



GROWTH HACK 1: BLOG POST TITLE EXPERIMENTATION

OLUWAKOREDE AKANDE

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Growth Hack Discussion

After establishing my brand and writing an introductory post to my blog series, the next logical step is to develop content that provides value and attracts readers. It is no news that a post title can contribute significantly to the latter, thus my growth hack is a Twitter A/B test with two blog post titles to determine which attracts attention better:



My intended audience is *Challenge Seekers* (people looking to switch from managing big teams to small teams), however, all FM players can benefit from the post.


Implementation:

Two Medium articles will be created, each with one of the testing titles. Subsequently, two bit.ly links pointing to the articles will be created to be included in Twitter posts. Given I cannot control what users see on Twitter, I post the different tweet versions at a particular time and day on different weeks to avoid control-treatment contamination and minimize random variation.

A/B TEST DETAILS

VERSION A (CONTROL)	VERSION B (TREATMENT)
<ul style="list-style-type: none">• Posted Wednesday, 10th 9:00 am• Retweeted each day at 9:00 am until the 17th (for traction)• Test period: 1 week	<ul style="list-style-type: none">• Posted Wednesday, 17th 9:00 am• Retweeted each day at 9:00 am until the 24th (for traction)• Test period: 1 week

Wed, 9:00 am PST is selected as the post time because it is reportedly the best time to post on Twitter based on Global engagement trends (Sprout Social, 2020) and the Football Manger userbase is very diverse.



Benefits and limitations of this are discussed below:

STRENGTHS

- Twitter has a large userbase and members of the target audience are present on the platform
- Hashtags can be used to connect with members of the target audience easily.
- Low cost (read: free)
- Sharing of content is really easy thus allowing content to become viral.
- People are generally very active on Twitter (see point 5 in Limitations)
- Only one difference between A/B test variants to minimize confounds.

Note: Twitter is chosen over other social media platforms because the content being shared is an opinion/idea (and so is ideal for Twitter), hashtags can serve as a powerful means to reach my target audience, and the goal is to build brand awareness as against longer-term engagement which Facebook is better for (Hubspot, 2020).

LIMITATIONS

- Test is not run concurrently: This is to prevent control-treatment contamination.

Note: Contamination can still occur (since a user can come across both posts) but it is less pronounced this way.

- Tweet exposure cannot be limited to target audience with a free account. However, I assume that only members of my target audience will be interested in the post and click.
- Non-random assignment to groups and potential
- Strong assumption that the distribution of online users is not different each week across two weeks. This seems like a plausible assumption given that Twitter is considered a daily usage app with 46% of Twitter users logging in daily and 71% accessing Twitter at least weekly (Omnicores, 2021).
- Short testing period (which could affect statistical significance). However, this is as a result of the assignments' timelines. Time for analyses of results is needed



Here, the post title is the independent variable and as a measure of user interest, I use the (average) number of bit.ly link clicks/number of views and the (average) number of likes/retweets/comments¹ as my dependent variables.

Growth Hack Justification

This growth hack fits into my acquisition strategy by attracting readers to the blog post, subsequently allowing the quality of the post to shine through and drive retention. I look to leverage two complementary psychological effects with this hack:

1. **Attentional Bias:** A study by Hoffman et al. (1983) found that digits pop out from a background of letters and automatically attract attention. Hence, by adding a the digit ‘3’ in the (treatment) title, I should draw users attention to the digit, thus increasing the chances that they evaluate the digit in the sentence’s context: By including ‘3’ in the (treatment) title, I convey a promise to readers that they will see 3 crucial steps to be successful managers. The choice of a small number also suggests ease and quickness of implementation, which readers find alluring, as against larger numbers which can be overwhelming (Rowse, 2017). This brevity is consistent with my intended brand image of simplicity and conciseness, which *Challenge Seekers* value.

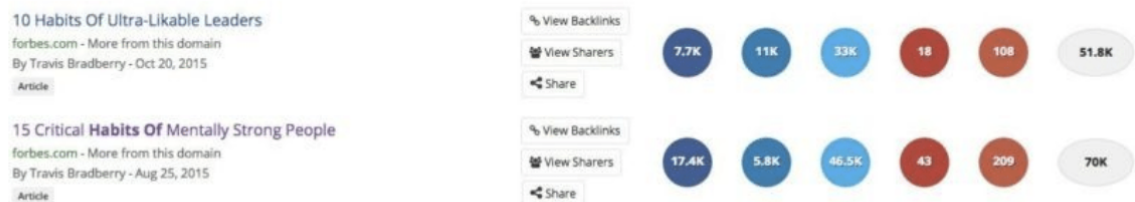
¹ **#interventionalstudy:** I described the design of the A/B test, indicating the treatment, control, independent and dependent variables. I also discussed the limitations and strengths of the A/B given the platform being used: Twitter.

2. **Desired Identity:** I include the phrase “Successful Lower-league Manager” to appeal to the success-seeking aspect of Challenge Seekers’ identity as well as their goal/desire to be competent lower-league managers. According to Tousley (2016), people want to emulate the habits/actions of those who have characteristics they desire, thus when presented with steps these individuals take, they pay attention. This logic has proven effective for various posts:

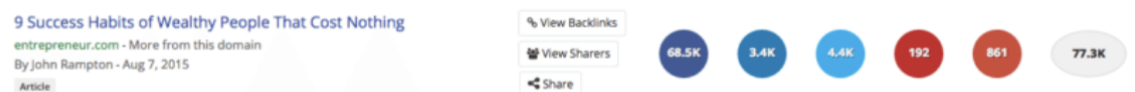
Buffer

1. [The 13 Habits of Hyper-Productive People](#) (2,500 shares)
2. [The 9 Habits of Insanely Likable and Charismatic People](#) (2,000 shares)

Forbes.com



Entrepreneur.com



Picture of Top Posts of Buffer.com, Forbes.com and Entrepreneur.com by 2016. Adapted from Tousley, S. (2016). Buffer.com.

