

Transcription

Acquisition Growth Hacking

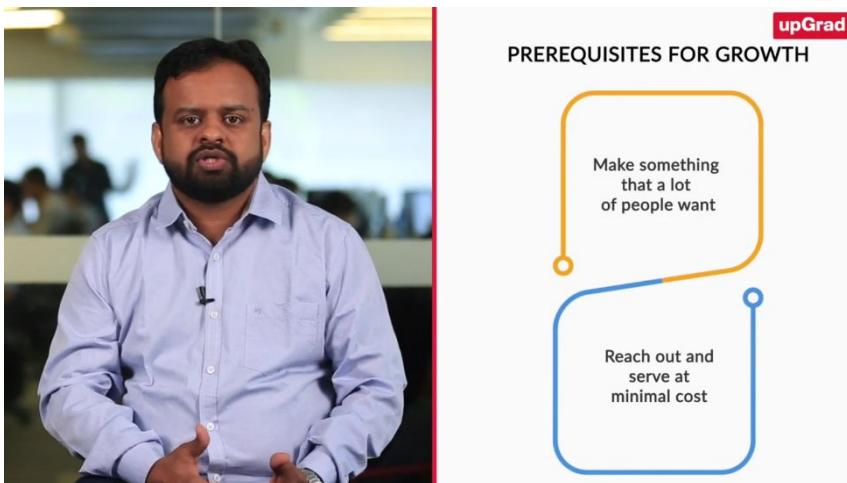


Hi there. Welcome to another new session in product management. In the previous session, you became familiar with product analytics, and learned how user data plays a key role in the whole process of product development. Now, what could be those areas that a PM needs to keep in mind while developing the product? Let us ask our subject matter expert.



Being newly founded does not itself make a company, a start-up, nor is it necessarily for a start-up to work on technology or raise funding. The only thing that matters in a start-up is growth. In his famous essay, Start-up equals to growth, Paul Graham says a start-up is a company that is designed to grow fast, to get into more details you need to understand what is growth. To grow rapidly, you need to make something that you can sell to a big market.

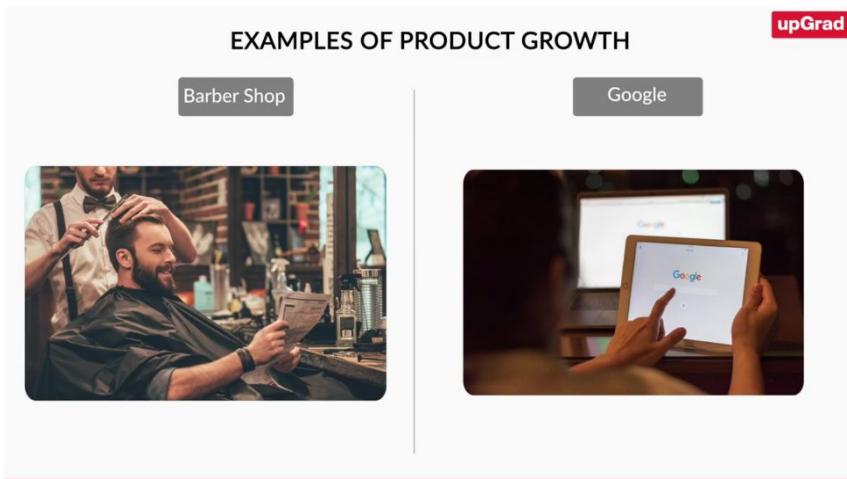
That's the difference between Google and a barbershop. A barbershop doesn't scale, while a Google is able to scale through technology.



The diagram is titled "PREREQUISITES FOR GROWTH". It contains two separate boxes connected by a blue line. The top box has a yellow border and contains the text "Make something that a lot of people want". The bottom box has a blue border and contains the text "Reach out and serve at minimal cost".

The two prerequisites are you need to make something that a lot of people really want and you need to be able to reach and serve all those people at minimal cost.

So, barbershops does the first part. They have something that a lot of people really want, but they won't scale because it's an in-person service. While Google actually has created something that a lot of people really want, and they have been able to address a scaling and awareness problem by the usage of technology.



