
HACK THE GROWTH

How Growth Hacking can skyrocket your company's growth with minimum budget

By:



Embassy of
Design

 GrowthRocks



A few words about me

Theodore Moulos

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Entrepreneur

Co-Founder & CEO, Growthrocks.com

CTO of giaola.gr

Co-founder growth.university

Co-founder growthhackingacademy.gr

Co-Founder of viral-loops.com

Co-Founder of vitrinabox.com

Co-Founder search-in-a-box.com

Advisor/Speaker

Advisor and board member of numerous companies

Speaker in growthMarketingConference.com

Guest Lecturer in NYU Stern School of Business

Gust Lecturer in Alba Business School

Lecturer in growthAcademy

Lecturer in growthX Academy (SF)



About GrowthRocks

About Growth hacking

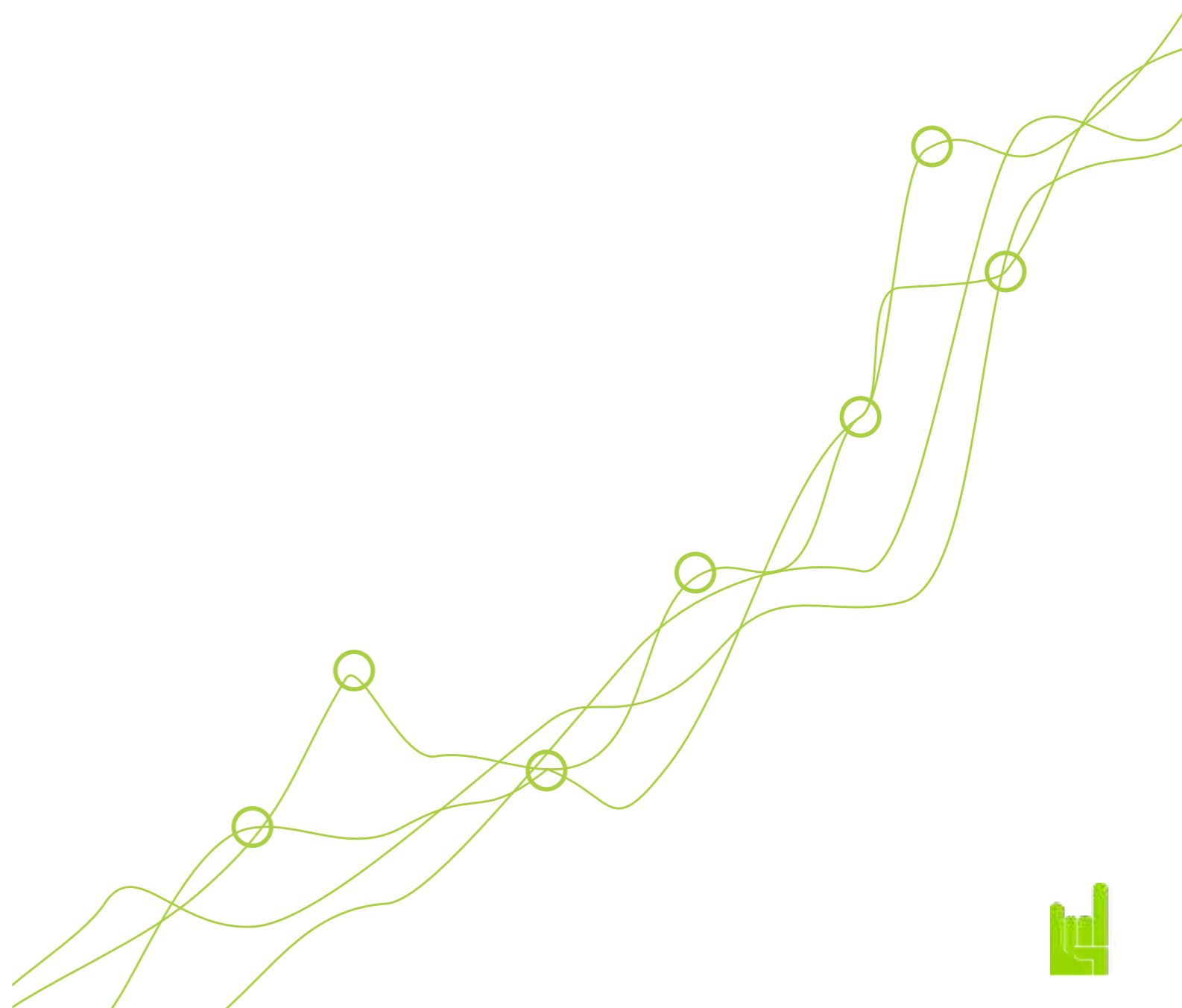
What it takes to Growth Hacking

What stops companies from nailing it?



About GrowthRocks

(Our first Case Study: us)



Achievements

- Inbound Sales only since the beginning
- Not a single cent on Paid Advertisement
- Growing / Supporting customers in 13 countries
- Conversion Funnel
- 20 Touch Points
- 10% end-to-end Conversion Rate
- 10 integration points to automate everything
- Full implemented marketing stack
- Content Syndicated by [upwork.com](https://www.upwork.com) and others





growth hacking agency



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About 662,000 results (0.40 seconds)

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GrowthRocks: Growth Hacking Marketing Agency

<https://growthrocks.com/> ▾

GrowthRocks is a growth hacking marketing agency that helps startups and well-established companies to achieve rapid and sustainable growth.

Ranking 1st Worldwide !!!



39+

Customers (today)

Greece, UK, US, Singapore, France, Netherlands, Malta

Pinnatta

GIGALIZE

ařocarrot

CW/M

Congress Rental Network
CRN

22

Months on Growth

19

GrowthRockers

13

Countries



We know our s...t about content



Growth Hacking Tools: A Survival Guide (Reloaded version)

626
Shares

This graphic features a teal background with various icons including a laptop, a magnifying glass, a lightbulb, and a gear, symbolizing growth hacking and digital marketing.



Not Combining Content Marketing And SEO Is The Reason You'll Fail!

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This graphic has a teal background with a central 'SEO' icon and various smaller icons representing content marketing and search engine optimization.



Are you measuring your Social Media ROI correctly?

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This graphic features a grey background with a laptop displaying a line graph and a magnifying glass over it, with a cloud icon in the top left.



Google Analytics: Unlocking Big Data In 10 Steps

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This graphic has a teal background with icons for a stopwatch, a target, a document, and a laptop displaying a line graph.



30 secrets to improve your Social Media presence!

379
Shares

This graphic features a dark background with a person's hands raised in a gesture of surprise or excitement, surrounded by social media icons for Google+, Twitter, LinkedIn, and Pinterest.

They trust us



DRIVETHRU BRANDING



online beauty bookings



Product Achievements (viral-loops.com)

#goviral
or go home

Product Achievements (viral-loops.com)

- Zero-touch SAAS to cover referrals and competitions
- 30% MoM Growth Rate
- Four VCs asked to invest and funded by an Investor in Nederland (VentureFriends)
- Four VCs committed to re-invest (series A) during Q3 / 2017 (at 20k MRR)



Viral Loops for Startups

Virality for startups made easy 🍌

GET IT

▲ 1098



About Growth Hacking

Hacking the Growth



What is Growth Hacking?

