



DRIVING FORCE
DIGITAL

The Growth Audit Framework

A Proven System for Identifying Growth Bottlenecks and Building Profitable Scale

Every brand hits a ceiling. The Growth Audit Framework helps you find out why.

This is the same system I use at [Driving Force Digital](#) when evaluating new clients and portfolio brands. It guides you through a structured evaluation of your acquisition, conversion, retention, and infrastructure systems to uncover what's working, what's not, and where to focus next for profitable growth.

Whether you're an emerging brand or a multi-brand operator, this framework gives you the structure and clarity to identify bottlenecks, prioritize opportunities, and create a roadmap for sustainable, scalable growth.

Acquisition Systems

Objective: Evaluate how efficiently your brand turns attention into customers.

Key Questions:

- Are your acquisition channels diversified or over-reliant on one source?
- What is your blended CAC, and how has it trended over time?
- Are campaigns optimized for incrementality or just ROAS?
- Are you effectively capturing and converting high-intent traffic?
- Does your creative and messaging framework reflect your ideal customer profile?

Acquisition Quick Wins



Audit Tracking and Attribution

Audit tracking and attribution to ensure full-funnel visibility.



Introduce Testing Frameworks

Introduce channel-specific testing frameworks.



Use UGC and Education

Use UGC and education-based content to reduce acquisition costs.

Conversion Systems

Objective: Assess how effectively your website and funnels convert visitors into buyers.

Key Questions:

- What is your current sitewide conversion rate by channel?
- Are key funnel events tracked accurately in analytics?
- Does your site communicate value and trust clearly above the fold?
- Are product pages optimized for education and urgency?
- Do your landing pages match ad intent and messaging?



Conversion Quick Wins

01

Conduct a CRO Audit

Conduct a CRO audit focused on friction and clarity.

02

Create Dedicated Landing Pages

Create dedicated landing pages for top-performing campaigns.

03

Test Post-Purchase Offers

Test post-purchase offers and bundling to lift AOV and LTV.

Retention Systems

Objective: Understand how well you retain and grow your existing customers.

Key Questions:

- What is your repeat purchase rate, and how does it vary by cohort?
- Are email and SMS flows segmented by lifecycle stage?
- Do you have a clear upsell and cross-sell strategy across product lines?
- How effectively are subscriptions managed and measured?
- Are you reinforcing education and community through content?

Quick Wins:

1

Map Automated Lifecycle Flows

Map automated lifecycle flows for welcome, replenishment, and post-purchase.

2

Cross-Sell by Vertical

Cross-sell by vertical (for example, pair supplements with related oils or topicals).

3

Build Retention Dashboards

Build retention dashboards to track engagement and purchase frequency.

Infrastructure and Data Systems

Objective: Ensure your systems and data can scale profitably and efficiently.

Key Questions:

- Do you have a single source of truth for marketing and sales data?
- Is attribution unified across paid, organic, and retention channels?
- Are your key platforms (Shopify, CRM, ERP, analytics) integrated?
- Can you measure true incremental ROAS or MER by channel?
- Are reports automated and consistent across teams?

Infrastructure Quick Wins



Conduct Tech Stack Audit

Conduct a full tech stack audit to identify gaps and redundancies.



Standardize Conventions

Standardize UTM conventions and event naming.



Build Automated Dashboards

Build automated dashboards for cross-channel visibility and insights.

Strategic Alignment and Roadmap

Objective: Turn insights into a clear, actionable growth plan.

Key Questions:

- Are your growth goals clearly defined and measurable?
- Is there alignment between marketing, operations, and finance?
- Are resources allocated to the highest-impact opportunities?
- Does everyone understand what success looks like and how it's measured?
- Are there feedback loops in place to continuously refine your strategy as conditions change?

Quick Wins:

- Rank findings by impact and effort to prioritize next steps.
- Create a 90-day roadmap with ownership and KPIs.
- Review progress monthly to maintain alignment and accountability.

Scoring Template

Pillar	Score (1–5)	Top Priority Action
Acquisition		
Conversion		
Retention		
Infrastructure		
Strategic Alignment		

Scoring Guide

Score	Meaning	Interpretation
1	Critical	Major gaps, inconsistent processes, or missing systems. Immediate focus needed. Growth is constrained or unsustainable in this area.
2	Developing	Basic systems in place but underperforming. Some structure exists, but execution and tracking are inconsistent.
3	Functional	Meets baseline expectations. Solid foundation, but limited optimization or scalability.
4	Strong	Well-structured, optimized, and efficient. Performing above average, with room for refinement and automation.
5	Scalable	Fully systemized and driving measurable growth. Best-in-class performance, highly efficient, and ready to scale further.

You now have a clear view of where your brand stands and where to focus to drive profitable growth.

If your audit uncovered gaps or untapped opportunities, that's a good sign. It means your brand has room to scale. I work with emerging brands, SMBs, and portfolio companies to turn audits like this into clear, measurable strategies that increase efficiency, revenue, and long-term profitability.

Ready to take the next step?

Schedule your growth consultation at drivingforcedigital.com.