



Let's talk. We'll walk you through what needs fixing or fast-tracking to scale smarter.



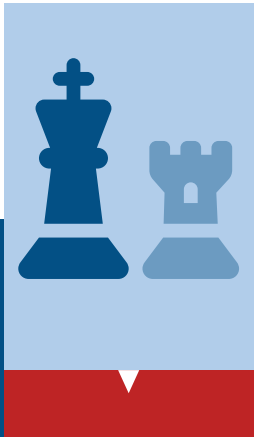
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Digital Rebel Growth Checklist



Is Your Marketing Built to Scale
Or Just Spinning Its Wheels?

Digital Rebel Growth Checklist



Strategy & Positioning

- Clear, differentiated value prop that speaks to decision-makers.
- Messaging that converts visitors into leads.
- Identified ideal customer personas with outreach strategy.
- Content mapped to each stage of the buyer journey.



Website & Search Optimization

- SEO and AI-search-ready presence (incl. AI Overviews).
- Modern, mobile-optimized, fast-loading website.
- Clear Calls to Action that guide visitors to convert.
- Conversion tracking setup and reviewed monthly.



Marketing Tech & Automation

- Modern Customer Relationship Management (e.g., HubSpot) in place.
- Sales and marketing are integrated, not duplicated.
- Active email workflows and nurturing sequences.
- Lead sources tagged, scored, and tracked.



Demand Generation

- Consistent campaigns with outcome tracking.
- Lead generation beyond referrals and one-offs.
- Track CPL (Cost per Lead), close rate, pipeline velocity.
- Repeatable system to convert leads to calls.



Performance & Scaling

- Know which channels drive revenue.
- Centralized and automated reporting.
- Recognize growth ceiling signs.
- Ready to scale smarter, not harder.

If You're Missing More Than 3 Boxes

You're sitting on untapped growth and inefficient systems.