

Introduction to Growth Hacking

Because It's Time To Go Beyond Traditional Marketing



Author's Name

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Why Should You Read this eBook?

Ever heard of the new phenomenon, “Growth Hacking” in the world of marketing? It may be that your competitors are thinking to adapt this form of marketing. So, why should you wait and watch them succeed? To outperform them and get a competitive edge in your business, choosing Growth Hacking to grow your customer base should be your only choice.

But what it actually is and who is it for? Will it really help you expand your business without the need to spend millions of dollars in traditional forms of marketing? How will Growth Hacking turn your startup into a highly successful corporation? You will get the answers to all these questions by reading this book!

In short, this book will help you understand the following Growth Hacking concerns:

1. What is Growth Hacking?
2. Why smart startups prefer Growth Hacking over Traditional Marketing?
3. How does Growth Hacking work?
4. How to incorporate Growth Hacking into your business to increase your customer base and enjoy increased sales?
5. The most wanted tools and techniques of Growth Hacking you should know.
6. How to become a Growth Hacker?

If your goal is to create, maintain, and retain customers, then Growth Hacking will help you accomplish this goal. So, what are you waiting for? Start reading this book and become a Growth Hacker now!

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CHAPTER 1

Introduction to Growth Hacking

What is Growth Hacking?

Considered as one of the best marketing techniques startups can use, “Growth Hacking” is a new form of marketing that uses social metrics, analytical thinking, and creativity to market and sell products. Undoubtedly, the main objective of adapting the Growth Hacking approach is to reach the maximum number of potential customers and increase sales accordingly.

In various cases, Growth Hackers perform their best in business by using online marketing activities such as, website analytics, search engine optimization, and content marketing while focusing on innovative and low-cost alternatives. The result? These high achievers leave the traditional marketing strategies behind, and focus entirely on viral marketing, social media, and other forms of modern marketing techniques to create and retain customers for life!

A Common Question Asked By Entrepreneurs: “Why Should I Choose Growth Hacking When I Can Follow Tried-And-Tested Traditional Methods of Marketing?”

So you are impressed by all the corporate giants earning millions of dollars globally, and want your startup to be the same one day? Though this is what all businesses aim for, you can achieve this goal smartly only if you find out realistic ways to reach the top. This is when the role of Growth Hacking begins.

Rather than investing a huge amount of money in traditional forms of marketing such as, Above-the-Line (ATL) and Below-the-Line (BTL) advertising, it is better to choose an economical, yet, lucrative way to grow your business. Of course, as a good startup, you should follow the “Growth first, budget second” approach to get ahead of your competitors.

In short, you should prefer Growth Hacking over traditional marketing methods because it can help you save all your investments and provide you unbelievable returns. All you need to do is to apply the Growth Hacking techniques in your business, increase the number of customers, and watch your business grow.

What Makes It Different From Traditional Methods of Marketing?

Growth Hacking is not just a fascination for startups but a reality that can change their fortune. According to Growth Hacking experts, this revolutionized form of marketing is here to stay because of the way it differentiates itself from traditional methods of marketing. So, if you

devise your business strategies based on Growth Hacking tactics, you will be able to bring the following differences in your business:

With Growth Hacking, There Is No Need to Spend Years in Building Your Brand

This is true! No matter how high your sales targets have been defined, you can meet them within a short time period.

Even Limited Resources Can Work Wonders for a Startup!

As a Growth Hacker, you will have limited resources to run your startup. However, this is okay because Growth Hacking strategies dealing with data gathering, analysis, and measurement do not require a heavy budget. Instead, it enables you to draw conclusions from these measurements and analysis as effectively and economically as possible.

Growth Hacking Focuses on Innovation

Unlike communicating a single message to a wide number of audiences, Growth Hacking follows a focused approach. It demands innovation as well as expertise in areas, such as, digital marketing, search engine optimization, content management, web mastering, technical writing, and website coding.

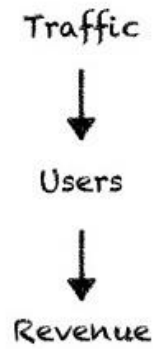
Growth Hacking Has Specific KPIs

Unlike traditional marketing, Growth Hacking targets only some of the KPIs resulting in higher growth. Some of these KPIs include:

- Increasing traffic
- Attracting and retaining new customers
- Producing generation leads
- Focusing on conversion rates

What Are the Key Pieces and Parts?

