



# Developing Growth

---

by Hendrik Wallbaum



# Developing Growth

---

by Hendrik Wallbaum

# Growth Hacking



# Hendrik Wallbaum

JS Enthusiast, Intrapreneur,  
Developer for fun.

Consultant @Netlight



## We are **Netlight**

Digitalization is not about the machines. Not about the cogs, the levers, or the mechanics. Digitalization is about people.

[Reach out](#)

[Learn more](#)

# **Netlight** Genuine Consultants

Digitalization is not about the machines. Not about the cogs, the levers, or the mechanics. Digitalization is about people.

[Reach out](#)

[Learn more](#)





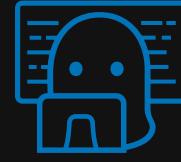
**Grow your  
company with  
confidence**

1. Meet the growth team
2. Dive down the funnel
3. Take it home

Orange text

==

time for questions



# Lead

# Designer

# Marketing

# Analyst

# Developer

# **Cross functional teams**

Growth teams benefit from members of different departments.



# Gathering input

Know your focus!

Gather a LOT!



# Growth ideas

- Why
- What
- Where
- KPI

**Netlight**  
**Genuine Consultants**

Digitalization is not about the machines. Not about the cogs, the levers, or the mechanics.  
Digitalization is about people.

**Reach out**

**Learn more**

# Connection increases reach out

We believe users do not feel a connection with us and thus do not click "Reach out" on the landing page.

To create connection with the user we will add an image and simultaneously increase the "Reach out" buttons visibility on the landing page.

We measure conversion of the "Reach out" button and will keep an eye on "Lead conversions".



# Find the gems!

A good idea needs many ideas.

ICE score:

- Impact
- Confidence
- Ease

$$4/8/9 = 7$$

# Input and ideas

Good ideas need many ideas!



# Executing experiments

- Marketing campaigns
- Clever integrations
- A/B tests

```
const {group} = useRandoGroup()

if(group === 'experiment') {
  return <LandingExperiment />
} else {
  return <Landing />
}
```



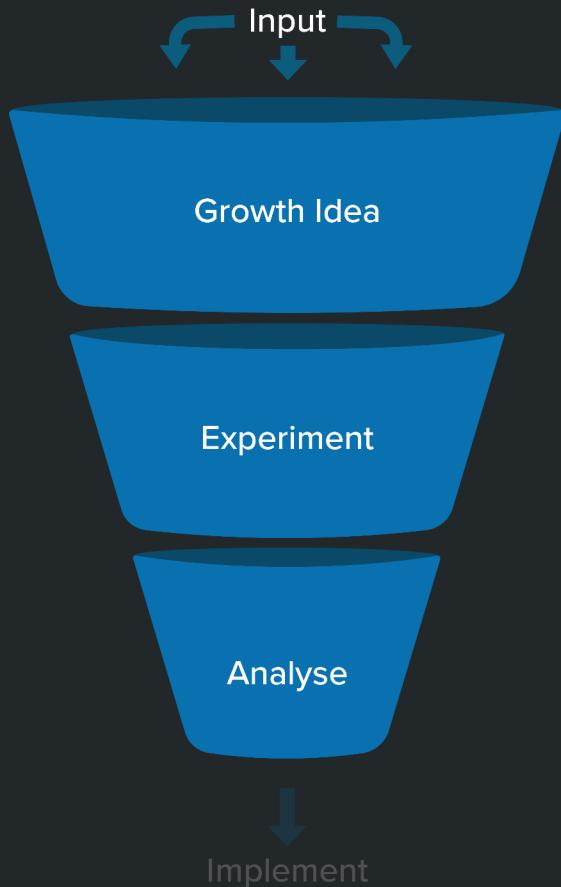
# Mindset

Our goal is to learn.

No feature work!

# Running experiments

Everything can and should be an experiment.



# Analysis

Know your metric!

Only a small fraction makes it into production.



