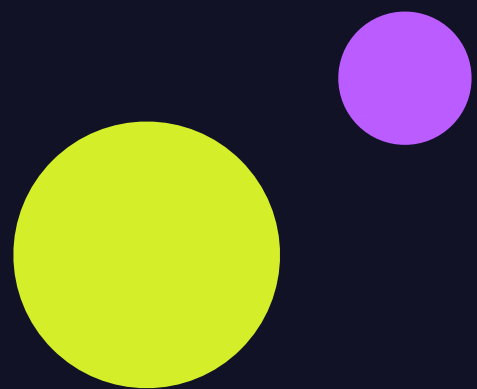




Intro to growth marketing

**The modern methodology to find new
and effective marketing tactics.**



In this presentation you will...

- Be introduced to **growth hacking** a business.
- Learn the origin of growth hacking to understand **why** to implement it.
- Receive the **framework** to **implement** growth hacking in your business.
- Get **practical** examples, cases, strategies & tools.



**To understand effective company growth
we need to understand what growing a
business means in the your economy.**



/// Why will you tell me all this?

To be effective in the field marketing we need to understand the today's market ...

- On a **macro** scale: the economy and industry as our moving landscape to grow your business.
- On a **micro** scale: the value your customers are looking for and their behaviour.



We live in a time where innovation and business growth increases exponentially by the year.

Societal trends can be followed in real-time.



What does digital transformation mean to your industry?

- **Tesla** is not from **a car manufacturer**.
- **Amazon** is not from **a publisher**.
- **Netflix** is not from **video rental company**.
- **Spotify** is not from **a broadcaster**.



The world and business exponentially operate on a digital level.

Who are the consumers of tomorrow? How do companies operate in the future?

How to consumers consume in the future?



How does this relate to marketing?

Along with the rise of innovations, new marketing tactics and strategies came about. Necessarily.

- More tools and automations.
- More data and marketing channels.
- Big awareness campaigns won't always cut it anymore.
- An agile and cost-efficient way of marketing experimentation.



This brings us to the **origin** of growth hacking.



The phrase “growth hacker” was coined by Sean Ellis in 2010.

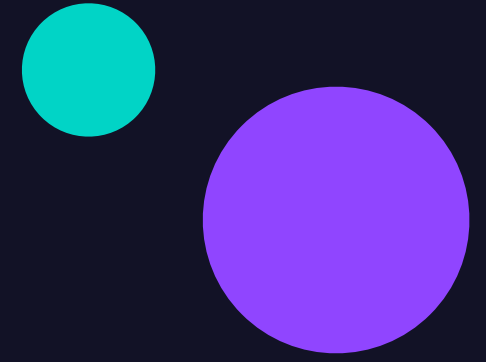
It's origin coming from innovative startups in Silicon Valley, new companies have **an absolute focus on growth**. This has given rise to new tools, best practices and methods **unknown to the traditional marketing repertoire**.



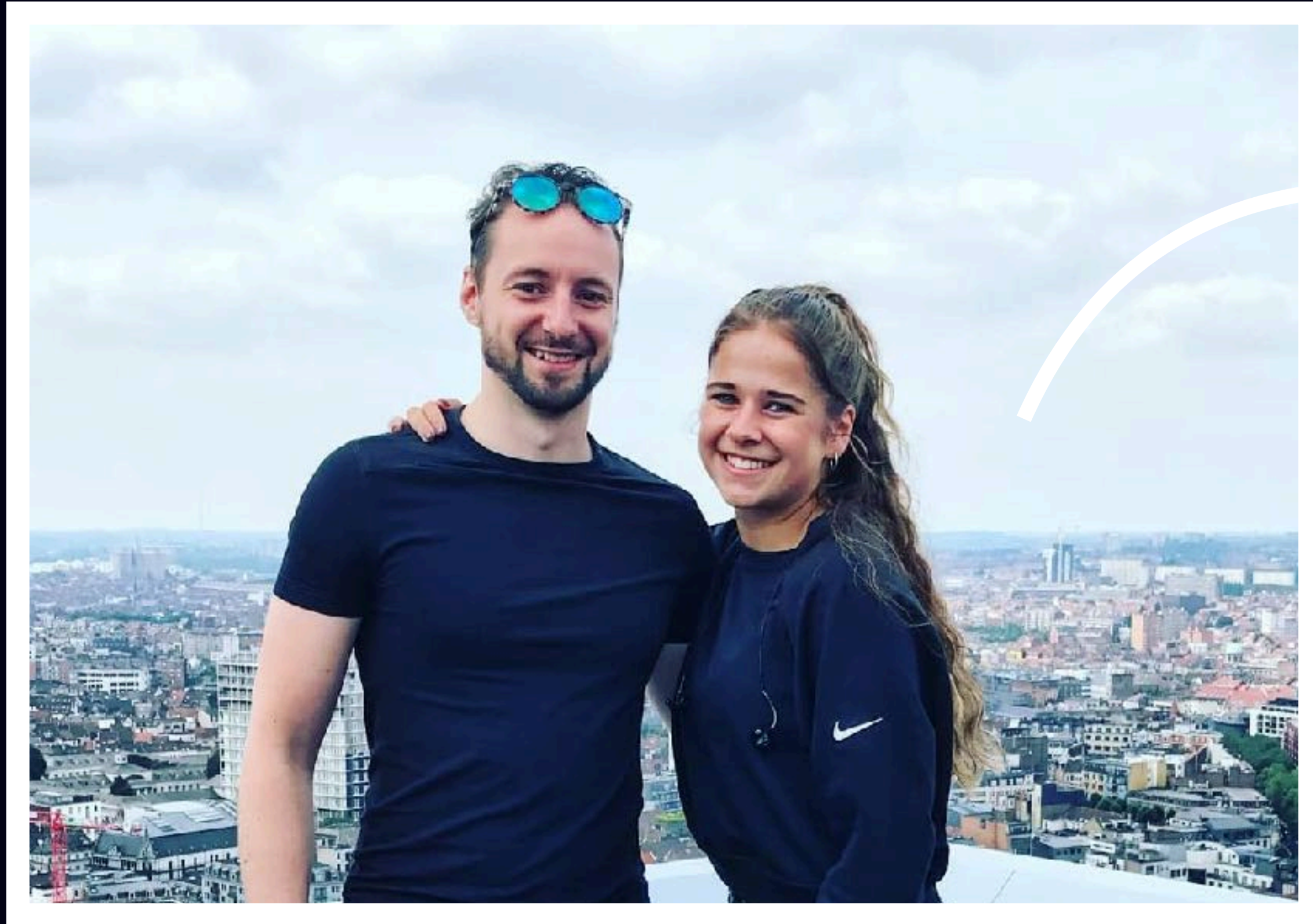
Growth Hacking now reached its potential to help business growth at any **stage of the business**, wether you are a **startup** or **corporate**.



The beginners guide to growth marketing strategy




Let me introduce myself!



True story:

I've won an exclusive meet and greet with my 'celebrity crush' through a little marketing trick.

Oh yeah, I also have work experience:

Allianz 

 Microsoft

PHILIPS

vrt


TotalEnergies

SONY MUSIC


materialise



Growth Hacking

...is a **process of rapid experimentation** across marketing channels and product development to identify the **most effective**, efficient ways to grow a business.

Growth hackers are **marketers, engineers and product managers** that specifically focus on building and engaging the user base of a business.





A growth hacker is someone who has thrown out the playbook of traditional marketing and replaced it with **only what is testable, trackable, and scalable.**

- *Ryan Holiday, author of the book Growth Hacker Marketing*



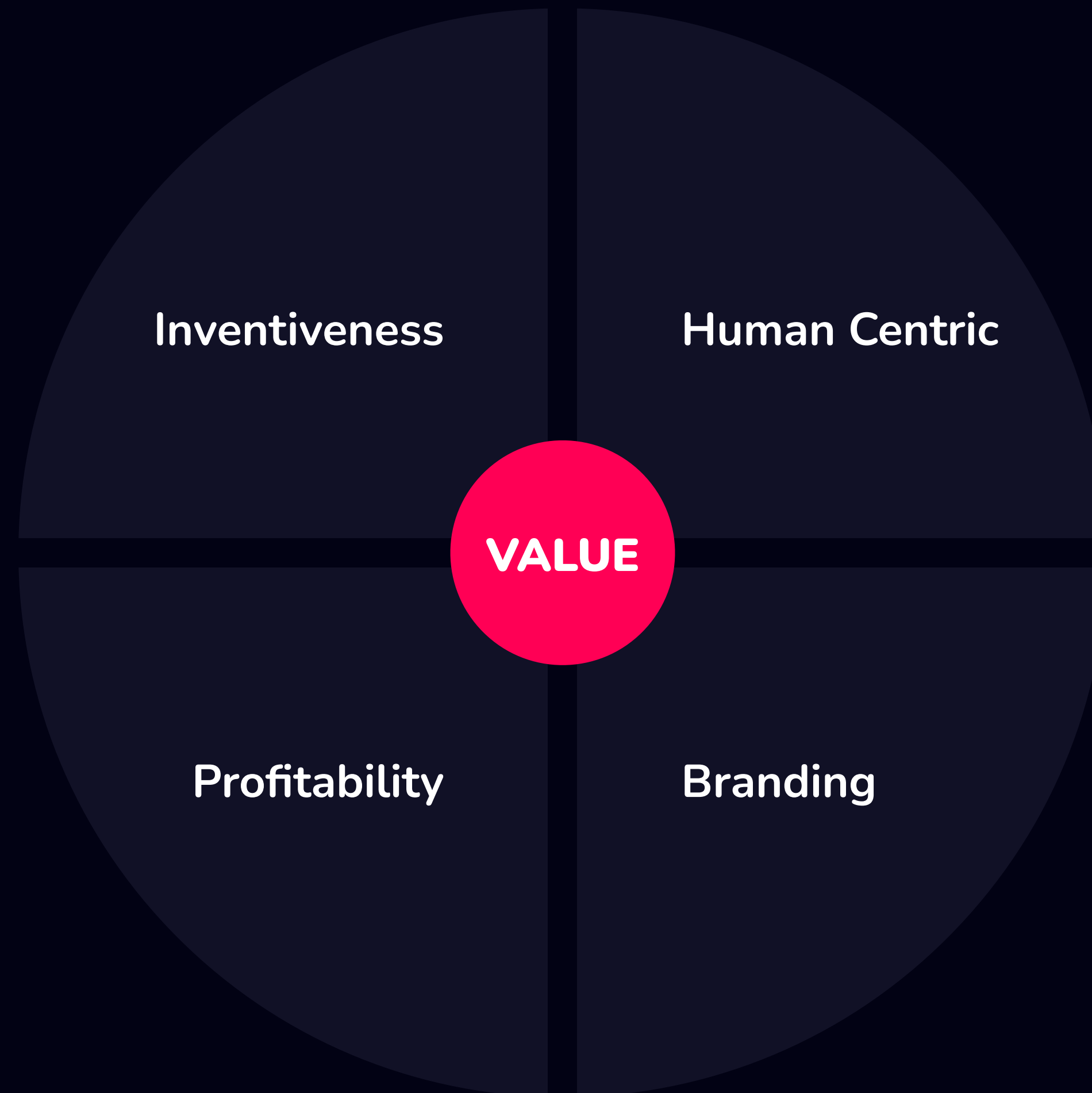
A growth hacker is the bridge between the **product and digital marketing**, looking to make improvements on all stages of the customer journey.

- *Just my take on it*



The Essence of Growth

“Your Youtube pre-roll ad is making me angry. I want value.”



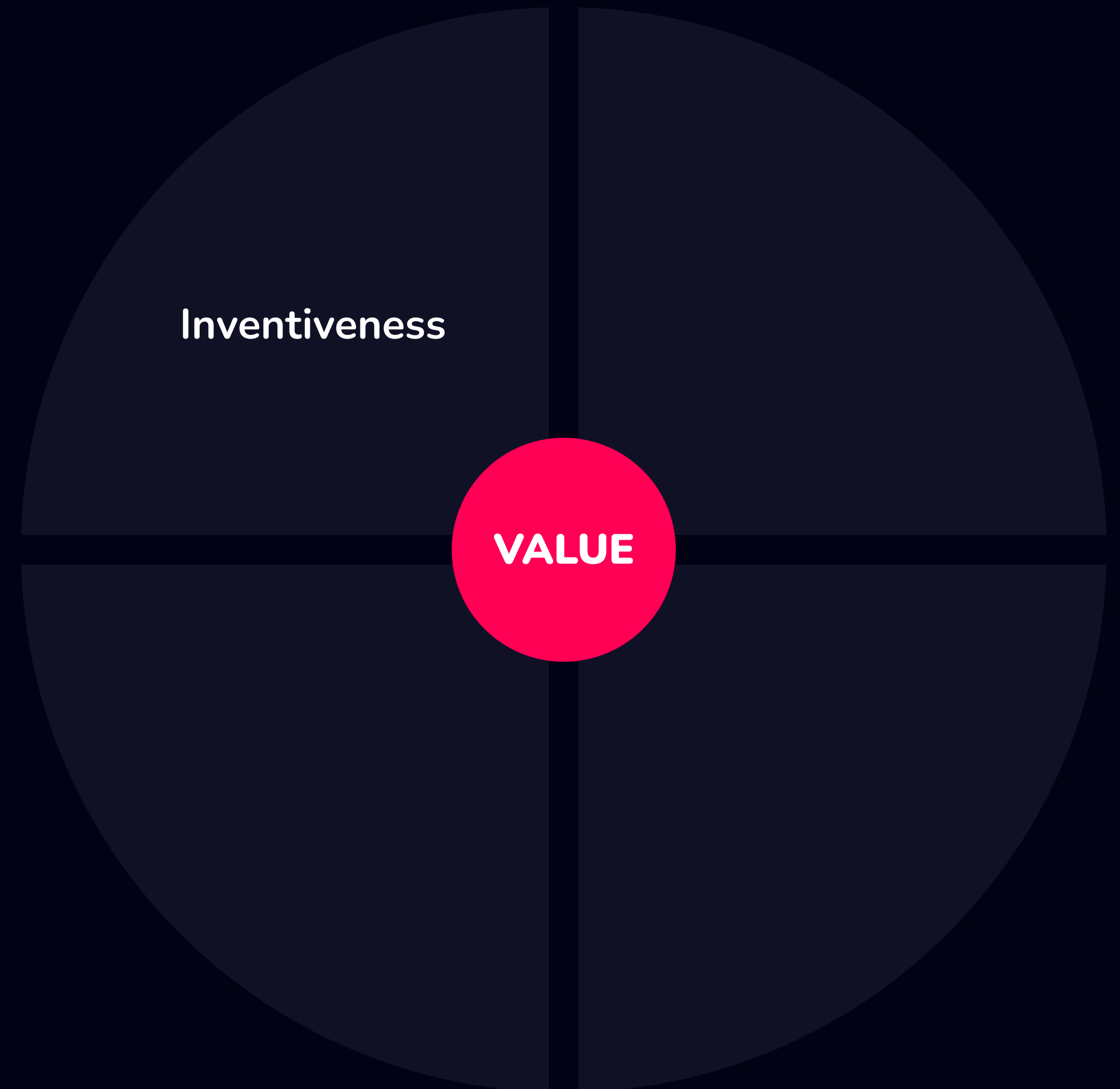
Inventiveness

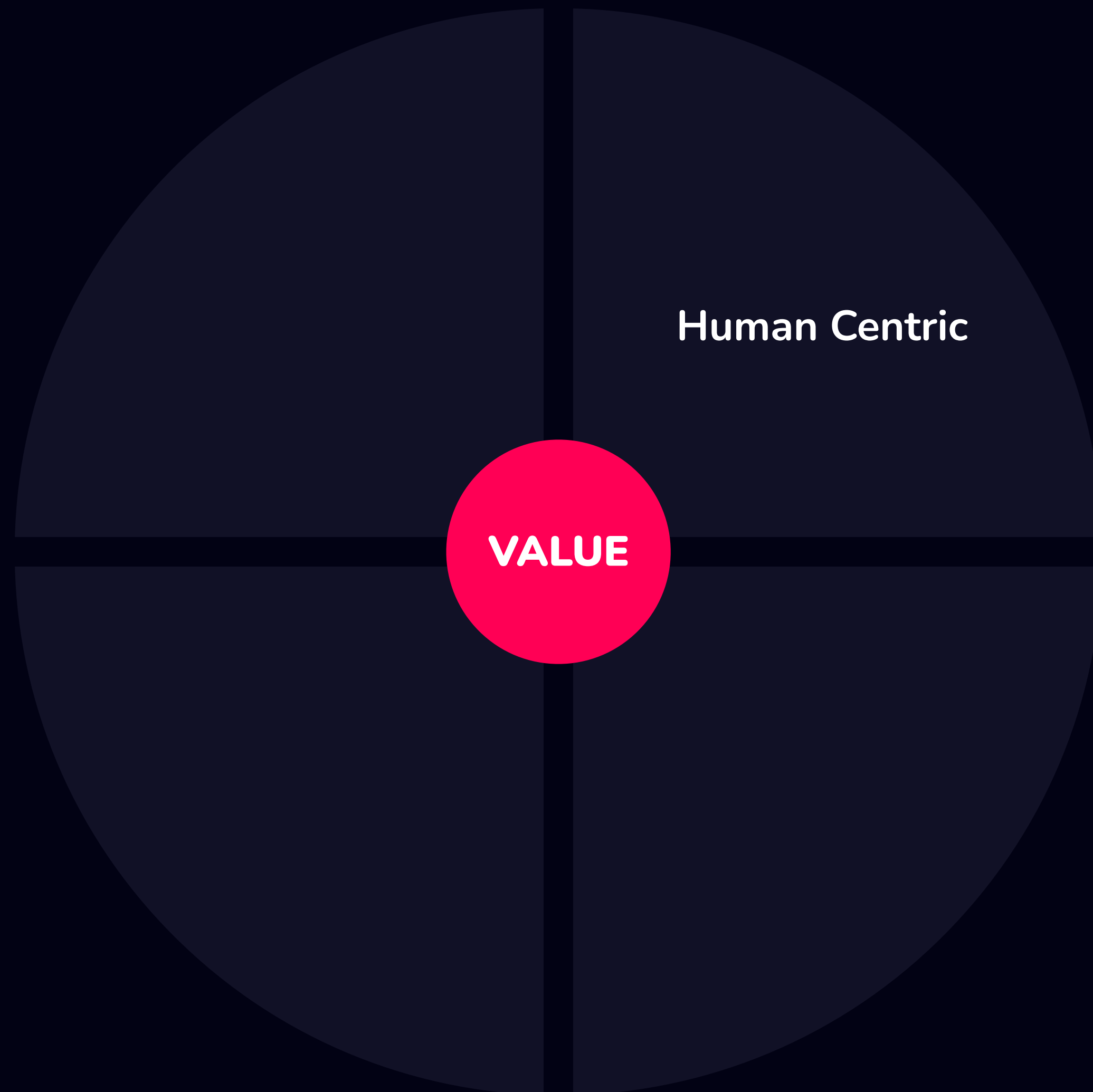
Take on a constantly changing world.

Customer Behavior Trends:
research, market innovation

Traction Channels:
find unexplored opportunities

Marketing Experiments:
side project marketing, market testing





Human Centric

The future is human and tailored to consumer needs.

Customer Experience:

onboarding, pre - and after sale

Loyalty: retention & referral strategy

Purchase-Decision Process:

funnel strategy & journey



Profitability

Optimizing your business is where most growth opportunities often lie.