Growth hacking is a marketing technique developed by technology startups which uses creativity, analytical thinking, and social metrics to sell products and gain exposure.



...called agile marketing & marketing before that

Topics

Subscribe



growth hacking

Search term

agile marketing

Search term

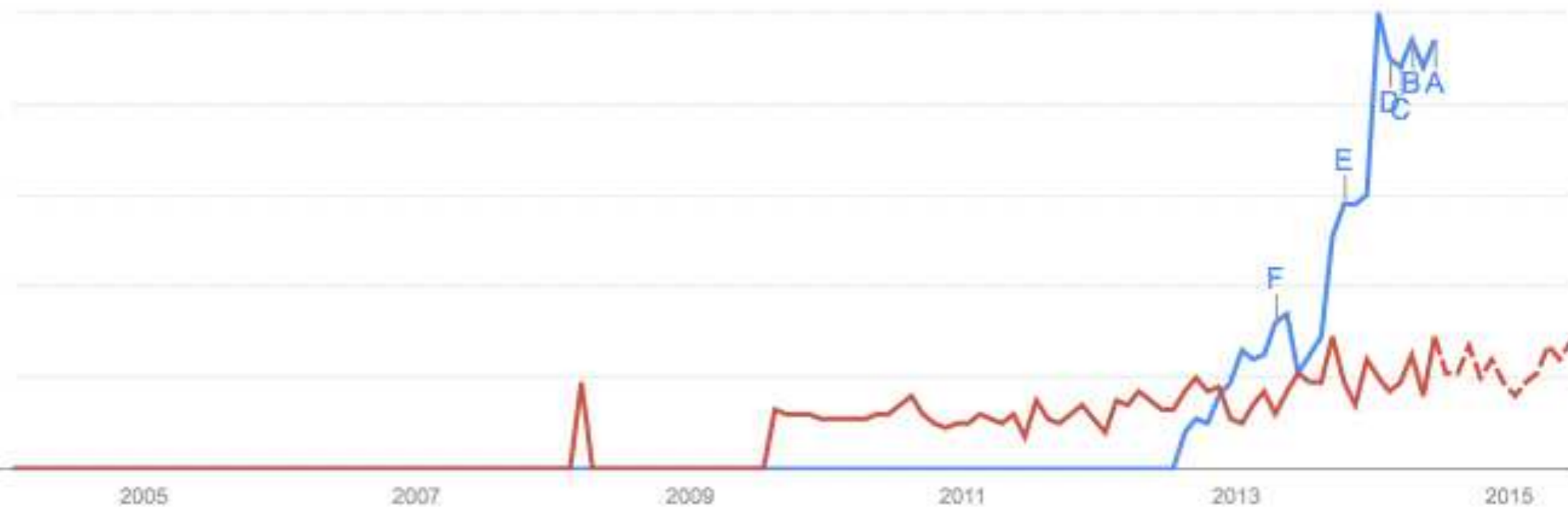
+ Add term

Interest over time ?

News headlines Forecast ?



Average



The evolution of marketing:

Studied in business schools #NOT
Runs by “Technicians”
Connects with Sales Targets
Has a clear ROMI
represents your business objectives



Because Marketing **has** changed



What has been changed?

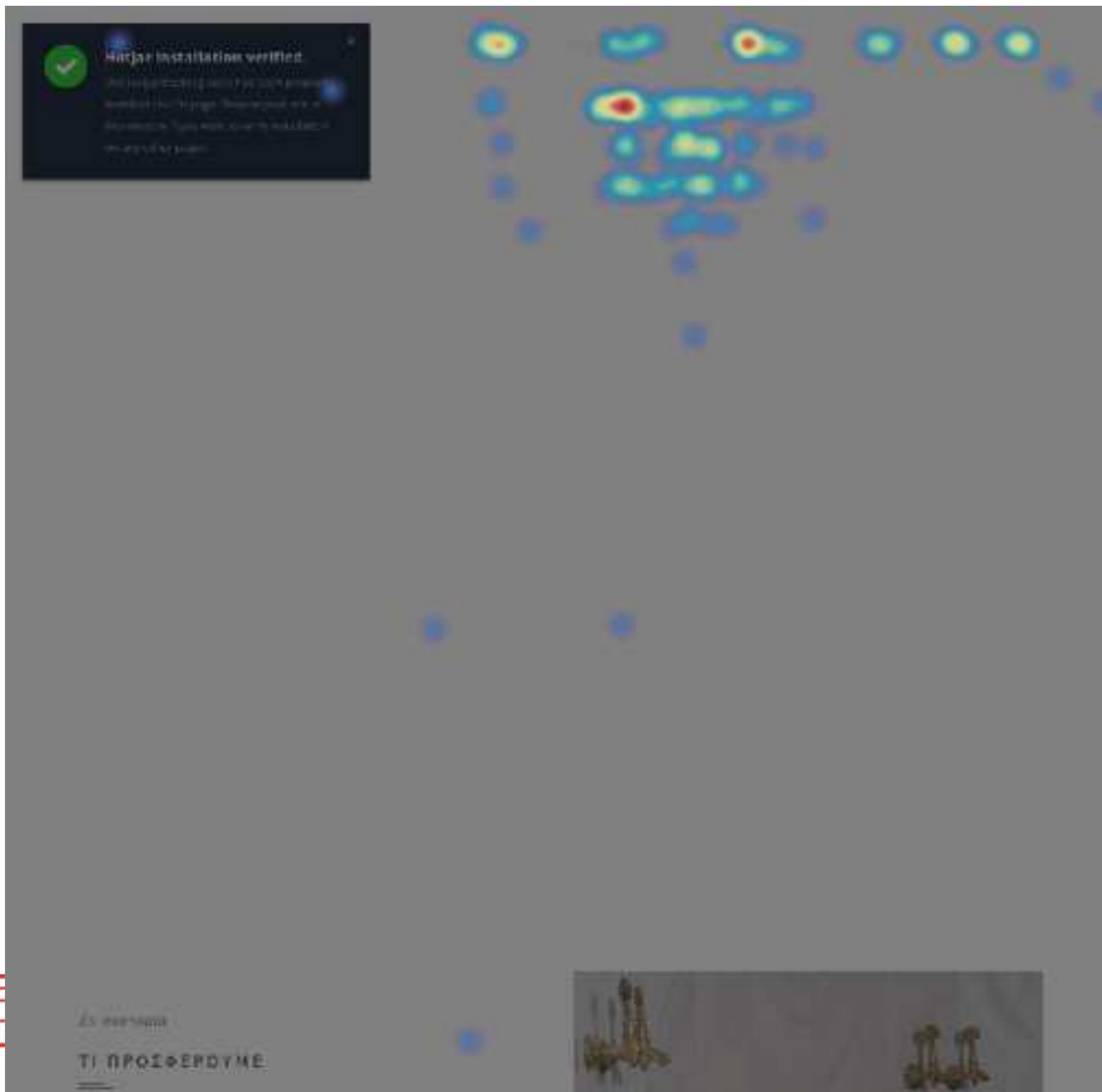
- **Data Driven Marketing** is king (compared to aesthetics or assumptions)
- Marketing is now **run by engineers** (because of the technical skills it requires)
- Marketing **has sales targets** (as it acts as another sales channel)

What has been changed?

