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# **5 SIMPLE GROWTH HACKING TECHNIQUES TO BECOME A SUCCESSFUL DIGITAL MARKETER**

DEMYSTIFY GROWTH  
HACKING AND HOW IT  
WORKS. IMPLEMENT IT IN  
YOUR CAREER TO  
EXPONENTIALLY GROW AS A  
SUCCESSFUL DIGITAL  
MARKETER



# THE CHALLENGE OF GROWTH STAGNATION

" 87% of the companies had run into one or more periods where growth dramatically slowed down, and that on average, companies lose 74% of market capitalization... in the decade surrounding a growth stall."

"All signs point to an increasing risk of stalls in the near future"

## THE WHY BEHIND GROWTH STALLS

Managing the internal processes to "update existing products or services and creating new ones."  
"The failure to fully exploit growth opportunities in the existing core business"

## GROWTH HACKER

A person whose true north is growth. Everything they do is scrutinized by its potential impact on scalable growth.

- Sean Ellis, 2010

# WHAT IS GROWTH HACKING?

Exploiting information or users to generate impressive and often mind-boggling gains in traffic, revenue, or users.

IN 2012 ANDREW CHEN PUBLISHED THE BLOG POST:  
**"GROWTH HACKER IS THE NEW VP MARKETING"**

## GROWTH HACKING ESSENTIALS

1

