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IMAGINATION EXPLORED

G R O W T H   H A C K I N G

Growth Hacking - It's a mindset. An attitude. It's an obsessive way to solve problems, and an even more obsessive way to execute those solutions. Great growth hackers don't know everything, they challenge everything - and as a result will find solutions that turn start-ups into scale-ups.

Credits : Kirsty

An Ideal
Growth Hacking
team can looks like

**BUILDING A
GROWTH HACKING
DREAM TEAM**

[Full Stack Growth Hacker] ◄
[Team Leader]

[Designer/Developer] ◄

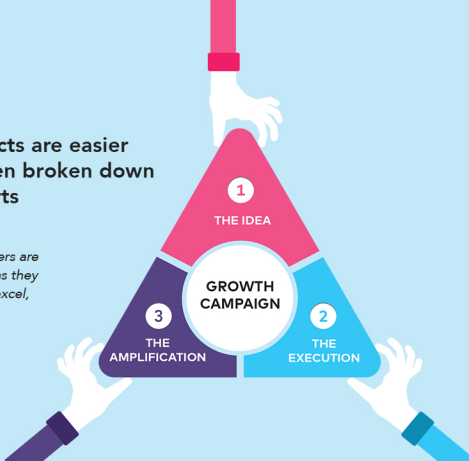[Paid Media, SEO,
Amplification Specialist] ◄

[Data, Analytics and
Optimization Specialist] ◄

[Customer Champion] ◄
[Client]

The customer champion
needs to understand not just
the brand, but also the
business objectives.

Growth projects are easier managed when broken down into three parts

The best growth hackers are full stack. Which means they understand, and can excel, in all three parts.
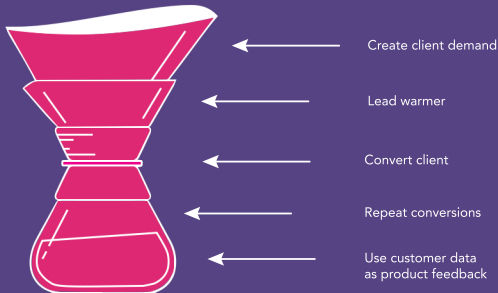

1
THE IDEA

2
THE EXECUTION

3
THE AMPLIFICATION

GROWTH CAMPAIGN

The Growth Hack Idea Process

Research - look for what your hook could be.

Conversations - talk to people, stress test your research, use feedback to build on an idea.

Associate your ideas to unrelated industries - to stress test your growth hack.

Develop an execution plan - set targets to reach every 48 hours until your idea comes to life.

Generate a separate plan to amplify your idea - it's important to separate idea execution, and amplification.

Ask yourself. How can I get maximum return on every lead?

Growth Idea Process

Basic customer funnel
to use as a starting template

Create client demand

Lead warmer

Convert client

Repeat conversions

Use customer data
as product feedback

Growth Hacking Team Sprints

01 Break projects down into two week sprints

02 Measure growth weekly - over a minimum period of 90 days

Daily Meeting

Weekly Sprints

Growth Hacking Process Start

Go Live

Beging tracking

A/B Test

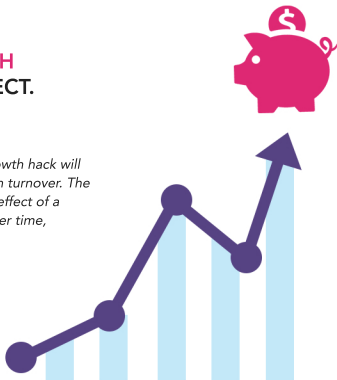Analytics Reports
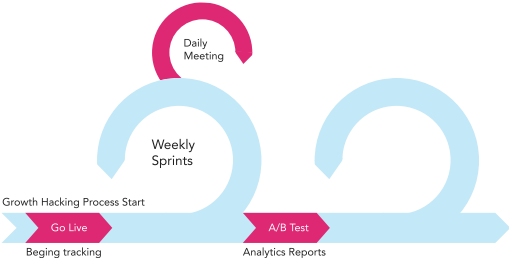
Growth Hacking Agencies win

Digital Agencies win

CUSTOMERS

AWARDS

SUSTAINABLE GROWTH IS A COMPOUND EFFECT.

People often think that one great growth hack will accelerate their business to millions in turnover. The truth is that often it's the compound effect of a few great growth hacks combined over time, with great execution.

A

B

28%

45%

CAMPAIGN ONE

CAMPAIGN TWO

A/B testing should be second nature to your Growth Hacking team. Tools like Optimizely are a great place to start.

# A Growth Hackers tech stack could be made up of software in these categories:

Content Creation	Developer Tools	Content Amplification	Analytics and Keywords	Conversation & Insight	Paid Media and Social	Campaign Management
Photoshop	Sublime Text	Outbrain	SEMRush	Intercom	Facebook Power Editor	Trello
Unsplash.com	GitHub	Webfluential	Google Analytics	Customer.io	Adwords Editor	Slack
Animoto	Wordpress	QUUU Promote	MixPanel	Segment	Hootsuite	Salesforce

Working with a Growth Agency will give you access to many of these products, on an adhoc basis. Think of growth hackers as an extension to your team. Not only can they help your business grow exponentially, but they are the best feedback loop you'll find to help you improve your company or product.

"The best growth hackers in the world are marketers who think like a designers, operate like coders, and solve problems like entrepreneurs."

Kirsty Sharman
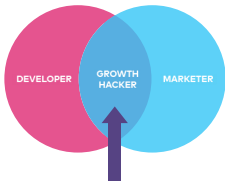
Growth hacking is not a tactic,
it's a way of thinking.

As consumers shift to a mobile way of life, and disruptive businesses are born, the interest in Growth Hacking is growing. Companies, brands, and people are always on the hunt for new ways to reach customers - Growth Hackers exist to help you find the way.

Interest over time   ● Growth hacking

100	
75	
50	
25	

Jul 22, 2012   Jan 19, 2014   Jul 19, 2015   Jan 15, 2017
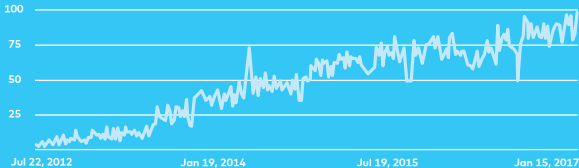
The Growth Hack Hall Of Fame

airbnb

When users were filling in the forms, they were shown an option through which they could have posted their listing on Craigslist as well. Since Craigslist is a popular website this cross posting would not only get more and more people to view the ad, but would also generate a back link to AirBNB increasing their search engine rankings.

Hotmail

In the late 1990's, Hotmail employed this hack. The emails being sent by Hotmail from any user contained a line at the end which read, PS – I love you, and contained a link back to the homepage. The people receiving the email, or at least a percentage of them, clicked the link and signed up for an email account on Hotmail.

Facebook

Facebook created badges or profile widgets and made them embeddable so that the users could take them and post them on their websites and blogs. Of course this gave Facebook more visibility and better search rankings. These widgets served billions of impressions per month, which led to hundreds of millions of clicks and consequently millions of signups

Dropbox

Referrals increased the sign ups on Dropbox by 60%! They made it easy for their current customers to share referral links and secondly they offered them an incentive. They introduced a feature where if a current customer referred somebody to them, they both will get an extra 500MB of disk space, as soon as the other person signs up.

"Growth Hacker is the new VP of Marketing"

- Andrew Chen, Uber

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