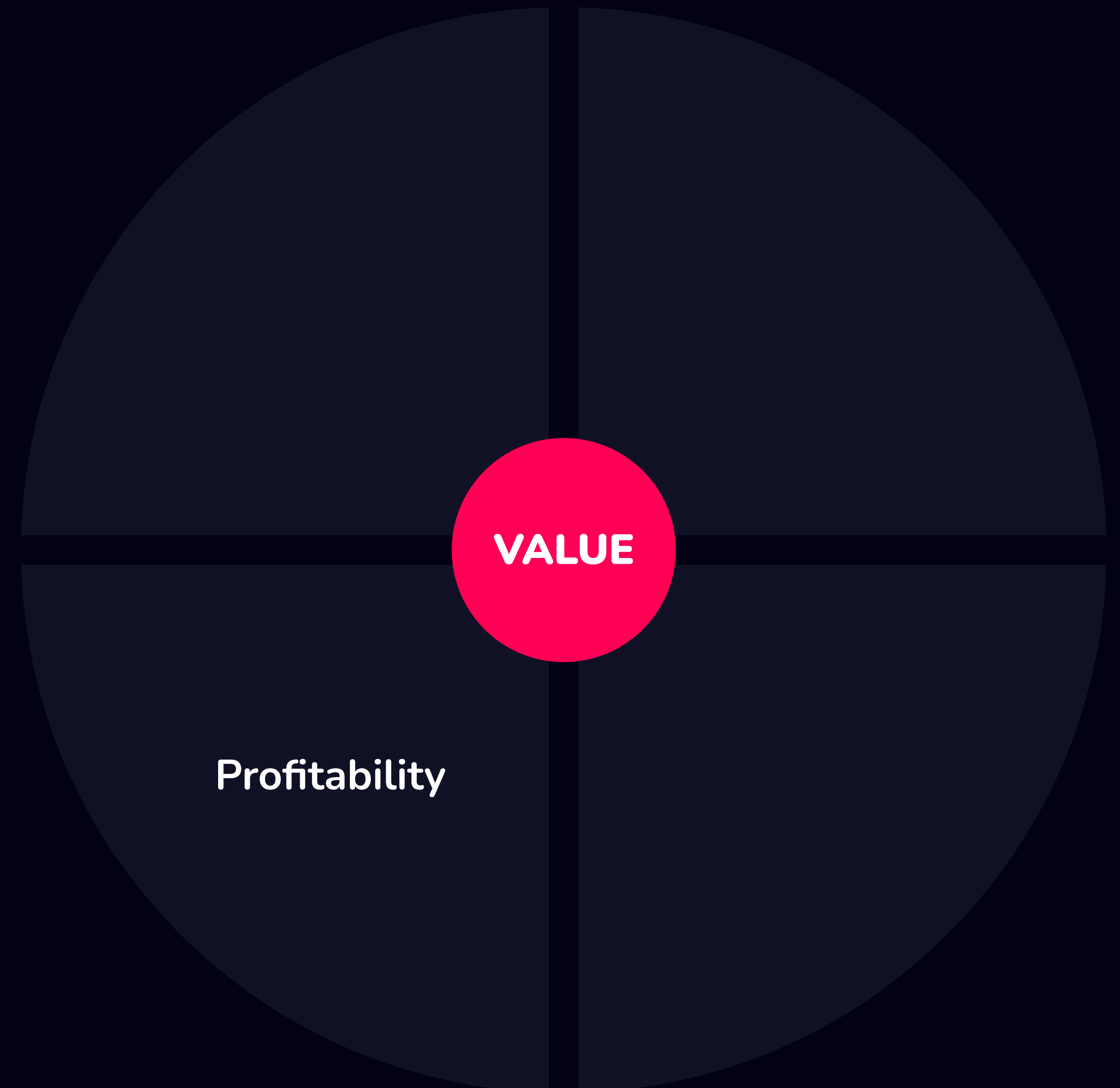
Business Strategy:

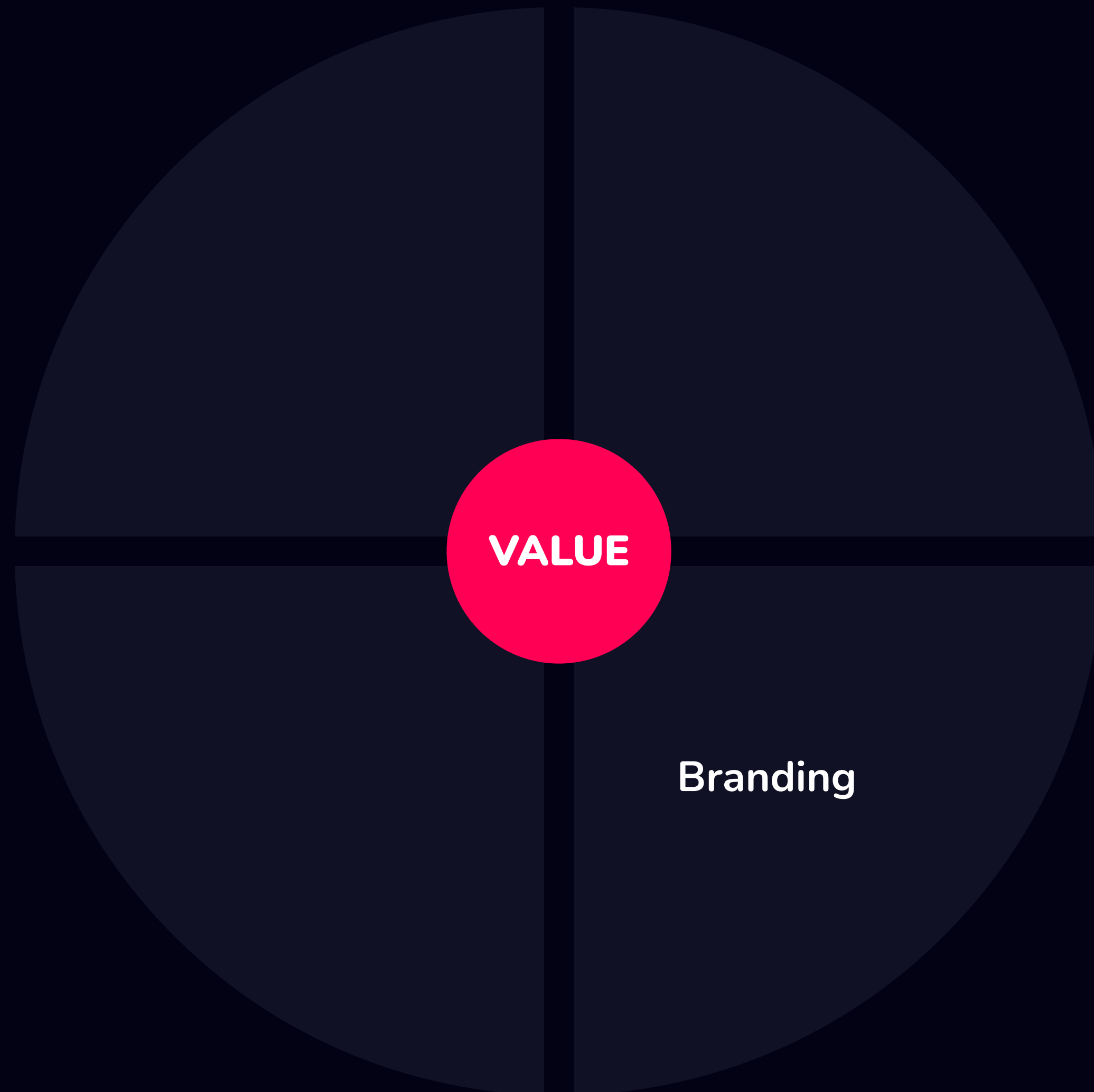
effectiveness, margins, pivots

CRO: A/B Testing, data analytics, user tests

Optimizing Costs:

tech stack & toolkit, automation





Branding

Consumers want content that is helping them forward.

Brand Positioning:

brand value, engagement, PR

Content Strategy:

inbound marketing, content modelling

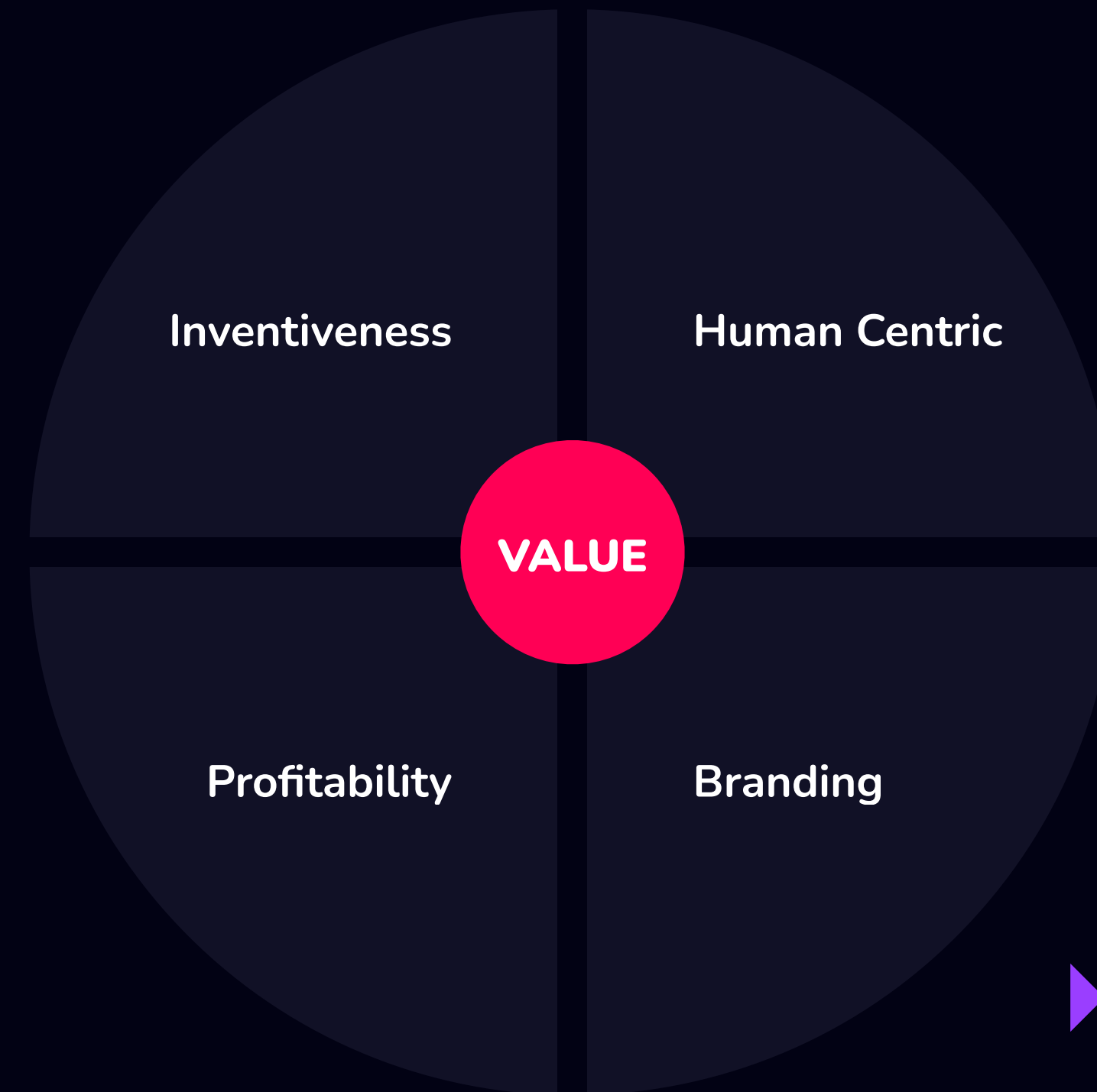
Digital Campaigns:

lead generation & brand perception



- ▶ **Customer Behavior Trends:** research, market innovation
- ▶ **Traction Channels:** find unexplored opportunities
- ▶ **Marketing Experiments:** side project marketing, market testing

- ▶ **Customer Experience:** onboarding, pre - and after sale
- ▶ **Loyalty:** retention & referral strategy
- ▶ **Purchase-Decision Process:** funnel strategy & journey



- ▶ **Business Strategy:** effectiveness, margins, pivots
- ▶ **CRO:** A/B Testing, data analytics, user tests
- ▶ **Optimizing Costs:** tech stack & toolkit, automation

- ▶ **Brand Positioning:** brand value, engagement, PR
- ▶ **Content Strategy:** inbound marketing, content modelling
- ▶ **Digital Campaigns:** lead generation & brand perception



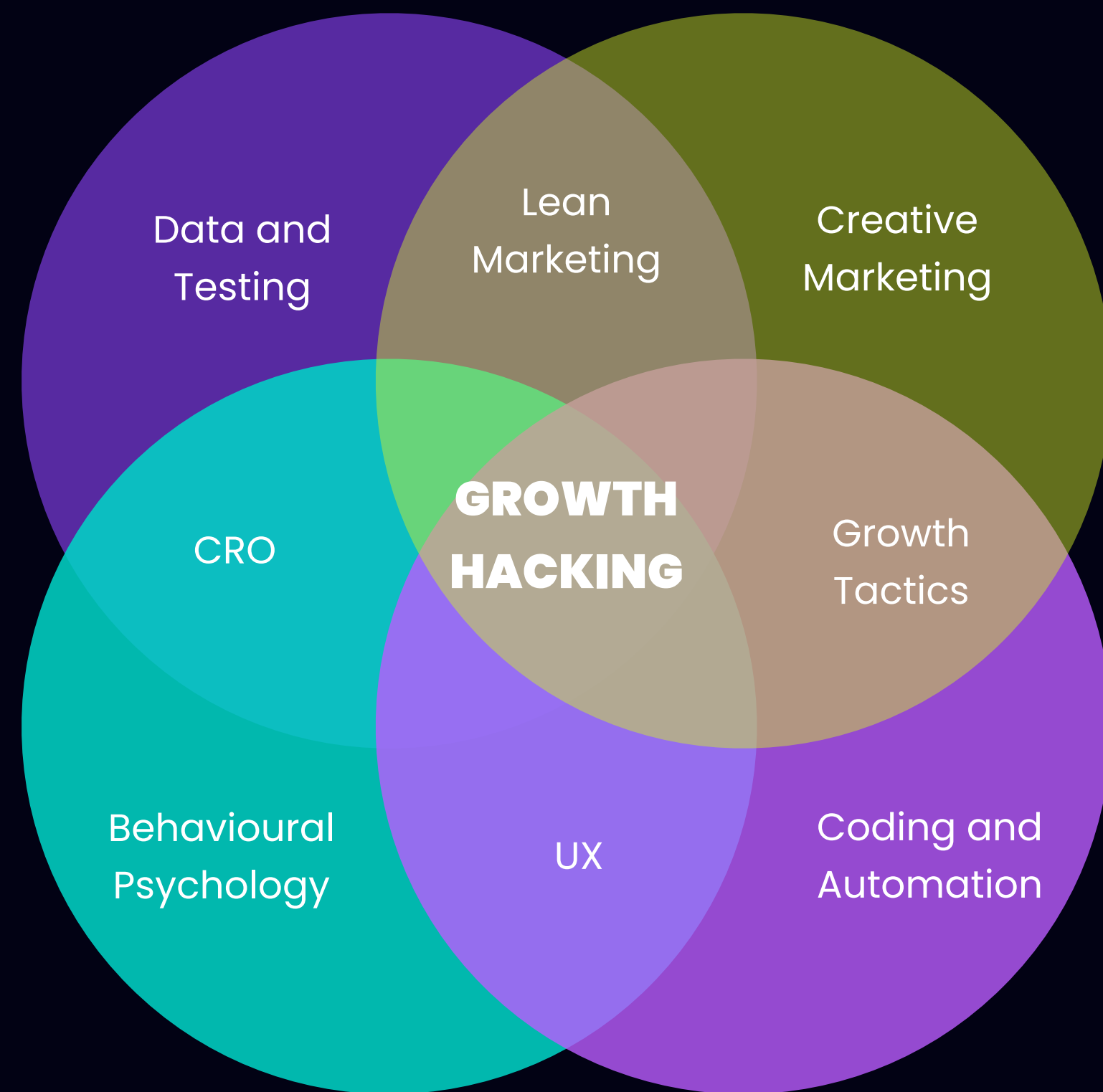
Business growth is in the details.

To prioritise an endless collection of marketing tactics with potential, a growth marketer introduces the process to make the right decisions in marketing and business based on data and marketing experiments.



The qualities of a growth hacker / growth team.

What you should look for in a hire or assigned skills of current marketers.



The Unicorn:

- Data & analytics tracking
- Digital Marketing
- Automation & engineering
- The 'Growth Mindset'

Sources:

<https://growthtribe.nl/growth-hacking-academy/growth-hacking-evening-course>



The T-shaped marketer

The ultimate all-rounder. A broad with of knowledge by a deep understanding of several expert areas.

Statistics			Programming			Product Design & UX Principles			Analytics			Behavioural Psychology			Brand positioning / Storytelling		
Conversion Rate Optimization			A/B Testing			Photoshop & Wireframing			Funnel Marketing			Copywriting			Database Querying		
Virality	PR	PR Stunts	SEO	SEM	Online Ads	Tools Marketing	Biz Dev	Email Marketing	Content Marketing	Direct Sales	Affiliate Programs	Trade Events	Events	Conferences	Platforms	Re-targeting	Artificial Virality

Sources:

<https://growthtribe.nl/growth-hacking-academy/growth-hacking-evening-course>



Bringing it all together.

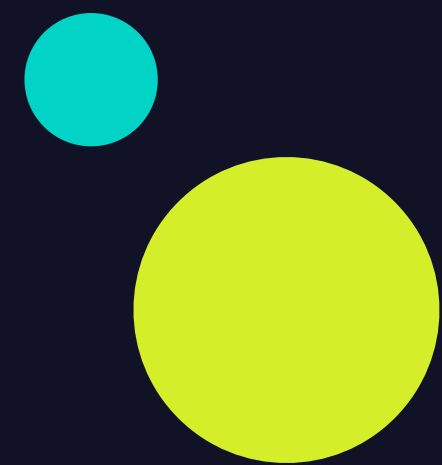
How your core growth team could look like.

- **Growth Architect:** strategic planner and project manager
- **Growth Engineer:** technical programmer for implementation
- **Growth Marketer:** creative and digital marketer
- **Growth Data Analyst:** master of metrics

Goal: Get at least one person in your company involved with growth marketing.



**So, what does the growth
marketing process look like?**



The Growth Process

- **Growth Audit:** analyze current marketing efforts & look at the data.
- **Growth Brainstorm:** cross-function ideation & research.
- **Growth Backlog & growth sprints** or a growth plan.
- **Metric & performance implementation** and analysis.
- **Optimize for Growth:** a continuous cycle of improvement



Growth Audit

Analyzing the current state of your business and marketing strategy.

- Your business goals.
- Your current marketing tactics, strategy and tools.
- How your team runs marketing & product.
- Metrics & data you are measuring now.
- Gathering and analyzing customer feedback.



Growth Brainstorm or Workshop

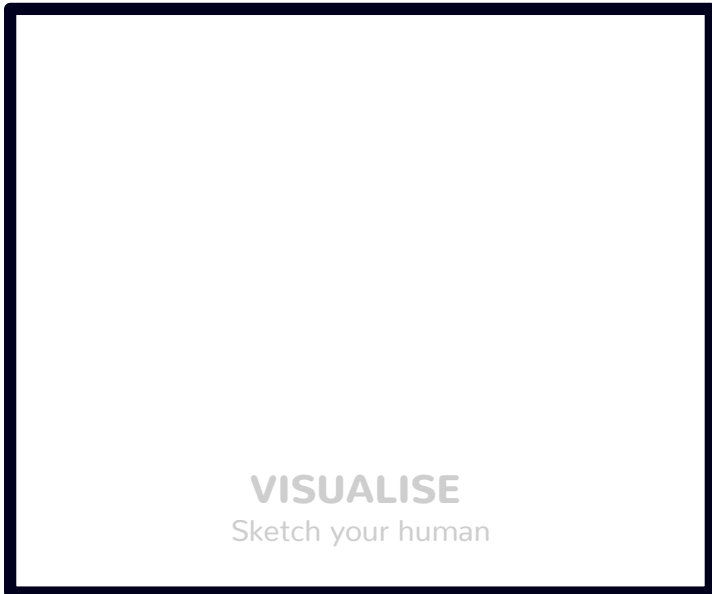
Setting clear goals will help to steer the outcome.

- **Growth status:** outcome of the growth audit as a starting point.
- **The customer journey** through the pirate funnel.
- **Growth barriers:** brainstorm exercise to map actions.
- Designing measurable **experiments**.
- **Map experiments** over importance and time.



Persona Canvas

Capture and visualize customers of your target audience.

NAME:	PROFESSION:	
AGE:	LIVES:	
MARITAL STATUS:	CHILDREN:	
<hr/>		
BACKGROUND STORY Get to know your business persona better by providing a factual background story.		
<hr/>		
KEY THOUGHTS Regarding your business challenge, what are your persona's mayor thoughts on the subject?		
<hr/>		
GOALS & NEEDS What is important to your persona and what are they trying to do?		
<hr/>		
PROCESS What are they doing to meet their goals and needs, and what are the barriers they face?		
<hr/>		
OPPORTUNITY During the process of reaching their goals or meeting needs, what can be improved?		
<hr/>		
MARKET SIZE How many people fit your newly found persona within the market? How does it relate to other persona's or segments?	DIGITAL BEHAVIOR: Where does your persona spend most of his/her time online? Which channels and devices?	

Make the assumption of who you will be solving problems for with your business.

More information on all canvases:
<https://tomdemoor.com/freebies>



Persona Canvas

Why it is important to define a persona.



Born in 1948

Male

Born & grew up in England

Married Twice

Has children

Wealthy

Invests in real estate

Lives in a castle







Customer Journey Canvas

Find different struggles and opportunities of your customers.

PERSONA
Summarize your persona in bullet points

USING THE CANVAS
The step by step proces of finding a proven customer journey.

- 1 Add Persona**
Summarize a realistic persona that is a member of your target group.
- 2 For each step, add a stage**
The phase of the journey or funnel your persona is operating in. Choose: Awareness, Interest, Conversion, Retention, Upsell
- 3 The 4 Customer Pillars**
Fill out the consumer context, tasks, emotions and opportunities.
- 4 Step by step**
Make sure to first complete the canvas vertically before going to the next stage. This will make you explore the consumer fully.

JOURNEY STAGES					
 CONTEXT Define the touchpoints in which the persona operates.					
 TASKS Describe the tasks your persona is trying to get done and the need they are trying to satisfy.					
 EMOTIONS Write down the persona's emotions, opinions or thoughts.					
 OPPORTUNITY Describe what you can do to improve the journey.					



