekly optimization → **T**ransformative scaling → **H**igh-retention experience
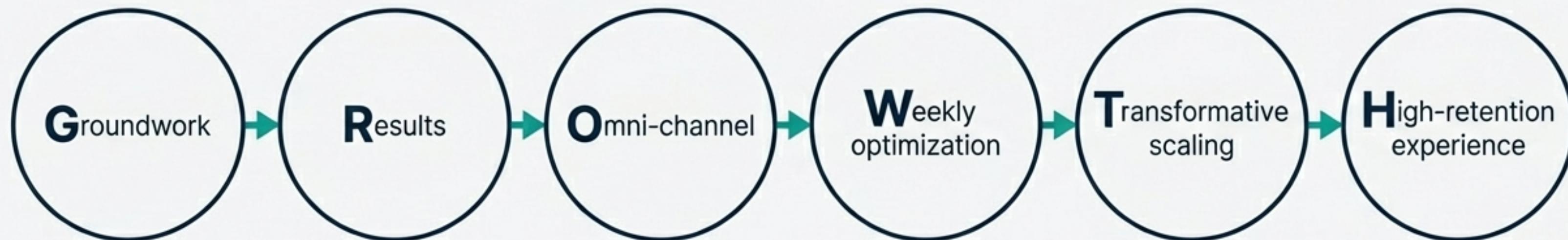
Your goal for this audit:

- ☑ Find the 2–3 biggest leaks
- ☑ Fix them in one sprint
- ☑ Build momentum that compounds

[ ] Click here to see the 50% growth case study

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Step 1/6: [G]roundwork Discovery

You can't scale what you haven't measured. Scaling without measurement isn't growth—it's expensive guesswork.

Run this checklist fast. Be honest.

Groundwork Audit Checklist

- ☐ I have a documented ICP based on actual customer behavior (not vibes).

- ☐ My GA4 / Pixel tracking is firing correctly on all "Thank You" pages.

- ☐ I analyzed my top 3 competitors' ad libraries this month.

- ☐ My website loads in under 2.5 seconds on mobile.

Pro Tip:

"If you checked fewer than 3, your scaling will be 4× more expensive."

Because you'll pay to "learn" what you could've measured."

💡 "Quick win: Pick one unchecked item and fix it this week. That alone can unlock a surprising lift."

Step 2/6: [R]esults-Oriented Planning

Reverse-engineer your revenue. The best B2B growth plans are not "more content." They're math + priorities + a single North Star.

LTV → North Star → Qualified Leads
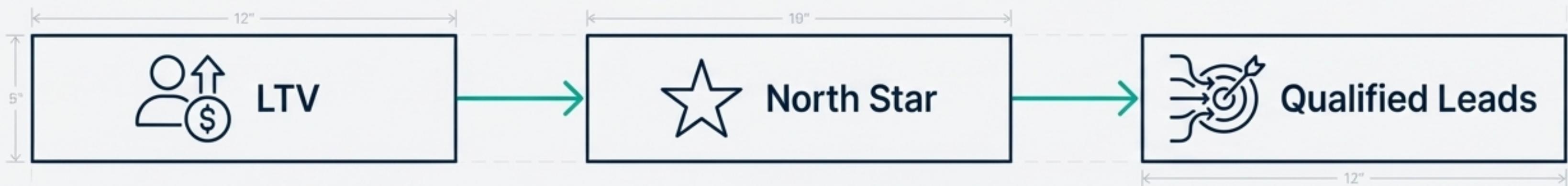
"Math of Growth" Checklist

- ☑ I know my LTV (Lifetime Value) and what drives it.
- ☑ I have a North Star metric for the next 90 days.
- ☑ I know exactly how many qualified leads I need to hit my sales target.

Reality Check:
"If you don't know your numbers,
you don't have a plan—
you have a wishlist."

Type your 90-day Revenue Goal here:

Now write the one metric that will prove you're winning:

Step 3/6: [O]mni-Channel Execution

Be everywhere your customer is—without the burnout. Omni-channel doesn't mean "post everywhere." It means meet your buyer in the moments that matter.

The Channel Mix Checklist
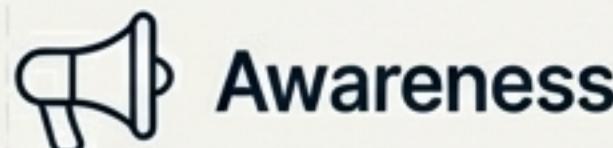
Awareness

☐ Am I posting on LinkedIn 3×+ per week with a clear point of view?

