

Growth

alex schultz

WHAT MATTERS MOST?

Retention

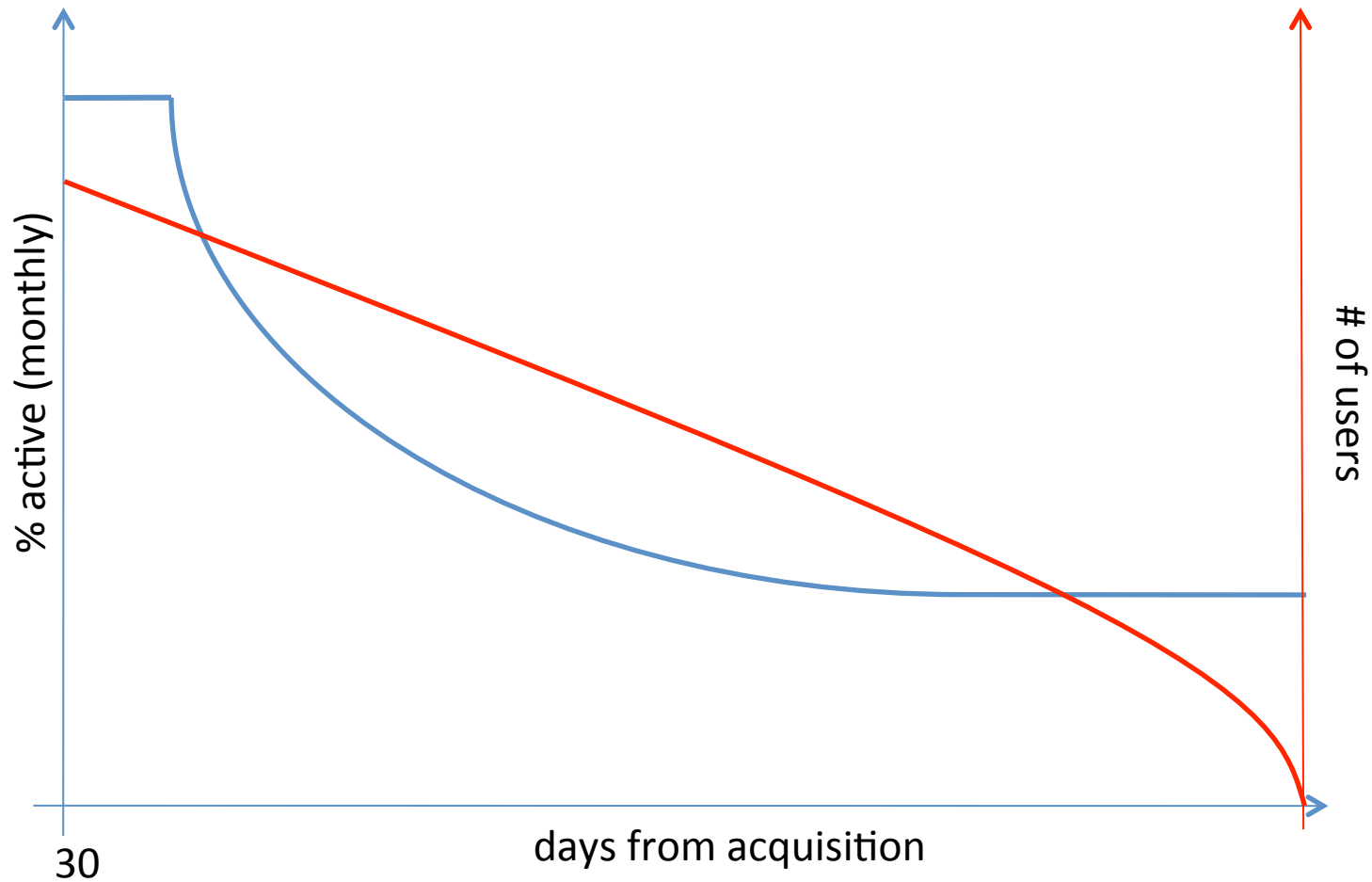


Figure it out



<http://www.tableausoftware.com/blog/visual-analysis-zeroth-kind-geoffrey-taylor-and-bomb>

OPERATING FOR GROWTH

Focus

October 6, 1999



Polaris: The North Star
Credit & Copyright: [Wally Pacholka](http://www.wallypacholka.com)