- Design doesn't need to be unique. It needs to follow patterns
- UX is king and it's important to be at expected level
- Content is the most important element to drive traffic, activate users, engage users
- All social channels need to be explored
- Sites have a purpose: Sales, Engagement. User Acquisition
- Other Channels need to be implemented

The Measurements changed

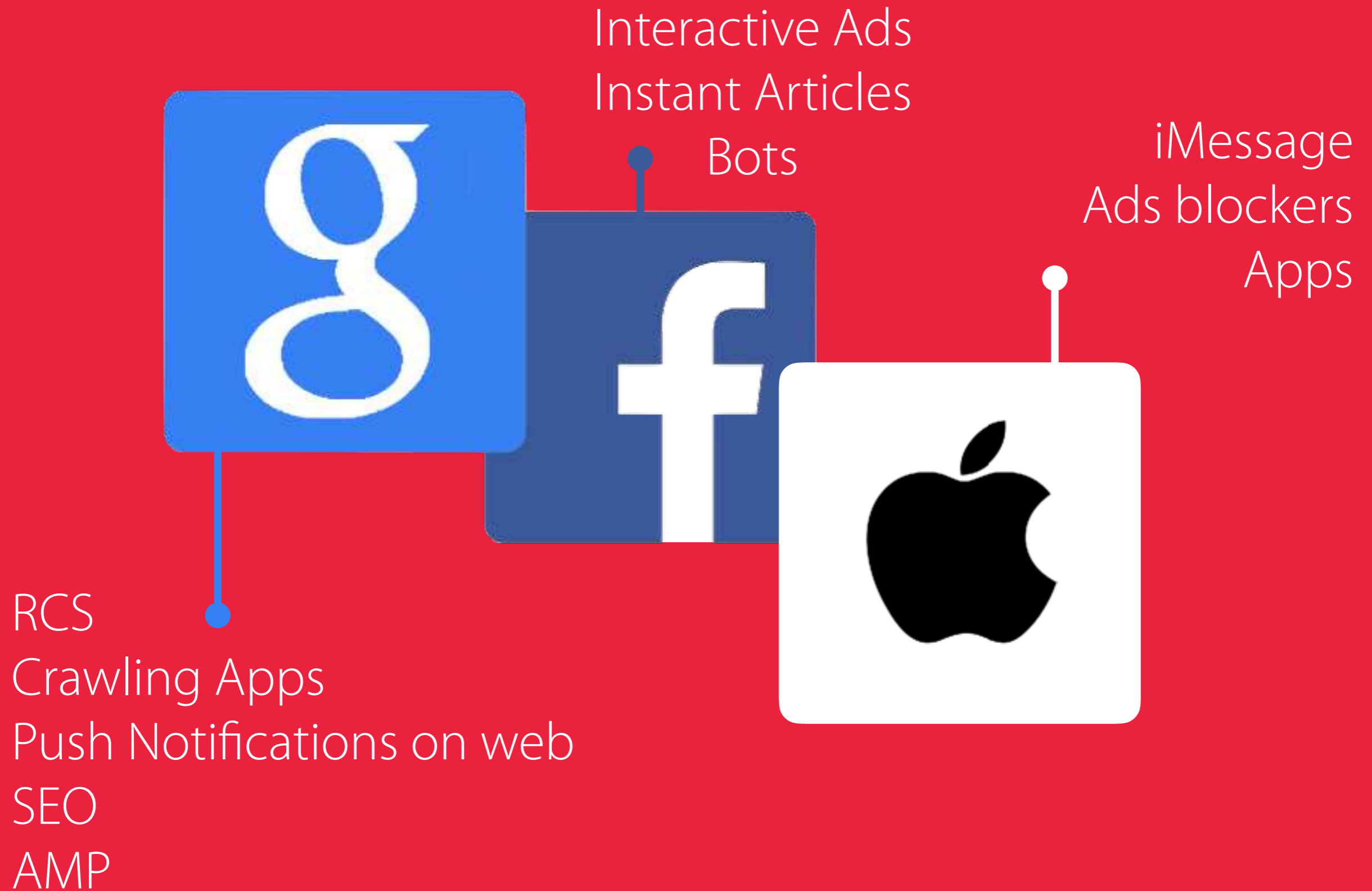
HeatMaps



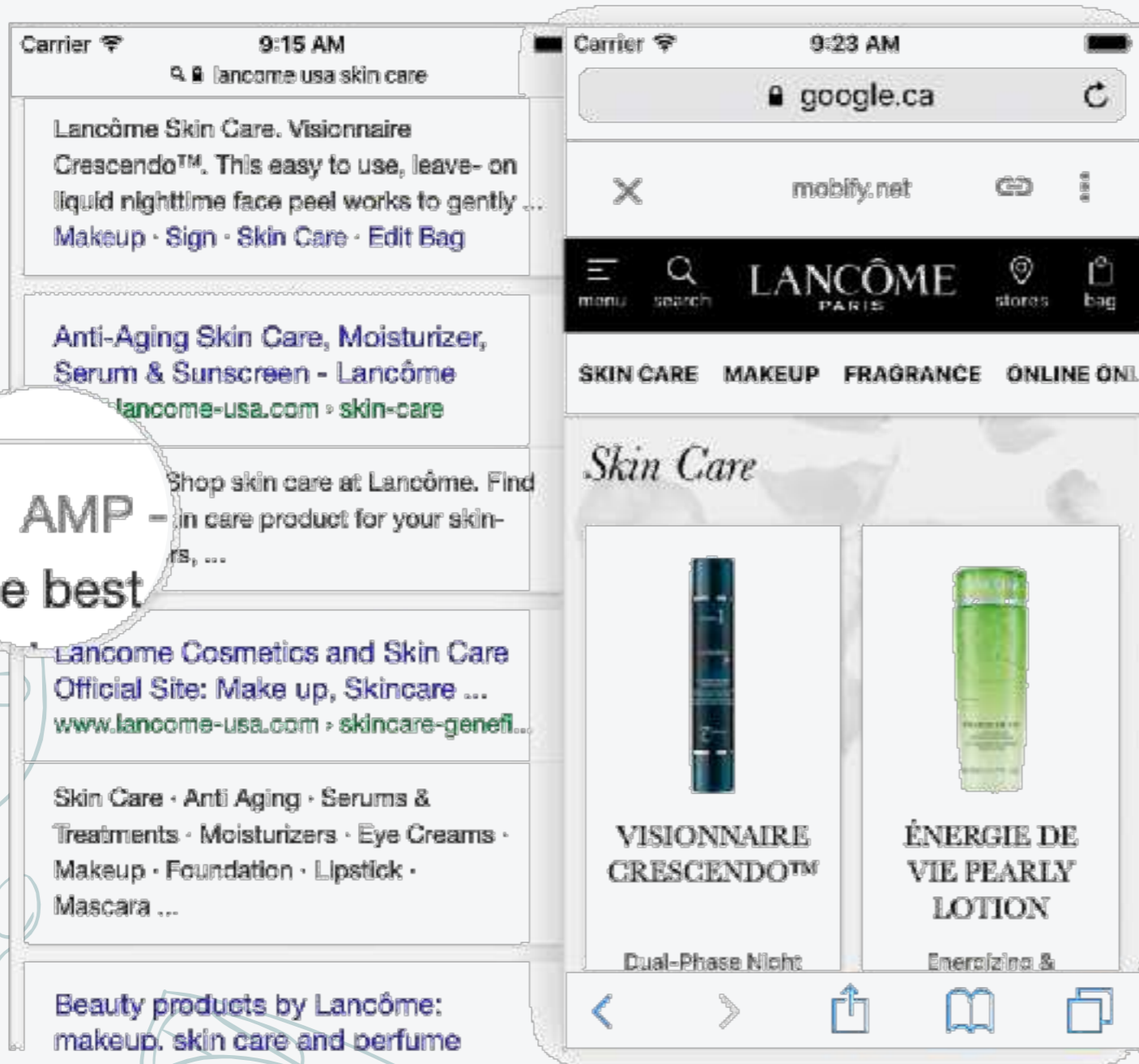
Scroll Maps



The technology changed



AMP and Instant Article = 1" promise



AMP
the best

Instant delivery

Optimized discovery

No user scripts

Static content



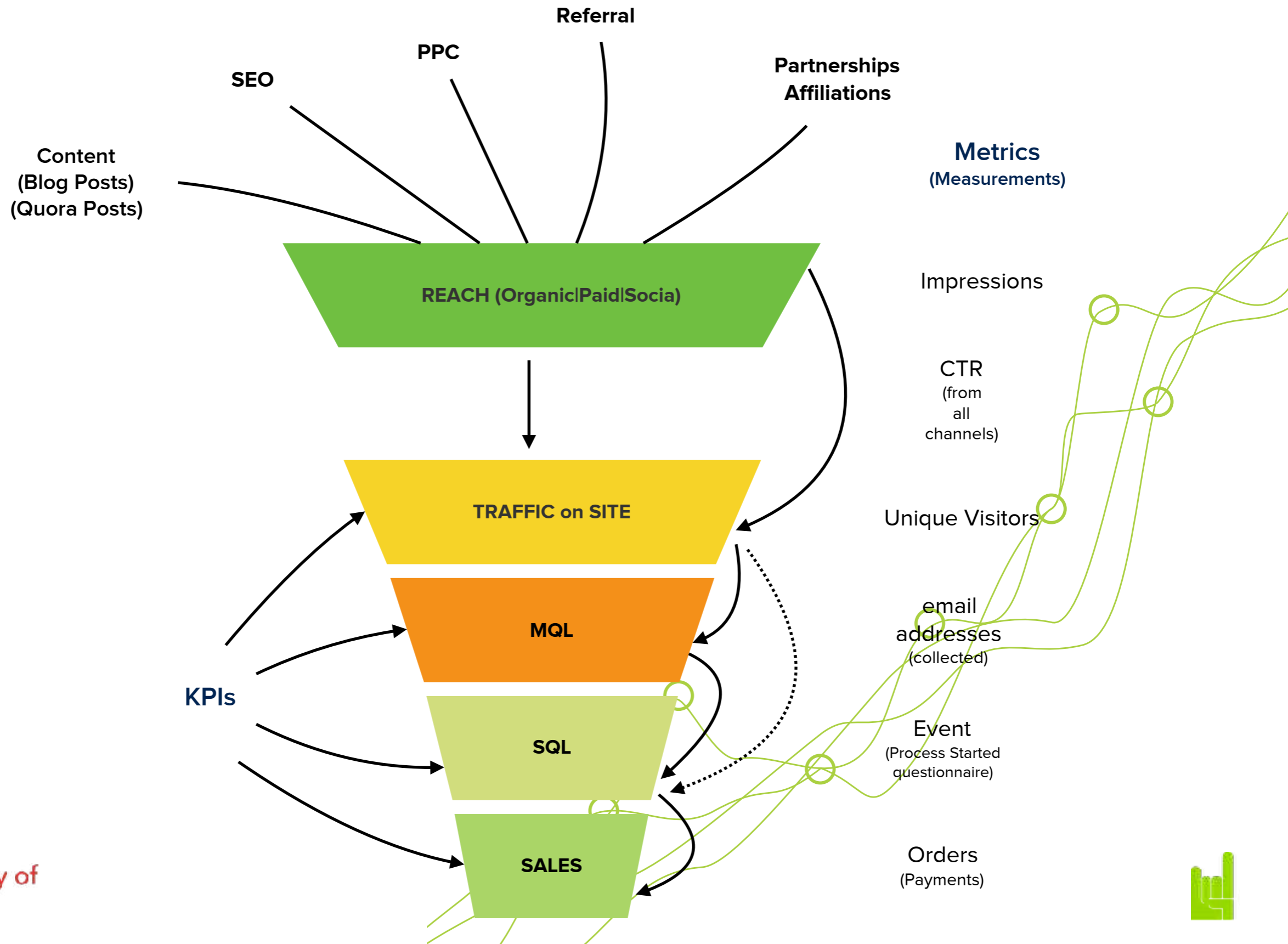
The larger Publisher in the world changed



The reading behaviour changed



The Main Funnel changed



Services	A Acquisition	A Activation	R Retention	R Revenues	R Referrals
Performance Marketing Paid Advertising (aka PPC) and affiliation	x	x	x	x	x
UX for Growth (in your Web or Mobile app)		x		x	x
Search Engine Optimisation (Keyword research, keywords strategy, SEO-based content)	x				
Content Marketing (Content Strategy, Production and distributions)	x				x
Email Marketing Marketing Automation	x	x	x		x
Social Media Management	x				
Convert Rate Optimisation (CRO)	x	x			
Referral Strategy and program	x				
Analytics and actionable advanced reporting	x	x	x	x	x
Engineer as Marketing	x				x
Web Sites / e-commerce Sites	x	x	x	x	x

The Marketeer has changed

The innovative view of a growth hacker



Marketing

Web & Mobile Analytics, A/B Testing, Marketing Automation, Conversion Optimization, SEO, SEM & PPC, Copywriting, Email Marketing, Social Media

Data Analysis

Spreadsheets, Statistics, SQL, NoSQL, BI, Cohorts

Coding/Engineering

HTML, CSS, JS, jQuery, Angular JS, Node, PHP, Python, APIs

Designing

Photoshop, Illustrator, Sketch, Video Editing



The channels / platform changed



What it takes to Growth Hacking (Planning, Processes & Mindset)