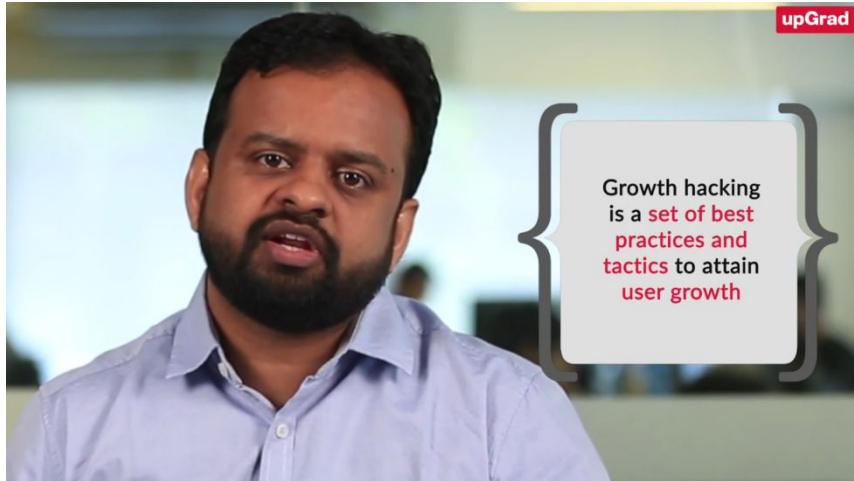
The slide is titled "EXAMPLES OF PRODUCT GROWTH". It features two side-by-side images. The left image is labeled "Barber Shop" and shows a man with a beard getting a haircut. The right image is labeled "Google" and shows a person holding a tablet displaying the Google search homepage. A red horizontal line separates the two examples.

So, in the case of a barbershop, there'll be few people who will be traveling to somewhere else for a haircut while in the case of Google, anybody can access it from anywhere. So, that is what is meant by true growth.



So, we have understood what is growth and the prerequisites for the same. Now, let us do a little thought experiment. Suppose you have developed and launched the product and the business metrics are performing well above your expectations, and you've been through all the stages of product life cycle.

But you now begin to notice that for some reason, the users are bouncing off from the product page and the activity around the product has reached the plateau. In such a scenario, how would you strategize the growth of the product?



So, now you understood what are the prerequisites for growth. Let's get into growth hacking. Hacking growth hacking is a set of best practices and tactics to attain user growth. It is more of a mindset than a templatized approach. A well-made and usable product that addresses a large market is the first step to growth hacking.

Virality is not something that you can do on the product. It is what product is, and it happens only when users have an aha moment after, you know, using your product.



Alright, the SME made it simple to understand the concept of growth from the example of a barbershop and Google. As a PM, you have to focus on the potential of a product's growth over the course of time. In that effect, we learned about two major prerequisites for achieving growth. Also, we understood what is growth hacking. Now in the next video, we will understand growth hacking in much detail. See you there.

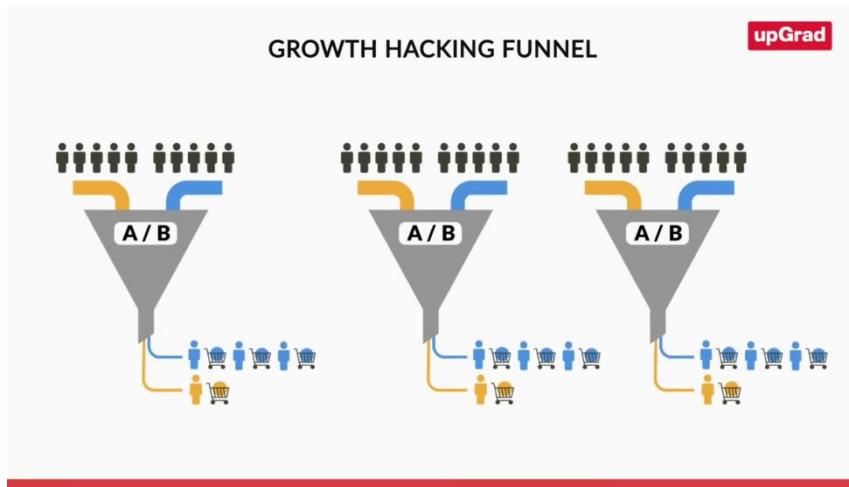
So, you understood what is meant by growth hacking. It is something that enables the company to stimulate demand amongst its target audience. Now, is there a particular person overlooking the process of growth hacking? And if so, what role does such a person play in the process?



Growth hacker is a term coined by Sean Ellis in 2010. Growth Hacking is a combination of marketing, product management, analytics and coding. Traditionally, most companies only track traffic or users and revenue.