So, what is the core of Growth Hacking? As its name suggests, Growth Hacking is all about utilizing a set of best practices and techniques to deal with user growth. However, most companies aim to experience user growth by tracking only these three things:

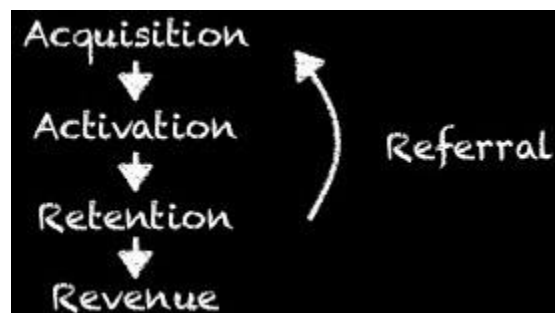


Do you think this is enough? Of course, there should be something else to track as well. Have a look below at the phases of tracking business growth:



Most companies have the least idea of tracking Phase 2 and Phase 4 of user growth. These missing elements in this tracking process are what differentiate Growth Hacking from traditional ways of marketing.

Furthermore, a startup can never be able to achieve growth unless it starts focusing on ALL the phases of user growth tracking process. This is what Growth Hacking is all about. So, to achieve user growth for your startup, you should know all the parts of Growth Hacking. These parts should be incorporated in the user growth tracking process in the following way:



To understand the concept in detail, have a look at these missing elements or in other words, the vital parts of Growth Hacking:

1. Acquisition – Getting your potential customers to visit your website.
2. Activation – Influencing your potential customers for signing in to anything that will possibly lead them to visit your website again.
3. Retention – Helping your website visitors in becoming active.
4. Referral – Influencing your active users to refer/promote your website to others.
5. Revenue – Monetizing your active users.

Though these are just the basic parts, elements, or components of Growth Hacking, there is an entire process that is required to be carried out to achieve the ultimate goal, i.e. to grow your customers. As you read on, the next chapters of this book will help you have a clear understanding of how to implement this new form of marketing in real.

How And Why Does It Work?

Now that you know about the parts of Growth Hacking, let's see these parts in action. To explain how Growth Hacking works, we have taken "Quora," a questions and answers website as an example of a company who aims to increase its number of users.

Acquisition

Suppose that your friend has posted a question to Twitter from his Quora account. This is the first time you have heard about this useful website, Quora which enables you to seek answers by posting any question. Now, you want to find out what Quora is all about, and visit its website. Since you have visited its website, Quora has successfully completed its "Acquisition" part of Growth Hacking.

Activation

Now, you are reading content on Quora's website. You find it extremely useful, and decide to create your account too. Why? Because your friend has it too! This is when Quora has completed its "Activation" part of Growth Hacking.

Retention

After a few days of creating your account, Quora sends you an email consisting of its weekly digest with a link to its website. You visit its website by clicking on the given link. Once you have entered the website, Quora persuades you to read questions of your interest and see their answers. This is when Quora has retained you as their new user, and have completed their "Retention" part of Growth Hacking.