Growth Modelling: Amazon's Growth

$$\text{A} \times \text{B} \times \text{C} \times \text{D} \times \text{E} \times \text{F} =$$

A = Vertical Expansion

B = Product Inventory Per Vertical

C = Traffic Per Product Page

D = Conversion To Purchase

E = Average Purchase Value

F = Repeat Purchase Behaviour

2 - Process to follow



+



+



High Tempo Testing

Inspired by: Sean Ellis

Growth Machine

Inspired by: Brian Balfour

A Crazy Growth Team

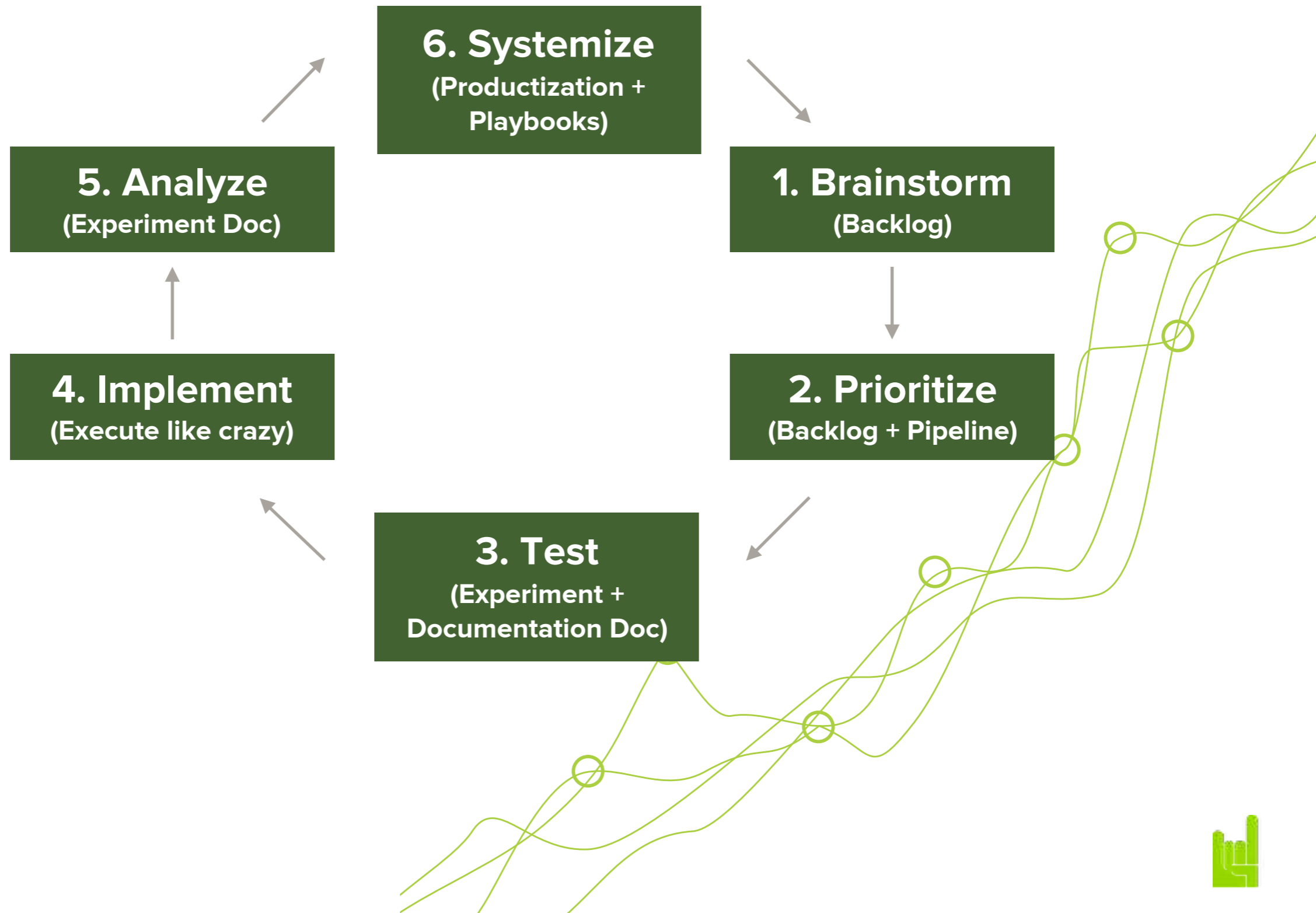
Viral Loops & GrowthRocks



High Tempo Testing

Simply put,
in high tempo testing,
growth teams commit to run a
specific amount of experiments
on a weekly basis .