Data – Driven, Lean Marketing

2

Low-Cost, innovative approaches

3

Not decided by instinct or gut reaction

# 5 KEY GROWTH HACKING TECHNIQUES YOU CAN USE TO BECOME A SUCCESSFUL DIGITAL MARKETER

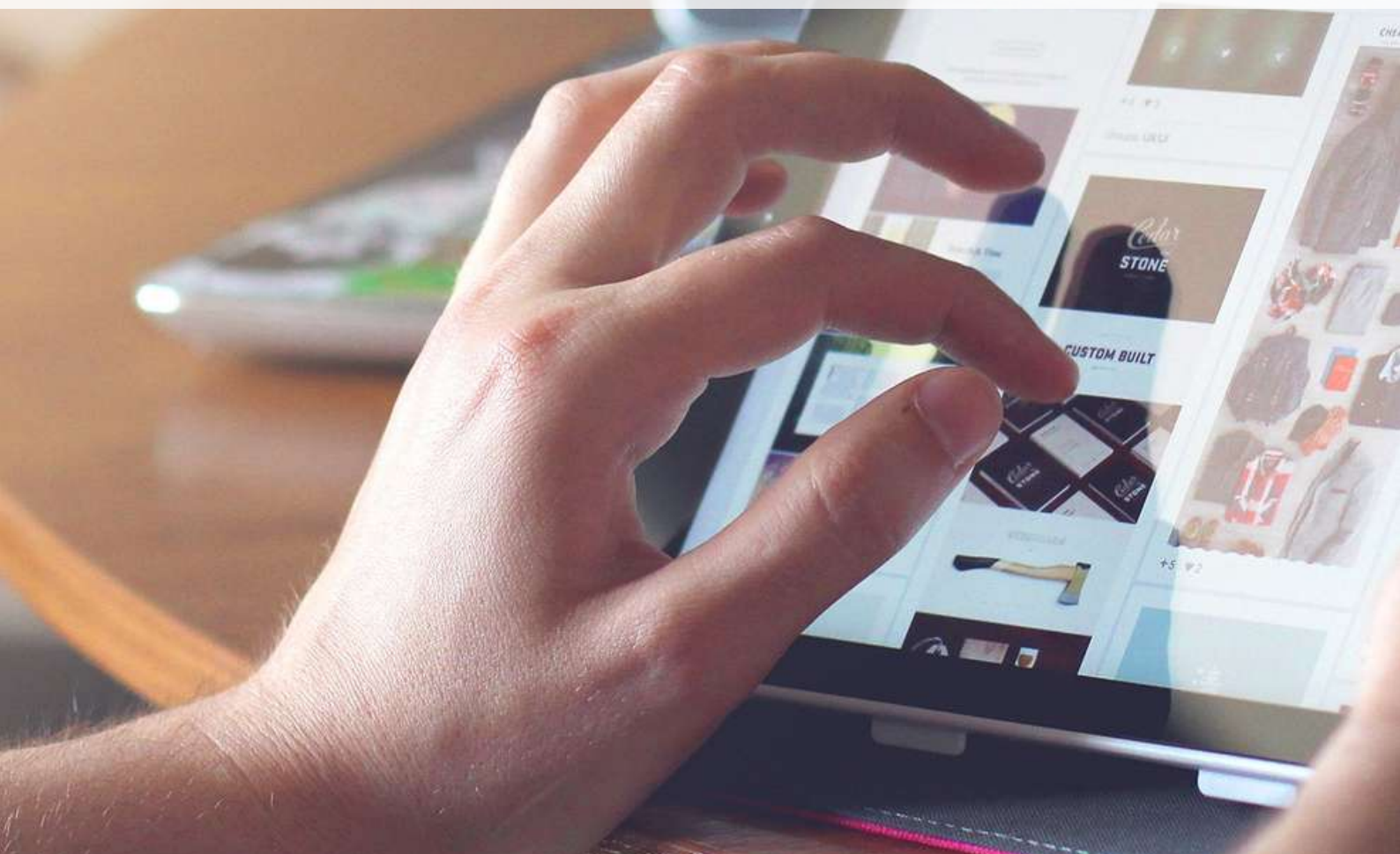




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# FIRST STEP OF GROWTH HACKING



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# FIRST STEP: USING REMARKETING AND CREATING SHAREABLE MOMENTS

Before you start setting other opportunities for growth we suggest to put the Remarketing TAGS on your website.

You will have the opportunity to show advertisements to people who have visited your site.

## HOW REMARKETING WORKS?

1

You add a specific tracking tag on to your website

2

Visitors receive a cookie

3

Cookie adds visitors to a remarketing list

4

You can leverage this list as a targeting option

Join ItsECampus Digital Marketing Course and learn how you can setup a **Remarketing campaign** in detail. For details check out at the end of this document.



# HOW TO CREATE SHAREABLE MOMENTS?

- Did a brand do something that impressed you?
- Did you experienced an unexpected moment?
- Did an online product go above and beyond in solving your needs?