- <http://apod.nasa.gov/apod/ap991006.html>

Marginal user/Magic Moment

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Day

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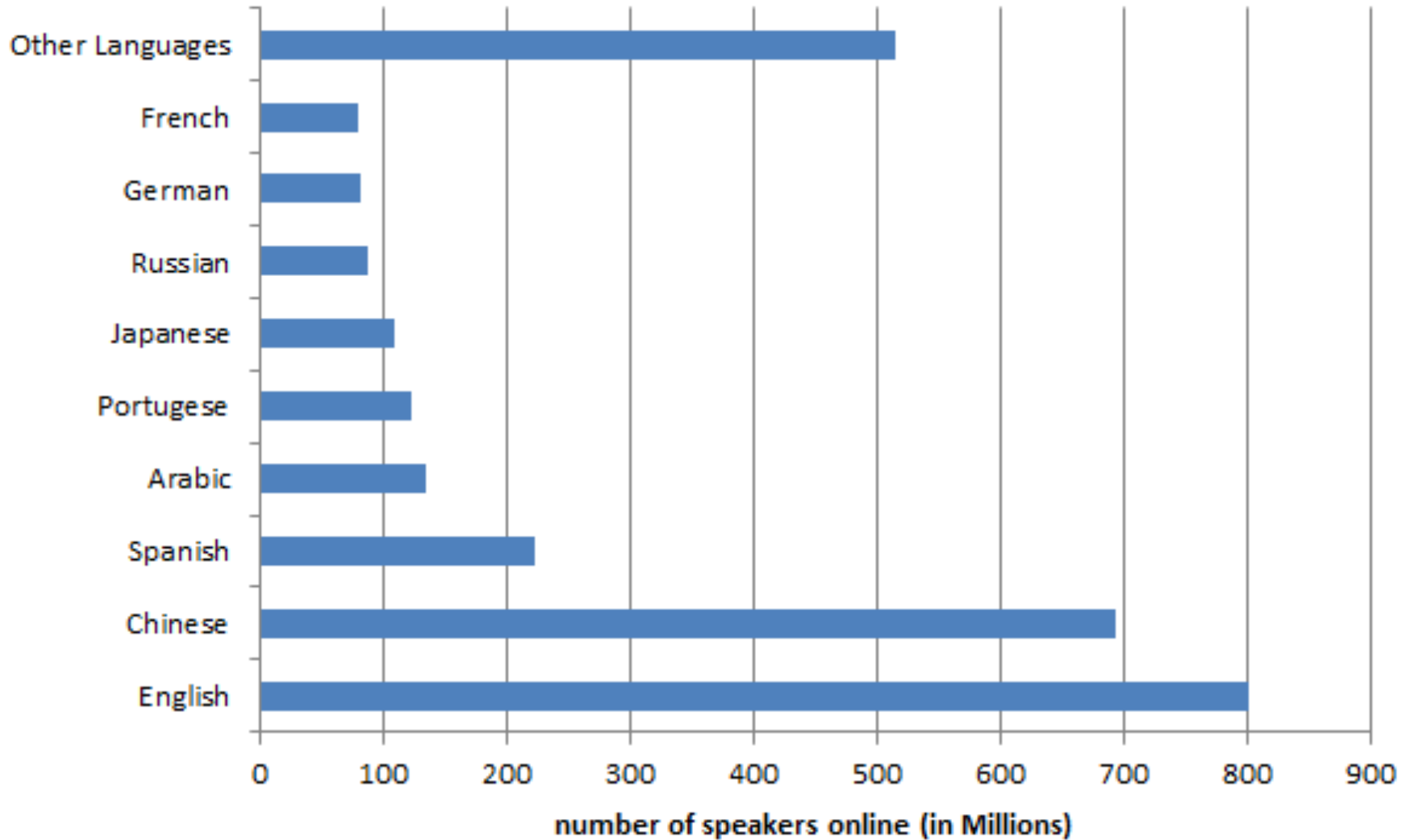
TACTICS

A BETTER MOUSETRAP

NOW THAT WE'VE BUILT IT,
LET'S SIT TIGHT AND
WAIT FOR THE WORLD TO
BEAT A PATH TO OUR DOOR.



i18n



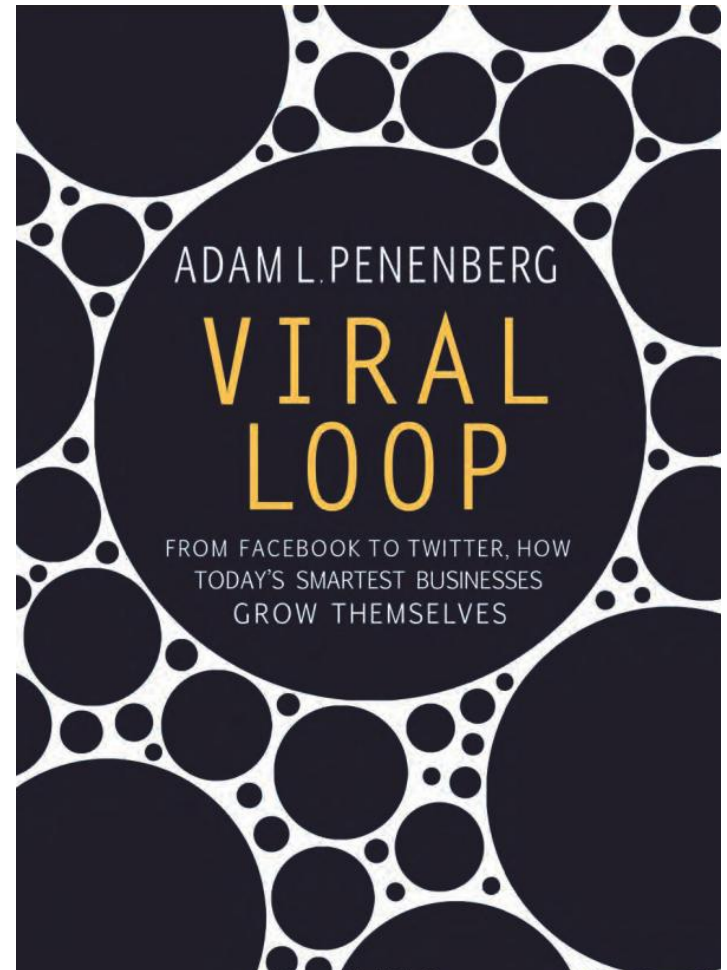
Source: <http://www.internetworldstats.com/stats7.htm>

More tactics

- Virality
- SEO
- ESPN
- SEM
- Affiliates/referral programs
- ...

Reading list

**OGILVY
ON
ADVERTISING**



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