EVERYONE WANTS TO GO VIRAL

BUT THEN WHAT?

→

COMPOUND GROWTH SYSTEM

HERE'S THE TRUTH

Everyone wants to go viral. But few know what to do next.

Enter the Compound Growth Flywheel. This is the system I created and sharpened for 10+ years to drive growth for companies such as Amazon, Twitch, Pandora, and Hard Rock.

It's made up of what I call the 4 C's of sustainable growth: **CATCH, CONVERT, CULTIVATE, CHAMPION.**

CATCH is the spark. The campaign, headline, or content that earns attention and makes someone stop scrolling. Most companies stop here. They celebrate the impression or click, but never build what comes next.

That's where the **CONVERT** comes in. The connective tissue between interest and action. The onboarding flow, the landing page, the first interaction that either feels seamless or broken. The bridge is how you "grease" the on-ramp so curiosity turns into commitment.

Then comes **CULTIVATE**. This is where lifecycle marketing does the heavy lifting to deeply develop your relationship with customers. Done right, this will keep them engaged until your product isn't just used, it's part of their daily routine.

And when you nail all three, something bigger happens. Customers don't just stay. They **CHAMPION** you. They advocate, invite, and amplify. Growth stops being a cost center and starts compounding on its own.

You don't just need the viral moment. You need the whole system.

That whole system is here.

-Field Vision Team

FIELD VISION

HOW TO USE THIS GUIDE

This guide isn't theory. It's a blueprint. A playbook. Something you can use today to turn scattered marketing efforts into a system for sustainable growth.

Here's how to get the most out of it:

1. Work Through Each Stage, One by One
The Compound Growth Flywheel has four stages: CATCH, CONVERT, CULTIVATE, CHAMPION. **Each page in this guide breaks a stage into clear steps**. Don't skip ahead. Start at the beginning and build the flywheel piece by piece.

2. Understand the Terms
Every stage includes the same building blocks. Here's what they mean:

1. **Goal** – The outcome you're aiming for in this stage. The "why" behind the work.
2. **Inputs** – What you need before you start. Data, insights, tools, or customer signals.
3. **Actions** – The concrete steps to take. Think of these as your checklist.
4. **Outputs** – What you'll have built when you complete the stage.
5. **Metrics** – How you measure success. If you can't measure it, you can't manage it.

3. Treat It Like a Checklist for *Your* Business
Print it out. Mark it up. Develop it. Each action item is written to be executed, not just understood. As you work, you will want to add steps and components that are nuanced to your business - this is good! Then, check off these steps and move to the next stage only once you've completed each one.

4. Compare Against the Real World Examples
Each stage includes a small case study from Amazon, Twitch, Pandora, or Hard Rock Bet. Use these examples as inspiration. Then, translate them into your own context.

5. Build Your Flywheel Over Time
Don't expect to finish this guide in a single sitting. Pick one stage, implement the actions, and measure your results. The flywheel compounds — the more stages you complete, the faster the system spins.

👉 This guide is your growth operating system. Use it to stop guessing, start building, and create growth that doesn't just spike, but sustains.

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CATCH

Captivate your audience! Get them to take a first action (e.g. click-through, engage, sign-up).

Goal	Earn attention and the first action (click, engage, sign-up).
Inputs	Audience insights, cultural hooks, past campaign data.
Actions	1. Identify 3 unmet audience needs. 2. Draft 5 campaign hooks (test formats: bold claim, cultural reference, "what if" curiosity). 3. Run A/B tests with at least 2 variations
Output	1–2 proven hooks that drive clicks/engagemen
Measure	CTR, CAC, engagement (e.g. likes, etc)

REAL WORLD EXAMPLE:

At Twitch, we identified that the number one time period to acquire customers was during the holiday season, as customers were getting new devices and had more free time to try out Twitch. So, we created a program called The January Drop that was filled with engaging content drops that gamers and content creators couldn't find anywhere else. Most of it was just doubling-down on programs we noticed were already performing. We asked ourselves - how could we do more of this, and better? And then a lot of ruthless, rigorous testing.

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CONVERT

Seamlessly convert interest into action.

Goal	Seamlessly move from interest → action.
Inputs	Funnel audit, customer data, message/offer alig
Actions	1. Map every step from click → sign-up. 2. Remove friction points (extra fields, irrelevant CTAs). 3. Align landing page copy with CATCH language.
Output	A simplified, high-conversion on-ramp.
Measure	Conversion rate, drop-off points reduced, time-to-sign-up.

REAL WORLD EXAMPLE:

At Amazon Music, we built a program that audited all of the funnels where customers would come into Amazon Music from off-platform surfaces, identified the low-performing ones, and then dug into the most seamless ways to fix those flows. We would start by testing a new flow with a small number of customers, measure the lift, and then scale from there.

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CULTIVATE

**Keep users engaged post-conversion.
Retention.**

Goal	Turn one-time users into loyal repeaters.
Inputs	Customer data, retention loops, high-value behaviors.
Actions	1. Identify 3 "loyalty behaviors" (e.g., account creation, 2nd purchase, referrals). 2. Create automated nudges for each (email, push, in-app). 3. Build one "surprise & delight" moment per quarter.
Output	A lifecycle sequence that drives habit.
Measure	Retention rate, frequency of use, % of customers hitting loyalty behaviors.

REAL WORLD EXAMPLE:

At Pandora, we analyzed customer behavior of our most loyal customers to understand what content and behaviors would get them to spend more time on our service, and what actions they took that were the highest value. We then built a lifecycle email series that delivered on this to new customers when they would sign-up. For each email, we analyzed the lift vs. benchmark and scaled from there. Campaigns included CTAs such as downloading the mobile app, creating a genre station, and seasonal listening.

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CHAMPION

Turn engagement into advocacy and amplification. Turn your customers into marketers.

Goal	Turn customers into advocates who multiply growth.
Inputs	Referral mechanics, shareable assets.
Actions	1. Add a referral CTA to your top 3 peak satisfaction moments (e.g. purchase, loyalty behavior, etc) 2. Build one "brag-worthy" feature or asset (e.g., annual stats, rewards). 3. Reward shares with status or value, not just discounts.
Output	Customers spreading your brand organically.
Measure	Referral rate, organic word-of-mouth mentions, community engagement.

REAL WORLD EXAMPLE:

At Hard Rock Bet, we built a referral loop directly into the customer's moment of peak excitement - winning a bet. After a win, users were given a unique referral code they could instantly share with friends. Each referral earned free bet credits, rewarding both the sharer and the new customer. This turned a private win into a public moment. Players didn't just celebrate, they invited others to join in. The result: referrals spiked, CAC dropped, and organic growth accelerated as customers became the engine of acquisition.

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