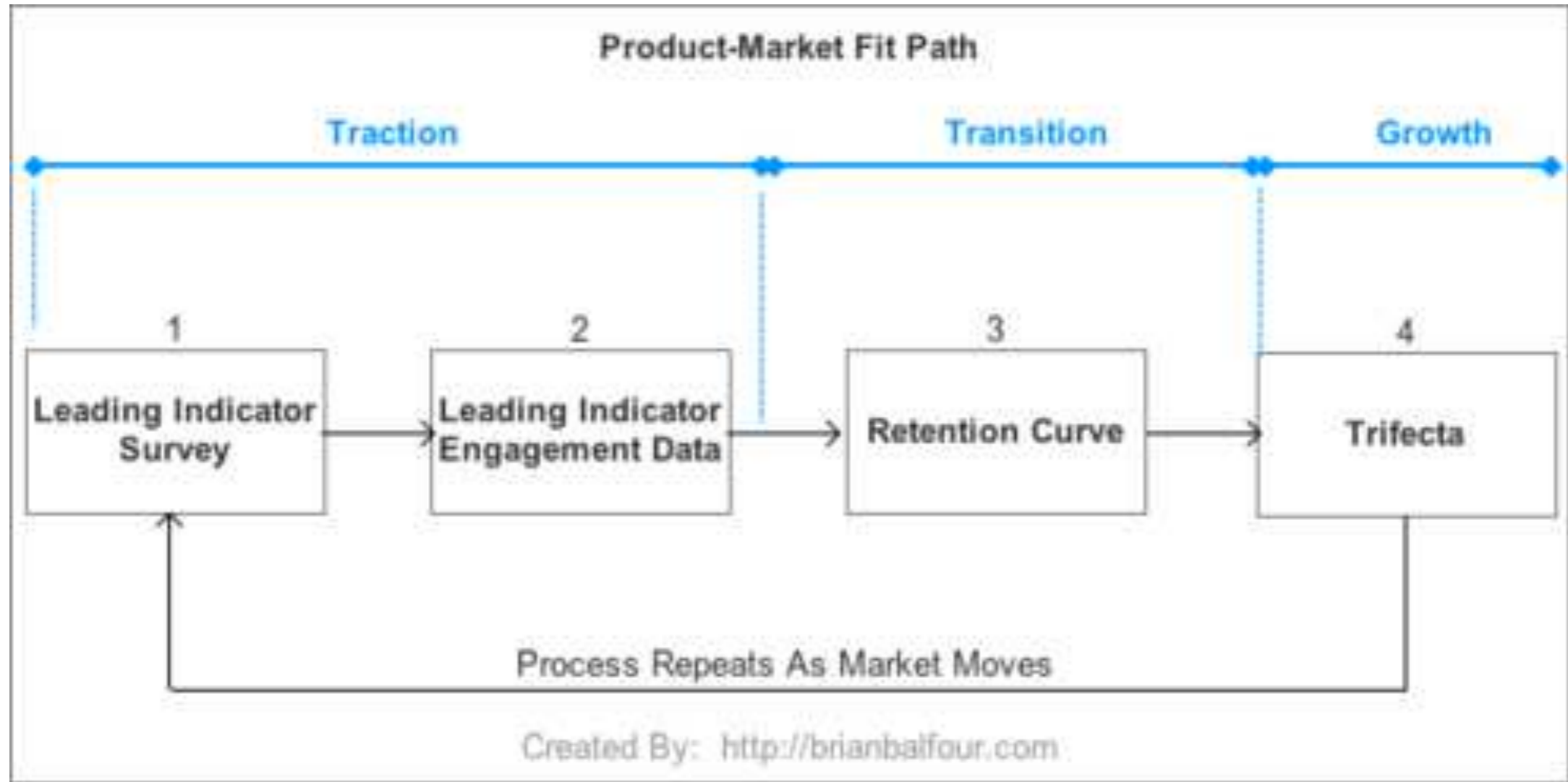
Growth Machine





No Audience
No Traction
No app/product
No followers
No Product/Market fit

The product-market fit - CHECK POINTS



1 - Leading Indicator: survey

Product/Market Fit Survey (Created by Sean Ellis)

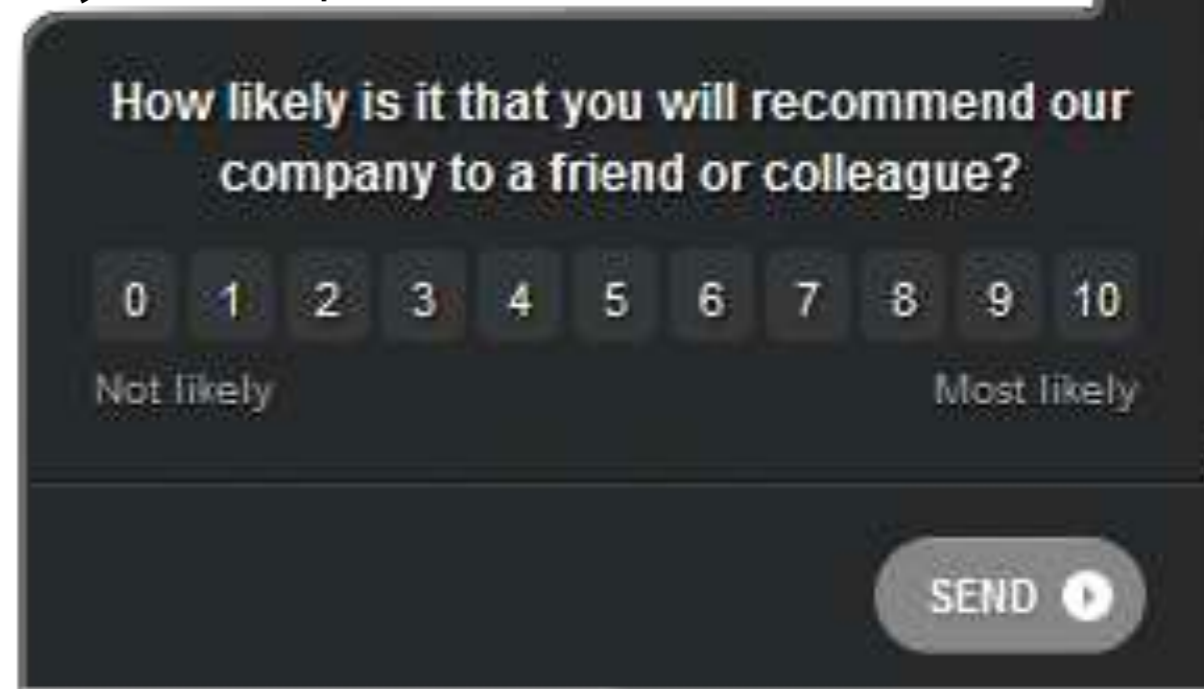
This survey asks the question:

“How would you feel if you could no longer use [product]?”

The measure of success is if 40% or more respond “Very Disappointed.”

NPS (Net Promoter Score)

Net Promoter Score is a method to measure customer happiness and has been used by many companies as an indicator of growth.



How likely is it that you will recommend our company to a friend or colleague?

0 1 2 3 4 5 6 7 8 9 10

Not likely Most likely

SEND

2- Leading Indicator: Engagement Data

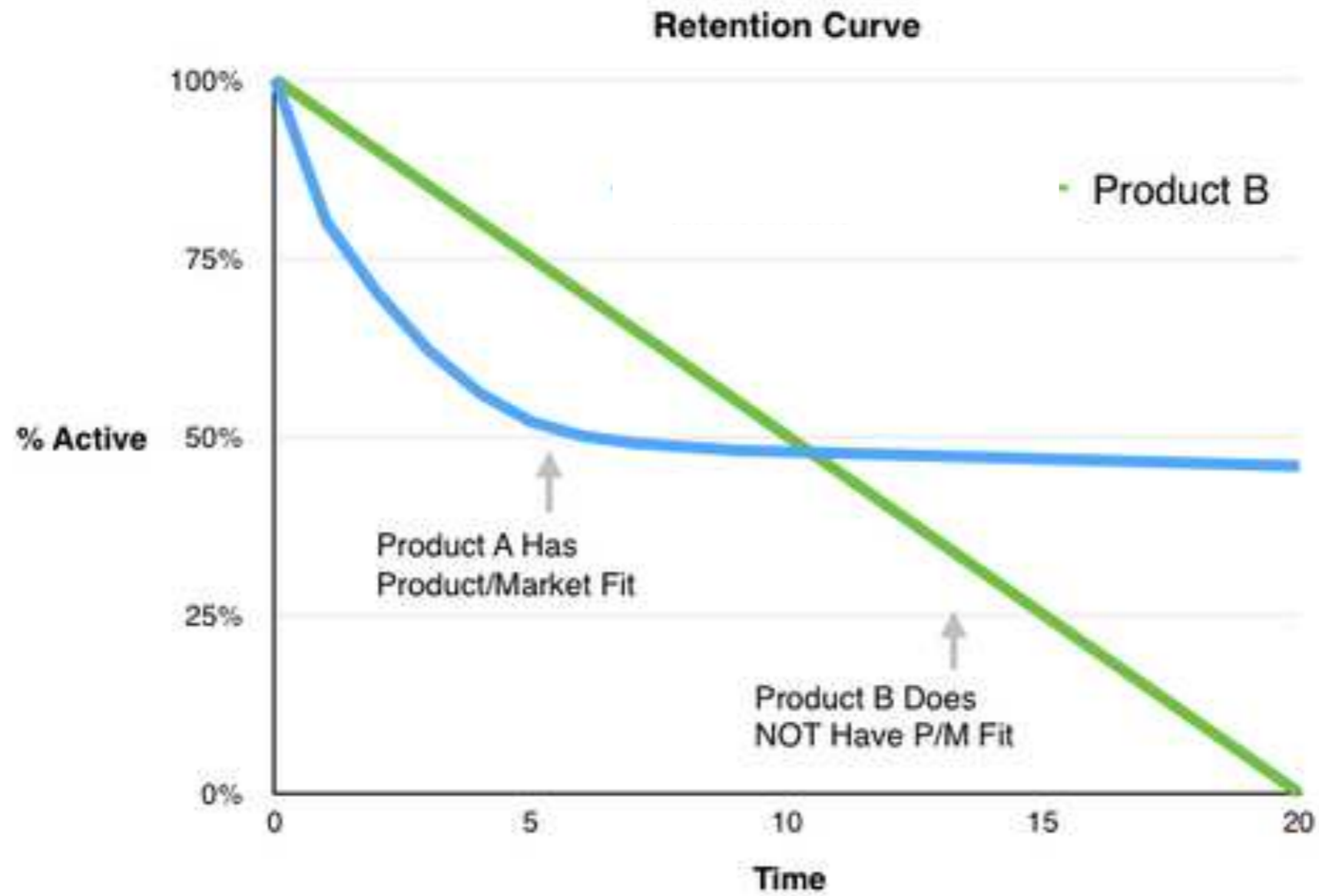
Engagement Data comes with metrics on data (typically at a small scale) that tells a story that the user is getting meaningful value out of the product. (i.e. For a messaging app, that might be how many unique people users are messaging per day)