However, as a growth hacker, you truly should be to look at traffic as a means to drive the end, which is revenue, and then segment the user journey by stages, trying to figure out how to move user from one stage to next day in acquisition, activation, retention, referral, and revenue.



So, you need to do this focusing a lot on analytics and setting up necessary tracking systems in place to understand how user moves from one state to the next state. And this is a prerequisite for any growth experiment. So, you will be running a series of AB testing experiments to get to the insights that can potentially drive growth.

Not every growth hack will work for any company and grow hacker's job is to find the best way to maximize and move users through each stage of the funnel. A growth hacker's job is to enter that from the acquisition part, the user is going through all the stages till the revenue.

When the user moves from one stage to the next stage, the company will grow and you need to do much more than marketing for growth, and the role and scope of a growth hacker involves all the growth tactics.

GROWTH HACKING AT QUORA

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Quora

Harshit's Digest

TOP STORIES FOR YOU

What actually happened in Bengal today?

 Anurag Shrivastava, Assistant Commandant at Ministry of Home Affairs, India
Written Mon

Today I was at a polling booth where my company was deployed for election duty in Birbhum district. I observed following things :

1. I could see polling agents of TMC in each a...

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For example, one of the products which does growth hacking really well is Quora. They do a great job with their emails and the emails are not about marketing, which is like one size fits all. But these are unique, evened emails that lets you know about the topics that you follow or how they are written about. It also sends you emails about what your friends are doing on Quora.

GROWTH HACKING AT QUORA

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There is a growth hacker in the background who is concentrating on analytics that provides insight on the number of emails that should go to each user and the best time to send emails to each user.

He should also spec out the system to log in event for each user, systems to send more emails based on whether the user click on email or not, as well as gaining user insights when users land on Quora from emails.

SCOPE OF GROWTH HACKING

- 01 Landing page optimisation
- 02 Copywriting
- 03 Analytics
- 04 Behavioural pattern analysis

The scope involves landing page optimization, copywriting, analytics, behavioural pattern analysis, and much more. And this involves the entire scope of growth hacking.

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?

Which software or tools are recommended for a growth hacker?

So, a growth hacker is someone who overlooks the process pertaining to the growth of the product and ensures that the user moves through all stages, from acquisition, until revenue. Now to do that, what sort of software or tools are recommended for a growth hacker?

The image shows a video player interface. On the left, a man with a beard, wearing a light blue shirt, is speaking. On the right, there is a list titled 'GROWTH HACKING TOOLS' with four items: 01 Unified user view, 02 User behaviour, 03 Mobile app, and 04 Channel. The 'upGrad' logo is visible in the top right corner of the video frame.

| GROWTH HACKING TOOLS | |
|----------------------|-------------------|
| 01 | Unified user view |
| 02 | User behaviour |
| 03 | Mobile app |
| 04 | Channel |

Some of the tools that I would recommend you use to understand how the users are going from one stage to the next stage are systems like Mixpanel, CleverTap, which have a unified user view. Then you can also look at systems like Inspectlet and Hotjar to understand, to get some qualitative idea on what users are doing on the page.

And if you're working on a mobile app, you can look at Appboy, Localytics, etc., to what users are doing within your app. App flare is another tool which you can use within your app to understand how the users are coming in, which marketing source is contributing to the events that you want user to do within the app.

So, these are some of the tools that you can actually use and each of these tools try to solve a different use case that can help you to understand the user journey in a much more holistic way.



All right, till now we became familiar with growth and understood the role of a growth hacker. We also saw some of the tools that a growth hacker uses.

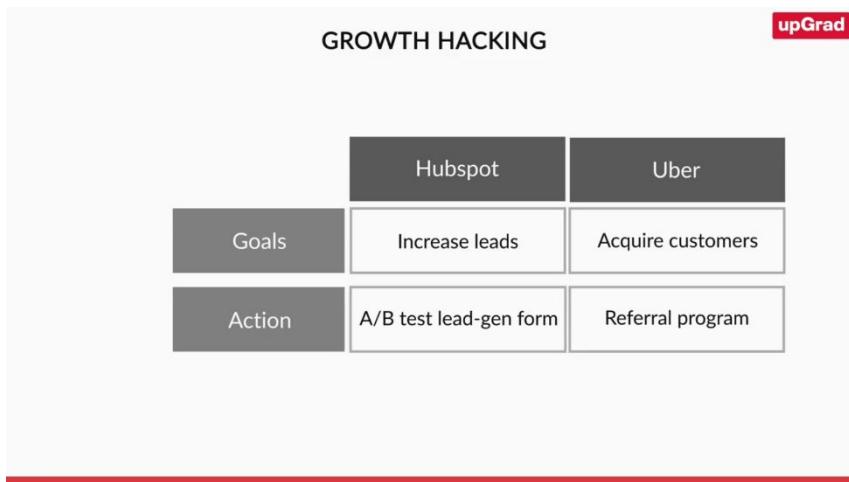
Now, let us understand growth from a different perspective, with the help of some examples.