## FACEBOOK CASE STUDY

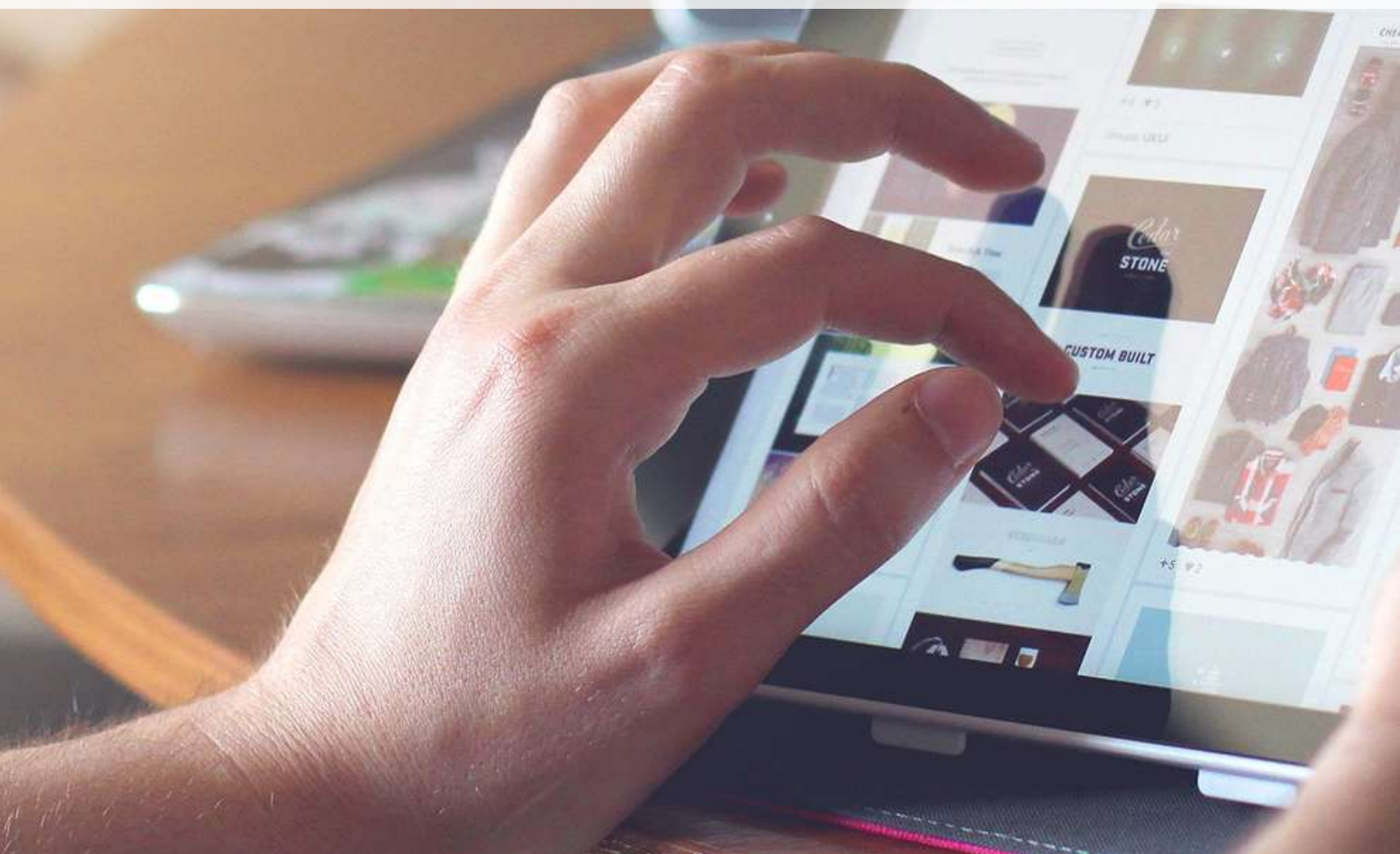
- Dominate your target market
- 20% of students had to sign up before college would go live
- Search email contacts at signup
- Recommend friends on demo data & school
- Add a photo (invested)
- "How to use" feature education once live
- First time back "Suggested Friends" in layout of newsfeed
- Provided "SHAREABLE MOMENTS" as a feature with your friends



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# SECOND STEP OF GROWTH HACKING



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# SECOND STEP: LEVERAGE YOUR CUSTOMERS AND TURN THEM INTO BELIEVERS AND INFLUENCERS

## How to create Customers to Believers?

- Improve their experience
- Listen to their needs
- Engage with them via Emails
- Listen constantly
- Show up on Social Networks
- Answer the Phone

## Ways to Identify the Influencers?

- At a high level look into who your most active and loyal customers are?
- Check out there social media penetration and their advocacy through tools like Sysomos, Meltwater etc.
- Offer them an exclusive opportunity to Beta-test new feature
- Sample a new product
- Provide Feedback on the product. Customers who respond to these questions are the people who can be your real influencers.

# APPLE IPHONE CASE STUDY

- There is no other company like APPLE which managed to create maximum number of **BELIEVERS AND INFLUENCERS** to love their brand.
- People love to talk about APPLE and there is no other brand so successful in improving the consumer experience and listen to what they need.
- Took a huge risk
- Brand new mobile hardware
- New distribution model for software
- "Sent from my iPhone" at the end of each message
- Helped them sell 316 million iOS devices
- Made consumer hardware a fashion statement