This data must align with:

- a. Events or actions, not views
- b. The core purpose of the product



3 - Retention Curve



Check Cohort Analysis for Retention

Month	Users	1	2	3	4	5	6	7	8	9
2014-11	22930	100% ^{1.3}	12.8% ^{1.8}	11.2% ^{1.8}	9.6% ^{1.8}	9.3% ^{1.9}	7.4% ^{1.7}	8% ^{1.9}	7% ^{1.8}	4.8% ^{1.6}
2014-12	24060	100% ^{1.3}	12.7% ^{1.9}	9.5% ^{1.7}	8.9% ^{1.8}	7.2% ^{1.7}	7.6% ^{1.7}	6.8% ^{1.8}	5.2% ^{1.6}	
2015-1	26026	100% ^{1.3}	12.8% ^{2.2}	10.6% ^{2.3}	8.2% ^{2.4}	8.4% ^{2.6}	7.4% ^{2.6}	5.3% ^{2.6}		
2015-2	24504	100% ^{1.3}	12.9% ^{2.3}	8.5% ^{2.4}	9.1% ^{2.5}	7.7% ^{2.6}	5.5% ^{2.6}			
2015-3	25755	100% ^{1.8}	11.4% ^{2.2}	10.2% ^{2.4}	8.3% ^{2.5}	5.8% ^{2.6}				
2015-4	22755	100% ^{1.5}	12.1% ^{2.5}	8.9% ^{2.5}	6.4% ^{2.7}					
2015-5	26233	100% ^{1.3}	12% ^{1.8}	7.2% ^{1.6}						
2015-6	23898	100% ^{1.3}	9.7% ^{1.7}							
2015-7	20723	100% ^{1.2}								



“By increasing retention, you increase virality, as well as you can afford higher CPAs.



“Steal” from your competitors #1

- After identifying the competition we should place them in a ranking based on the marketing position (high, medium, low) based on four (4) criteria:
- Backlinks
- Referring Domains
- Domain Rating
- Referring Domains / month (The Growth Rate)



“Steal” from your competitors #2

Their Growth Strategy

- Do they have a blog? Is it active? How many articles do they produce per day
- Where their content is focusing
- What are the keywords they rank for
- Do they have specific pages targeting specific keywords
- Do they have the basics such as heading, meta descriptions, Titles etc.
- They use syndication to distribute their content
- They are doing guest posting
- They are doing podcasts
- Do they receive exposure from Press Releases
- Are they paying for promos or ads
- Are they invested
- Are they listed in their investor's site
- Are they running influencing marketing

Their Inbound Strategy

- What attracts links
- Do they offer lead magnets
- Do they have any kind of automation
- Do they offer concierge onboarding
- Do they offer chat with potential customers



Get Early traction

Pre-product

What needs to be implemented is a Pre-launch campaign, that will be translated to a referral system afterwards, to support a waiting list

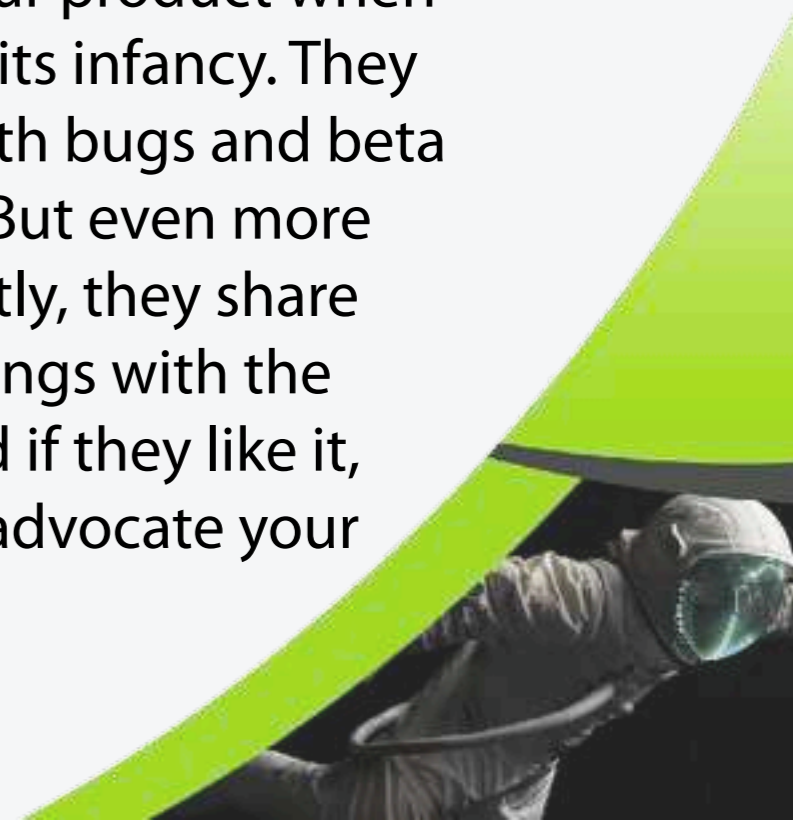
A typical case for early traction is to utilize communities that could result in great traction.

These are communities like [beta list](#)

Post Product

Product Hunt, will allow you to acquire users most commonly described as innovators.

The innovators are willing to test your product when it's still in its infancy. They are OK with bugs and beta features. But even more importantly, they share their findings with the world and if they like it, they will advocate your product.