GROWTH HACKING PROCESS

- 01 Identify metrics
- 02 Build hypotheses
- 03 Run multiple tests

So, growth hacking in general is a relatively new field, which has grown over the period of time, especially because of so many start-ups coming in. Growth hacking primarily focuses on one matrix at one time. So, either it would focus on customer acquisition or it would focus on customer activation, or it would focus on retaining the customers or it would focus on eventually monetizing them.

And then it would build various different hypothesis. And using those hypotheses, a growth hacker would want to run multiple tests, be it AB test, be it qualitative tests to essentially see what test, what variation or what control would give him the maximum ROI, in terms of either acquisition or activation or retention for that matter. Now in different ecosystems, growth hacking may happen in a different way.



The bottom line, the base stays the same, but let's say if I am doing a growth hacking for a site like Hubspot, my end goal would be different. My goal would be how do I actually increase the number of leads? And for that, what I would end up doing is I would end up doing a lot of different kinds of experiments on the lead gen form itself.

As against, for instance, if I am a growth hacker for Uber, I don't have a lead form over there. What I need to do is I need to acquire the customer. One of the growth hacks which Uber growth hacker would do is run a referral program, which would help existing users bring in more new users, thus keeping the customer acquisition costs low, but still bringing in new customers on the platform.

But the bottom line stays the same that, you know, you focus on one matrix. You keep on running multiple experiments by tweaking a few small things to see what yields you the maximum ROI. But based on the business goals and based on the ecosystem, the way you would run your growth hack would change.

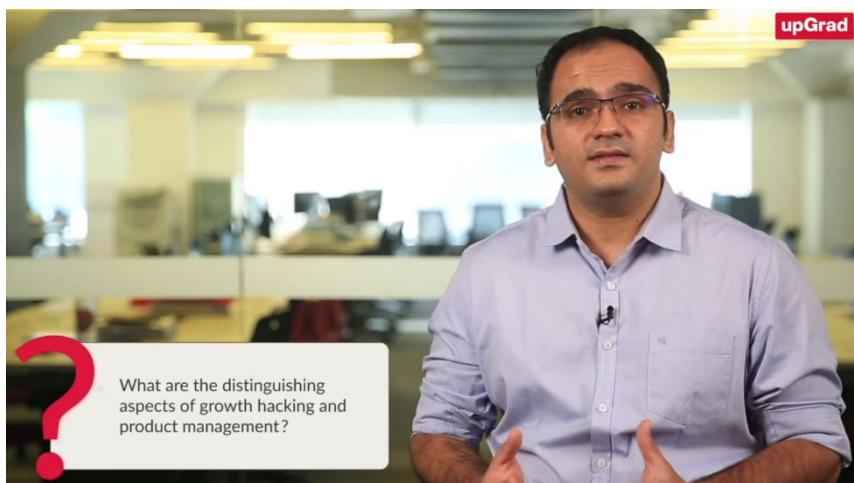


For instance, if you are running a B2C business. You know, it would be Uber or a HubSpot, this is how you would do it. But for instance, if you are running a B2B business, a growth hacker would essentially run. So, for instance, let's say it's a freemium model. How do I actually convert more free users on to paid users?



Let's say that is one goal which he's targeting on. He would play around with different pricing models. He would play around how do I actually cap their free usage. And he would try to see what actually converts better for him.

So again, the focus is on one matrix at one time, and he's running multiple experiments at the same time to see what works and what doesn't. But at the end of the day, the end goal and the kind of experiments would change based on the nature of the business.



So, you saw from the examples of Hubspot and Uber how a growth hack may differ from one company to another. That said, they all share the common goal of achieving a maximum ROI.