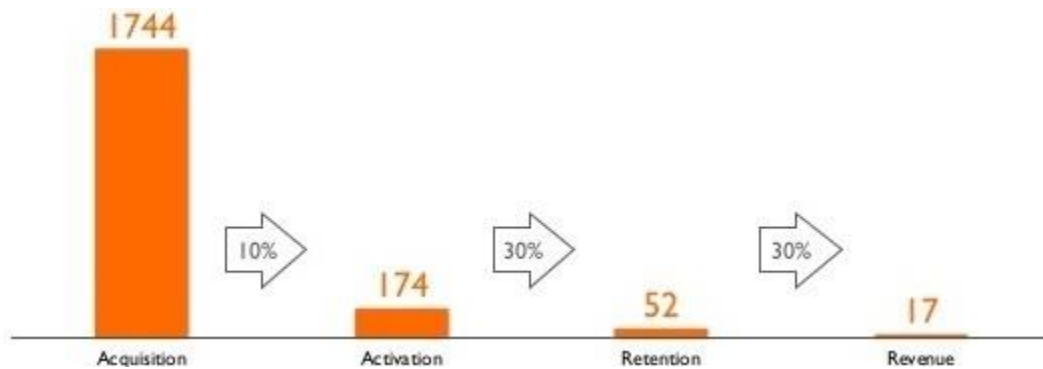
Referral

Now that you are on its page, and reading informative questions and answers on the Quora website, you will see an option that will encourage you to share interesting questions and answers through Facebook and Twitter. If you have chosen this sharing option, it means that you have referred this website to your friends as well. This is when Quora has completed its “Referral” part of Growth Hacking. The result? All your friends will get to know about Quora. There are high chances that they will create an account in Quora website too, thus, leading to efficient user growth of Quora.

Revenue

Quora will not be able to make money from an increased number of sign-ups immediately. Of course, it will require time, patience, and a bit of analytical thinking. Here, each part of Growth Hacking corresponds to the user state. Being a growth hacker, Quora’s job includes figuring out if users are moving from one user state to the other. Though you have created an account on Quora, what matters the most is whether you visit to this website again or not. If you do, it means that Quora has successfully earned “Revenue.”

More importantly, Quora is able to earn revenue by measuring conversions in terms of all parts of Growth Hacking. The chart mentioned below will give you a clear idea:



The example of Quora applies to your own business as well. By focusing and measuring the level of acquisition, activation, retention, and referral of your website users, you can achieve user growth while maximizing your revenues.

CHAPTER 2

How to Become a Growth Hacker

Growth Hacking definitely does not require you to become a typical programmer who possesses all the basic skills to hack someone's software! In fact, to adapt the role of a growth hacker, you are required to have a deep understanding of the characteristics you should have in order to become a growth hacker, and increase the user growth of your company. This is mainly because the role of a growth hacker goes beyond the vision of a marketer.

So, here are some of the characteristics of successful growth hackers you should adapt in order to attract and retain maximum number of customers without worrying about your budget.

Characteristics of a Growth Hacker You Should Follow

Growth Hackers Are Analytical

What is so good about the intelligence of growth hackers is that they have their understanding of figuring things out analytically. Almost everything carried out by growth hackers have something common, i.e. analytics.

For instance, with analytics, it is not about how appealing your ad looks when placed on the billboard. What matters the most is the increased number of sales generated from that ad, which can be determined only if you use analytics.

Growth Hackers Are Skilled and Disciplined

As a growth hacker, you need to have strong expertise beyond your own field of interest. Growth hackers have the ability to turn their startups into large companies through something which they didn't possess, but as soon as they realize that they lack something in themselves, they strive to learn the skill, and move ahead with it. This is something you should learn right from the start of your Growth Hacking journey.

Growth Hackers Are Right Brained

Yes, they are creative! Though they spend their lives dealing with analytics, they make correct use of their right brain too. Obviously, this is something without which they cannot survive in business. So, if you want to ensure that your product is preferred by your customers the most, you need to come up with creative ideas to maintain the image of your product.

Growth Hackers Strive for Growth

In the world of Growth Hacking, there is no word as "Shortcut." Secondly, becoming a growth hacker does not require you to be a genius. Growth hackers believe that they are not going to get

anything without putting maximum efforts. So, they perform their best by applying the right tools and techniques to increase user growth within a short time period.

Shifting Your Mindset

Sometimes all your business requires from you is the shift of your mindset. This is especially true if you had been working for a large organization where the only marketing strategies implemented were the ones we often read in numerous conventional marketing books. And now, you have your own start up to manage, with lots of goals related to the growth of your business. But can you accomplish all those goals by applying the same marketing strategies into your business? Well, most likely the answer is negative. Of course, you don't have the budget as well as the resources. Secondly, investing your time in this risky experiment is not a feasible option for your business.

This is when you need to shift your mindset from applying traditional marketing expertise to choosing Growth Hacking as a more effective way to retain customers and maximize revenues. Though this is challenging, it promises high returns for your startup. So, leave all the previous marketing tactics behind, and start thinking like a Growth Hacker!

CHAPTER 3

The Growth Hacking Process

Now that you have become aware of the basic parts of Growth Hacking, how it works, and what your company needs to do to achieve its goal with the help of Growth Hacking, and what your own role as a growth hacker should be, it's time to learn its actual process. When skillful growth hackers think of ways to grow their startup, lots of steps and procedures are going through their minds. Reading this chapter will help you learn the 6 fundamental steps you must take to increase user growth.