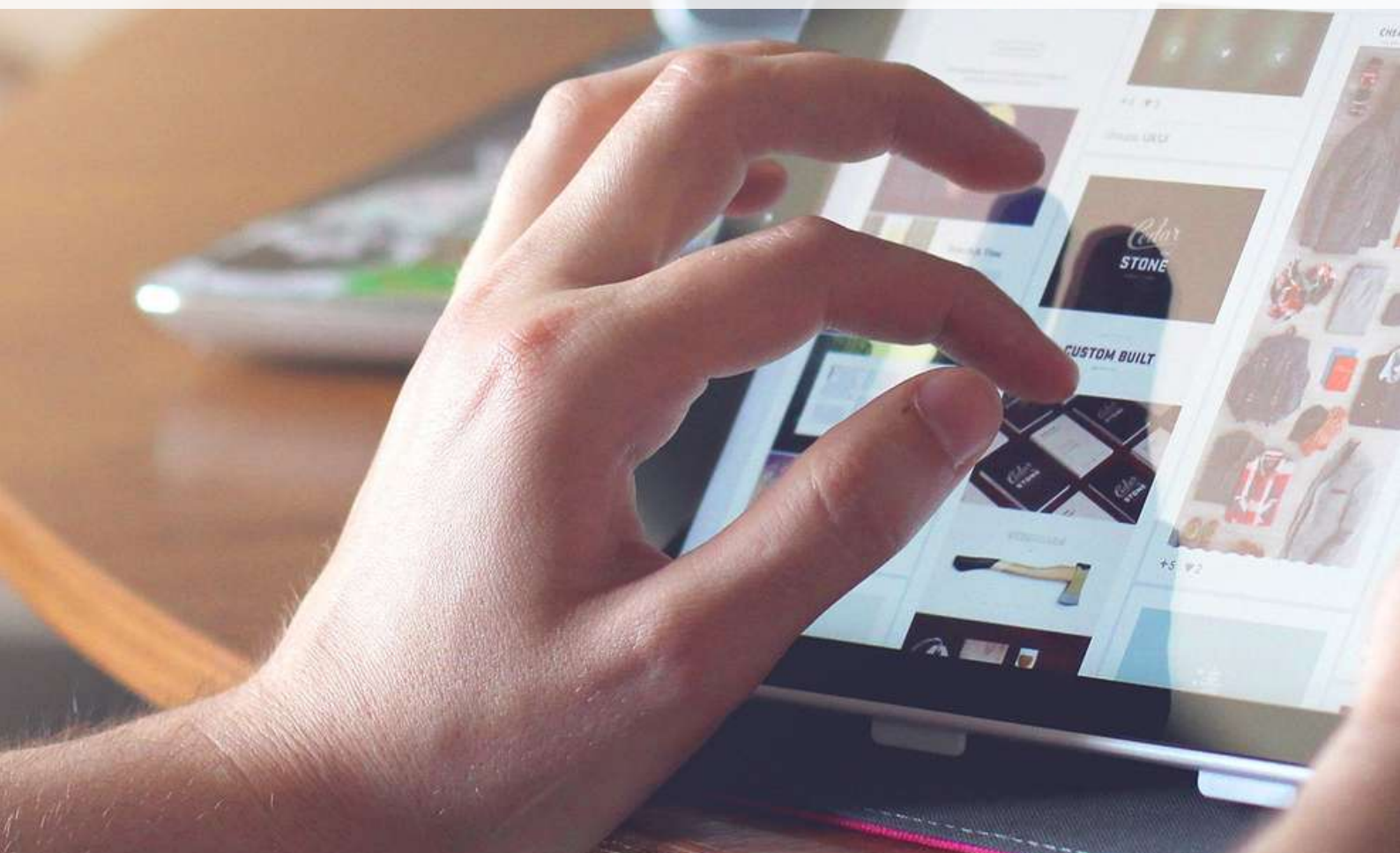




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# THIRD STEP OF GROWTH HACKING



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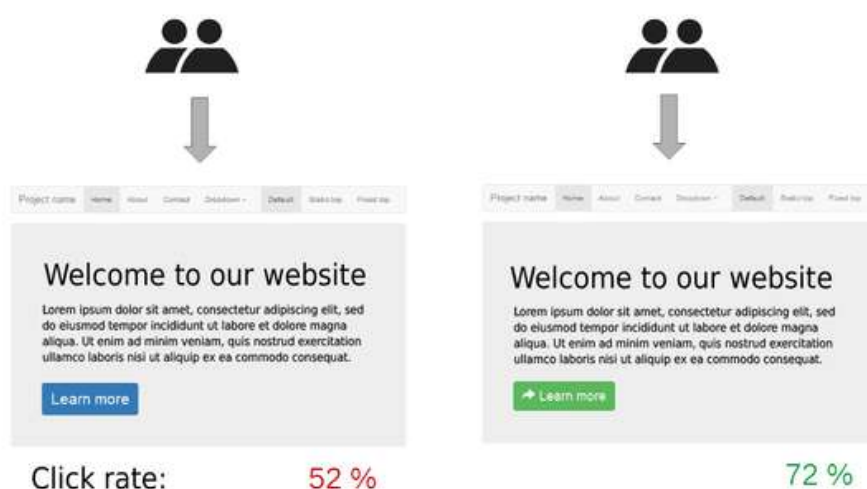
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# THIRD STEP: PERFORM A/B TESTING