<https://buffer.com/resources/social-media-experiments/>²

Furthermore, the inclusion of the phrase in the title serves as another way to broadcast the brand's value proposition (and create another avenue to associate the brand with it): Helping FM users thrive as lower-league managers³⁴⁵.

Measurement & Evaluation

Again given that my overarching goal is customer acquisition, I select an acquisition metric as my key success metric with a few supporting metrics that look at engagement with the tweets.

Conversion is not considered since both articles are largely the same (Click link in heading to see)⁶.

² **#evidencebased:** I used different forms of evidence in my justification for why my growth hack will work. This included quotations from reliable sources and pictures illustrating previous success for others for strategies I plan to implement.

³ **#underlyingPsych:** I pointed out two psychological effects that my growth hack leverages: attentional bias and desired identity, indicating how these contribute to increased interest in the treatment title. My claims were backed with reliable sources.

⁴ **#audience:** I took my target audience's goals and interests into consideration when developing the blog post titles, including phrases to appeal to their desire for success and limiting the number of steps to '3' in the post given their appreciation of conciseness and ease of implementation.

⁵ **#brandconnection:** I pointed out various components of the blog post titles and how those are consistent with my intended brand image and the characteristics of my target audience. I also pointed out how the titles contribute to increasing association of the brand with the intended value proposition.

⁶ **#metrics:** I indicated the growth goal being targeted with this growth hack: user acquisition, operationalizing the goal in metrics listed in the figure above. I also justified each of the chosen metrics, and identified and justified statistical tests that will be implemented to determine the level of confidence in the eventual results.

METRICS TO TRACK

	KPI	JUSTIFICATION	TEST	JUSTIFICATION	APPROACH	FLAWS
Guiding Metrics	Number of Bit.ly Link Clicks/Number of Medium Article Views	Directly measures if the post title was interesting enough to get Twitter users to look at the post	Chi-square Test	Users can fall under two categories: Clicked or Not Clicked. We are interested in seeing if the difference in frequency of clicks given the number of impressions for the different blog titles is due to random chance	<ul style="list-style-type: none"> Determine the number of impressions (number of times post was seen) from Twitter. Find the number of not clicked: Number of clicked (from Bitly) - Number of impressions Run chi-square test on counts from both test variants 	<ul style="list-style-type: none"> The same user can generate multiple impressions through different devices, different IP address, etc. A large number of impressions might not be from members of target audience. However, given I control for times of posting and run for similar lengths, I believe the distribution of the target audience as a % of impressions won't vary significantly between the two blog title variants.
	Average Number of Bit.ly Link Clicks/Number of Medium Article Views Per Day		Independent T-Test	We are interested in if there is a statistically significant difference between the mean number of clicks (a continuous variable) for two categorical groups (our two different blog titles)	<ul style="list-style-type: none"> Get the total number of clicks for each of the posts from Bit.ly or the number of views from Medium (both should be the same) across the 7 days Divide by 7 to get Average number per day Run T-test 	<ul style="list-style-type: none"> The short duration of the test might hinder statistical significant results Does not take into account the number of people who looked at the post which could have a significant impact on the metric. However, I presume the number of impressions for both variants will be close given I control for time of posting and test duration.
Supporting Metrics	Number of Twitter Post Likes or Retweets or Comments	Measures people's engagement or interest in the blog post title	Chi-square Test	Users can fall under two categories: Liked/Commented/Retweeted or Not. We are interested in seeing if the difference in frequency of given the number of impressions for the different blog titles is due to random chance	<ul style="list-style-type: none"> Determine the number of impressions (number of times post was seen) from Twitter. Find the number who didn't carry out action by subtracting the number of people who did from the number of impressions: Run chi-square test on counts from both test variants 	<ul style="list-style-type: none"> The same user can generate multiple impressions through different devices, different IP address, etc. A large number of impressions might not be from members of target audience. However, given I control for times of posting and run for similar lengths, I believe the distribution of the target audience as a % of impressions won't vary significantly between the two blog title variants. Doesn't necessarily look at if user went to the blog post
	Average Number of Comments/Likes/Retweets per Day		Independent T-Test	We are interested in if there is a statistically significant difference between the means for two categorical groups (our two different blog titles)	<ul style="list-style-type: none"> Get the total number of retweets/likes/comments for each of the posts from Twitter across the 7 days Divide by 7 to get Average number per day Run T-test 	<ul style="list-style-type: none"> The short duration of the test might hinder statistical significant results Does not take into account the number of people who looked at the post which could have a significant impact on the metric. However, I presume the number of impressions for both variants will be close given I control for time of posting and test duration.

WORD COUNT: 523 words

References

Jason, D. (2013, July 15). *5 reasons why using numbers in your headlines works*. Write

Direction. <https://writedirection.com/5-reasons-numbers-in-headlines-work/>

Nielsen, J. (2010). *Show numbers as numerals when writing for online readers*. Nielsen

Norman Group.

<https://www.nngroup.com/articles/web-writing-show-numbers-as-numerals/>

Rowse, D. (2017, December 12). *How to use numbers effectively in your blog posts*.

ProBlogger. <https://probblogger.com/use-numbers-effectively/>

Tousley, S. (2020, June 30). *7 social media experiments that grew our traffic by 241%*.

Buffer Resources. <https://buffer.com/resources/social-media-experiments/>

Numbers attract fixations (Nielsen, 2010) and when included in titles, they give a specific promise while suggesting a logical and organized structure which attracts our brains (Jason, 2013).