
PRACTICAL FIELD GUIDE

THE GROWTH SYSTEM BLUEPRINT

A practical map of how acquisition, conversion, CRM, sales follow-up, automation and attribution should work together as one customer-acquisition system.

ONE ACCOUNTABLE GROWTH SYSTEM

From market positioning to closed revenue.

STRATEGY

BRAND

DISCOVERY

ACQUISITION

CONVERSION

CRM

SALES

AUTOMATION

ATTRIBUTION

USE THIS GUIDE TO

- Find where demand, conversion and sales handoffs leak.
- Separate a channel problem from a system problem.
- Decide what to Tame, what to Build and what is ready to Scale.
- Create one measurement spine from source to qualified opportunity and revenue.

TAME > BUILD > SCALE

Do not scale a system you have not diagnosed. The sequence matters because each layer changes the economics of the next.

01 — TAME

Diagnose what is broken, disconnected or wasting money. Audit positioning, demand, conversion, CRM handoffs, response speed and attribution.

02 — BUILD

Construct missing infrastructure: positioning, brand, website, search, paid acquisition, funnels, CRM, automation and tracking.

03 — SCALE

Optimize and compound what is proven. Reallocate budget using qualified-opportunity, pipeline and revenue evidence.

DIAGNOSTIC QUESTIONS

- What is the actual constraint: demand, conversion, follow-up or measurement?
- Where does source and campaign context disappear?
- How long does it take a high-intent lead to receive a human response?
- Which channel creates qualified opportunities — not just leads?
- Can closed revenue be tied back to source, campaign and landing page?

NINE CONNECTED LAYERS

STRATEGY

Defines the market, economics, priorities and operating plan.

BRAND

Makes the business understandable and meaningfully different.

DISCOVERY

Creates visibility through search, AI answers, media, referrals and content.

ACQUISITION

Captures demand through organic, paid and direct channels.

CONVERSION

Matches offers, CTAs, forms and proof to visitor readiness.

CRM

Preserves identity, source, context, ownership and lifecycle stage.

SALES

Qualifies, follows up, creates opportunities and records outcomes.

AUTOMATION

Handles deterministic routing, reminders, nurture and handoffs.

ATTRIBUTION

Connects source and campaign data to opportunity and revenue.

LEAD LEAKAGE

WHERE GROWTH COMMONLY BREAKS

DEMAND

Too much dependence on one channel; weak commercial intent; poor channel sequencing.

CONVERSION

Unclear offer; weak proof; mobile friction; forms that do not match buyer readiness.

HANDOFF

Source data lost at the form; slow assignment; no owner; no clear next step.

FOLLOW-UP

Response depends on memory; no SLA; weak no-show or unbooked-lead recovery.

ATTRIBUTION

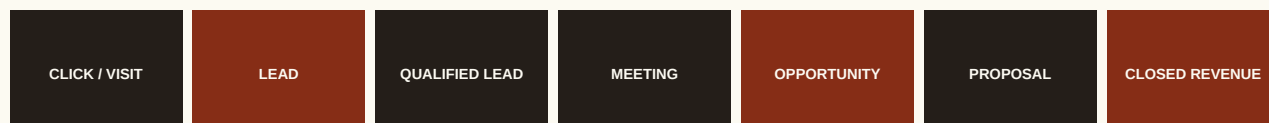
Marketing stops measuring at the lead; opportunity value and closed revenue never return to the system.

RULE

Do not fix a conversion problem with more traffic, or an attribution problem with a prettier dashboard. Diagnose the layer that is actually constraining revenue.

MEASUREMENT SPINE

TRACK THE WHOLE JOURNEY



PRESERVE THESE FIELDS WHEN AVAILABLE

- Original source and source detail
- First landing page and first referrer
- Latest source and latest landing page
- UTM source / medium / campaign / content / term
- GCLID, GBRAID, WBRAID and MSCLKID where applicable
- Lifecycle stage, qualification, meeting and opportunity value
- Proposal outcome, close reason and closed revenue

DECISION STANDARD

Optimize progressively toward qualified leads, opportunities and revenue. Raw leads are a useful event, not the end of attribution.

MAP YOUR CURRENT SYSTEM

Use the rows below in a working session. For each layer, name the current owner, primary tool, known leak and the next action.

LAYER	OWNER	TOOL	KNOWN LEAK	NEXT ACTION
STRATEGY				
BRAND				
DISCOVERY				
ACQUISITION				
CONVERSION				
CRM				
SALES				
AUTOMATION				
ATTRIBUTION				

PRIORITY SEQUENCE

CHOOSE WHAT TO FIX FIRST

A useful roadmap is not a list of everything that could be improved. It identifies the constraint that changes economics now, then sequences dependencies behind it.

1. REVENUE LEAKAGE

Where is money already being lost?

2. DEPENDENCY

What must exist before another initiative can work?

3. SPEED TO EVIDENCE

What can create reliable learning soonest?

4. SCALE READINESS

What is already proven enough to justify more investment?

90-DAY STRUCTURE

Days 0–30: establish truth. Days 31–60: fix leakage. Days 61–90: scale evidence. Every change should create a clearer view of qualified opportunity and revenue.

NEXT STEP

TAME THE WILD. BUILD THE MACHINE.

Use this Blueprint to map your system. Then use the Growth System Score to identify the weakest categories and prioritize the next build.

TAME > BUILD > SCALE

Diagnose the constraint. Build the missing infrastructure. Scale what is proven.

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RECOMMENDED NEXT ACTIONS

- Complete the Growth System Score.
- Choose the two weakest categories.
- Assign one measurable 30-day action to each.
- Preserve source-to-revenue attribution before adding spend.