## What is A/B Testing?

In web analytics, A/B testing (bucket tests or split-run testing) is a randomized experiment with two variants, A and B.

It includes application of statistical hypothesis testing or "two-sample hypothesis testing" as used in the field of statistics. A/B testing is a way to compare two versions of a single variable, typically by testing a subject's response to variant A against variant B, and determining which of the two variants is more effective.



Example of A/B testing on a website. By randomly serving visitors two versions of a website that differ only in the design of a single button element, the relative efficacy of the two designs can be measured.

Join ItsECampus Digital Marketing Course and learn how you can **perform A/B Testing** in detail. For details check out at the end of this document.

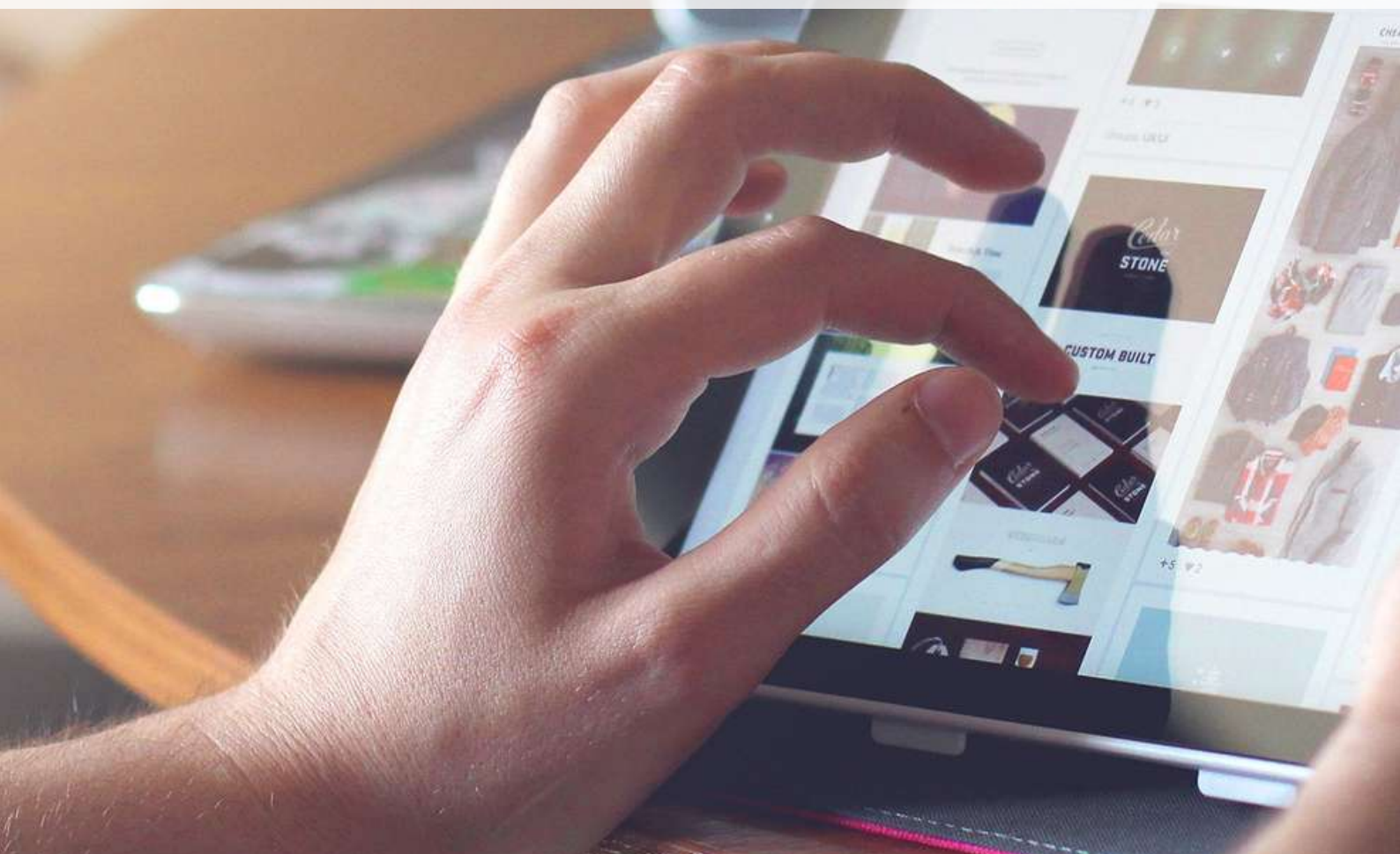




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# FOURTH STEP OF GROWTH HACKING



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# FOURTH STEP: CREATE A PLAN TO INCENTIVIZE THE USERS AND PLAN FOR EXCLUSIVITY

BUILD YOUR OWN **INCENTIVIZING PLAN** TO GROW AND INVITE YOUR CUSTOMERS AND PROSPECTIVE USERS TO USE YOUR PRODUCT

## How to Incentivize the Customers?



- Leveraging the social circle of the user
- Suggest trading value for access to their pre-existing network
- Suggest that sharing their personal network will improve their experience Example: Twitter, Facebook and Snapchat