Growth Barriers

Businesses face growth barriers on every step of the customer journey.

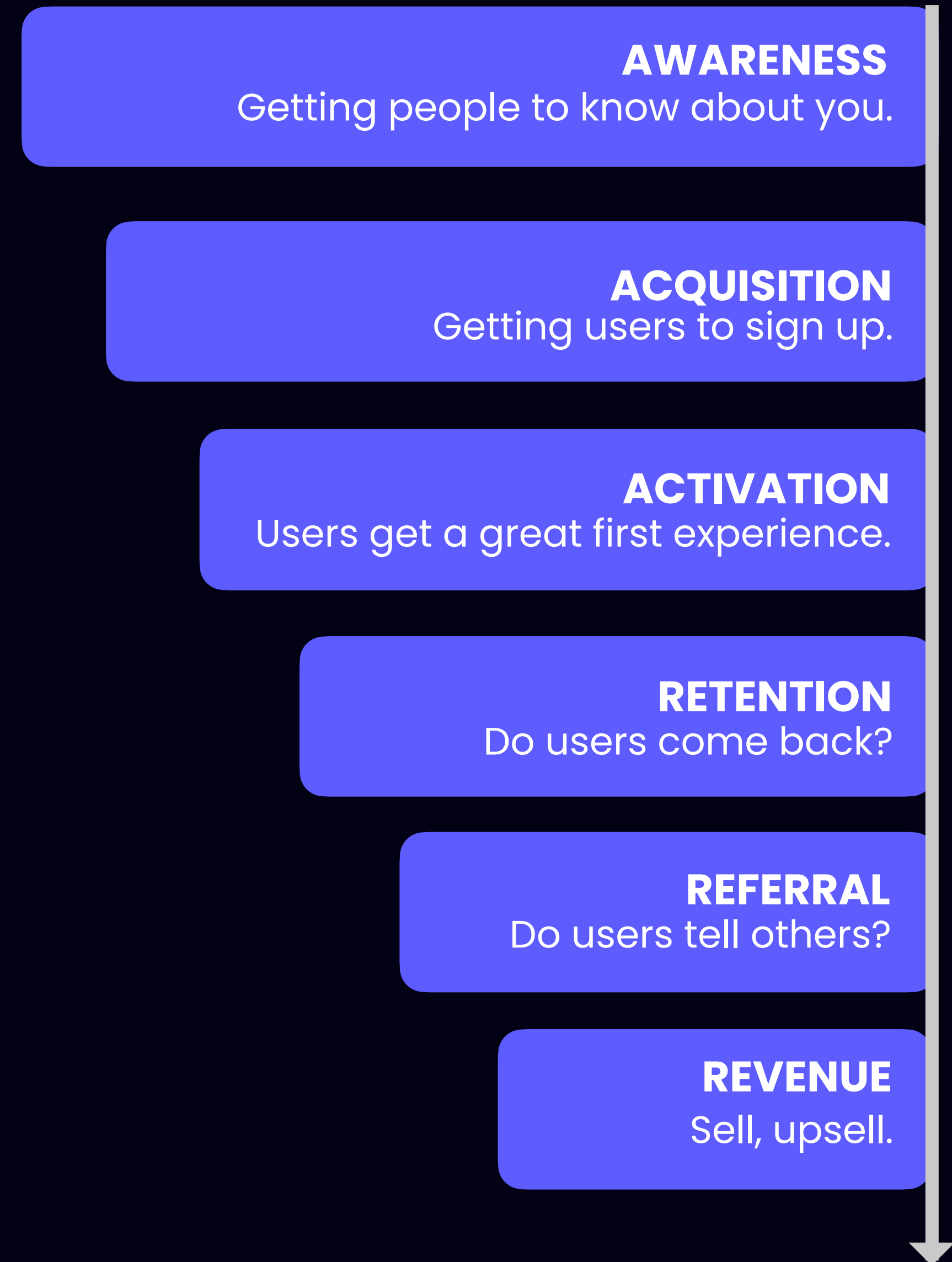


Get creative!



The Pirate Funnel

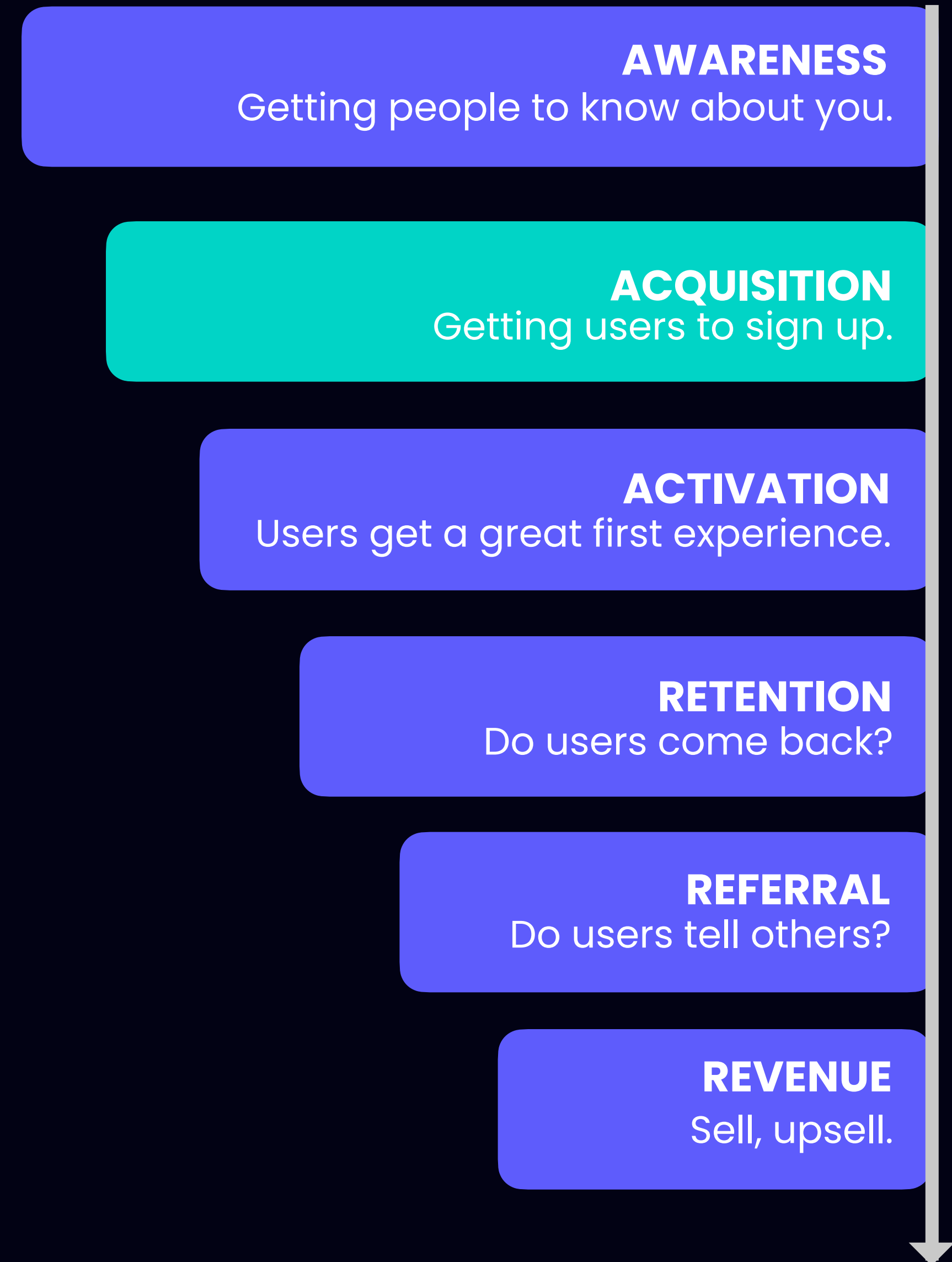
A helpful customer-lifecycle framework invented by Dave McClure that you can use to map out and optimise your marketing funnel.



The Pirate Funnel

A helpful customer-lifecycle framework invented by Dave McClure that you can use to map out and optimise your marketing funnel.

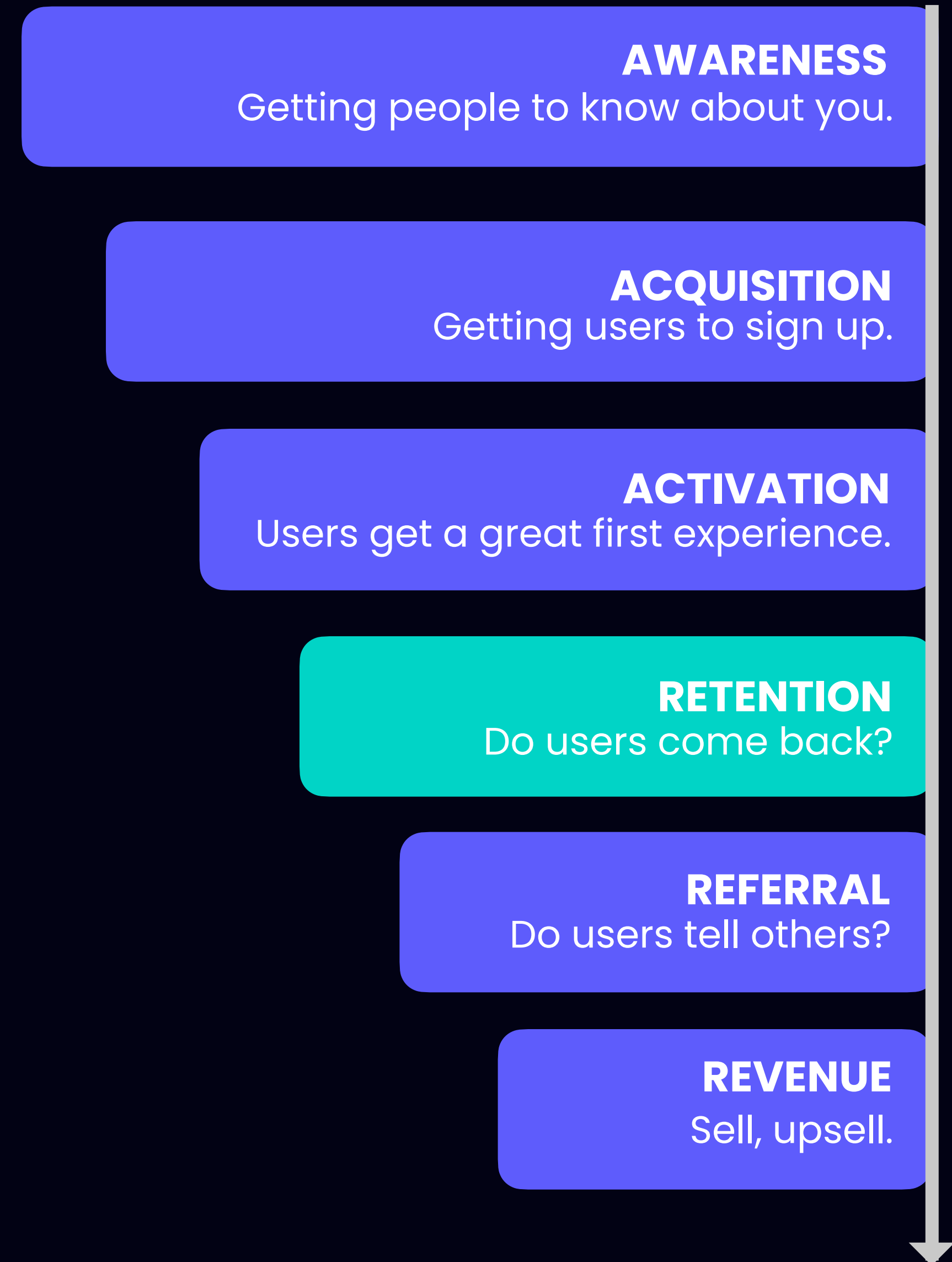
A crucial part in the funnel that will make or break a business in the **early stages** of starting a company.



The Pirate Funnel




A helpful customer-lifecycle framework invented by Dave McClure that you can use to map out and optimise your marketing funnel.

Often overlooked by the classical 'we need more customers', is **increasing** your **customer lifetime value**.



The Pirate Funnel

AWARENESS

<p>Active Started running on Jul 24, 2019</p> <p>This ad has multiple versions. ⓘ</p> <p>Deliveroo Sponsored</p> <p>Je kunt nog steeds hier bestellen, over ongeveer 30 minuten zijn we bij jou!</p>  <p>Lekker eten, goed bezorgd LEKKER ETEN, GOED BEZORGD</p> <p>Order Now</p> <p>See Ad Details</p>	<p>Active Started running on Jul 24, 2019</p> <p>This ad has multiple versions. ⓘ</p> <p>Deliveroo Sponsored</p> <p>Je kunt nog steeds hier bestellen, over ongeveer 30 minuten zijn we bij jou!</p>  <p>Lekker eten, goed bezorgd LEKKER ETEN, GOED BEZORGD</p> <p>Order Now</p> <p>See Ad Details</p>	<p>Active Started running on Jul 24, 2019</p> <p>This ad has multiple versions. ⓘ</p> <p>Deliveroo Sponsored</p> <p>Je kunt nog steeds hier bestellen, over ongeveer 30 minuten zijn we bij jou!</p>  <p>Lekker eten, goed bezorgd LEKKER ETEN, GOED BEZORGD</p> <p>Order Now</p> <p>See Ad Details</p>
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Deliveroo Antwerpen | Restaurant Bezorging | deliveroo.be
www.deliveroo.be/
Ontdek De Verborgen Juweeljes Van Antwerpen Vanaf Je Bank! 30 Minutes Delivery. Enorme Keuze Cuisines. De Beste Restaurants. Schrijf Je Nu In. Types: Pizzas, Spaghettis, Sushis, Burritos, Burgers, Dim Sums, Desserts, Sorbets.
Eilandje · Zurenborg · Zuid · Centrum



And plenty more ...



The Pirate Funnel

ACQUISITION

The screenshot shows the Deliveroo website interface. On the left, a teal sidebar contains the Deliveroo logo and a promotional message: "Your favourite restaurants and takeaways, delivered straight to your door". Below this is an address input field with a "Log in for your recent addresses." link. At the bottom of the sidebar is a circular logo with a hand holding a card and the text "5€ korting op je eerste bestelling". The main content area features a large image of a burger being held. The top navigation bar includes "Become a Rider", "Log in", and "Menu" buttons. The main header shows the Deliveroo logo, "Login", and "Menu" buttons. The breadcrumb trail is "Home / Centrum / McDonald's Groenplaats". The restaurant name "McDonald's Groenplaats" is prominently displayed, followed by "Burgers · American · Groenplaats, 17, Antwerp, 2000 · Open until 22:30" and a 4-star rating. A notification banner states: "You can now see more details of how people have rated McDonald's Groenplaats". Below this is a link for "Have a food allergy? Here's what to do". A promotional banner offers "20% off every menu item today" with a €15.00 minimum basket value. On the right, a food image shows a burger, fries, a drink, and a water bottle. Below the image, the delivery address is "Stijfselrui 34, 2000..." and the delivery time is "20 - 30 Mins (ASAP)".

deliveroo

Become a Rider Log in Menu

Your favourite restaurants and takeaways, delivered straight to your door

Enter your address

Enter your full address

Log in for your recent addresses.

5€ korting op je eerste bestelling

deliveroo

Login Menu

Home / Centrum / McDonald's Groenplaats

McDonald's Groenplaats

Burgers · American · Groenplaats, 17, Antwerp, 2000 · Open until 22:30

★★★★★ 4 (50+ ratings)

Show rating details

You can now see more details of how people have rated McDonald's Groenplaats

Have a food allergy? Here's what to do

20% off every menu item today
€15.00 minimum basket value. Can't be used with another discount or credit.

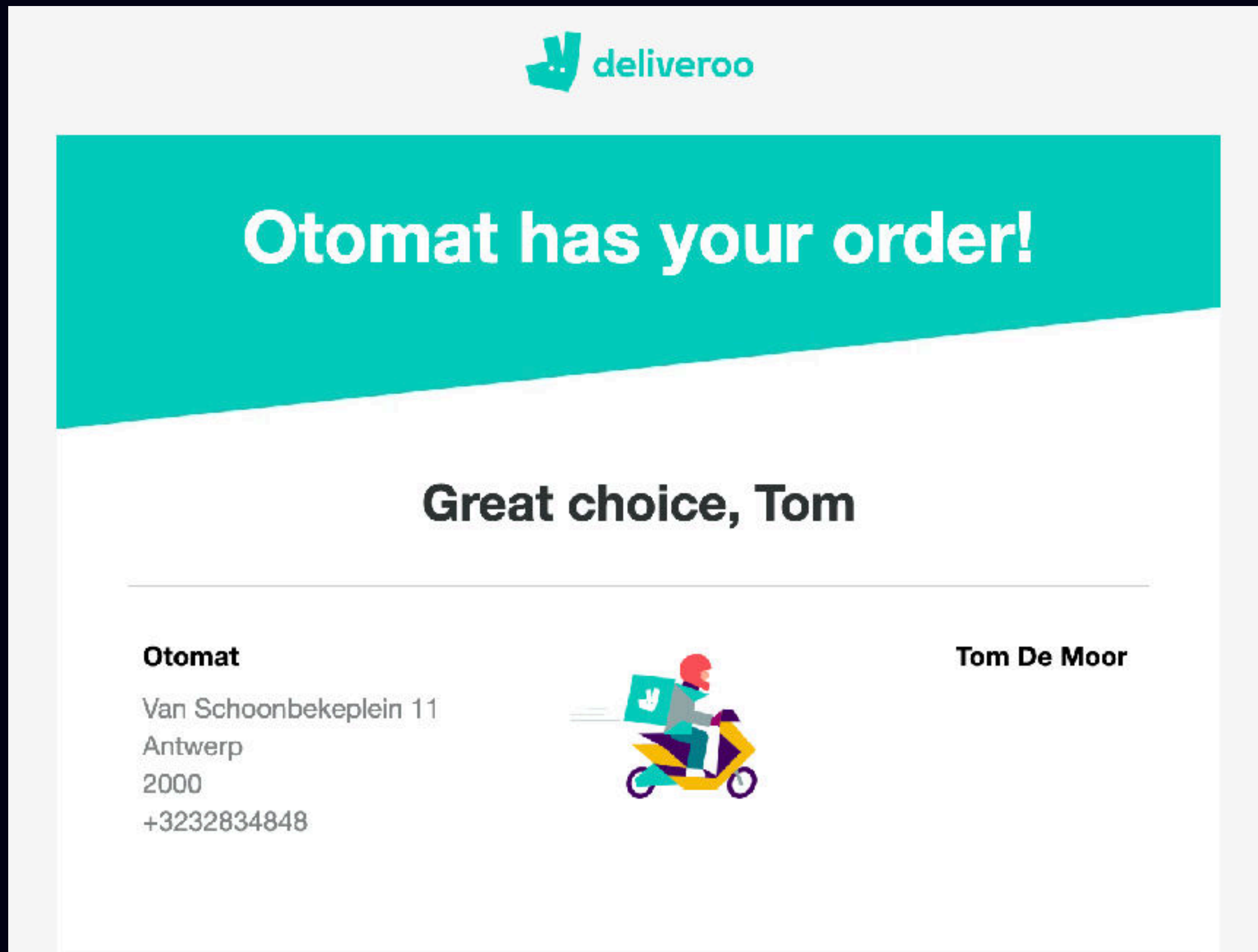
Deliver to Stijfselrui 34, 2000... Change Address

