Srijan x Jhavtech Studios

### 1. Tell us what you know about Jhavtech Studios?

*A. As per brief research, I’ve learned that Jhavtech Studios is an Australian-based company that provides IT solutions and services primarily focusing on Mobile App design & development for Android as well as IOS.*

### 2. What’s your definition of growth hacking?

*A. As per my understanding, Growth Hacking is a marketing technique that places an emphasis on experimentation and iteration across numerous channels and tactics.   
It uses a data-driven methodology, measuring marketing campaign success using metrics and analytics, and making data-driven judgments on where to direct more resources and efforts.   
It is the practice of quickly expanding a company's clientele and boosting sales through the use of unorthodox and out-of-the-box strategies like creative marketing, social media marketing, referral marketing, SEO, SEM, etc.   
Growth hacking is essentially a quick, inexpensive way to attract and keep customers as well as boost sales efficiently.*

### 3. Based on our Company website please share five ideas/growth strategies for our Company & five things that we are doing right.

*A. The five ideas for a better growth strategy on the basis of the current website* [*https://www.jhavtech.com.au/*](https://www.jhavtech.com.au/) *are:*

1. *SEO - The website needs to have more optimized content in order to rank better on google organically. This can be done by adding relative content such as blogs and adding more descriptive content on the website’s landing page as well as associated pages, affiliate links, etc.   
   As of now, the homepage looks a little empty with respect to relevant content.*
2. *Visual Content - The website can have more images and brief videos to quickly explain the services provided as well as make it more appealing to the users coming to the website. Better stock images can also be introduced which as of now look a little too generic and not so attractive.*
3. *Increase Online Presence: We can increase its online presence by creating a more user-friendly and visually appealing website, fonts can be optimized, and the CTA box can be optimized, as of now it’s a little too big and looks too bland, and the footer section where the Google reviews and Clutch reviews are present can be improved as just 5-6 reviews are not very appealing. We can also leverage social media platforms like LinkedIn and Twitter to promote its services, share industry insights, and engage with its audience.*
4. *Add plugins: As the website doesn’t ask for consent on accepting to use cookies, I believe there are very few or no plugins installed at the backend that can provide a piece of better and more comprehensive information about the users such as, where they spend more time, which page is not performing well, which section is being clicked more, the heatmap, etc.*
5. *Expand Services: We can explore new service offerings to expand the revenue streams. Jhavtech can consider adding cybersecurity, cloud migration, or IT consulting services to its existing offerings, depending on its expertise and target market demand.*

*Five things that the website looks are doing right are:*

1. *The website loading time looks good*
2. *The color combination and the overall design looks elegant*
3. *The content on the website is quite to the point of eradicating unnecessary stretched content.*
4. *The header and the footer of the website are simple and have a CTA which is a good practice.*
5. *The website has a lot of blogs that can be utilized in multiple ways.*

### 4. We want to sell more [product] to [target audience]. Design a landing page to convert qualified traffic.

*A. I think I need to understand more about what product is it that we need to sell and to what target audience, moreover designing a landing page is not in the scope of my work, I am the person who outlines what needs to be on the landing page and how it should appear.*

### 5. What would you do in your first 30/60 & 90 days on the job?

*A. 30 Days: I’d like to understand the workflow, Goals, Targets, Clients, ongoing Projects, Competitors, our USPs, etc.  
60, 90 Days: I’ll be setting up SOPs, Deadlines, reaching targets, working towards growth opportunities, providing results, looking towards expanding the team, gaining more clients, getting news publications, etc.*

### 6. What are your strong points as a growth marketer?

*A. Some of my strong points as a growth marketer are:*

1. *Adaptability and improvising through various circumstances.*
2. *Making things happen rather than getting stuck on them.*
3. *Understanding the market via thorough research.*
4. *Having a rational approach towards each and every situation.*
5. *Strong with content, be it words or visuals.*
6. *The ability to communicate what I want to communicate as well as what the TG wants to hear/see.*

### 7. What are some of the coolest things you’ve done in marketing and/or Growth?

*A. As I’ve got the opportunity to work for very different and vast sectors and types of organizations, I’ve done very cool, creative, and unique things. A few of those things are:*

1. *Ran an organic campaign on Twitter for the movie Ford v Ferrari which was a 24hr quiz around the plot of the movie which was a 24-hour race. The hashtag used went on Twitter trending around the globe for 24 hours which reached no. 7 on trending topics.*
2. *I got to organize a virtual try-on setup at the Delhi airport for an AR-based start-up that provided hands-free virtual try-on solutions for jewelry brands.*
3. *I wrote Ad scripts for an AR-VR startup and gave voice-overs for multiple clips generating over 1.27L INR revenue.*

### 8. Please could you tell us about a problem and how you solved it?

*A. One of the latest problems that I resolved was when we had to create an ad film but since we were running very tight on time as well as budget we had to work around the video production and editing to create a launch video for the metaverse course.*

*Therefore I researched a few websites that can provide AI-generated video which was just a narration of the script, then I worked with a video editor working an all-nighter and the result that came out was phenomenal.* [*Link*](https://www.instagram.com/p/CgWp8K7jJmR/)

### 9. Please could you describe how your typical work week looks day by day? Also how you manage your time on a given day.

*A. Typically, I start my day off with a little bit of scrolling on the news, trends, and market, moving on to writing POAs of the day roughly on my phone, hopping on to the meeting shortly after logging in, discussing the plans, goals, etc.  
I try to manage my time as efficiently as possible. I keep buffer time for each and every task that I do so that unforeseen situations can be handled. I usually get new, innovative ideas out of nowhere so I keep on making notes whenever and wherever I get an idea on either my phone or notebook.*

### 10. What kind of people do you get along with or like to work with? *A. I gel up with mostly all kinds of people, I don’t have a preference or expectations but when it comes to preference, I like intellectual people who are open to ideas and are respectful to co-workers as I myself respect each and every other employee or person with the utmost respect. I don’t like the kind of people who just agree or nod without understanding just to be on the “good side”.*

### 11. How does your co-worker describe you?

*A. In a brief, thoughtful, organized, helpful, and accountable person who’s great at communication and coordinating.*

### 12. What are the Marketing tools you are using?

*A. ChatGPT (new one), Mailchimp, SEMrush, Ubersuggest, ZOHO, Google ads, Social media platforms, Meta, Instagram, Twitter (native tools)*

### 13. We need you to capture attention of the right people on LinkedIn. What do you do?

*A. A few things that can be done to get the attention of the desired audience on LinkedIn:*

1. *Joining the relevant communities and engaging to reach out to more people.*
2. *Reach out and connect to the VCs/CEOs, (decision makers) to understand their needs, requirements, etc.*
3. *Collaborating with IT tech giants on LinkedIn Live, having a few Q&As, etc.*
4. *Posting informative content, Tech related news, breakthroughs, etc.*
5. *Posting collaborated podcast clips tagging the respective influencers to gain more traffic.*