- Use product mechanics to unlock a particular feature
- A deal, based on the amount of users who opted in. Example: GroupOn
- Introduce a monetary component for a referral. Example: PayPal

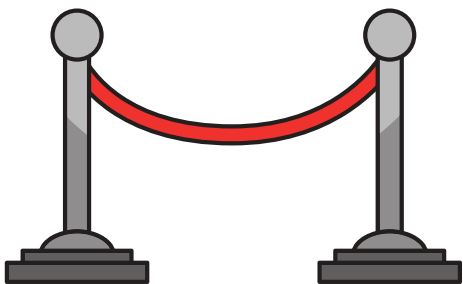
# DROPBOX CASE STUDY

- Sign Up Driven Homepage
- Easy Signup Process (Desktop or Browser)
- Referrals (500MB Increase in Storage) – Incentivising the user with free storage
- Social Follow (125MB Increase in Storage)
- Super Simple Sharing (Only a link needed)
- Gamification (Dropquest, complete puzzles for free storage)
- Multiple Devices (Availability Everywhere)



# APART FROM GIVING INCENTIVES, CREATING EXCLUSIVITY FOR THE PRODUCT OR SERVICE ALSO CREATES A GREAT AMOUNT OF MOTIVATIONAL AND WORD OF MOUTH INCENTIVE FOR THE USER

## Why Exclusivity works?



- Exclusivity creates scarcity
- And when there is a scarcity is automatically becomes more valuable
- Many online brands officially create this exclusive perception

# GMAIL CASE STUDY

- When GMAIL was launched in the market, it was only available to the users who have been given the invitation to access.
- The users with the invitation were then made to invite small number of other users to join the application.
- This created a huge buzz as people started to feel more important and lucky to get the access that was scarce and not easily available.
- At one point in time, it became so popular that the invites started selling on EBAY for \$100 each.

