

PERFORMANCE MARKETING

Prioritizes short-term, measurable results like clicks, leads, or sales, often through paid advertising campaigns

Short-term, measurable results (clicks, leads, sales)

Immediate ROI and quick wins

Data-driven, focused on optimizing campaigns for immediate performance

Primarily paid advertising (PPC, social media ads, etc.)

CPC, CPA, ROAS, conversion rates

VS

GROWTH MARKETING

Takes a broader, longer-term perspective, focusing on sustainable, customer-led growth across the entire customer journey

Long-term, sustainable growth through customer acquisition, retention, and engagement

Building a strong brand, fostering customer loyalty, and driving exponential growth

Experimentation, data analysis, and continuous optimization across the entire customer journey

Content marketing, SEO, email marketing, social media, and referral programs

Customer lifetime value (CLTV), customer retention rate, engagement metrics

FOCUS

GOAL

APPROACH

CHANNELS

METRICS



Christine Worrall | Marketing Professional

 [chrismedia](#)

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