

ROADMAP · SAMPLE DELIVERABLE

Growth Roadmap

A phased roadmap from positioning to compounding growth across the engagement.

PREPARED FOR Sample Client (illustrative)	PREPARED BY NOREN Agency	HORIZON Engagement lifecycle
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Phase 1 — Discovery

- Growth assessment and baseline.
- Audience, positioning, and distribution audit.
- Diagnosis of where attention and trust leak today.

Phase 2 — Strategy

- Positioning and messaging architecture.
- Content pillars and channel roles.
- Goals and the metrics each will be measured against.

Phase 3 — Infrastructure

- Content systems and production workflows live.
- Distribution channels opened and sequenced.
- Reporting instrumented end to end.

Phase 4 — Optimization

- Recurring reporting and review.
- Reallocation toward what compounds.
- Sustained, compounding growth over time.

Milestones

PHASE	FOCUS	OUTCOME
1	Diagnose	Baseline & gaps
2	Design	Approved strategy
3	Build	Live growth system
4	Compound	Improving every cycle