Step 1: Identify Actionable Goals

Everything is started off with a focus on an actionable goal. Its strong significance is reflected well from the fact that growth hackers can mistakenly set their goals which are too broad to be accomplished. This makes them meaningless, leading to facing loss rather than profits. Yes, as a growth hacker, the overall goal of your business is to grow, but it is impossible to achieve your target without breaking a broad goal into actionable goals that are smaller as well as achievable.

Here is an example:

Your goal: To increase the number of active users on a daily basis.

Appropriate goal: To increase the level of content creation for your business by two times.

Undoubtedly, the goal you set was on a daily basis, which is almost impossible to achieve. Rather than trying to achieve it, choose the appropriate goal so that it does not become meaningless.

Step 2: Track Your Goals by Implementing Analytics

Were you really successful in accomplishing your goal? Analytics will reveal the truth! Since your current goal is to increase your content creation by two times, the first thing you should do is to make sure whether your company is in the position to achieve this goal or not. To do this, you are required to track the overall progress of your content creation. Ask yourself the following questions:

- ✓ Have I recently tracked the metrics of content creation?
- ✓ Have I tracked content creation in detail?
- ✓ Have I worked on tracking its metrics in terms of the content's file size, views, shares, and length?
- ✓ Do I track the effectiveness of devices that are related to content creation?
- ✓ Do I track my content's referring URLs which actually play a vital role in content creation?

While answering all these questions, you will notice that you cannot go further in tracking your goals without using the analytics for your business. So, if you track the progress of “content creation” as your current goal in an analytical way, you will be able to know whether your business is running on the right track of goals accomplishment or not.

Step 3: Leverage the Existing Strengths

Every startup possesses some inherent assets or strengths that can yield positive results for sure. So, when your company has got something that requires a bit of your energy to make it bigger, then it means that you should leverage it. Here, we are not talking about finances, but something that can build your business, i.e. your current strength.

This can be anything from a well-organized email distribution system to your highly-talented employees. Let’s take an example of your startup’s email system. You may be thinking whether to send an educational email to your potential customers first, or include a “new category” about your offering in it. Think of applying the first option because it is more feasible as compared to the second one. It may be that sending an educational email to 20,000 subscribers may lead to an increased level of user response. Eventually, this single existing strength of your startup can turn out to be the ultimate reason of your success.

Step 4: Execute the Growth Hacking Experiment

You have already set your goal, i.e. to maximize your content creation by two times. You have also implemented the required analytics to track your goals. More importantly, you have figured out your “Email” distribution as the existing strength of your startup. Now, the next step is to actually SEND this educational email to thousands of your potential customers. Before you execute this Growth Hacking experiment, you should keep in mind the following points:

Get a Hypothesis of Your Own Before Executing This Experiment

In Growth Hacking, it is best to have some guesses in mind. So, before sending the email, write down on a piece of paper what you think about its response. What will be the first thought your potential customers will have in their mind after reading your educational email? Are they going to consider it as junk mail? Or will it grab their attention? Will this email prove to be useful in terms of increasing content creation within next month? Whatever your guesses are about the results, just write them down!

Work According to Your Resources

If any of your resources does not work for some reason on the day when you are ready to execute your Growth Hacking experiment, do not get frustrated or disappointed with your goals. Since this is something common in startups, you should recognize limited resources too. To avoid any

unfavorable situation while executing your experiment, just plan everything in advance. This will help you accomplish your goal in a better way.

Never Get Upset With Your Initial Results

Failure is something various large organizations may have come across countless times when they were just startups. Obviously, you should never set your expectations high because your educational email may prove to be extremely useful for some of your potential customers but not for all of them. Keep in mind that initial results can be anything from less content creation to high content creation. The best way to deal with them is to learn from both failure and success of your experiment.

Optimize This Experiment

Growth Hackers are used to optimizing their experiments. What you need to do is to learn the same from them. So, when any of your experiments becomes unsuccessful, it is time to take it to another direction, and execute it in an entirely any way. To do this, conduct A/B tests. Though you have come up with a really catchy subject line that will definitely make a user read your email, you still cannot figure out whether the user actually opened it or not. This is when A/B tests are used.