A large crowd of people is gathered at a beach. In the foreground, several people are swimming in the clear blue water. In the middle ground, a dense crowd of people is on the sandy beach, many sitting on towels or blankets. In the background, there is a rocky cliffside with some trees and a building. A blue semi-transparent text box is overlaid on the left side of the image.

Building audience
Growing business
Create awareness
You need to be smart
You need to be cool

Getting Smart Traction #1

- Open Relevant Facebook Groups
- Quora
- Reddit
- Relevant Directory Services
- Publications



Getting Smart Traction #2

Engineering as Marketing

- Question flows
- Maps
- Creative Photo Customisation
- BOTs
- Smart Content
- Custom Referrals / Affiliation

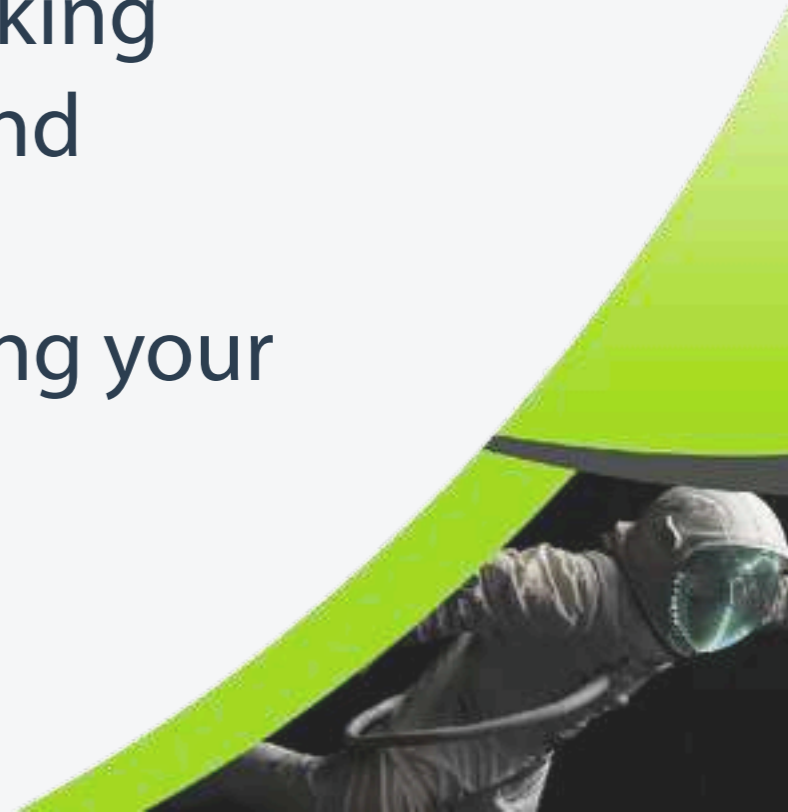
Content

- Ebooks
- vblogs



Becoming Authority

- ◎ Remember **people buy from who they know, like, and trust**. If you use Facebook Groups for relationship building, you can drive a significant amount of traffic and sales from the connections you make.
- ◎ Also, you can use groups to **uncover your community's pain points**, understand their language, what phrases they use when talking about your products, competitors, fears, and struggles.
- ◎ Build a Facebook Group way before building your product.



“The generalist model on marketing services is dead. We are a multi-specialist growth hacking agency.”

Do you have any questions?

We would be more than happy to hear from you!



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Deliver what the customer **wants?**

Or

Deliver what the customer **needs?**



What Stops you from Nailing it?

Top-10 obstacles against growth



Not the right time

“The product is not ready yet.
We need another 3 months
to have the prototype ready.”

TOP 10 "OBSTACLES" AGAINST GROWTH

DON'T GET IT? ASK @TMOULOS






@GROWTHROCKS UNIVERSITY



FAQ

Supportive Slides


Where to focus in terms of channels

	Traction	Transition	Growth
Goal	Product - Market Fit	Discovering Growth Levers	Turning Up Growth Levers
Metric	Retention	Growth Rate (CPA = LTV, Payback < 3 Months)	Growth Rate (CPA < LTV, Payback > 3 Months)
Volume	Turn On Faucet Find Steady Min Stream	Turn Up Faucet	Firehose
Channels	Experiment w/ 2- 3 In Order To Find/Focus On 1	1	1+
Optimization	Macro	Macro + Micro	Micro
Team			





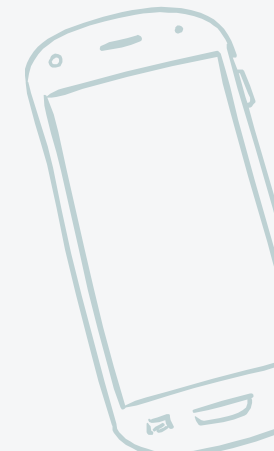




Product is viral



The cost per acquisition of a
user
is less than
that user's expected CLTV*





CLTV Calculation

What is the average value of a purchase?

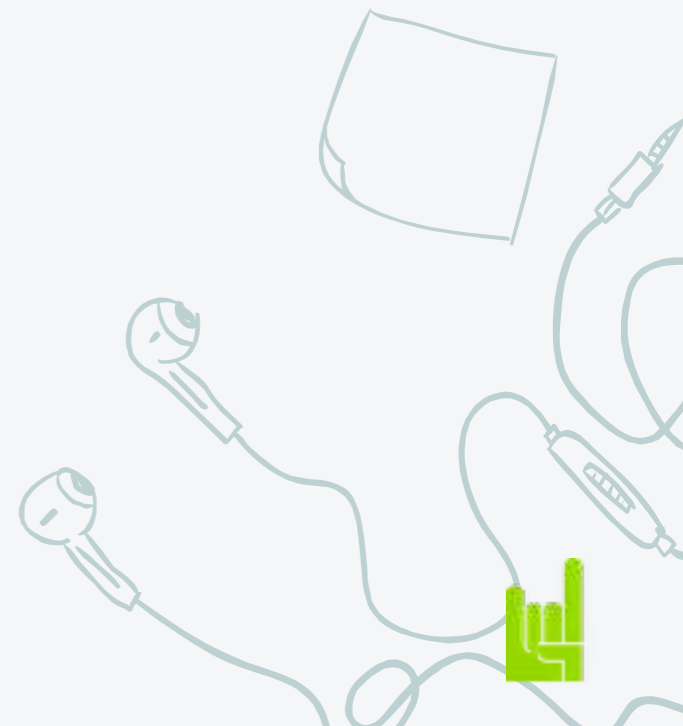
X

For products

How many repeat purchases do you expect to make?

For SAAS

How long do you expect your customer to remain your customer?



B2xB vs. B2C

	Sales Approach	Marketing Approach
B2B	Partners, distributors	Business developers, outbound marketing eg. Cold calls
B2C	Marketing, virality	Digital Marketing, Marketing Agency, inbound marketing, etc
B2sB	Marketing, virality	Digital Marketing, Marketing Agency, inbound marketing, etc