Intent

☐ Am I capturing search intent via Google Ads / SEO for high-intent keywords?

Retargeting

☐ Am I showing ads to people who visited my pricing page or key product pages?

Your highest-leverage system usually blends:
LinkedIn (trust) + Search (intent) + WhatsApp/Email (speed + follow-up)

☑ Click here to see how we mix WhatsApp + LinkedIn for high-conviction leads

Deep Dive: Solving "Funnel Friction"

Friction is the silent killer of conversion. Most funnels don't need more traffic. They need fewer leaks.

☐ My landing page headline matches my ad copy exactly.

☐ My contact forms have fewer than 5 fields.

☐ I have an automated nurture flow for leads that don't book a call.

☐ I follow up via WhatsApp or email within 5 minutes of a lead.

"If you fix one friction point per week, your funnel gets stronger every month. That's compounding."

Write your biggest friction point right now:

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Step 4/6: **W**eekly Optimization

"Set-and-forget" is how funnels die. B2B growth rewards teams that iterate. Not teams that "launch and hope."
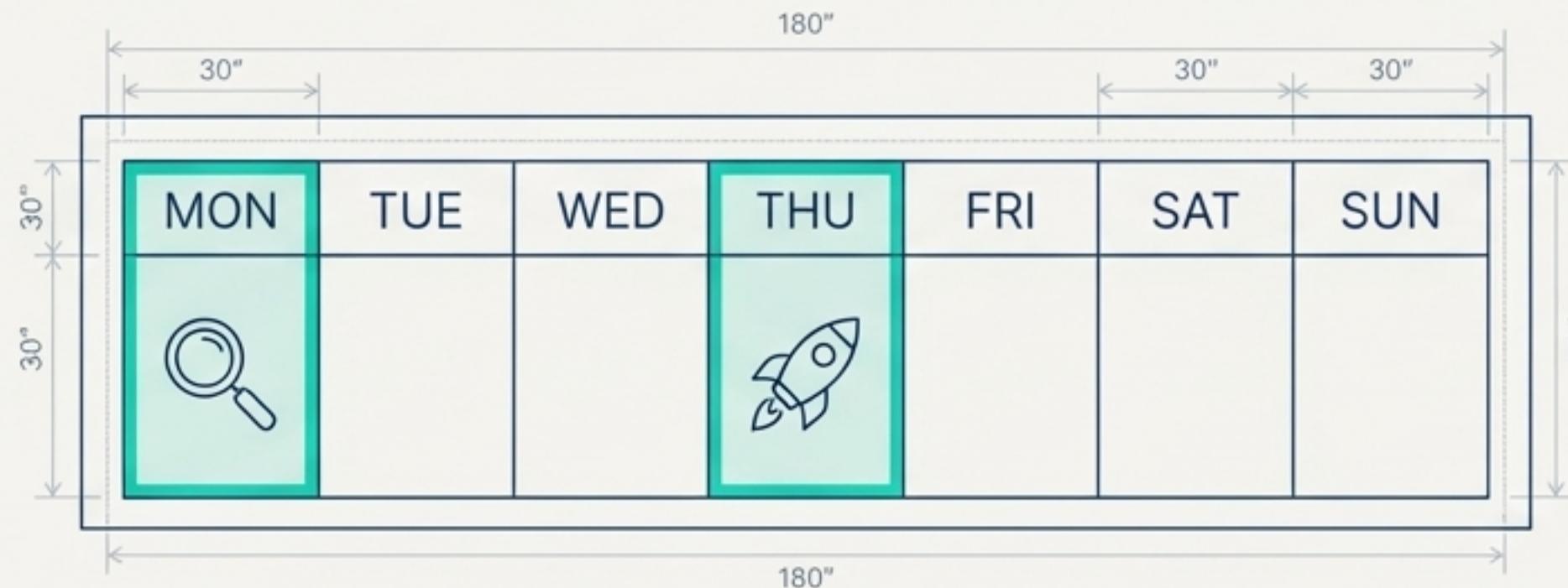
The 7-Day Sprint Checklist

☐ I review micro-conversions (button clicks, scroll depth, form starts) every Monday.

☐ I refresh ad creatives the moment CTR drops or fatigue shows up.