By using the A/B test, you will be able to know whether the users visited the landed page, and started creating content or not.

Repeat This Experiment

Even if the experiment you had executed turned out to be a failure, you still have chance to take it in a different way. Analyze what went wrong, come up with brainstorming sessions, and gather new ideas from your staff. It may be that you will execute the experiment in a better way next time you do it.

CHAPTER 4

3 Ps of Growth Hacking

So, you are looking for new ways to increase the number of your website visitors? This is easy, even for a startup, provided you follow the right approach. From the Growth Hacking perspective, you can get the required website traffic of your visitors by following only three Ps of Growth Hacking, i.e. Pull Tactics, Push Tactics, and Product Tactics. Are you thinking about the differences between the three and how to use them? Have a look below to understand the concept in detail:

Pull Tactics of Growth Hacking

Remember that your website is the window to your company's image, representing your products or services the way you want your customers to know. To do this, the first thing you need to do to attract your potential customers to your website is to pull these future visitors. This is when pull tactics of Growth Hacking are used the most.

Pull Tactic # 1: eBooks, Whitepapers, and Guides

A potential visitor may not stay on your website just because of a one-page blog, but if it is a hefty document in the form of an eBook that has something important to tell them about a subject of their interest, then there are high chances that they will give it a click.

Whether it is an eBook, whitepaper, or a user guide, if your readers love reading useful information about a product's usage, they will more likely order it from your website.

Pull Tactic # 2: Webinars

Seminars are offline, and easier to ignore. However, webinars are what online users can get access to easily. Furthermore, webinars are considered as one of the most successful channels that can help you bring new visitors to your website. Still thinking how? The following reasons justify this fact well:

- a. Generally, webinars are conducted live. Therefore, people interested in it cannot delay it at all. If they cannot risk missing it, then the only choice they are left with is to "attend" it online.
- b. There are often limited seats in webinars. This makes people analyze that the content to be discussed in the webinar is important and exclusive.
- c. Many webinars end with some special promotion for a company's product. You can adapt the same way and offer your product to people for free. If they like the product, they will visit your website to buy it.

Pull Tactic # 3: SEO

Even today, SEO is considered as the primary way to get maximum traffic to your website. This is simply because thousands of people search for product information by using popular search engines. In this case, your efforts of writing eBooks, user guides, and whitepapers about something related to your business are worth it.

So, when you create a lot of such content, search engines will soon realize that you have high authority on the topic of your interest. Eventually, your website rankings will increase, and give another chance to your potential customers to visit your website.

Pull Tactic # 4: Social Media

For most businesses, social media is the only way to enhance their online presence in front of millions of potential customers. To do this for your own startup, learn what social media is, and what it can give your business. Create the existence of your business on Facebook, Twitter, and Pinterest, and watch what happens next. However, this requires you to interact with your potential customers on a regular basis, but once your social media activities are carried out professionally, the results will be worth noticing.

Eventually, your target audience will visit your website, and there is a possibility that they will buy your product. You can do this by following these tips:

- a. Increase the number of your Facebook page likes by launching various contests in which your target audience may be interested in.
- b. Social media can be the best form of customer support, so utilize it as effectively as you can. Answer the questions of your potential customers through this powerful media and give them advices.
- c. As soon as you launch a new feature of your product/service, communicate it through social media to enhance its exposure.

Pull Tactic # 5: Contests

For startups, contests are an amazing way to drive traffic. You can pull your potential customers to get in touch with your products or services by following ways:

- ✓ Give away gifts which are actually meaningful to your potential customers. Also, the gift should represent your company.
- ✓ A free trip to a memorable destination may mean a lot to your potential customers than just giving them an iPad. So, give away experiences too.
- ✓ Do not announce the giveaway of a grand prize. Instead, divide it to first, second, and third prize.

Pull Tactic # 6: Deal Sites

In order to save money on each product, many people prefer deal sites as the only channel to look for discounted products. It may be that your target market prefers the same. For this reason, add your products to the most popular deal sites. Offer your customers a specific deal. This is surely going to let them visit your website for further product details.

Push Tactics of Growth Hacking

Now, we will put emphasis on pushing your corporate image and product information to your visitors. Of course, this is not easy to implement, but once you have made a focus, you can do it for your startup easily.

