

Growth Hacking

Growth Hacking Defined

The term “growth hacker” was created by Sean Ellis in 2010. He used the phrase in a blog post seeking people to take over the rapid-growth systems he was creating for start-up companies. In sifting through resumes, he realized that the work he was doing – developing and launching programs to generate exponential growth in new companies – was not marketing as it existed to that point.

The first step in successful growth hacking is accepting that growth hacking is not marketing. Growth hacking has a mindset, processes, skills and systems of its own.

Growth hacking is all about one thing: growth, and with as little time and cost as possible.

Building an Effective Audience

Customers will not come to you just because you have developed an awesome product or service. They need to be given an opportunity they do not want to miss. Connecting with your audience is similar in many ways to traditional marketing efforts, in areas such as:

- **Lead generation:** Who to contact?
- **Preparation:** Once a decision is made regarding who to contact, preparation begins for a customized approach.
- **Needs assessment:** The relationship building begins for new prospects, or is strengthened with

Growth hacking is not marketing and it is not social media. So, what is it?

Growth hacking is a series of focused processes that connect your product or service to its target audience for rapid growth at little or no cost.



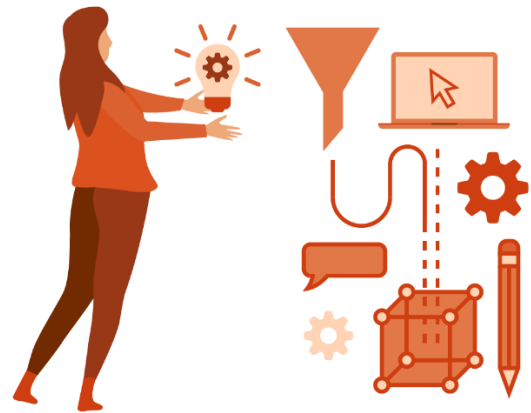
existing clients.

- **Presentation:** Leads the contact from idea to solution — step-by-step — providing information needed for them to make an informed decision
- **Closing:** This is a balance of asking for the sale, but not pressuring the contact to act.
- **Follow-up:** Whether or not the sale is made, the relationship-building continues.

Making the Match in Growth Hacking

In growth hacking, making the match begins with the idea and continues through to closing the sale, and again until the next sale or product adaptation, and so on.

In other words, matching your product or service with customers to rapidly grow your business is not a step, a phase, or a chapter. It is an integrated, ongoing process; aligned and concurrent with design, development, launch and delivery.



The Path to Growth Hacking Success

You have to convert customers' attention into action – download, share, buy, or whatever you want the interested customers to do – to achieve any benefit for your company. And to maximize that benefit, you need to not only get them to act once, but to remain a customer and do it over and over again.

Think of the path to growth hacking success in four steps:

1. **Attraction:** Create a product or service, then share the news
2. **Conversion:** Get them
3. **Retention:** Keep them
4. **Optimization:** Do it better

Learning to Experiment

Steps to developing a successful experiment include:

1. Examining current market activities. See what generates your best traffic: social media, email, website funnel, etc. and work with that.
2. Set reasonable goals, that are realistic and measurable.
3. Think of several ways to test your idea.
4. Keep the experiment running until enough data has been generated to make an analysis and decision. Depending on the data, it could take days or weeks.
5. Document your results, and share with those in your organization that can help with the next project, or to keep this one running at optimum delivery.