Also, it should be noted that at a given instance, only one metric is identified and multiple hypothesis are AB tested to reach the respective business goals. Now let us continue to understand growth hack. But before that, let us understand the distinguishing aspects of growth hacking and product management.

| Growth Hacking | Product Management |
|--|--|
| Distributes and acquires more users for product adoption | Discovers use cases and creates the best user experience |
| Focuses on user acquisition and activation | Focuses on customers needs |
| Works with the product and optimises for growth | Works with the marketing team for positioning and communication |
| Uses marketing and analytics to determine product adoption and user growth | Uses user stories, personas, feedback channels etc. to resolve customer issues |

What is the difference between growth hacking and product management? A growth hacker focuses more on distribution and acquiring more users for the product, as well as product adoption. A product manager focuses on discounting use cases that will create the complete product for the best experience for users.

Customer need is the primary decision criterion for the product manager while product adoption, as well as user acquisition and activation is the primary decision criteria for growth hacker.

A product manager works with marketing team for positioning and communication. While the growth hacker uses product as the marketing and ensures that product itself is optimized for the best possible growth.

A product manager uses user stories and personas, feedback channels, online and offline, etc., to discover issues that the current customers are facing with the product, and then come up with future solutions to problems that customer don't yet know they have and make it a part of his sprint planning.

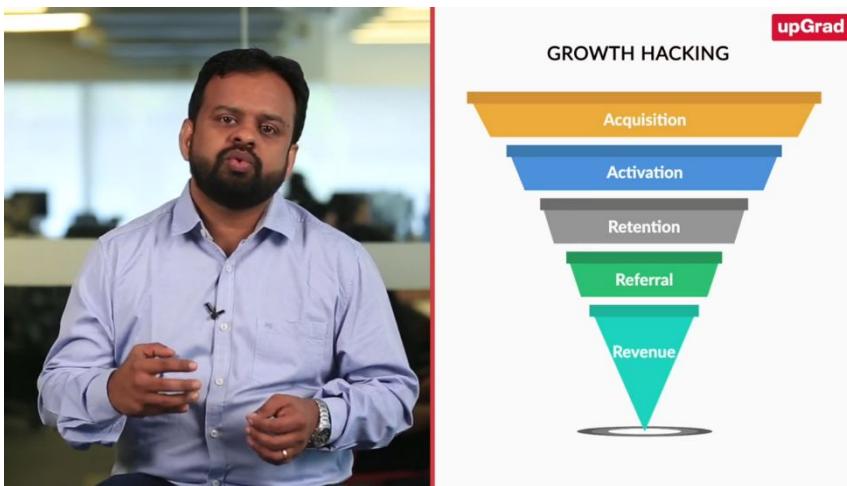
While a growth hacker primarily uses marketing and product analytics to determine what are the key factors that are leading to product adoption and helps in user growth. Growth hacker comes up with features to enhance the distribution and growth of the product.

So, in this video, we became familiar with the role of a growth hacker. To understand that, we saw an example of Quora. We also saw some of the tools that can be used to optimize the process. Further, we understood the role of a growth hacker from a different perspective.

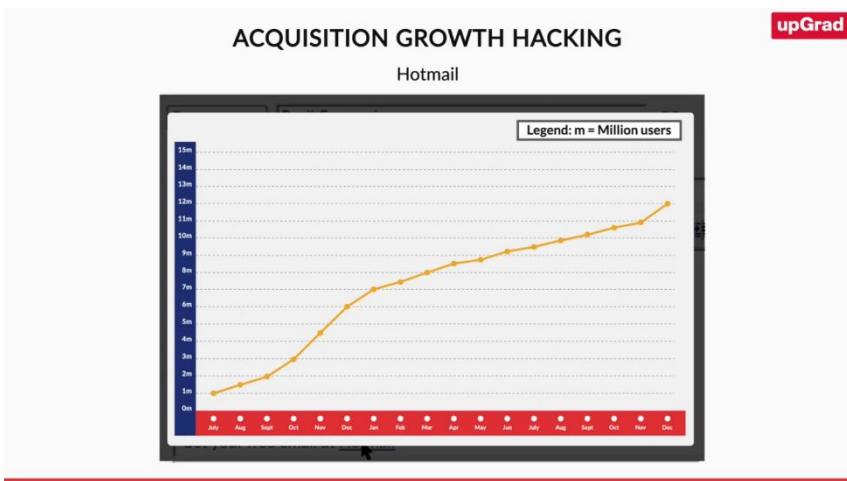


We are now aware that at a given time, a particular metric is identified and a series of hypothesis are AB tested to reach the respective business goals. After that, we understood the difference between a growth hacker and a product manager. Now that's all from this video. In the next video, we will understand what is meant by acquisition growth hacking. See you there.