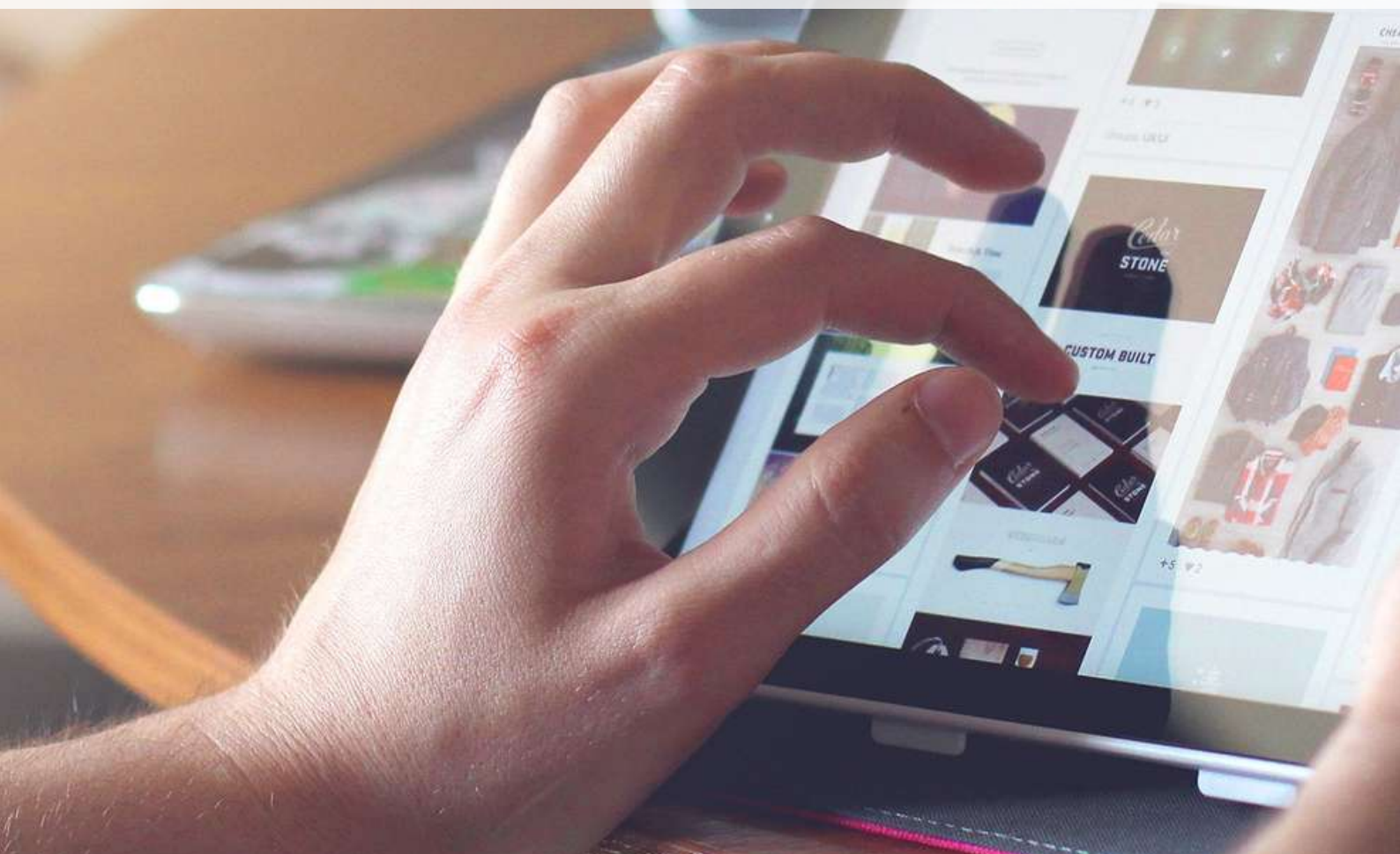




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# FIFTH STEP OF GROWTH HACKING



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# FIFTH STEP: CREATE YOUR GROWTH HACKING TEAM AND BRAINSTORM ON THE IDEAS TO TAKE ACTION...

## Create your Growth Hacking team

Bring people from different departments (technical, analytical, creative, and marketing)

The concept of a Unicorn Marketer is how you can lead such a team or even be your own team in case of lack of resources.