Deliver in 20 - 30 Mins (ASAP) Change Time

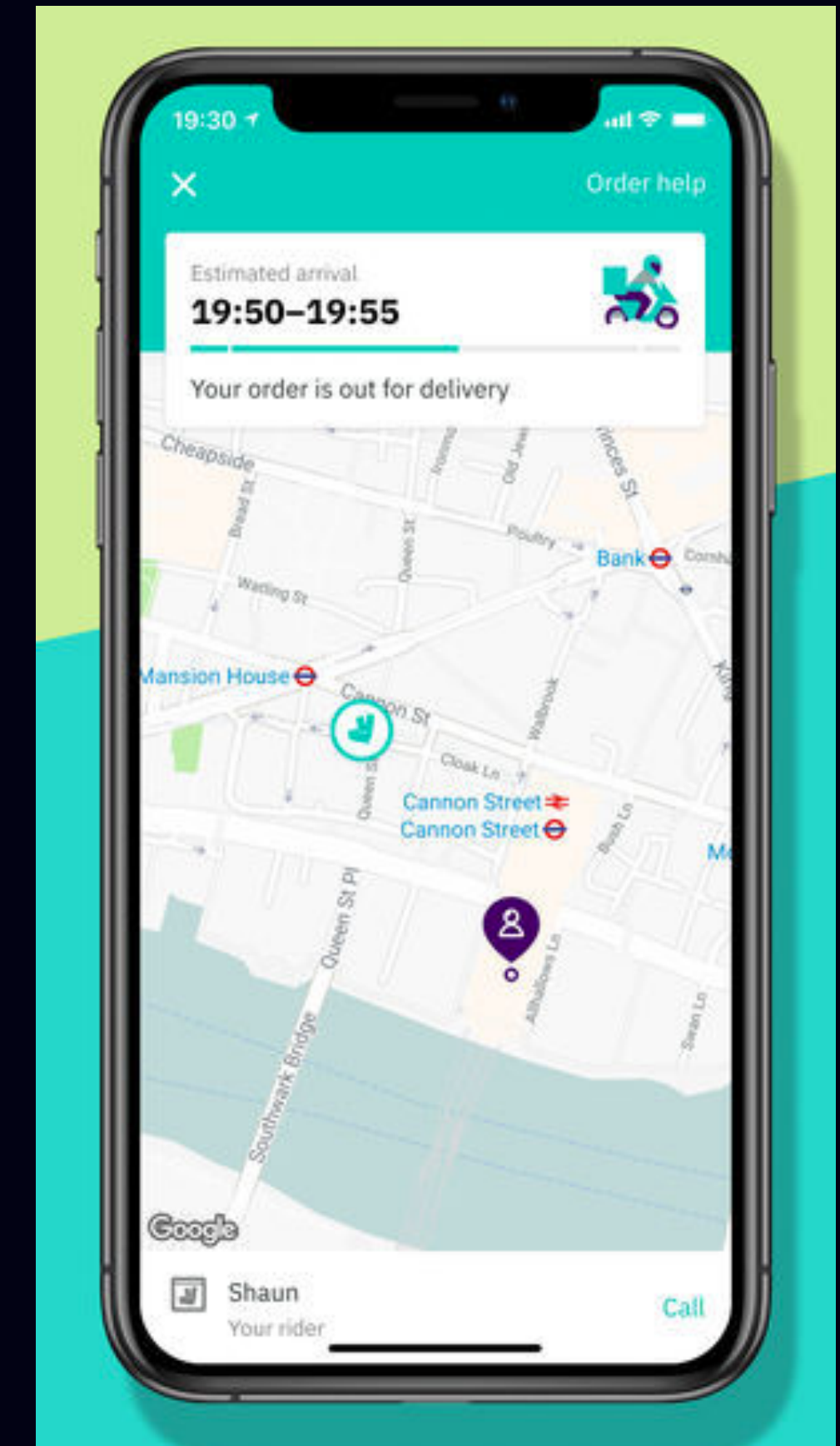
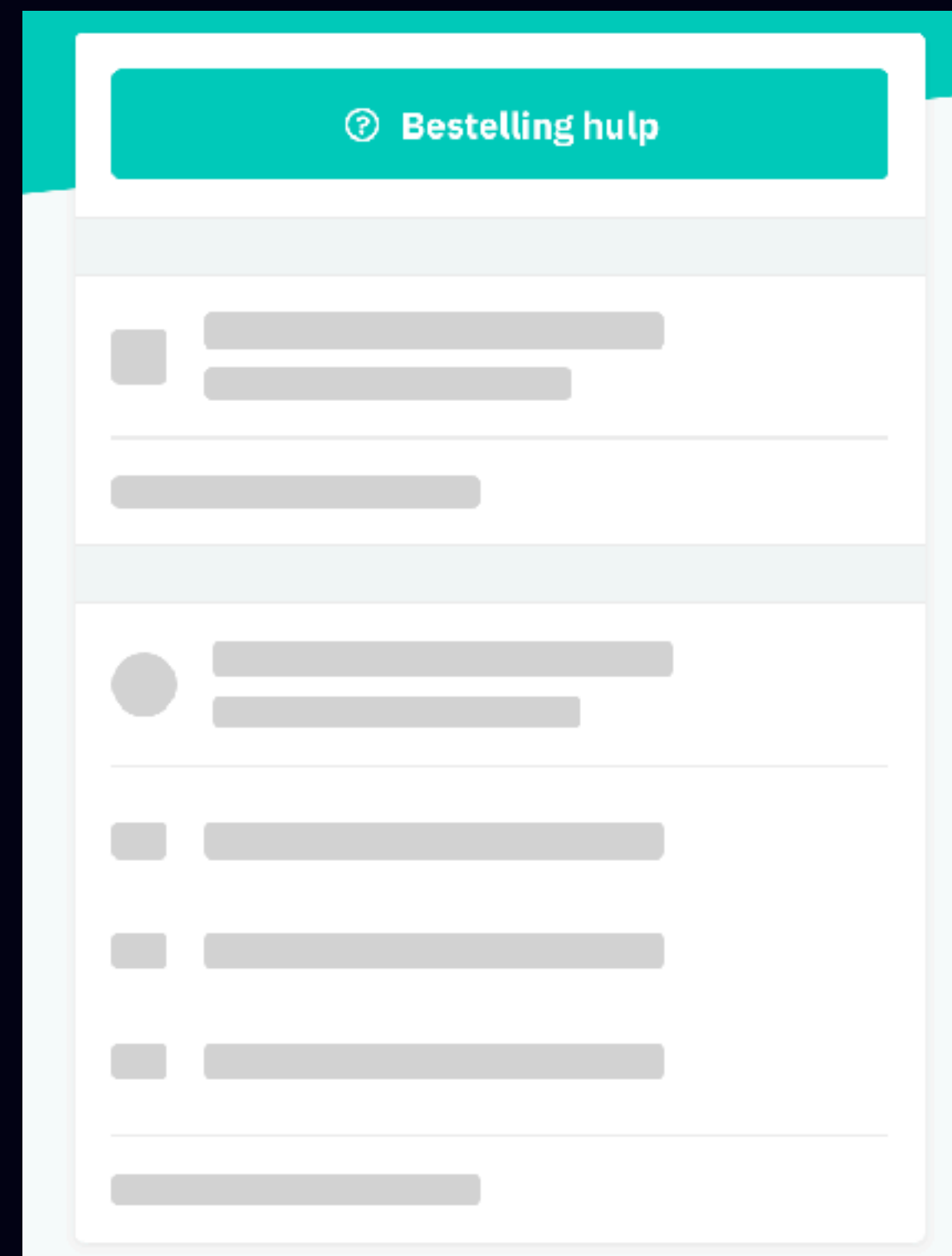


The Pirate Funnel

ACTIVATION




We're very sorry but your order may be delayed by 5-10mins today. We will do everything we can to ensure it gets to you in good time and will be in touch if anything changes.



The Pirate Funnel

RETENTION



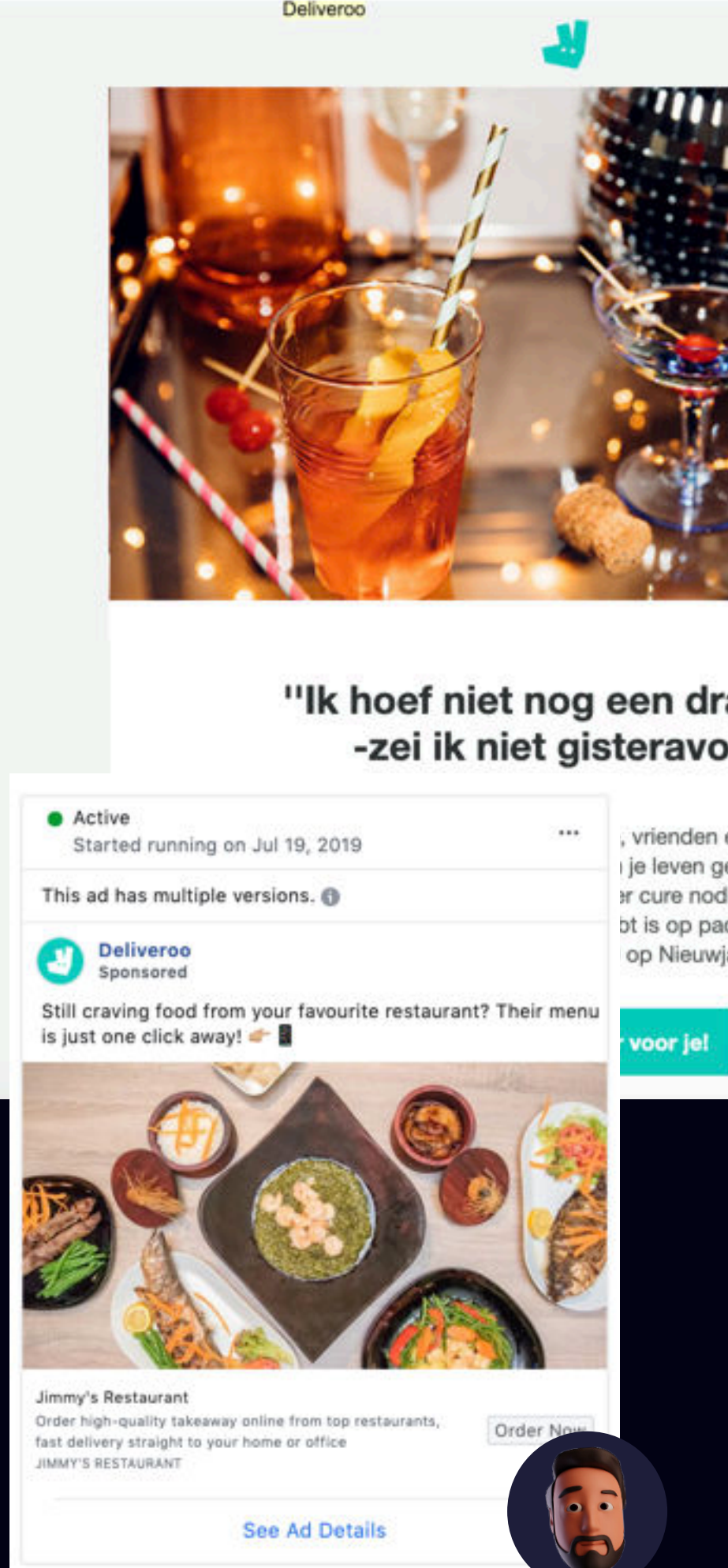
€ 4,00 korting op je volgende twee bestellingen

Plaats een bestelling voor donderdag 10 mei om je voucher te claimen, hierna sturen wij je een code voor € 4,00 korting op je volgende twee bestellingen.

[Bestel nu](#)



rond? Deliveroo is er voor je in deze zware tijden



**"Ik hoef niet nog een dra...
-zei ik niet gisteravon..."**

Active
Started running on Jul 19, 2019

This ad has multiple versions.

Deliveroo
Sponsored

Still craving food from your favourite restaurant? Their menu is just one click away!

Jimmy's Restaurant
Order high-quality takeaway online from top restaurants, fast delivery straight to your home or office

[See Ad Details](#)



The Pirate Funnel

REFERRAL



Introduce a friend to **Deliveroo**

Get 10€ off across your next 4 orders. Your friend will get 10€ off across their first 4 orders, too!

[Get 10€ off](#)

Referral bonus per stad - fiets

Kijk hieronder naar de aangepaste referral bonus met de fiets voor jouw stad. Indien je stad er niet tussen staat, is hier momenteel geen referral bonus.

De voorwaarden van de referral bonus hangen af van het vervoermiddel en de stad van de doorverwezene.

Search:

Stad	Jij ontvangt	Je vriend ontvangt	Geleverde bestellingen	Tijdslimiet
Antwerp	€75	€50	50	60
Brugge	€100	€75	50	60
Brussels	€75	€50	50	60
Charleroi	€75	€50	30	60
Ghent	€100	€75	50	60
Hasselt	€75	€50	30	60



Rosie just gave you
£2.50 worth of free
food!

A minimum spend applies to use this promotion.

[Sign Up To Claim Your Credit](#)



The Pirate Funnel

REVENUE



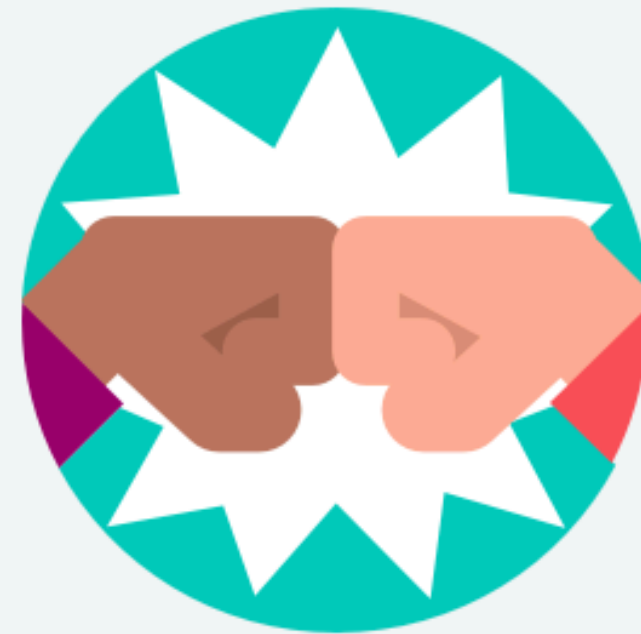
Royal Deluxe

Knapperige kipfilet, gesmolten kaas, krokante repen spek, verse salade, gebakken uien, de typische CBO-saus, drank en frietjes

Wil je daar een kleine drankje bij?

Coca-Cola +€2.05

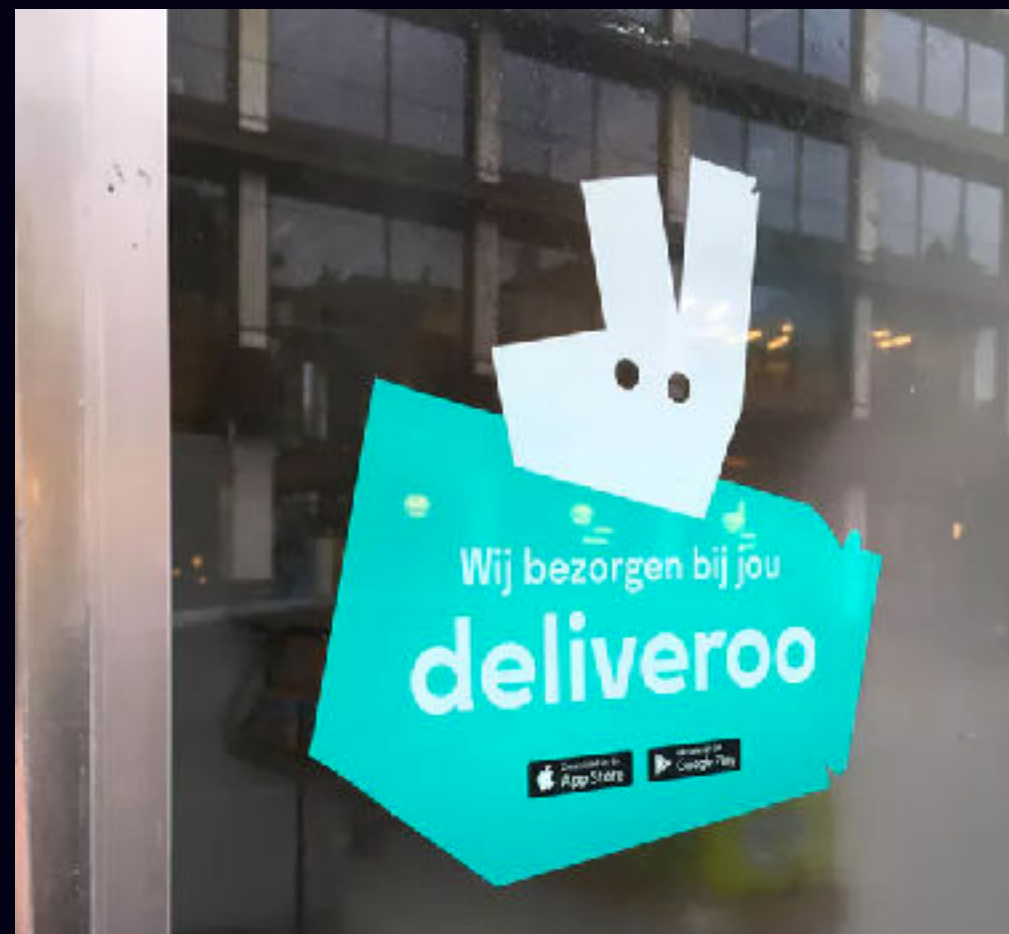
Coca-Cola Light +€2.05



Introduce a friend to **Deliveroo**









Get 10€ off across your next 4 orders. Your friend will get 10€ off across their first 4 orders, too!

Get 10€ off



Growth Canvas Brainstorm

Businesses face growth barriers on every step of the customer journey.

Persona's Summarize the target audience you want to target. 		North Star Metric & KPI's Break Down the most important metric for your business, and supportive KPI's. 		Value Proposition Describe the value you bring to customers. 	
Awareness How do users find you? 	Activation How will you convert users? 	Retention Why would users come back? 	Referral How can people refer to their peers? 	Revenue How will you get paying customers? 	



Traction channels

A list of marketing channels to experiment with.

- Search Engine Marketing
- Search Engine Optimisation
- Offline Ads
- Unconventional PR
- Content Marketing
- Viral Marketing
- Engineering as Marketing
- Affiliate Programs
- Trade Shows
- Existing Platforms
- Community Building
- Target Market Blogs
- Business Development
- Speaking Engagements
- Offline Events
- Sales
- Social and Display Ads
- Public Relations
- Email Marketing

Sources:

Book: Traction by Gabriel Weinberg and Justin Mares



Prioritise channels with the BRAS Framework

Brainstorm and identify which customer acquisition channels to test

BLINK

Rank your guy
feeling.

Score 1-5



RELEVANCE

Rank the product/
channel fit

Score 1-5



AVAILABILITY

Rank the easy/cost

Score 1-5



SCALABLE

Rank by possibility
to scale channel

Score 1-5

Sources:

<https://growthtribe.io/blog/brass-framework/>



Prioritise ideas with the ICE Framework

A combined evaluation score of experiments.

IMPACT

What will the impact be implementing this experiment on validating the solution?

Score 1-10

CONFIDENCE

How confident are you this will work as expected?

Score 1-10

EASE

How easy do you think it will be to implement this experiment?

Score 1-10



Growth Backlog

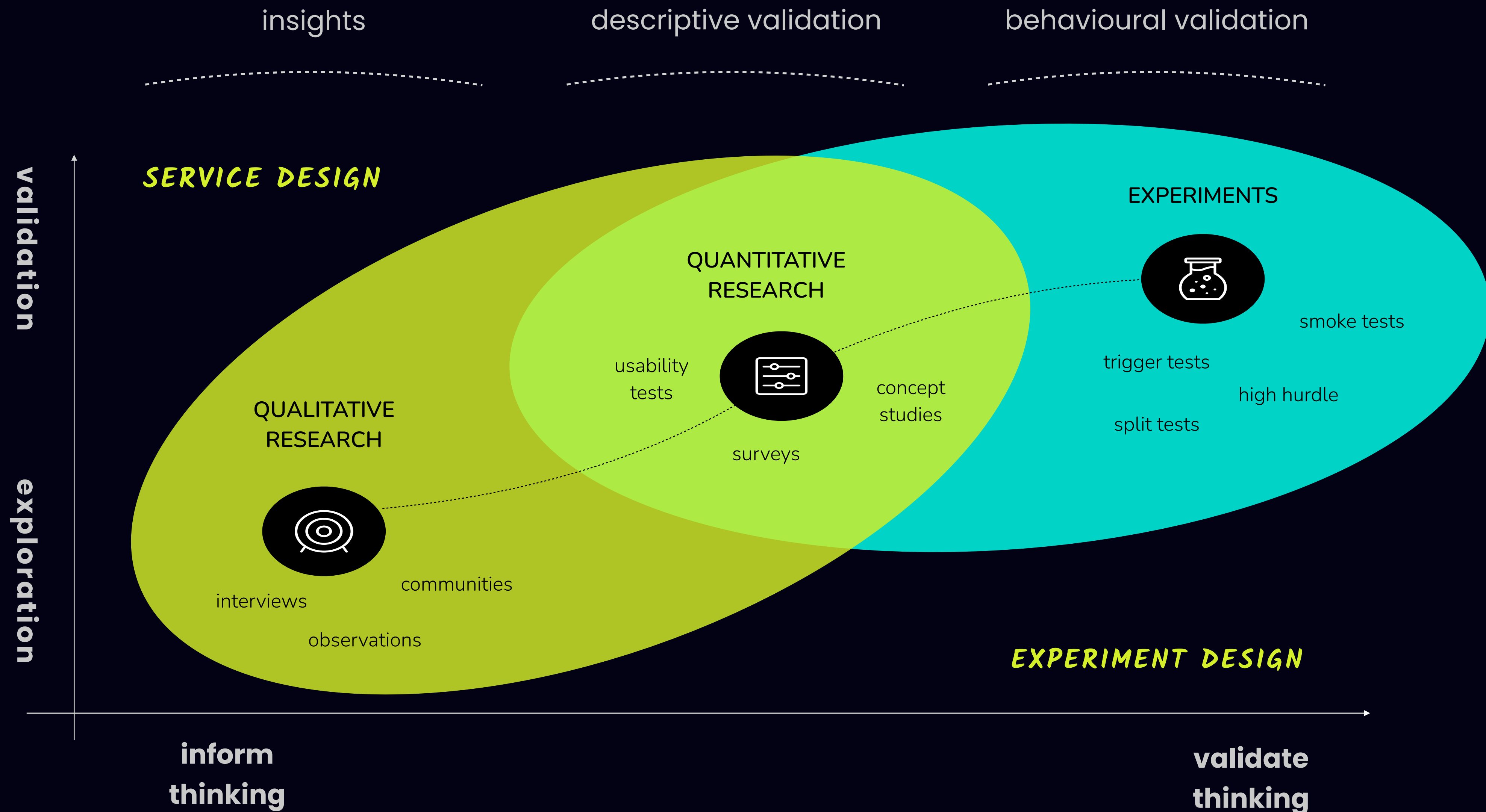
Your action list with set goal, ICE priority score, resources and owners.