Hi there. In the previous video, we became familiar with the role of a growth hacker whose primary goal is to strategize the user journey in the context of the product. Now you must be wondering, at what point does the user journey begin? What is the first step in growth hacking? Let us ask our subject matter expert.



Acquisition growth hacking is about getting the product in front of your entire target segment, and acquisition growth hackers typically worry about how do users find us. Hotmail is the most famous example of acquisition growth hack, which is quoted for and while.



In 1996, the original team wanted to use billboards and radio ads to get more subscribers for Hotmail, but someone in the team had a brilliant idea and they put the signature at the bottom of each email. It took six months for them to reach 1 million users. And one more month to reach 7 million.

When it was sold to Microsoft one and a half years later, they had a total of 12 million users out of a total internet population of 70 million users at that time worldwide. So, that is the true power of a good acquisition growth hack.



Alright, so the first step in growth hacking is acquisition. In simple terms, it is a means by which your target customer gets attracted or becomes aware of your product. Now, what are the different ways in which target customer can be acquired?

| ACQUISITION CHANNELS | |
|----------------------|-----------------------|
| 01 | Organic search or SEO |
| 02 | Content marketing |
| 03 | Banner ads |
| 04 | Affiliates |

The acquisition effort tends to come through channels such as organic search or SEO, which is the most popular channel, content marketing, banner ads, affiliates, and, any other creative hack, like Hotmail example that we just mentioned.

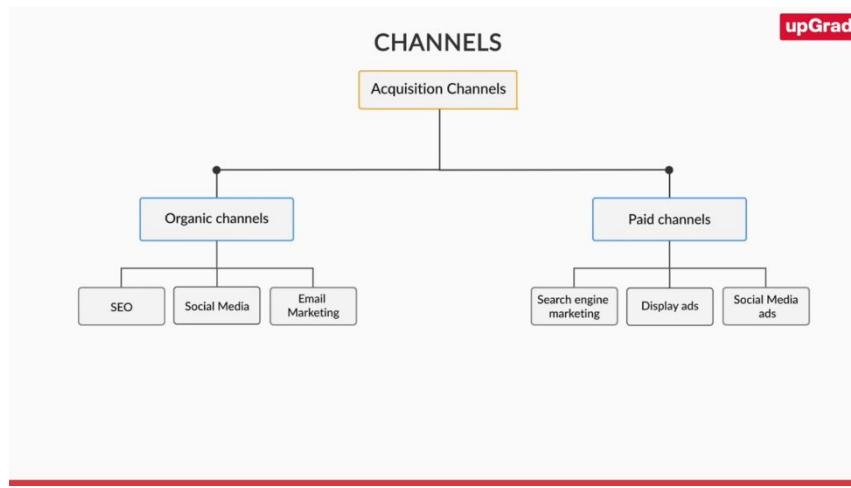
The video player shows a man with a beard and dark hair, wearing a light blue button-down shirt, speaking. To his right is a white box with a red 'upGrad' logo at the top. The title 'BENEFITS OF ACQUISITION CHANNELS' is in bold black text. Below the title is a blue and yellow line-art diagram. The blue line forms a U-shape, with the word 'Generating quality traffic' inside. The yellow line branches off from the blue line, ending in a circle with the words 'Creating awareness' inside.

As a rule of thumb, any way that someone can potentially find your business can be considered as an acquisition channel. And acquisition is all about creating awareness and bringing the right people or quality traffic to your website or product.

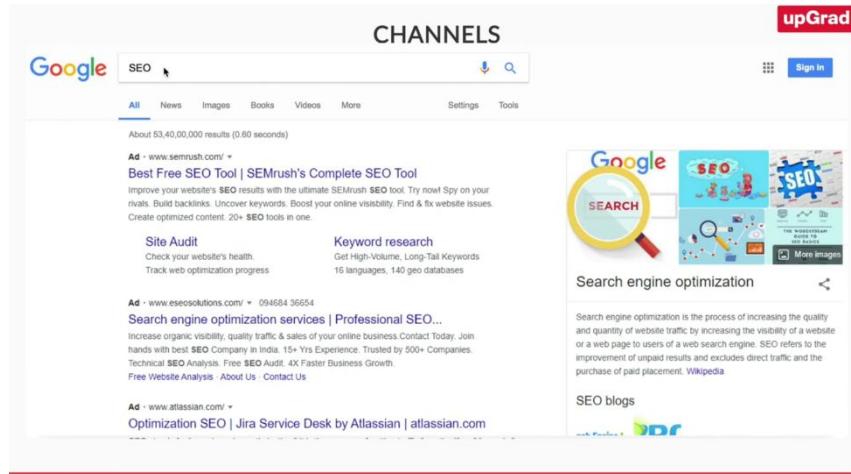
Please note that the quality of the traffic is very important. And if you're a website selling holiday packages to Europe, there is no point in bringing people who are looking for holiday packages to Antarctica to the website through acquisition.