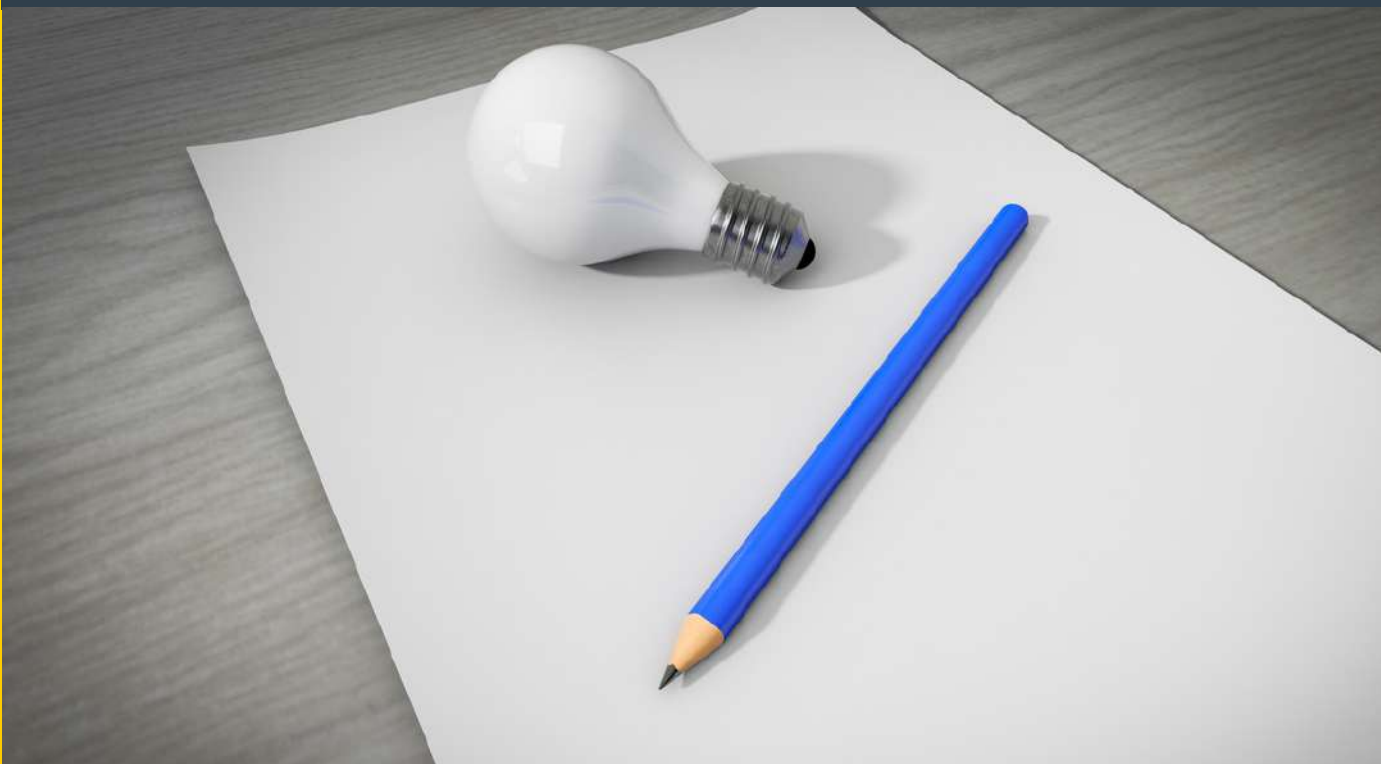
# BRAINSTORM IDEAS

- The Creative role in Growth Hacking can be done by all members of the team
- It can be as small as changing the color of a CTA button or as big as creating a referral program

## Take Action

This action would be based on the insights you gained from your experiments.

It can either inspire new ideas to test or tell whether you should implement that change you made long-term.



# HERE IS AN OPPORTUNITY FOR YOU TO BECOME A SUCCESSFUL DIGITAL MARKETER

If you want to learn more on how to use the latest digital marketing tools and technologies to generate more leads and close more sales than you've ever imagined possible, join our 3 Months Complete Digital Marketing Course

[Click here to Learn More](#)



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# ABOUT THE AUTHOR

## SPECIALIZATION

STRATEGIC PLANNING  
CERTIFIED TRAINER  
ANALYTICS

## WORKED FOR

SAMSUNG  
COCA-COLA  
MICROSOFT

MORE THAN 19+ YEARS OF EXPERIENCE IN TRAINING ON DIGITAL MARKETING

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