Push Tactic # 1: Purchase Ads

When it comes to selling your product to your online customers, purchasing ads can help you accomplish your goal. However, this requires you to identify the right platform of purchasing ads. Is your target audience familiar with the platform you have placed your ad in? Did your potential customers even see that ad? To answer these questions correctly, it is necessary to choose an ad platform which aligns well with your target audience.

Push Tactic # 2: Cross Promotions

This is a free and easy way to drive enough traffic to your website. You can contact other companies to carry out your cross promotion activity. The company you want to conduct cross promotion with should be catering to the same target market. If your company is not considered as a threat to that company, then this can be done easily.

A company allowing another company for placing one banner ad on its blog or website is an example of Cross Promotions.

Push Tactic # 3: Affiliates

One more tactic to push customers to view your website is hiring affiliates. This is when you have to pay a person for reaching a specific goal for your company, such as, activating any member or bringing a visitor to the website. Here, the main purpose is to assign a responsibility of increasing your website traffic to someone rather than worrying about it.

Product Tactics of Growth Hacking

What can be more exciting than to push your product to find a way? Though pulling and pushing tactics can help you increase your company's visibility, the magic begins when you use your product to increase the number of your customers. However, this has to be carried out patiently and intelligently. Have a look below how to apply product tactics the right way:

Product Tactic # 1: Network Invitations

In this competitive world of networks, people are already into a number of networks depending on their interests. Some of the examples include LinkedIn, Email, Facebook, Twitter, and Pinterest. This is where you need to show your product too. Once your product is present in a relevant network, it is time to invite your prospects to join the network.

Product Tactic # 2: Social Sharing

If you have a public profile on any of the social media websites, it means that you have the ability to share your posts about your product to all your potential customers. This is called social sharing.

While devising your social sharing strategy, you need to analyze where your actual traffic is coming from. For instance, if a higher number of your customers use Twitter, and you have only let your Facebook customers to share something about your products on Facebook, then there can be a big mismatch. To make sure your social sharing efforts remain productive, you should identify which social network is the most useful for your business growth.

Product Tactic # 3: Backlinks

Hotmail was one of the first startups that used Backlinking as its main strategy of Growth Hacking. This makes backlinking a sensible option for many startups. There are various services that enable you to insert a pop-up option on the page of your website for different reasons.

Product Tactic # 4: Incentives

If you want to sell your product, you can even do better if the product is being sold along with a really great incentive. This is applicable to your business if you want to offer an intensive which costs less but can be of great value to your customers. This way, there are higher chances that your customers will prefer your product over the one being offered by your competitors.

Product Tactic # 5: Organic Word-of-Mouth Marketing

Why wouldn't you buy a product if your friend loves it and recommends the same to you? Known as Word-of-Mouth Marketing, this is one of the mostly used product tactics performed by startups as well as large corporations. Creating word-of-mouth for your product or service is what you should look forward to.

Though word-of-mouth communication cannot be measured or controlled, you can put your efforts in it and observe the results. Examples of some of the products that spread within groups of people really fast include pain-relieving products and cosmetic products.

CHAPTER 5: Tools and Techniques to Activate and Retain Users

Now that you have read about the tactics to bring visitors to your website, you are going to accomplish your goal of increasing your website traffic soon. But remember that these are just visitors, and not your customers. They need to be activated and retained so that they remain the source of your revenue, but how to make this possible? Read on, and find out the answer.

How to Activate Users

Copywriting

If you want your website visitors to like the image you have created about your company, then the first thing you should do is to focus on your content. Are the words powerful enough to influence their purchase decisions? They will get impressed and will purchase your product only if your words are really louder than their perception. Make this possible by following these tips:

- ✓ Include your company's value proposition on the headline
- ✓ Make a sub heading that also communicates the same value proposition
- ✓ Keep in mind that short copywriting is best for less-expensive products and long copywriting works best for highly valuable products
- ✓ Do not imitate your competitor's style of writing. Show some originality in your content.

Call to Action

After all, it is all about directing a visitor to click on the "Buy now" or "Place an order" button of your website. This is called the Calls-to-Action technique. An ideal way to get your website visitors to perform this action is to communicate to them as effectively as you can. To do this, make the button prominent so that they do not need to take too much time finding it.