An acquisition channel allows the growth hacker to enable a business to reach the target audience. Now let us delve on the different acquisition channel in detail, as it is important from the business point of view.



Channels that marketers use and which we will be learning about in this course are number one, organic channels like SEO, social media, and email marketing. Number two, paid channels like search engine marketing, display ads, and social media ads. Organic channels are those which are free to use irrespective of your audience.



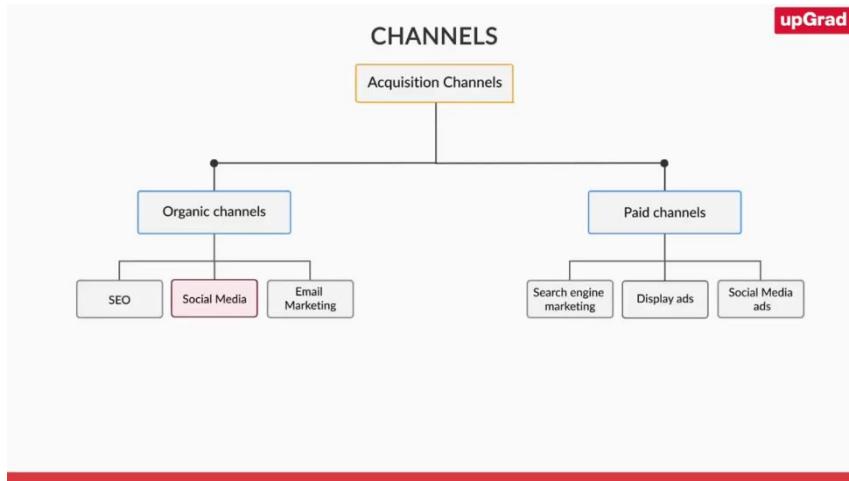
We'll use three organic channels. Number one, SEO. SEO stands for search engine optimization. When a user searches for a specific term, the search engine tries to show results that are links to webpages that are most relevant to the search term.

This search term is also known as a keyword. This is the process of appearing in the top of the search engine result page or SERPs.



Google is the largest search engine. Over 90% of the search queries in India are made on Google. It uses a complex algorithm that takes in over 200 parameters to show results, which it considers most relevant to searching users and the keyword.

SEO by putting a business on top of SERPs can help a lot of new users discover it. This can be huge advantage to businesses as 95% of the clicks and search results happen on the first page itself. More importantly, these are clicks from users who are actively looking for the product that the business is selling.



Number two, social media. As soon as you wake up in the morning, the first thing you probably do is check your mobile for any notifications from Facebook, Twitter, YouTube, Snapchat, LinkedIn, etc. Social media is any internet platform that allows users to create, publish and share content.



Social media marketing or SMM is a form of internet marketing that implements various social media networks in order to achieve marketing communication and branding goals. It primarily covers activities involving social sharing of content, videos, and images for marketing purposes, as well as paid social media advertising.



When a user is at the top of the funnel, they may engage with some post by your brand profile on social media, by liking or sharing it. At the middle stage, they'll subscribe to your YouTube channel, like your Facebook page, or start following you on Twitter.

By promoting offers and deals on social media, you can push them further down the bottom of the funnel and that's not it. Social media plays a crucial role in enhancing customer experience by providing customer support online.

SOCIAL MEDIA MARKETING: DELL

- 01 Offer technical support
- 02 Address concerns
- 03 Build business digitally

Consider the example of Dell which used social media to offer technical support, responding to customer concerns and building business digitally. The company launched @Dellcares, a program that used Twitter to address customer questions and reply directly to customers.