☐ I adjust bid caps / budgets based on weekly performance—not feelings.

"If you aren't iterating weekly, you aren't growing. You're just spending."

Your weekly growth ritual (write it down):

Every Monday, we review [_____]

Every Thursday, we ship [_____]

Toolkit: The G.R.O.W.S. Method for Rapid Experimentation 🔧

Rapid experimentation beats perfect planning. Momentum is built by shipping small tests fast—then keeping what works.

1 [G]ather
List 3 new experiment ideas.

2 [R]ank
Use ICE score (Impact, Confidence, Ease).

3 [O]utline
Define what "Success" looks like for the test.

4 [W]ork
Launch within 48 hours.

5 [S]tudy
Did it work? (Yes/No). Capture the learning.

Your 3 Ideas (write them now)

1. _____

2. _____

3. _____

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Toolkit: Your ICE Scoring Worksheet 📋

Score your experiments before you spend time or money. Rate each idea from 1–10.

🚀 Impact
If it works, how big is the win?
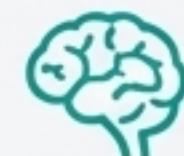
🧠 Confidence
How sure are you it'll work (based on evidence)?

⚡ Ease
How fast / low-effort is it to run?

Experiment	Impact (1–10)	Confidence (1–10)	Ease (1–10)	Total
New WhatsApp Flow	9	8	9	26
1) _____	__	__	__	__
2) _____	__	__	__	__
3) _____	__	__	__	__

☐ I have ranked my top 3 ideas and picked the winner.   Winner experiment: [_____]

ICE Worksheet — Choose the test that compounds

Step 5/6: [Transformative Scaling

Pour fuel on the fire (only when it's ready). Scaling is not "spending more." Scaling is repeating what's proven—at higher volume—without breaking efficiency.

Scaling Readiness Checklist

- ☐ My CAC has been stable for 14 days (not one lucky day).

- ☐ Sales can handle a 20% increase in lead volume.

- ☐ I have Lookalike audiences / high-intent segments ready to expand.

- ☑ <u>Click here to see our Scaling Guide</u>


BUDGET

PROVEN TACTIC

SCALED GROWTH
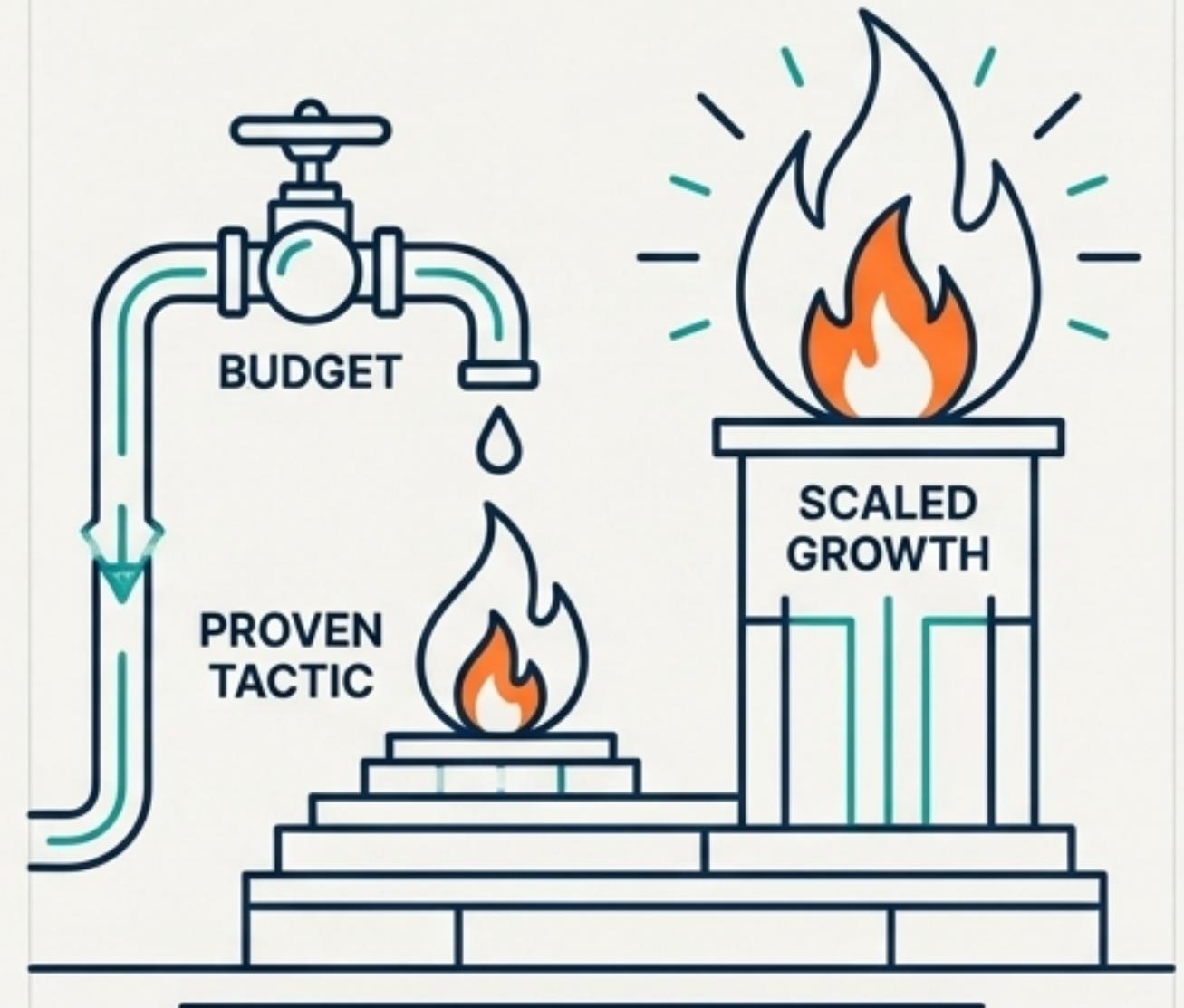
"Don't scale chaos. Scale clarity."