# Results 2022-09-22

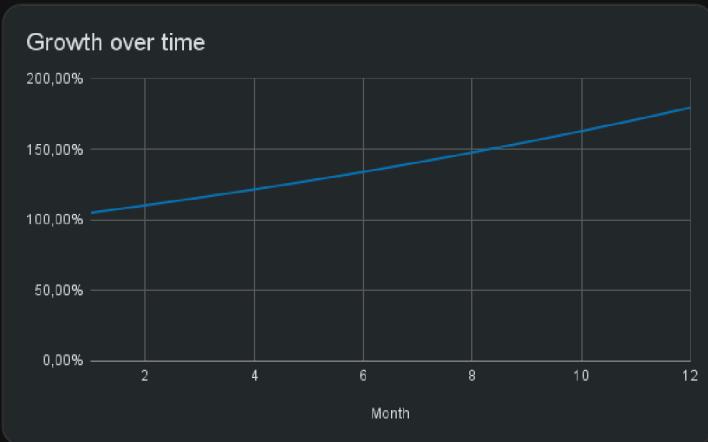
GROUP	USERS	CLICKS	CONVERSION
Control	0	0	NaN%
Experiment	0	0	NaN%

Improvement: 0%

# Wins compound

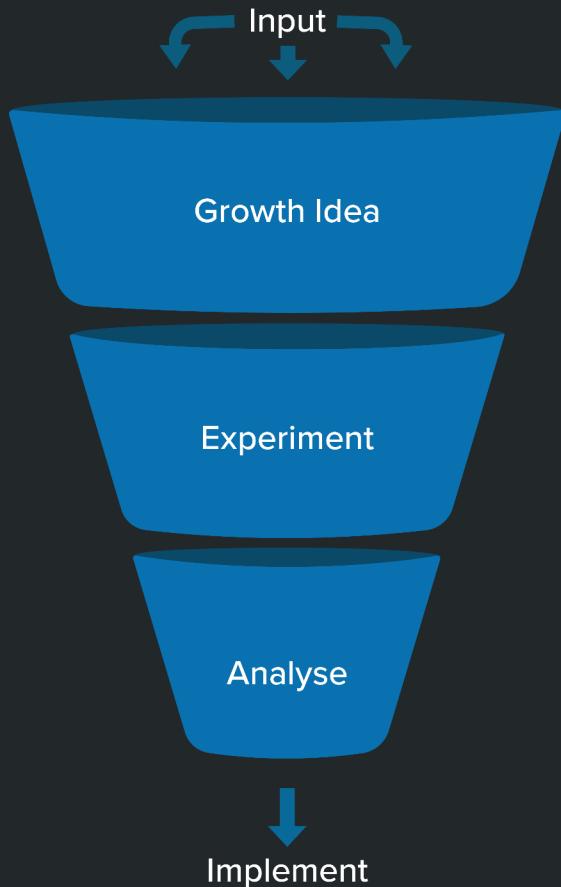
5% every month = 80% in a year

Small wins compound



# Analyze experiments

Growth teams deliver learnings.



# The process

1. Find a focus area
2. Generate ideas
3. Experiment
4. Analyze
5. Implement
6. Repeat to learn

**Hack everything**

# Commitment



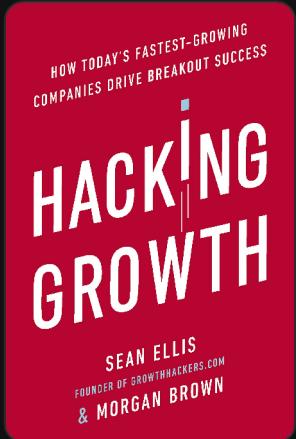
# Apply it today

1. Get a team
2. Make sure you measure
3. Come up with "Growth Ideas"
4. Run experiments
5. Learn

**Enjoy Growing**

# Further reading

← Book: Hacking Growth



[growthhackers.com](http://growthhackers.com)



# Questions?

---

[hendrik.wallbaum@netlight.com](mailto:hendrik.wallbaum@netlight.com)

---

[hendrikwallbaum.de](http://hendrikwallbaum.de)

---