TARGET AUDIENCE												
	17 tot 18 jarige middelbare studenten											
	18 tot 24 jarige volwassen studenten											
	3de jaars studenten op zoek naar master opleiding											
	Ouders van 17 tot 24 jarige studenten											
NR	Marketing Stage	Goal	Sub Action Description	Impact (what impact will implementing this have on growth?)	Confidence (How confident are you this will work as expected)	Ease (How easy do you think it will be to implement?)	ICE Score (out of 10)	Priority Score	Traction Channel	Resources needed	Who	Status
1	Consideration	Een hogere conversie op brochure downloads	Facebook Lead Ad die in ruil voor het email adres een algemene brochure opstuurt. Eventueel per richting. Door binnen Facebook te blijven, zal de conversie aanzienlijk hoger liggen en je krijgt in ruil het email adres.	7	8	9	8,0	2	Facebook Ads	UHasselt's mailing tool of tools zoals Zapier voor marketing automation		TO BE DISCUSSED
2	Awareness	Een hogere engagement op de social posts	Wedstrijden heeft aanzienlijk meer invloed op de engagement rate. In het geval van UHasselt is er een match met het volgende type posts: automatische antwoorden posts zoals STUBRU. Voor elke reactie zien de vrienden van de student ook deze post op hun lijn. Bv https://www.facebook.com/studiobruassel/videos/265514757446761/ Snee.wb.nl effect onder de studenten.	9	8	7	8,0	2	Facebook Page	Eigen script of https://automator.social/		TO BE DISCUSSED
3	Conversion	Een hogere conversie op landingspagina's	Optimalisatie van de landingspagina's. De AdWords performen goed, maar de conversie op de pagina's liggen veel te laag. (Tussen maximum 0.1% tot 0.4% conversion rate van het aantal kliks op de ads) Probleem: - Veel afleiding op elke pagina. Veel mogelijkheden tot clicks, geen duidelijke CTA. - Te veel tussenstappen: Ad -> pagina infodag -> keuze richting -> keuze sessie -> zeer lange form. - Studenten komen vaak hier later op terug na studies te vergelijken. We moeten ze meteen overtuigen. Oplossing: - Form veel korter maken. Elke pagina vertelt je doelpubliek. - Duidelijke CTA - Makkelijk inschrijvingsproces	9	8	6	7,6	1	UHasselt Website	Unieke landingspagina of aanpassingen flow		TO BE DISCUSSED
4	Retention	Een hoger engagement via social media	Ludieke partnership met UHasseltConfessions Een community over de UHasselt? Ideaal voor het verspreiden van een bericht. https://www.facebook.com/UHasseltConfessions/?ref=br_rs	6	7	9	7,3	3	Facebook Group	Contactpersoon UHasselt confessions		TO BE DISCUSSED
5	Awareness	Een hogere, relevante trafik op de UHasselt website	Best performinge advertenties uit de A/B testen laten rennen om bovenstaande boodschapper te verspreken. We hebben nu de learnings.	7	7	8	7,3	2	Facebook Ads			TO BE DISCUSSED
6	Conversion	Retargeting campagne per studiepagina bezocht	Op de aangegeven succesvolle timing doorheen het jaar een slimme retargeting campagne. Zo post mogelijk personalisoren naar de student: interesses, video, studierichting, ...	6	7	7	6,3	2	Display Ads / Facebook Ads			TO BE DISCUSSED
7	Awareness	Een hogere, relevante trafik op de UHasselt website	Het inzetten van video maakt de universiteit van vandaag modern. ADHV video kunnen we een Facebook Funnel campagne maken. - Stap 1: Video voor awareness. Het instappunt van de funnel - Stap 2: retargeting van actiegerichte advertenties op studenten die meer dan 10" van de video gezien hebben.	7	6	6	6,3	3	Facebook Ads	Plan van actie. Video die algemeen aanspreekt en verderzetting win de ads.		TO BE DISCUSSED
8	Awareness	Een hoger engagement via social media	Social Media tool mention alle brand mentions tracken, alsook berichten omtrent het maken van een studiekeuze. Reageren op deze berichten. Unieke landingspagina die zich aanpast naar elke student. Wanneer we de gegevens hebben van een	5	8	7	5,6	LOW	Social Media	Mention.com Custom code of		TO BE DISCUSSED

ICE = Impact x Confidence x Ease



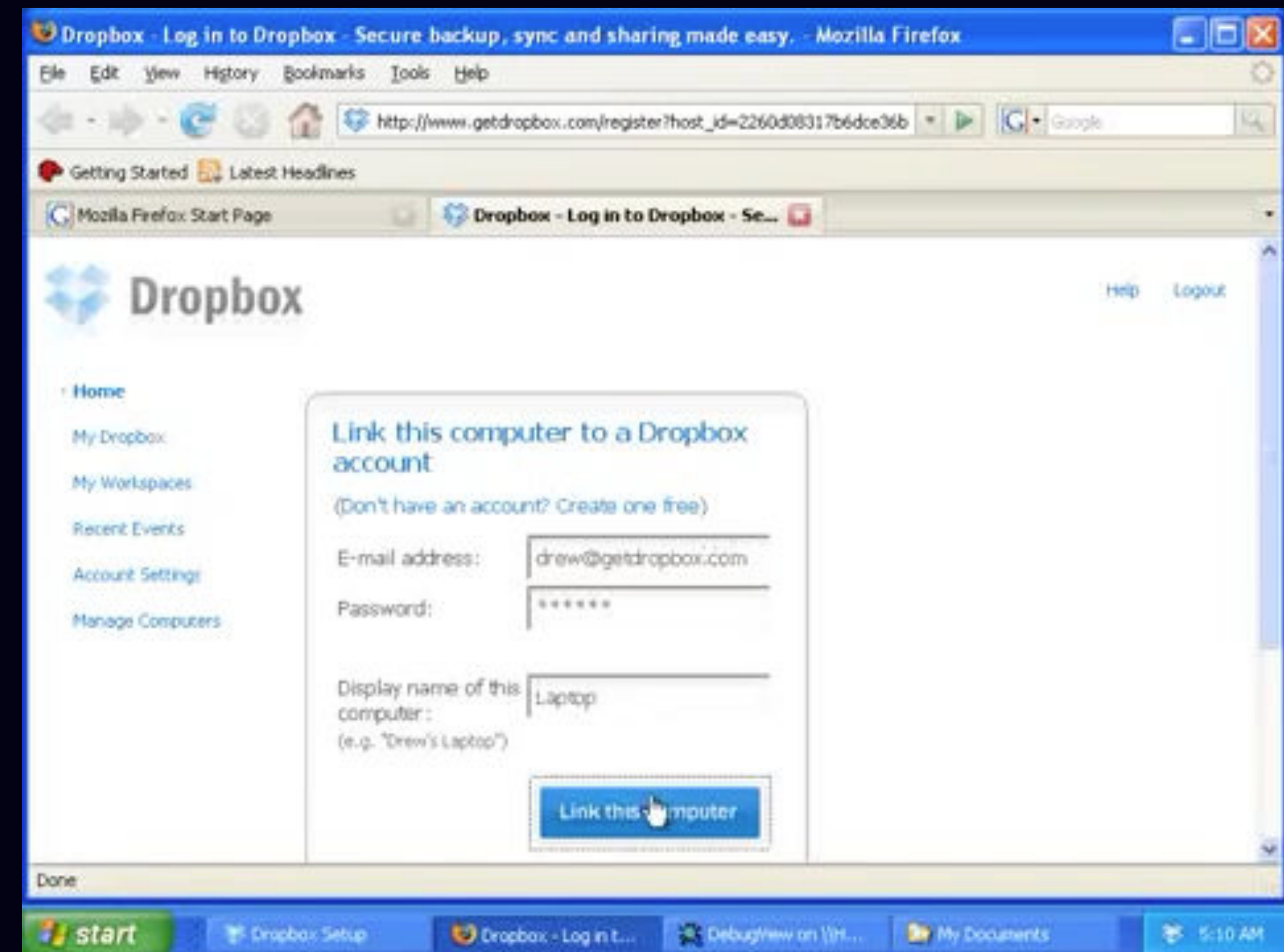
Types of growth experiments & insights



Experiment Example: Split test

Testing version A versus B.

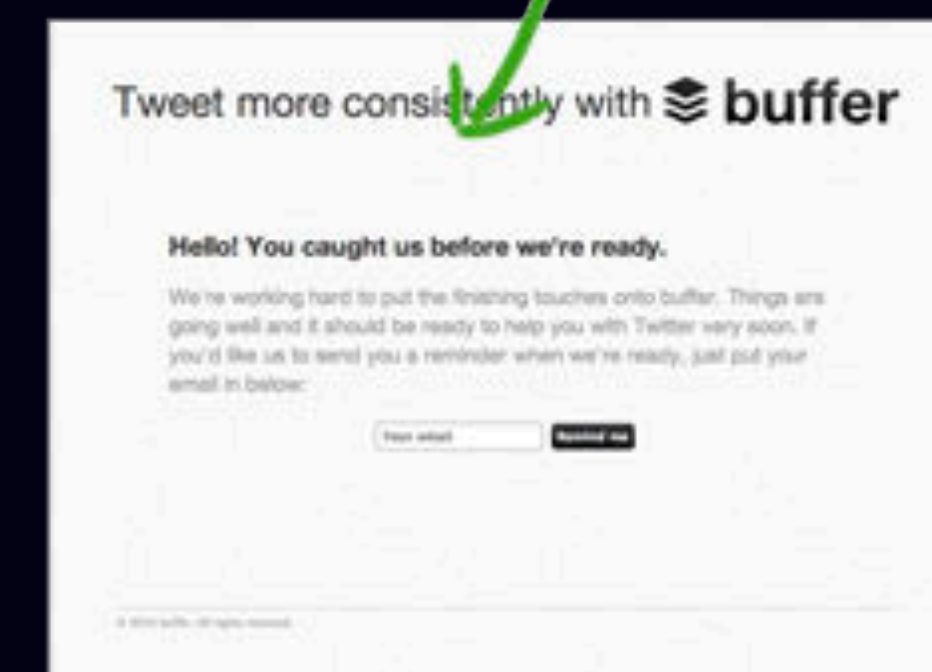
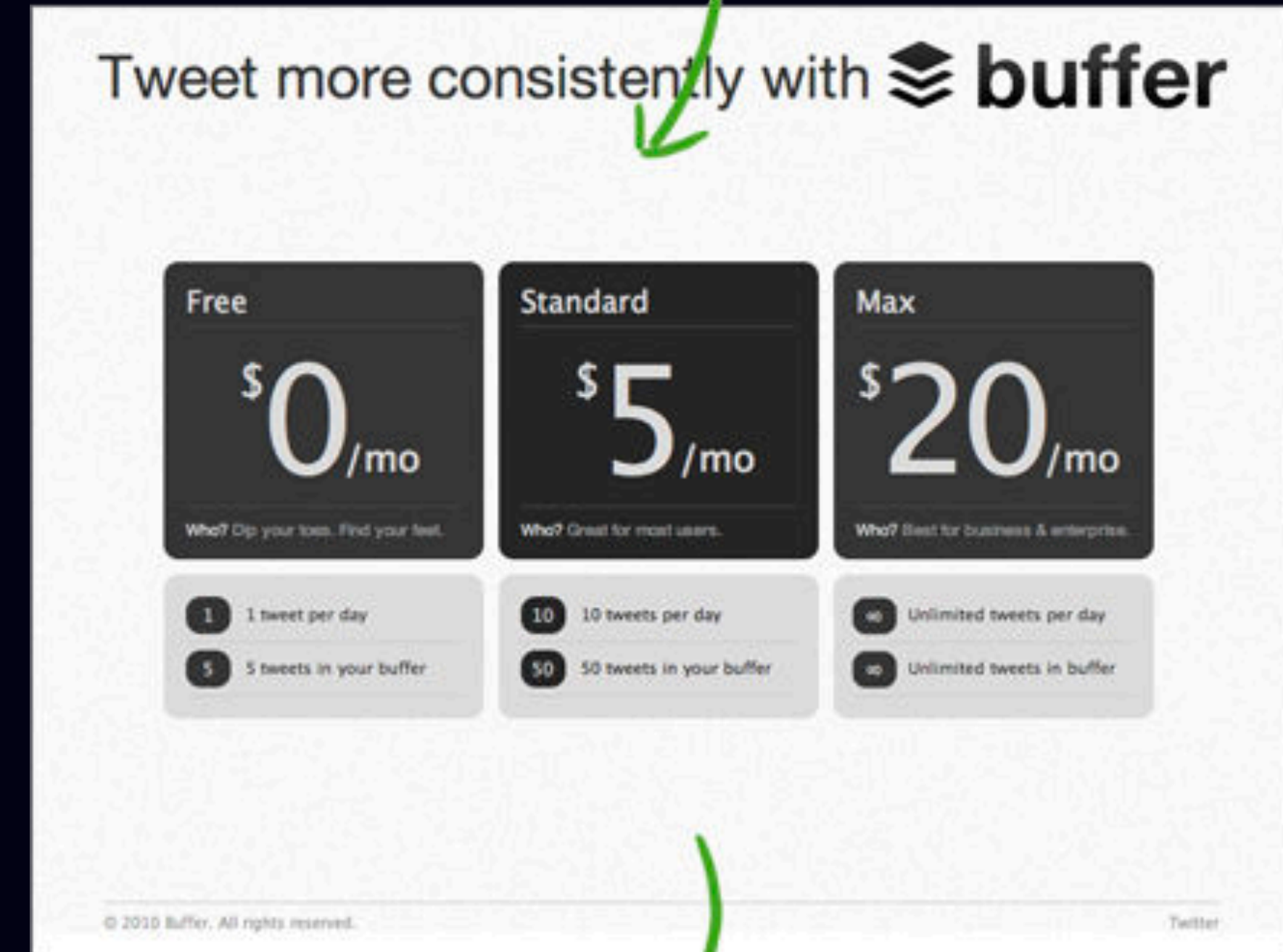
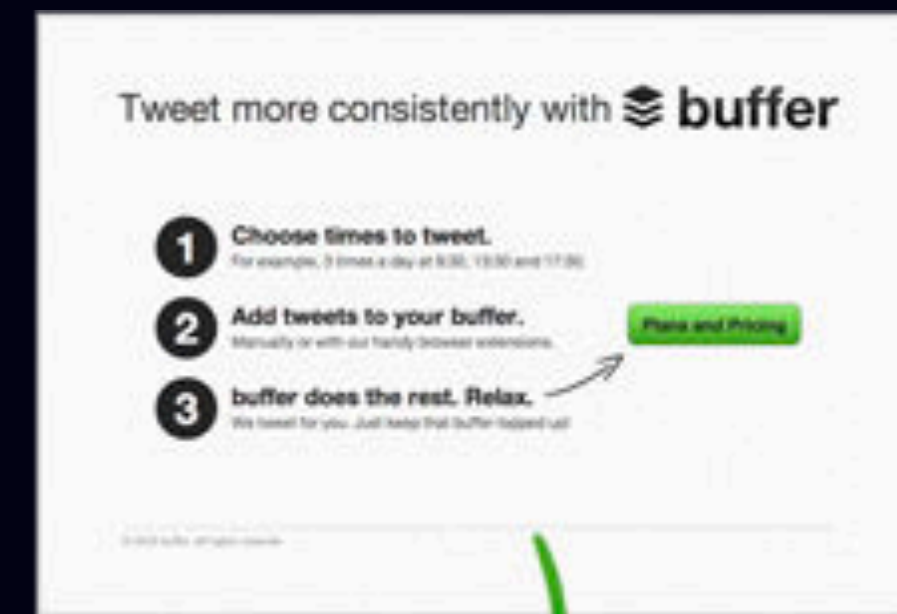
Testing 2, 3, 4 versions simultaneously. One difference per version.



Experiment Example: Smoke test

Test a specific value proposition.

Landing page or other form of value proposition that lets you collect leads and measure demand or compare audiences.



Experiment Example: Trigger test

Testing multiple ads and audiences.

Testing ads for copy, form, image... Which one gets the best click-through rate, leads or engagement?

Displate
Home Decor · 165,813 Likes · March 9, 2015 · 🌐

Certified Badass Characters Posters Made out of Metal. Make your place unique for only \$44.
SHOP NOW ▶▶▶ <http://displate.com/certified-badass>

Posters Made out of Metal

Shipping on qualified orders. FREE Returns. Displate is a quality one-of-a-kind Posters made out of Metal.

Shop Now

Comment Share

Displate
Home Decor · 168,813 Likes · November 5, 2014 · 🌐

Iconic Car Movie Posters made out of Metal. Make your place unique for only \$44.
SHOP NOW ▶▶▶ <http://displate.com/iconic-movie-drivers>

Iconic Car Movie Posters made out of Metal

Displate is a Manufacture specializing in crafting HD quality one-of-a-kind Posters on Metal

DISPLATE.COM Shop Now

40 Likes · 4 Comments · 14 Shares

Like Comment Share



Experiment Example: High Hurdle

Surveys, tests and questionnaires

Make people pay with their time and attention.

* 3. How much do you typically spend on takeaway and restaurant food delivery (e.g. Deliveroo, JustEat and others) each term?

- Less than £50
- More than £50
- More than £100
- More than £150
- More than £200
- More than £300
- More than £400
- More than £500
- I never order takeaway

4. [ONLY ANSWER THIS QUESTION IF YOU ANSWERED "I NEVER ORDER TAKEAWAY" TO THE PREVIOUS QUESTION] // Why do you never get takeaway and/or restaurant food delivery (e.g. Deliveroo, JustEat and others)?

- I prefer my own cooking
- It's too expensive



Create a measurable hypothesis

Find proof to your assumptions. Data is proof.

Assumptions

- A statement we believe to be true, without evidence to back it up.
- Create a customer feedback loop to keep new insights coming and find proof to build the right product.

For Example:

Young mothers will be interested in our product.

Hypothesis

- A hypothesis is an educated guess for what you expect to happen in a given experiment.
- It is a specific repeatable action and contains an expected measurable outcome.
- "If we do X, then Y% of the target audience will behave in way."

For Example:

If we run Facebook Ads targeted to young mothers, CTR for those Ads will be at least 15% higher than average.



The Experiment Card

To validate a hypothesis, the Experiment Card will help you structure this process in only 4 simple steps.

Experiment Name: _____ Runtime: _____

Assigned to: _____

STEP 1: HYPOTHESIS
WE BELIEVE THAT

STEP 2: TEST
TO VERIFY THAT; WE WILL

STEP 3: METRIC
AND MEASURE

STEP 4: CRITERIA
WE ARE RIGHT IF

*Turn your assumption into a hypothesis.
A hypothesis is an educated guess for what
you expect to happen in a given experiment.*

*Write down how you will validate or invalidate
the hypothesis. What and how
will you measure?*



Metric & performance implementation and analysis.

Set up the basics to run growth experiments and track results.

- Add and implement tracking where necessary.
- Automated dashboard and analytics reporting.
- Add KPI's and goals per growth experiment.
- Align the team on the goals and running actions.



