Growth playbook for Indian SMBs

A 24-step playbook you can run in 90 days. Built for Indian founders and operators who want a real, measurable outcome.

- Find your 10 highest-intent search queries.
- Build a one-page offer for each of those queries.
- Set up tracking for form fills, calls and WhatsApp.
- Set up a lead magnet and a 5-email welcome sequence.
- Set up a referral ask in your post-purchase email.
- Set up a customer interview script and run 10 interviews.
- Identify your repeat-buyer segment and build a retention offer.
- Set up a weekly win / loss review.
- Set up a monthly cohort review.
- Set up a quarterly offer review.
- Pick 3 channels you will own (for example SEO + WhatsApp + one offline).
- Drop everything else for 90 days.
- Set a 90-day target for one metric.
- Block 4 hours per week for content.
- Block 4 hours per week for outreach.
- Block 2 hours per week for review.
- Set up a public dashboard with your one metric.
- Set up a private dashboard with your 5 sub-metrics.
- Set up a weekly Friday review.
- Set up a monthly town hall.
- Hire one senior generalist before you hire two specialists.
- Document one process per week.
- Pick one tool to retire each month.
- Sign up for the WebGrow24 newsletter.

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