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Step 6/6: [H]igh-Retention Experience

Retention is the foundation of scale. Growth is expensive when customers don't stick. Retention turns marketing into margin.

The Loyalty Checklist
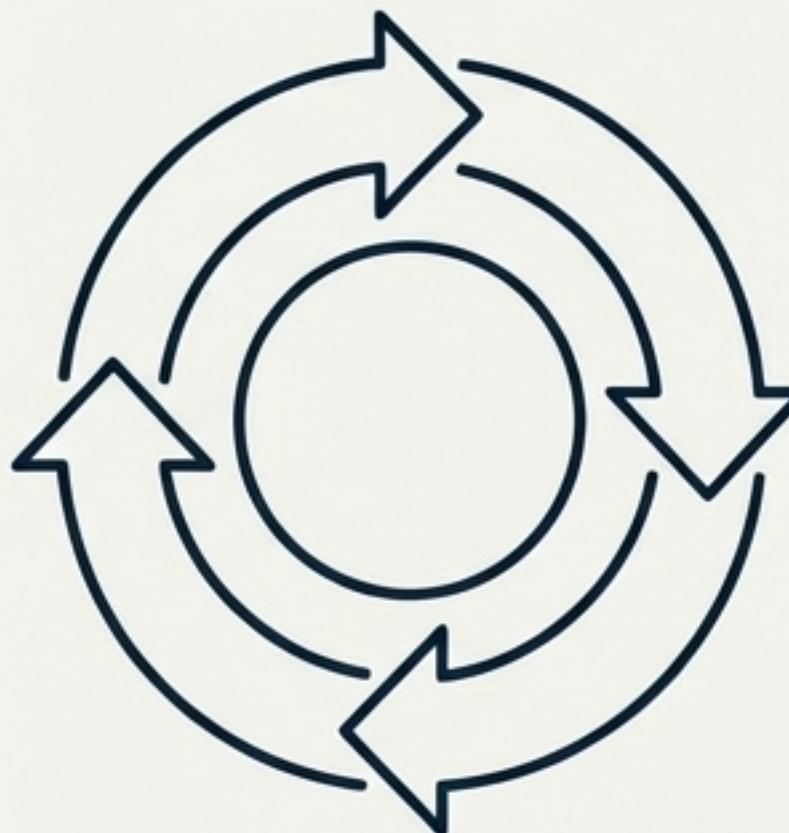
☐ I have an automated onboarding sequence that gets customers to value fast.

☐ I ask for feedback/referrals at the "Peak Excitement" moment.

☐ My messaging is consistent across ads, landing pages, email, and sales.