Picking a good metric

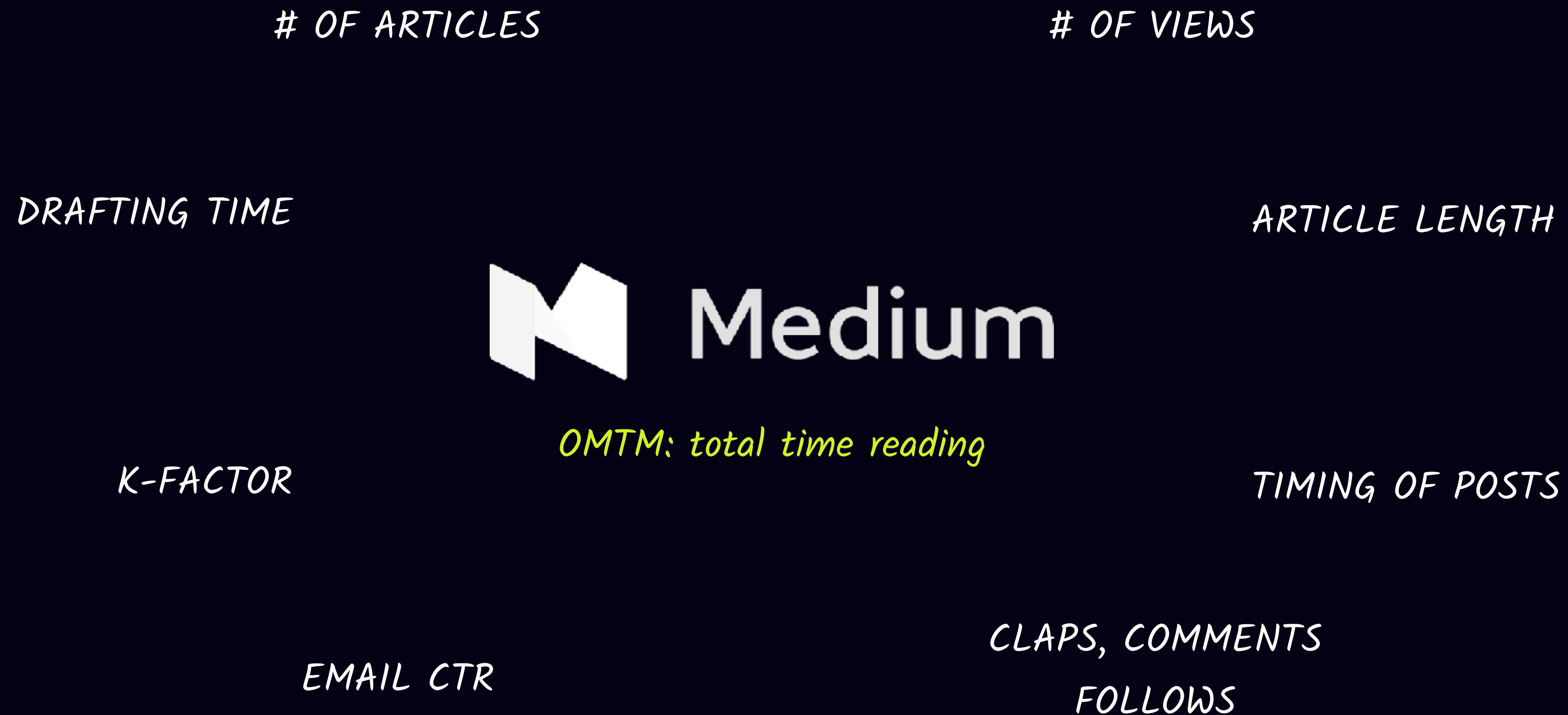
Watch out for vanity metrics For example:

- **Social media followers:** who actually uses your product or engages?
- **Page views:** rather look at the conversions or an action visitors take.
- **Cost per install:** what is the lifetime value of your customer?



North Star Metric Method

One Metric That Matters (OMTM)



North Star Metric Examples

One Metric That Matters (OMTM)



*# of transactions
(for merchants)*



of nights booked



purchases per customer



total time reading



monthly active users

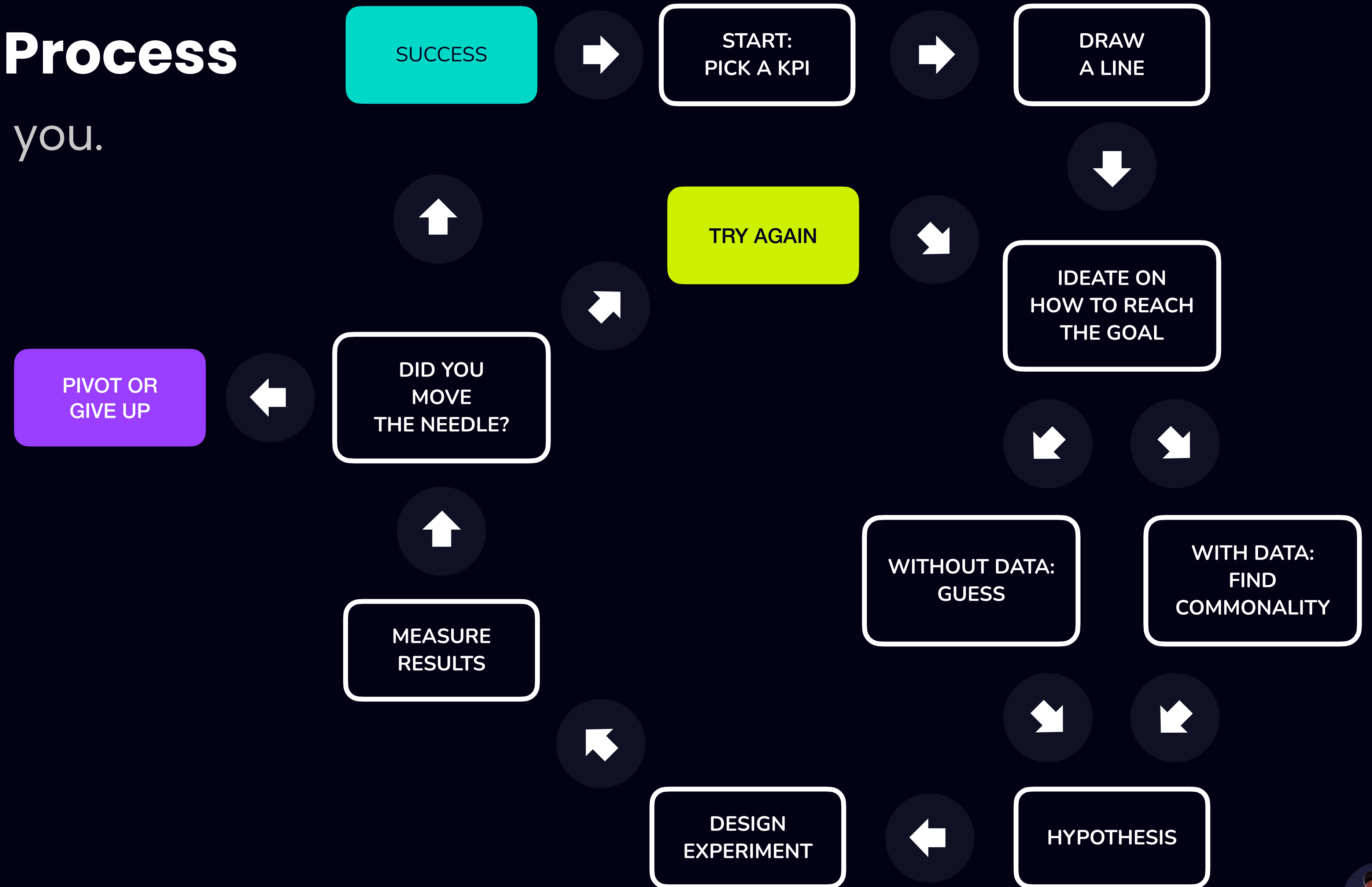


*monthly recurring revenue
(MRR)*



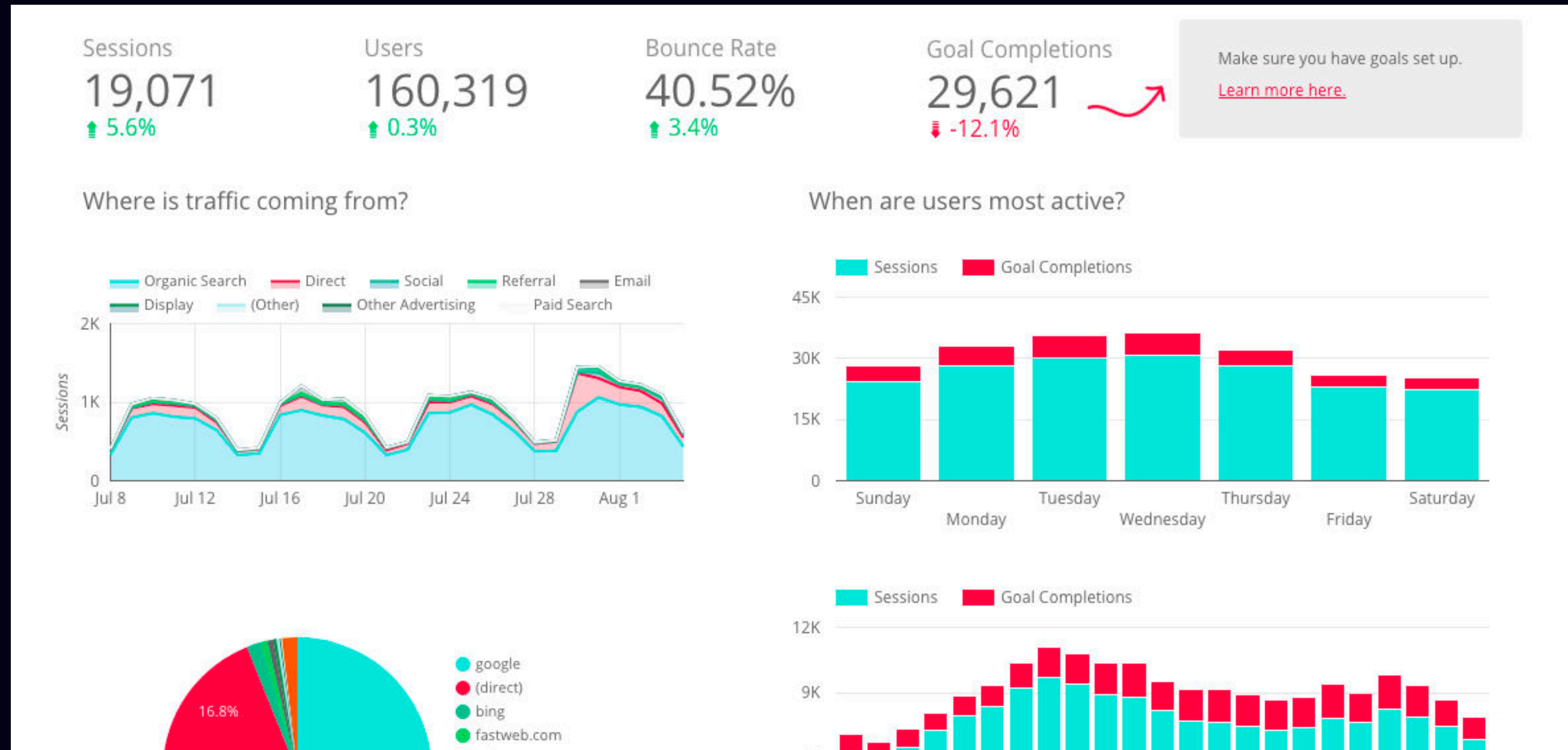
The Testing Process

Let results guide you.



Dashboarding

Visualise your data and get close with it. Real close.



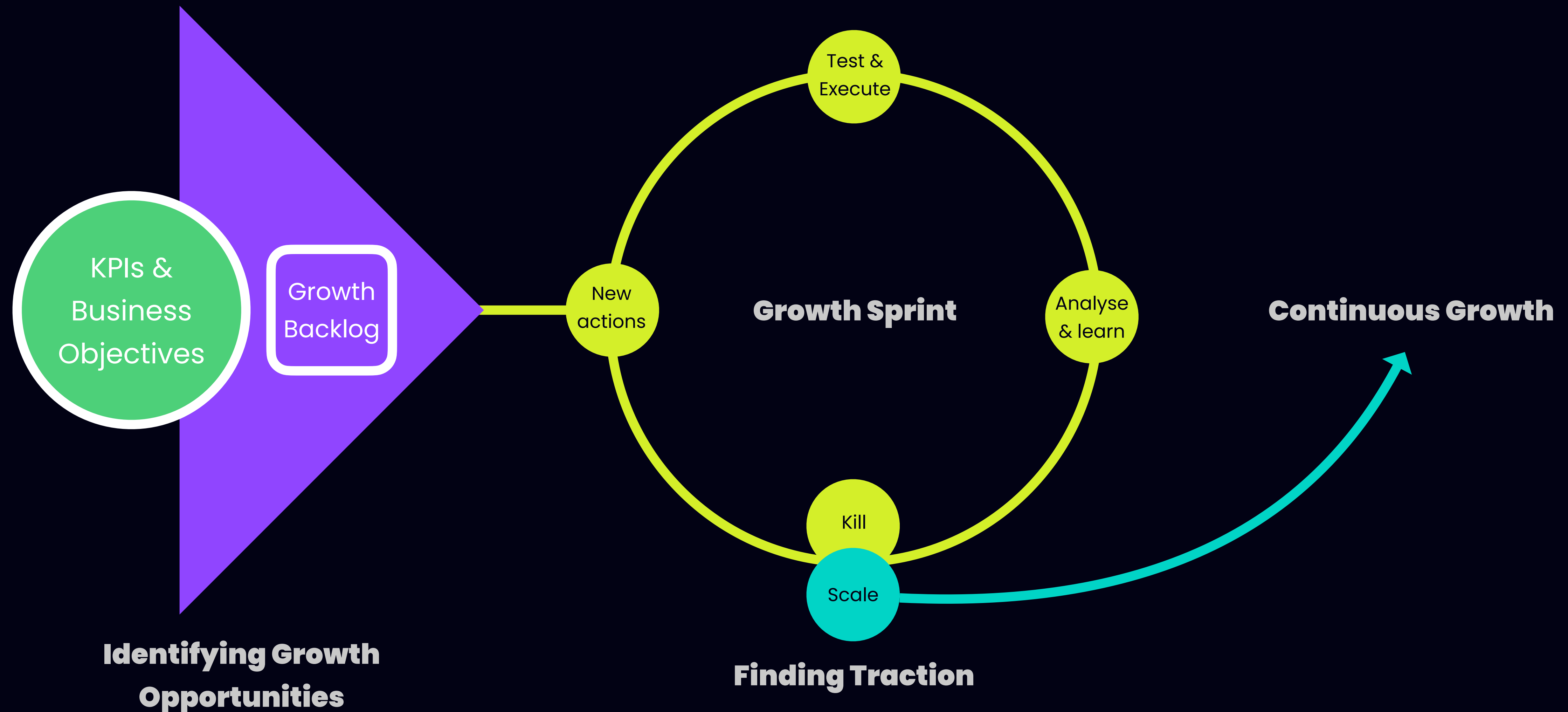
Growth Sprints

A 2-weekly period where new marketing tactics are tested, with a weekly update and performance report. Much like agile development, it's a lean way of performance and growth marketing.



Optimize for Growth: a continuous cycle of improvement

Working in growth sprints.



	Growth	Marketing	Product
Growth Sprint	Experiments	Campaigns	Build
Goals	Growth Rate	Awareness & Acquisition	Core product
Team	Multi-disciplinary	Marketers	Product owners & developers
Process	Data driven experiments	Campaign Planning	Agile & Waterfall



The Growth Sprint Wall



Product Roadmap

Features Releases Employees

Category Pipeline Stacked by Category Customize cards Filter Sort Color

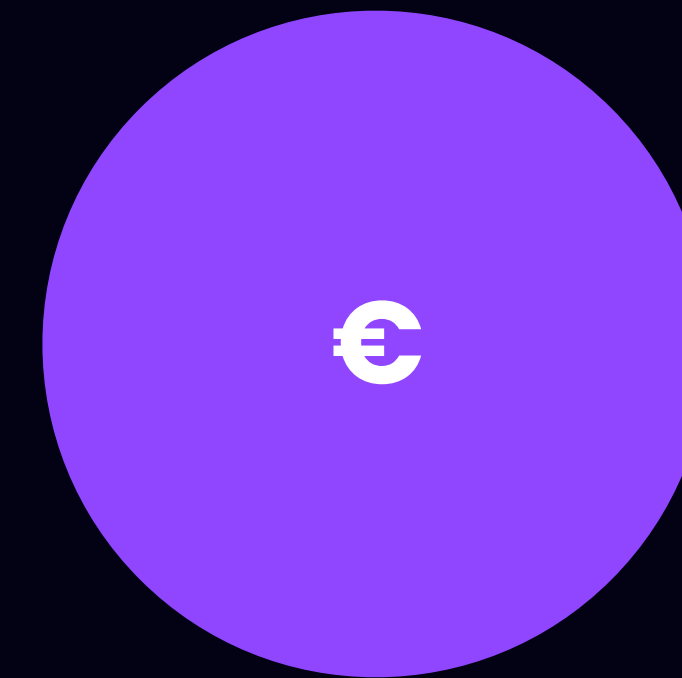
Category	Feature Name	Priority	Kickoff Date	Feature Lead
Uncategorized	Community Page	Current	9/18/2019	Robby Pritchett
Engagement	FAQ and Help Docs	Future	6/20/2019	Tenzin Soepa
User Growth	Credit Card Payment	Current	5/24/2019	Peyton Devereaux
Usability	Import Contacts	Near Term	7/16/2019	Robin Jaffe
	Font Options	Near Term	6/26/2019	Rin O'Shea



How does this relate in budget spend?



**Classical Marketing
Budget Spend**



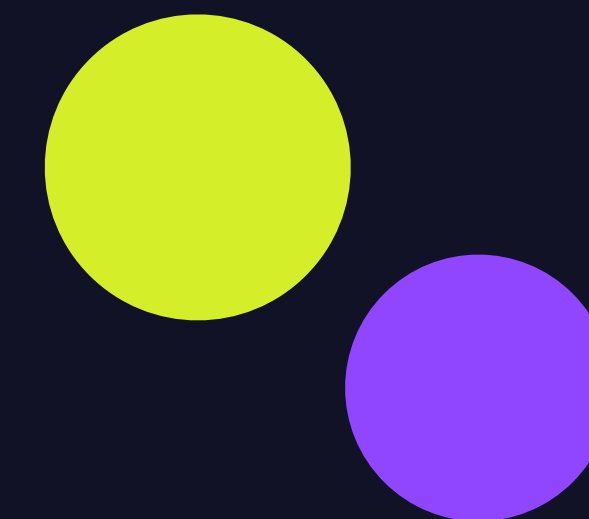
**Growth Budget
Iterative Learning**

Sources:

<https://www.slideshare.net/GrowthTribe/growth-hacking-growth-marketing-talk-at-emerce-eday-2016>

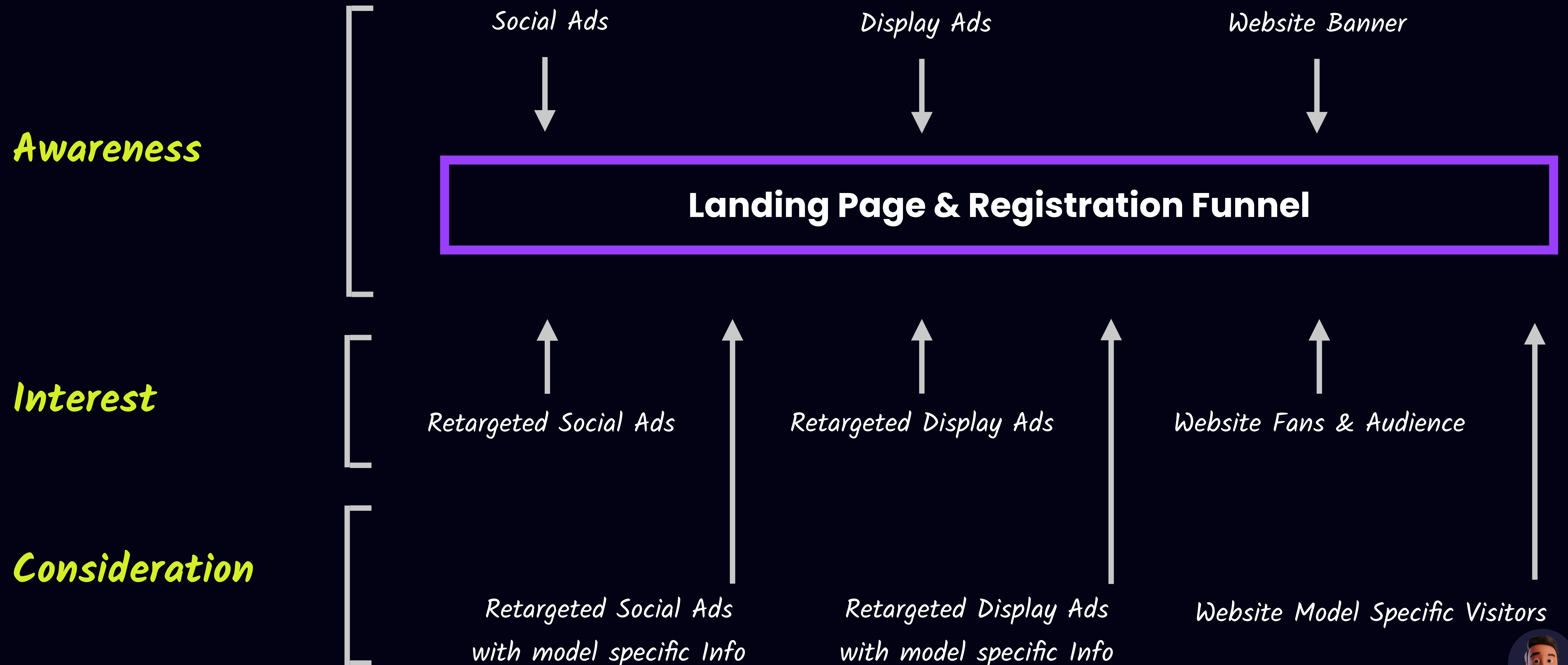


**How do I set up multiple
experiment campaigns?**



Work In Funnels (or communication loops)

Set up the basics to run growth experiments and track results.