Another way to do this is to let them know about the "Contact Us" section. Make your phone number visible so that they can call you directly.

Game Mechanics

Who doesn't love progressing, leveling up, and completing tasks more efficiently than others, and getting awards? If everybody loves this, then your potential customers may love it too. This is considered as another Growth Hacking technique in which you are required to implement game mechanics to sell your product.

This is a profitable technique through which you can activate your website visitors, and turn them into loyal customers. If you offer them any kind of award to purchase a certain number of products, and promise to mention their name as the winner on your website, then most of them will be ready to spend money on purchasing your product.

Pricing Strategies

Are the visitors thinking that they cannot afford your product? They may be those website visitors who will never come back to your website again. Of course, this can go against your user growth. To control this set of website visitors, it is important to offer them products at the price they are comfortable paying.

Without facing any loss, set a pricing strategy by dividing your website visitors into multiple tiers. Mention the prices of your different products on your website to give them an idea that the products they are interested in are not as expensive as they might have perceived.

How to Retain Users

Speed to That “AHA Moment”

Even if a lot of people from your target market have purchased your product, there is no guarantee that they will return to your website for a repeat purchase. If they do, it means that you have successfully retained them! You can do this by bringing that “WOW Factor” to your product. Introduce something with your product the competitors do not currently offer them. Your customers will more likely feel that they are special for you.

Use Email as an Asset

Emails are perceived to be the worst thing a customer can receive from a company. However, there are a lot of positive facts about email distribution that justify that emails can do wonders in terms of retaining customers. However, when you work on this, make sure that you do not irritate your customers by repeating them. To avoid this situation, there should be something new to offer your customers through an email, such as, event-based notifications.

Offer Your Customers the “Red Carpet” Experience

It may be that a new competitor has entered the market, and your first 100 customers have started buying their brand. Will you be able to bring them back? Yes, but you should give them something extra now. This can be anything such as, sending 100 t-shirts to the first hundred customers, conducting a lucky draw for the free trip to a destination, or mentioning your loyal users in your email newsletters.

CHAPTER 6

FAQs of Growth Hacking

Question: When should I choose Growth Hacking over other marketing strategies?

Answer: You should choose Growth Hacking for sure if you have a startup. Since you cannot afford to spend a lot on intense advertising, Growth Hacking can turn out to be the safest option to drive sales for your business.

Question: Can I conduct growth hacking techniques on my own or do I need to hire a growth hacker?

Answer: If you know who your target audience is, how to carry out some of the complex internet marketing activities required in Growth Hacking, and how to work with the analytics then it is an easy game for you. However, if you are new to this form of marketing, then hiring an experienced growth hacker is a better option.

Question: If I hire a growth hacker, what are the criteria I should follow?

Answer: It is tricky to choose the right person. Therefore, you may need some time to identify the right growth hacker to increase the number of users visiting your website. While searching for one, make sure that he/she should be skilled at search engine optimization, analytics, social media marketing, email marketing, and social sharing.

Question: How should I incorporate Growth Hacking into the culture of my organization?

Answer: At first, it is not challenging to introduce the Growth Hacking concept to your staff members, as a startup always starts with only a few employees. This is why it is easier to communicate this new marketing technique to them. To do this, conduct a brief training session, in which you can inform them about the changes made to their job description related to the addition of Growth Hacking tasks.

Furthermore, educate them how useful it will be to implement Growth Hacking strategies to the company, leading to increased sales as well as an increased level of employee benefits.

Question: What if Growth Hacking doesn't work for my business?

Answer: If the first experiment of Growth Hacking does not turn out to be successful, don't worry as this is something many startups experience in the beginning. Start this off all over again with a different dimension. While you do this, never ignore the analytics of your potential customers.

Final Word

Till now, you must have got a clear idea of what Growth Hacking is, and how useful it can prove to be for the growth of your startup. So, what else? If things go according to your Growth Hacking plans, your startup will soon have a position where it can compete with other established companies!

However, you can use each and every part of it only if you are well aware of the tactics, techniques, and tools of Growth Hacking. To ensure that you do it in the best way possible, keep having an idea about the most useful Growth Hacking strategies by consulting this book.

As you go on with this, after some time, you will realize that you have actually mastered it. Till then, best of luck!