Your Peak Excitement moment is usually:

◉ First "aha" result

◯ First win / milestone

◯ First renewal / repeat purchase

◯ Other: _____

Inter Regular

General Sans Bold

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You've audited the engine. Now let's tune it.

If you did this honestly, you now know where growth is leaking. Next step: Build a 90-day plan around your top blockers—then ship one sprint at a time.

Your 90-Day Sprint Focus

Day 1 - 30   Day 31 - 60   Day 61 - 90

Sprint 1   Sprint 2

Sprint 1: Day 1-14

Milestone   Milestone
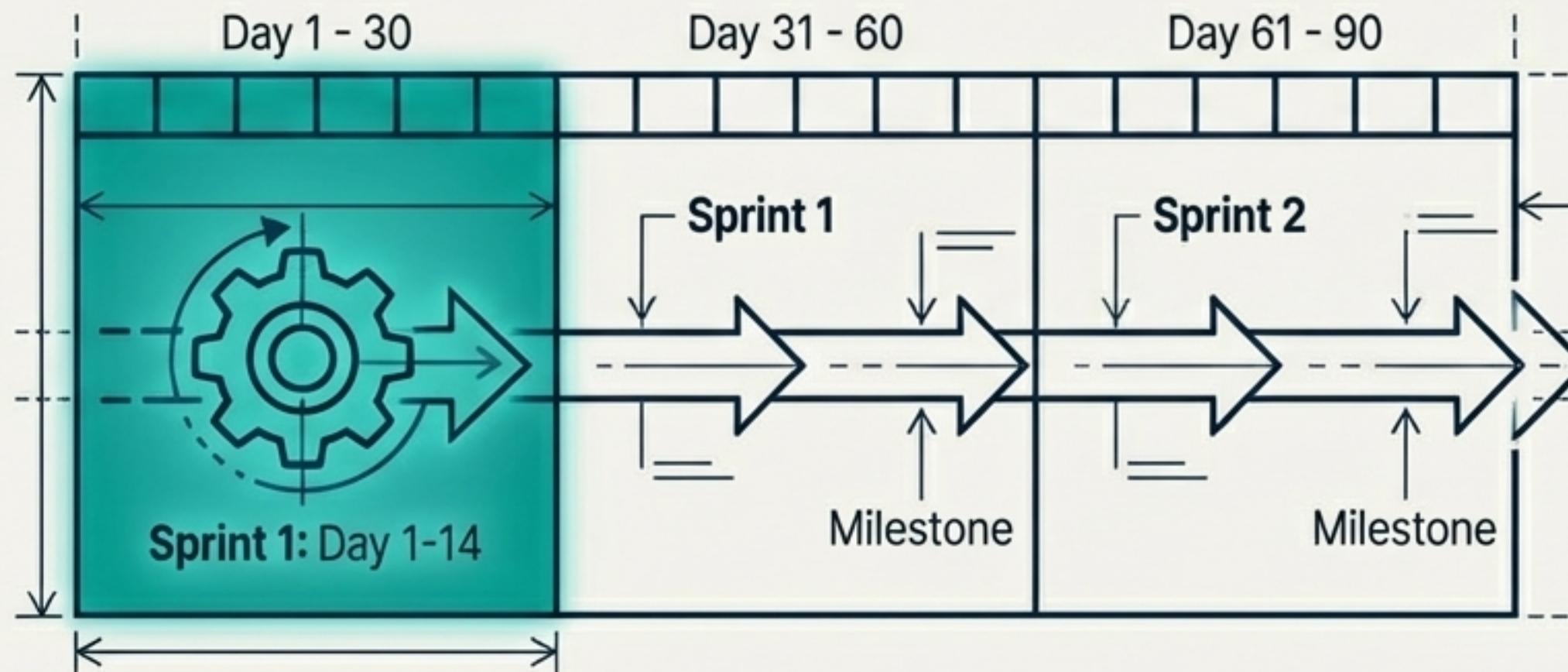
Top Growth Blocker #1:

Top Growth Blocker #2:

First Sprint (next 7–14 days):

Metric we'll improve:

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G.R.O.W.S - Ship fast. Learn faster.

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Your 90-Day Roadmap: Mapped in 30 Minutes

In 30 minutes, we'll identify your top two Growth Blockers and map your first 90-day sprint—with clear actions and measurable outcomes.

[BOOK YOUR FREE STRATEGY SESSION]

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Kanishka Singh | Intent Tale | Let's build your growth engine.

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