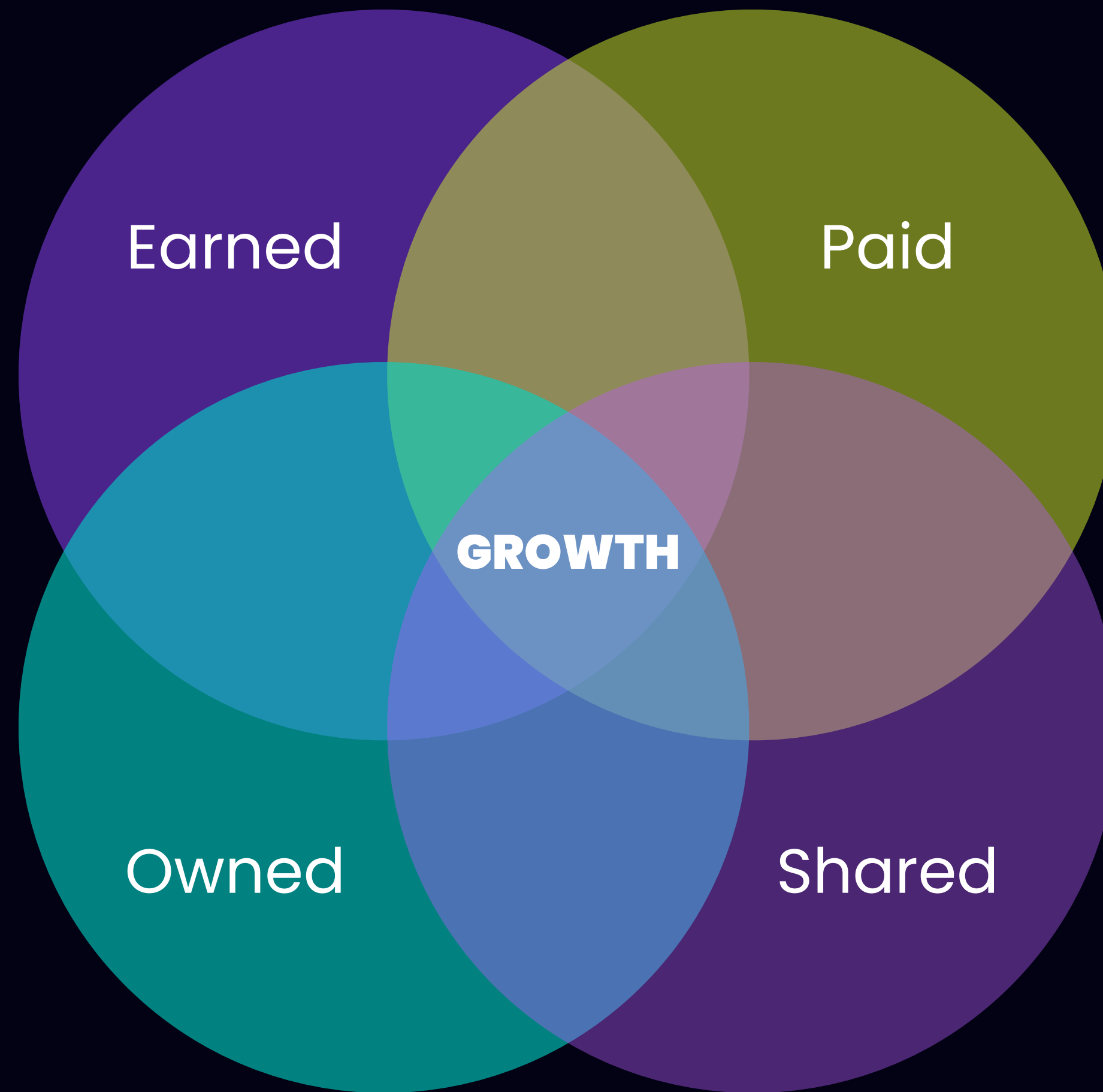
Traction channels

Earned

PR with Content
Influencer social channels
Partnerships
Niche Networks (FB groups, etc.)

Owned

Social Media Channels
Mailing Database
Website
Customer Database



Paid

Social Media Advertising
Google AdWords & Display
Out of Home Advertising
Youtube / Spotify Pre-rolls

Shared

Word Of Mouth
Web Referrals
Offline/Online Events



Build an ecosystem

Awareness

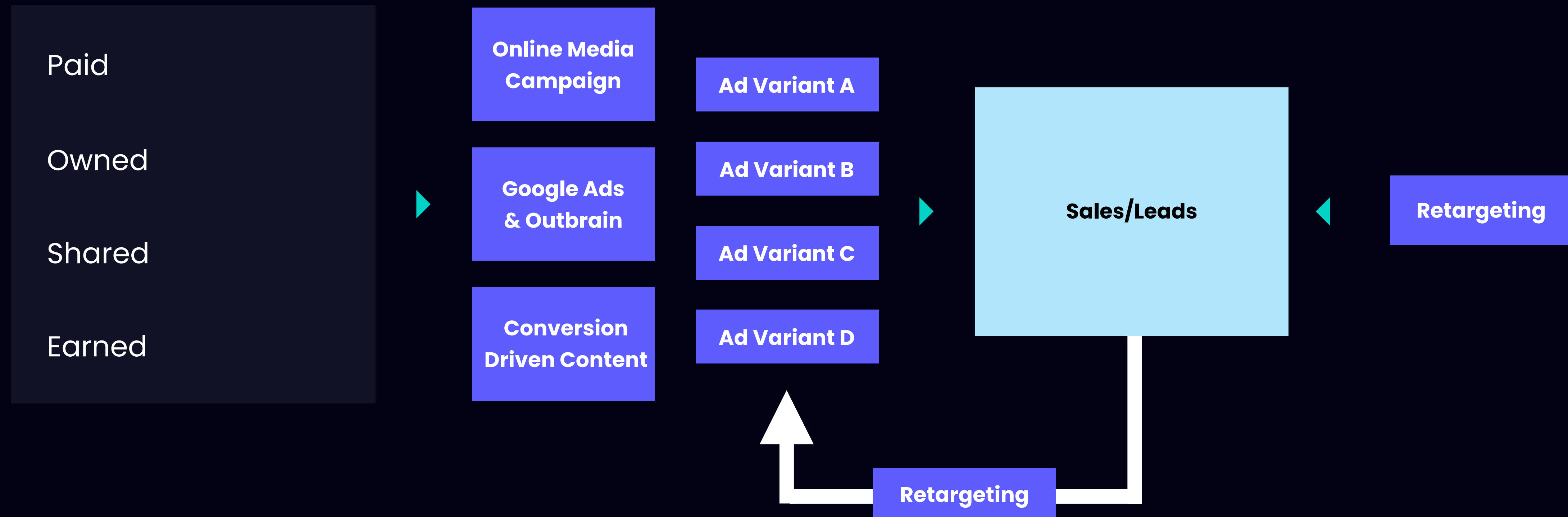
Capturing attention of the target audience where they are spending their time.

Acquisition

Conversion driven / traffic driven approach through A/B testing on multi-platforms.

Activation

Audience learnings on website usage, website visitor segmentation & behaviour.



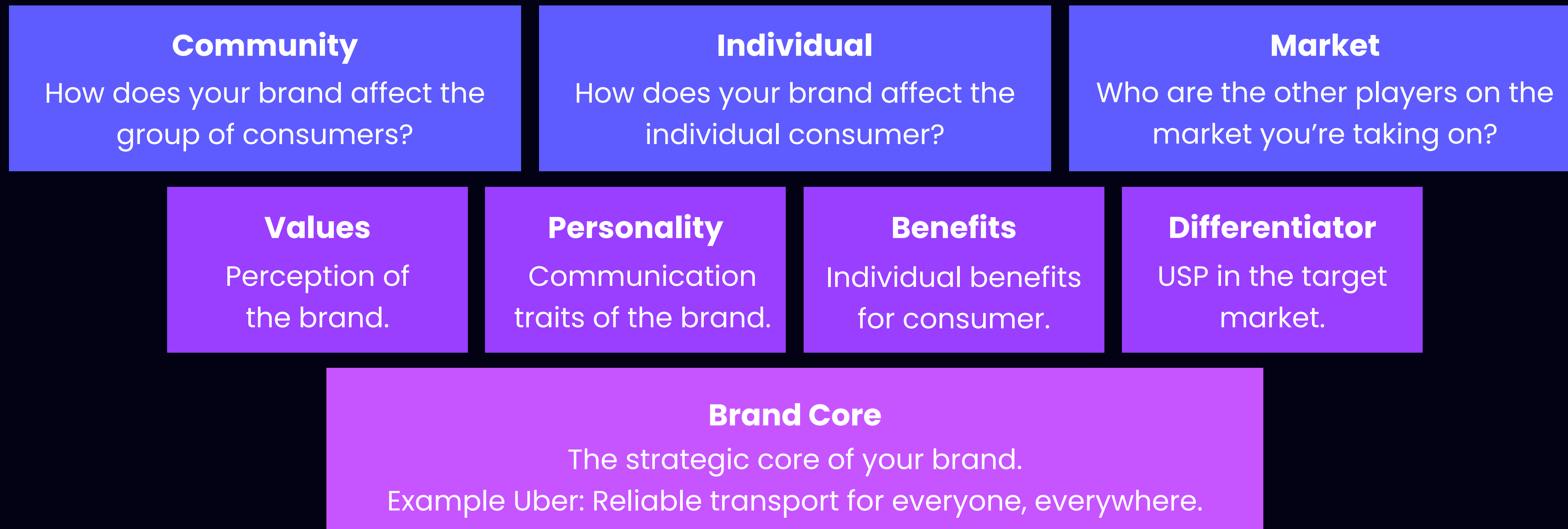
Design experiments aligned to your brand*.
Make them visually strong, and in line with
your communication strategy.

* Sometimes, tests are done off-brand to not jeopardise company reputation in higher risk businesses such as financial institutions.
Make sure your experiments face the same challenges as your brand.



Brand Identity Framework

Map the essence of your brand.



Brand Values & Personality Exercise

Define the shape of your brand communication.

1. Abundance
2. Acceptance
3. Accessibility
4. Accomplishment
5. Accuracy
6. Achievement
7. Acknowledgement
8. Activeness
9. Adaptability
10. Adoration
11. Adroitness
12. Adventure
13. Affection
14. Affluence
15. Aggressiveness
16. Agility
17. Alertness
18. Altruism
19. Ambition
20. Amusement
21. Anticipation
22. Appreciation
23. Approachability
24. Articulacy
25. Assertiveness
26. Assurance
27. Attentiveness
28. Attractiveness
29. Audacity
30. Availability
31. Awareness
32. Awe
33. Balance
34. Beauty
35. Being the best
36. Belonging
37. Benevolence
38. Bliss
39. Boldness
40. Bravery
41. Brilliance
42. Buoyancy
43. Calmness
44. Camaraderie
45. Candor
46. Capability
47. Care
48. Carefulness
49. Celebrity
50. Certainty
51. Challenge
52. Charity
53. Charm
54. Chastity
55. Cheerfulness
56. Clarity
57. Cleanliness
58. Clear-mindedness
59. Cleverness
60. Closeness
61. Comfort
62. Commitment
63. Compassion
64. Completion
65. Composure
66. Concentration
67. Confidence
68. Conformity
69. Congruency
70. Connection
71. Consciousness
72. Consistency
73. Contentment
74. Continuity
75. Contribution
76. Control
77. Conviction
78. Conviviality
79. Coolness
80. Cooperation
81. Cordiality
82. Correctness
83. Courage
84. Courtsey
85. Craftiness
86. Creativity
87. Credibility
88. Cunning
89. Curiosity
90. Daring
91. Decisiveness
92. Decorum
93. Deference
94. Delight
95. Dependability
96. Depth
97. Desire
98. Determination
99. Devotion
100. Devoutness
101. Dexterity
102. Dignity
103. Diligence
104. Direction
105. Directness
106. Discipline
107. Discovery
108. Discretion
109. Diversity
110. Dominance
111. Dreaming
112. Drive
113. Duty
114. Dynamism
115. Eagerness
116. Economy
117. Ecstasy
118. Education
119. Effectiveness
120. Efficiency
121. Elation
122. Elegance
123. Empathy
124. Encouragement
125. Endurance
126. Energy
127. Enjoyment
128. Entertainment
129. Enthusiasm
130. Excellence
131. Excitement
132. Exhilaration
133. Expectancy
134. Expediency
135. Experience
136. Expertise
137. Exploration
138. Expressiveness
139. Extravagance
140. Extroversion
141. Exuberance
142. Fairness
143. Faith
144. Fame
145. Family
146. Fascination
147. Fashion
148. Fearlessness
149. Ferocity
150. Fidelity
151. Fierceness
152. Financial independence
153. Firmness
154. Fitness
155. Flexibility
156. Flow
157. Fluency
158. Focus
159. Fortitude
160. Frankness
161. Freedom
162. Friendliness
163. Frugality
164. Fun
165. Gallantry
166. Generosity
167. Gentility
168. Giving
169. Grace
170. Gratitude
171. Gregariousness
172. Growth
173. Guidance
174. Happiness
175. Harmony
176. Health
177. Heart
178. Helpfulness
179. Heroism
180. Holiness
181. Honesty
182. Honor
183. Hopefulness
184. Hospitality
185. Humility
186. Humor
187. Hygiene
188. Imagination
189. Impact
190. Impartiality
191. Independence
192. Industry
193. Ingenuity
194. Inquisitiveness
195. Insightfulness
196. Inspiration
197. Integrity
198. Intelligence
199. Intensity
200. Intimacy
201. Intrepidity
202. Introversion
203. Intuition
204. Intuitiveness
205. Inventiveness
206. Investing
207. Joy
208. Judiciousness
209. Justice
210. Keeness
211. Kindness
212. Knowledge
213. Leadership
214. Learning
215. Liberation
216. Liberty
217. Liveliness
218. Logic
219. Longevity
220. Looking good
221. Love
222. Loyalty
223. Majesty
224. Making a difference
225. Mastery
226. Maturity
227. Meekness
228. Mellowness
229. Meticulousness
230. Mindfulness
231. Modesty
232. Motivation
233. Mysteriousness
234. Nature
235. Neatness
236. Nerve
237. Obedience
238. Open-mindedness
239. Openness
240. Optimism
241. Order
242. Organization
243. Originality
244. Outlandishness
245. Outrageousness
246. Passion
247. Peace
248. Perceptiveness
249. Perfection
250. Perkiness
251. Perseverance
252. Persistence
253. Persuasiveness
254. Philanthropy
255. Piety
256. Playfulness
257. Pleasantness
258. Pleasure
259. Poise
260. Polish
261. Popularity
262. Potency
263. Power
264. Practicality
265. Pragmatism
266. Precision
267. Preparedness
268. Presence
269. Privacy
270. Proactivity
271. Professionalism
272. Prosperity
273. Prudence
274. Punctuality
275. Purity
276. Realism
277. Reason
278. Reasonableness
279. Recognition
280. Recreation
281. Refinement
282. Reflection
283. Relaxation
284. Reliability
285. Religiousness
286. Resilience
287. Resolution
288. Resolve
289. Resourcefulness
290. Respect
291. Rest
292. Restraint
293. Reverence
294. Richness
295. Rigor
296. Ritual
297. Sacredness
298. Sacrifice
299. Sagacity
300. Saintliness
301. Sanguinity
302. Satisfaction
303. Security
304. Self-control
305. Selflessness
306. Self-reliance
307. Sensitivity
308. Sensuality
309. Serenity
310. Service
311. Sexuality
312. Sharing
313. Shrewdness
314. Significance
315. Silence
316. Silliness
317. Simplicity
318. Sincerity
319. Skillfulness
320. Solidarity
321. Solitude
322. Soundness
323. Speed
324. Spirit
325. Spirituality
326. Spontaneity
327. Spunk
328. Stability
329. Stealth
330. Stillness
331. Strength
332. Structure
333. Success
334. Support
335. Supremacy
336. Surprise
337. Sympathy
338. Synergy
339. Teamwork
340. Temperance
341. Thankfulness
342. Thoroughness
343. Thoughtfulness
344. Thrift
345. Tidiness
346. Timeliness
347. Traditionalism
348. Tranquility
349. Transcendence
350. Trust
351. Trustworthiness
352. Truth
353. Understanding
354. Unflappability
355. Uniqueness
356. Unity
357. Usefulness
358. Utility
359. Valor
360. Variety
361. Victory
362. Vigor
363. Virtue
364. Vision
365. Vitality
366. Vivacity
367. Warmth
368. Watchfulness
369. Wealth
370. Willfulness
371. Willingness
372. Winning
373. Wisdom
374. Wittiness
375. Wonder
376. Youthfulness
377. Zeal

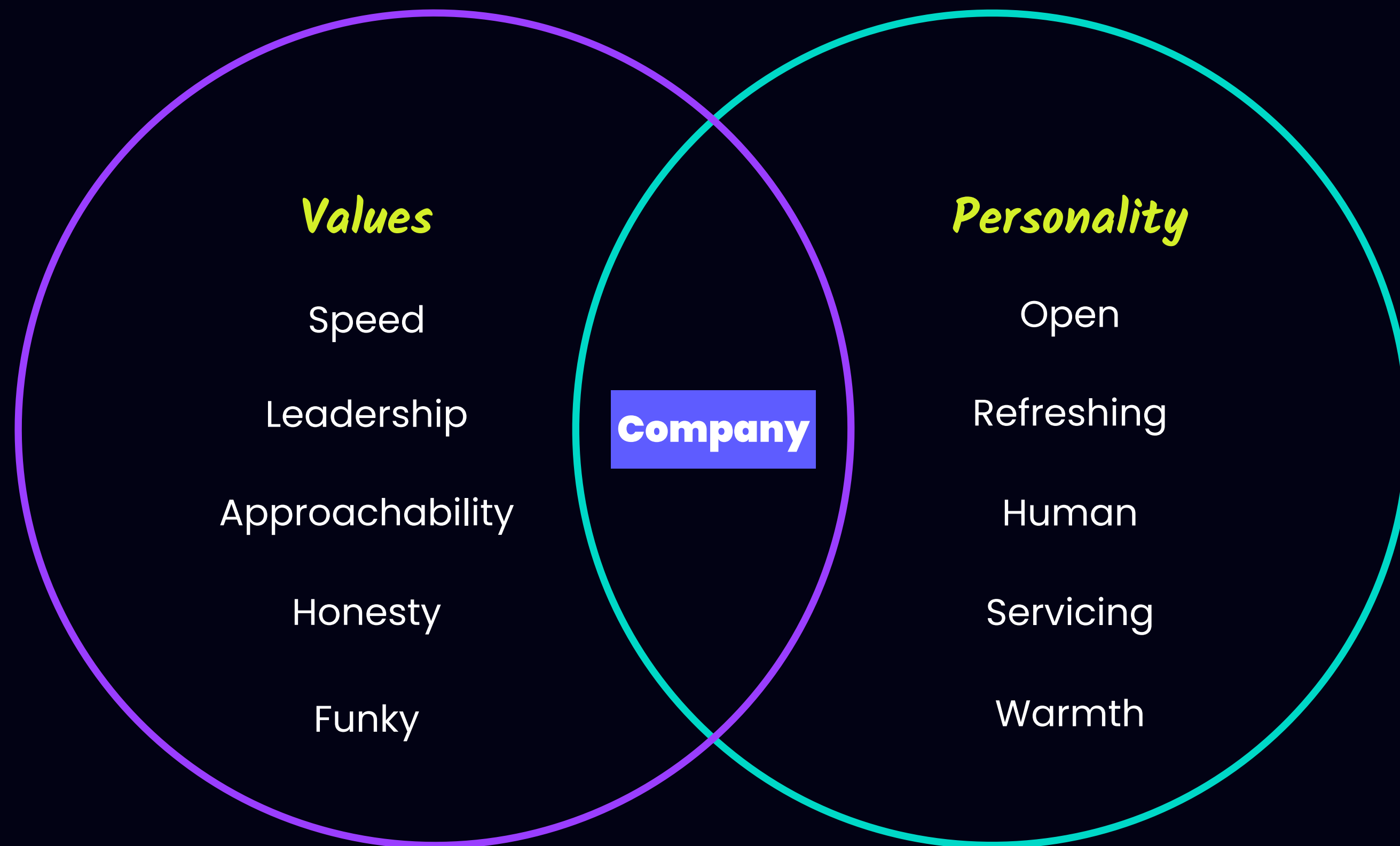
With your team, select 5 values of your company.

First individually, then discuss each choice with team and decide on the final values.



Brand Values & Personality Example

Define the shape of your brand communication.



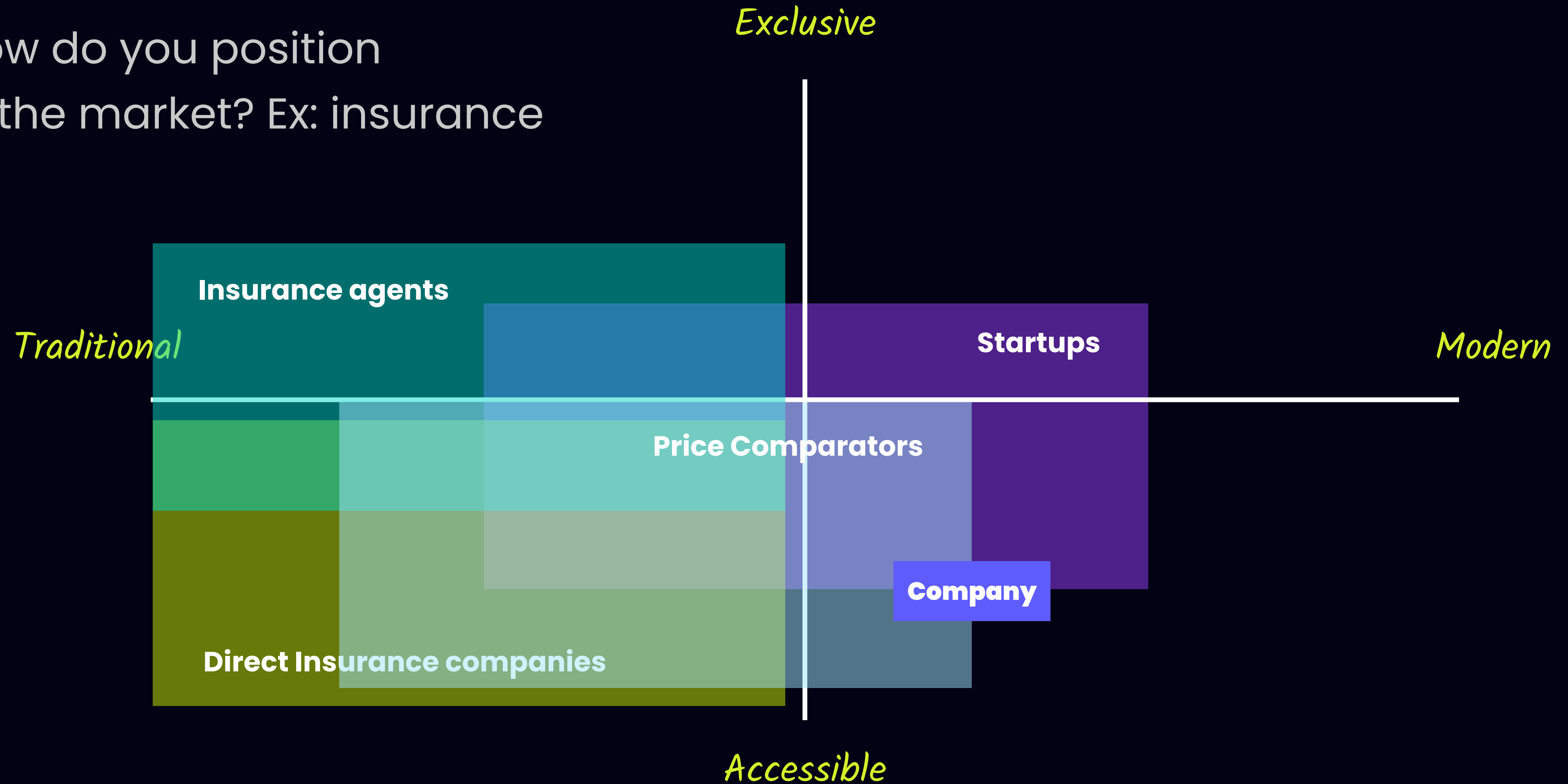
Personality is how your brand communicates and creates brand experiences.

Values is how your brand looks like to the outside world.



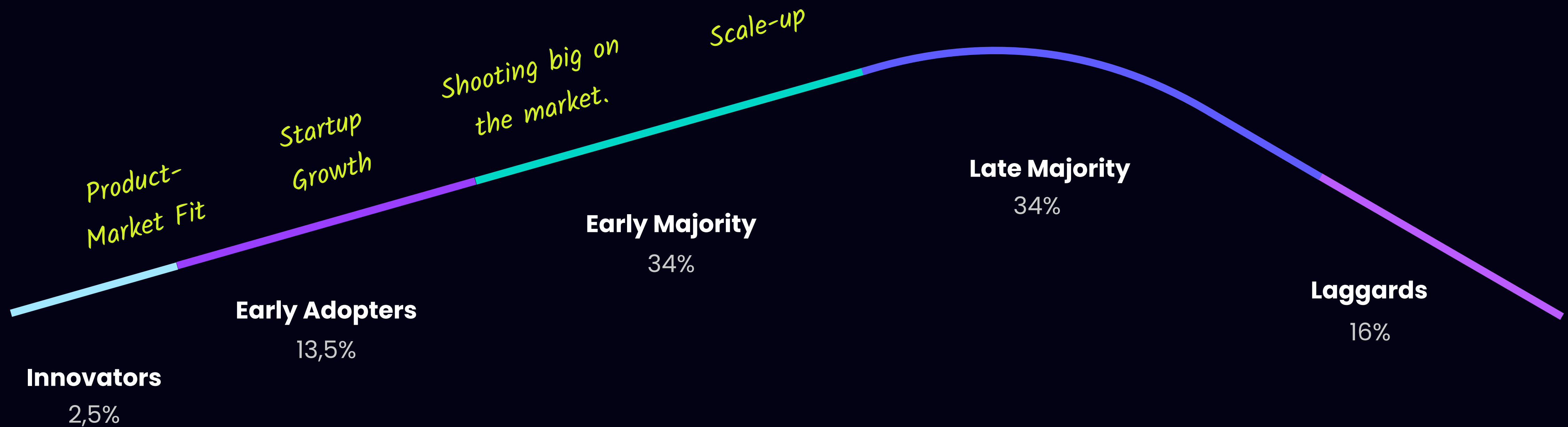
Brand Matrix

How do you position in the market? Ex: insurance



Define core target audience

Your business stage defines your focus. (B2C example)

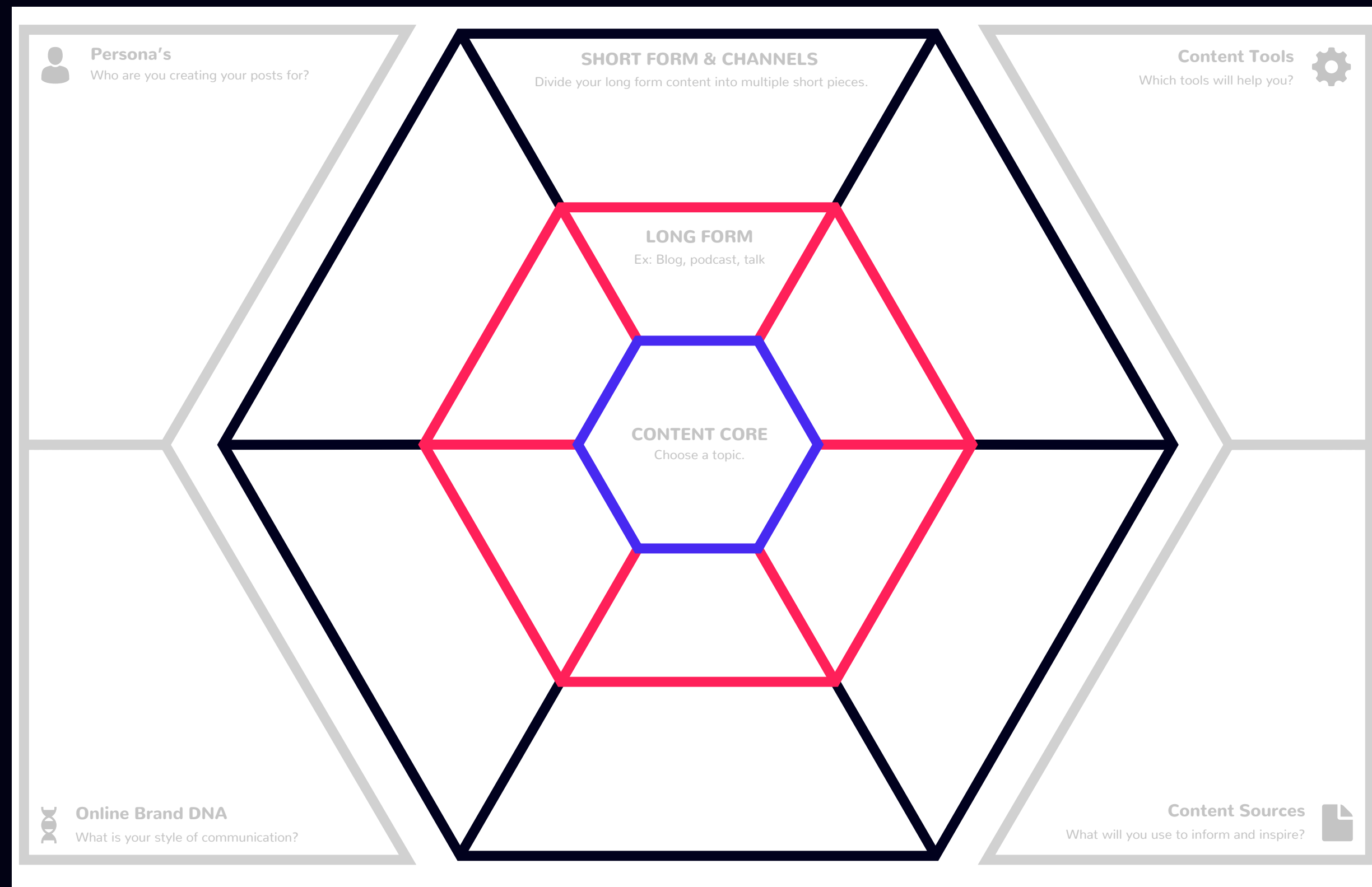


Your brand is also shown in your content strategy. Part of inbound marketing, your communication reflects your brand DNA.



The Content Cluster

Map out your content strategy.



Choose a topic for your content that will serve as a pillar for this exercise.

Expand the topic by dividing it into long form and short form content based on your target audiences.

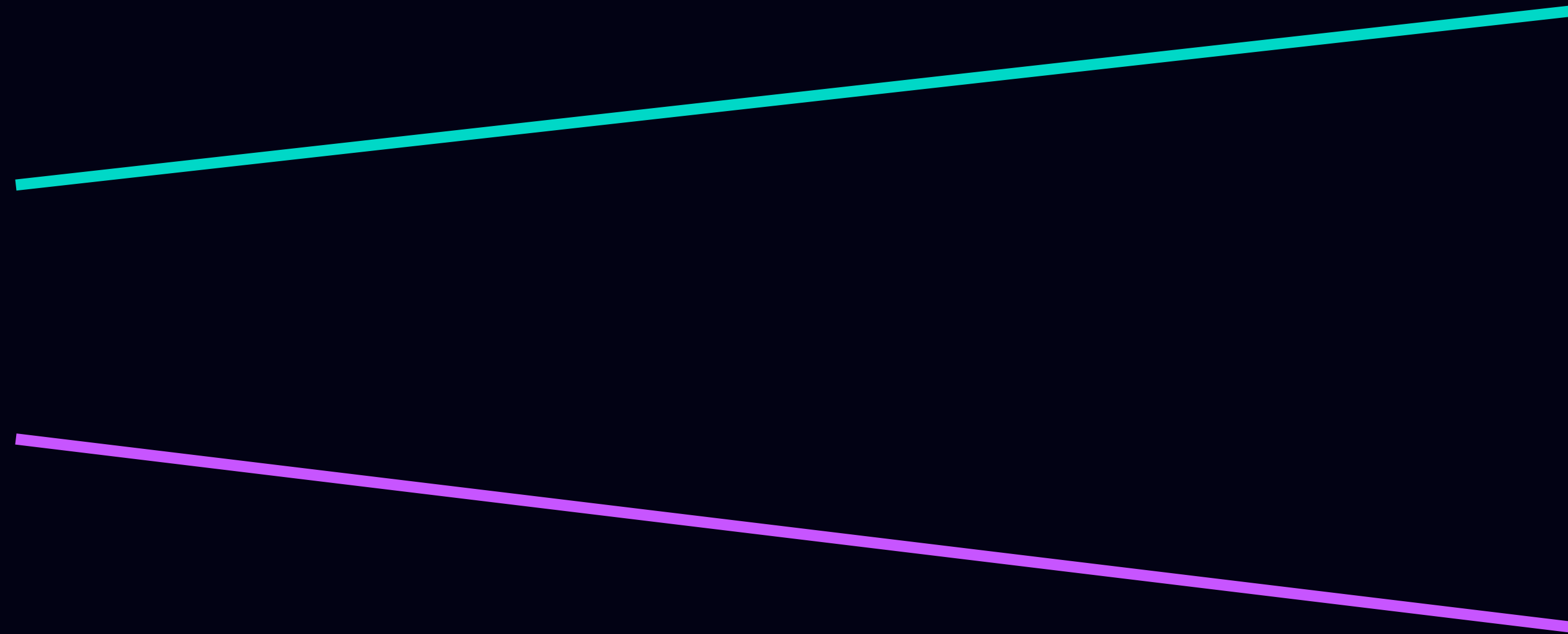


Eyes on the business challenge

Track your cost per acquisition at all times compared to sales.

Sales

CPA



Plot the timeline of your business

How will you plan your bigger campaigns?

20/02/20

12/03/20

01/04/20

22/04/20

20/05/20

Wave 1

Wave 2

Experiments

SoMe Video

Youtube Preroll

3rd Party Websites

Experiments

SoMe Video

Youtube Preroll

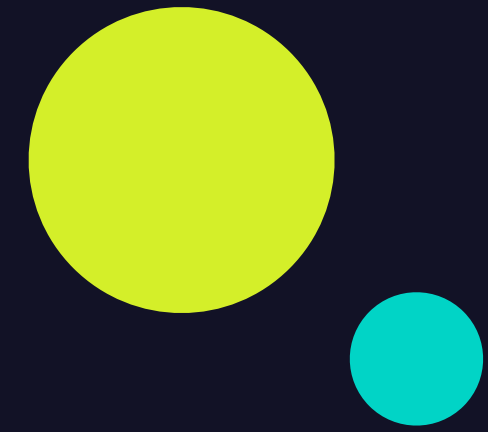
3rd Party Websites

SEA

SoMe Activation & Optimisation

SoMe Retargeting & Optimisation





Let's wrap up



This is a list of 163 types of marketing. With your expertise you can probably cut 2/3rd of it. Taking budget and timing into account you'll have about 30 left. Data and customer information and will take it to about 20 or less.

*For every discipline there's are numerous ways of testing. That's why you need a process.. and an all-round marketer: **The Growth Hacker.***

Sources:

<https://www.splashcopywriters.com/blog/types-of-marketing>

- | | | |
|--|-------------------------------|------------------------------------|
| 1. Above the line [ATL] marketing | 56. Employee marketing | 110. Pay-per-click [PPC] marketing |
| 2. Account-based marketing | 57. Entrepreneurial marketing | 111. Performance marketing |
| 3. Acquisition marketing | 58. Ethnic marketing | 112. Permission marketing |
| 4. Affiliate marketing | 59. Evangelism marketing | 113. Person marketing |
| 5. Affinity marketing | 60. Event marketing | 114. Personalised marketing |
| 6. Agile marketing | 61. Expeditionary marketing | 115. Persuasion marketing |
| 7. Alliance marketing | 62. Experiential marketing | 116. Philanthropic marketing |
| 8. Ambush marketing | 63. Facebook marketing | 117. Place marketing |
| 9. Article marketing | 64. Field marketing | 118. Point-of-sale marketing |
| 10. Augmented marketing | 65. Flanking marketing | 119. Post-click marketing |
| 11. Behavioural marketing | 66. Free sample marketing | 120. PR marketing |
| 12. Below the line [BTL] marketing | 67. Freebie marketing | 121. Product marketing |
| 13. Black hat marketing | 68. Geographic marketing | 122. Promotional marketing |
| 14. Brand marketing | 69. Global marketing | 123. Proximity marketing |
| 15. Brick and mortar marketing | 70. Goods marketing | 124. Pull marketing |
| 16. Business to business [B2B] marketing | 71. Green marketing | 125. Push marketing |
| 17. Business to consumer [B2C] marketing | 72. Guerrilla marketing | 126. Real-time marketing |
| 18. Business to people [B2P] marketing | 73. Horizontal marketing | 127. Referral marketing |
| 19. Buzz marketing | 74. Humanistic marketing | 128. Relationship marketing |
| 20. Call centre marketing | 75. Inbound marketing | 129. Remarketing |
| 21. Call to action [CTA] marketing | 76. Industrial marketing | 130. Reply marketing |
| 22. Catalogue marketing | 77. Influencer marketing | 131. Retail marketing |
| | 78. Informational marketing | 132. Reverse marketing |
| | 79. In-game marketing | 133. Scarcity marketing |
| | 80. In-store marketing | 134. Scientific marketing |



There are many many marketing tactics. As a marketing professional, I am sure you can come up with many tests. Relevant tests.

Should you need inspiration. Here's a list of 853 marketing tactics.

<p>CONVERSION Lead Capture Qualification Workflow</p> <p>Add a qualifying flow into your lead capture form on your website in order to qualify leads up front.</p> <p>LEARN MORE +60%</p>	<p>TRAFFIC Competitor Interest Audience</p> <p>Target the social media followers of your competition for a great resource of potential new users or qualified leads. By targeting people who like or follow your...</p> <p>LEARN MORE +60%</p>	<p>TRAFFIC Power-User Retargeting</p> <p>Try retargeting you power user by creating a custom audience. This can be especially effective when you have a new offering. Since they already feel strongly...</p> <p>LEARN MORE +58%</p>	<p>TRAFFIC Keyword In First 100 Words</p> <p>This is the most standard best practice you should be using in your content marketing efforts. The keyword you're trying to rank for in search engines? Make sure...</p> <p>LEARN MORE +19%</p>
<p>TRAFFIC Bid Optimization Target</p> <p>Depending on which networks your campaign is targeting, consider optimizing your Google AdWords bids to focus on increasing the overall number of click...</p> <p>LEARN MORE +71%</p>	<p>CONVERSION Video Description CTA</p> <p>Add a link in the description in your YouTube videos to click back to your email list sign up or other CTA. It's a great way to capture emails of prospects who saw an...</p> <p>LEARN MORE +11%</p>	<p>TRAFFIC Add Job Applicants To Newsletter</p> <p>By posting a job listing you are inherently promoting your brand and content. When an applicant applies to a job, add them to your email list and start sending the...</p> <p>LEARN MORE +19%</p>	<p>RETENTION Partner Product Emails</p> <p>Send emails promoting partners' complementary products to demonstrate that you ultimately care about providing value to your customers over paid...</p> <p>LEARN MORE +18%</p>
<p>CONVERSION App Screenshot Variations (ASO)</p> <p>The screenshots you use for your app are the most important part of your app store page. They're the most important factor when a user decides to...</p> <p>LEARN MORE +18%</p>	<p>CONVERSION Daily Deal Promotion</p> <p>Send your product out in a daily deal promotion on sites like AppSumo and offer a discount to members. This can drive thousands of relevant customers from...</p> <p>LEARN MORE +10%</p>	<p>TRAFFIC Complementary Contest</p> <p>You could run a giveaway with a product related to yours. Giveaways can be a highly cost-effective way of growing an email list. Curating a selection of related...</p> <p>LEARN MORE +20%</p>	<p>RETENTION Tools Email</p> <p>Send an email explaining all the tools that you use to do your job - it will be relevant and helpful to some of your user base. People are always interested in what...</p> <p>LEARN MORE +14%</p>
<p>TRAFFIC Event Interest Targeting</p> <p>Twitter ads can use event targeting, enabling them to maximize their exposure around trending discussions.</p> <p>LEARN MORE +56%</p>	<p>TRAFFIC Fix Title Tag Issues</p> <p>Use the Google search console to find and fix any title tag issues you have. This will have an immeasurable impact on SEO down the line, as Google's crawler bot...</p> <p>LEARN MORE +13%</p>	<p>TRAFFIC Spot Engagement Trends</p> <p>By pulling a report on engagement by post type, and categorizing each post, you can spot trends regarding what types of posts are driving the most engagement...</p> <p>LEARN MORE +14%</p>	<p>CONVERSION Start A Fire</p> <p>Using the tool Start A Fire to help users discover more relevant content by adding recommendations within links you share. This pops a small box in the bottom...</p> <p>LEARN MORE +17%</p>

Sources:

ladder.io/playbook



Tools are a growth marketers best friend. They save time and money.

I've selected 50 tools that are my favorite and kept the list up-to-date.

GROWTH TOOLS

CHECKBOT Research Tools Checkbot tells you how to fix your site's SEO, speed & security. More Info	WEB.DEV Research Tools See how well your website performs. Get tips & improve. More Info	MENTION Research Tools A real-time media monitoring tool to track brand mentions. More Info
SIMILARWEB Research Tools Gain insight into any website's traffic statistics and strategy. More Info	SEMRUSH Research Tools All-in-one Marketing Toolkit for SEO and audience analysis. More Info	AHREF Research Tools Grow your search and monitor traffic, research your competitors. More Info
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