GROWTH HACKING USING FREEMIUM MODEL

@DellCares

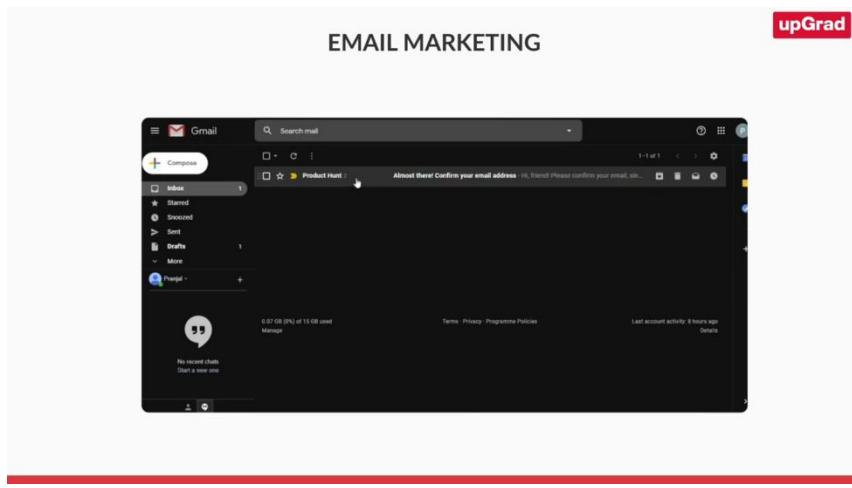
DellCares (@DellCares) [View Profile](#) [Follow](#)

Dell's Social Media 24x7 Global Support. We're here to listen, help & provide proactive info to our customers.
Order Status: [dell.com/support/orders](#)
Austin TX [dell.com/support/](#) Joined September 2008
64.6K Following 107.1K Followers
Followed by Soumya

Tweets Tweets & replies Media Likes

1 Retweet DellCares (@DellCares) Apr 24
Need to join a conference call using #Skype for Business?

Around 98% of customer issues responded through @Dellcares and are resolved without customers needing to work with an agent. And 85% of social media assisted customers with negative initial opinions of Dell reported a positive opinion, following the support experience.



Number three, email marketing. We all use email regularly. We use our email ID to register on various websites and apps. Marketers at these websites and apps use your email ID to send you emails that aim to bring you back to the website or app.

A screenshot of a marketing email titled "Join a virtual classroom". The email is from Canva and discusses supporting teachers, parents, and students during distance learning. It features a call-to-action button "Find inspiring resources" and a photo of a person wearing headphones and working on a laptop. The top right corner has the "upGrad" logo.

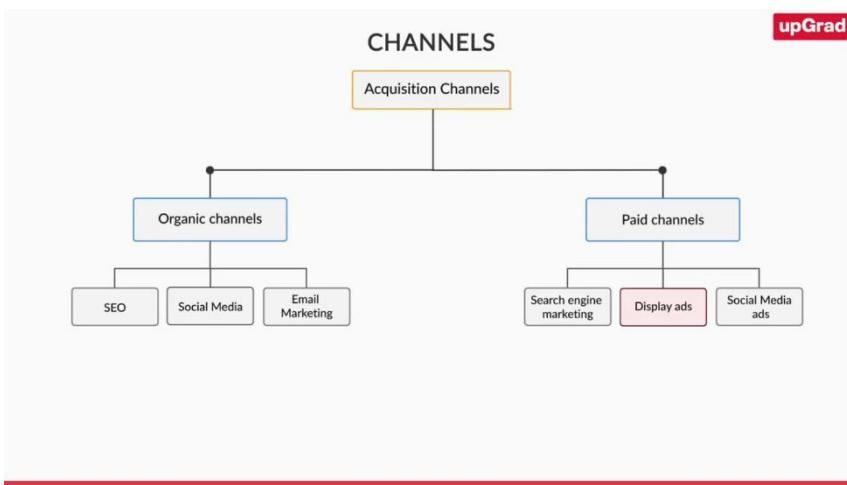
There are three types of marketing emails. Number one, transactional emails. These are emails triggered by user actions like changing password, payment receipt, etc. Number two, newsletters. These are regular updates, such as discounts, company news, product changes, etc. Number three, drip emails. These are automated emails to leads to convert them to paying customers.



Email marketing is very powerful because it's the only channel in which as a marketer, you know exactly who's the recipient and you can personalize the content to his or her requirements. A personalized email gets much higher clicks than a display ad or a search ad.

Organic SEO takes a lot of time and effort to win high organic search engine rankings. Those resources are anything but free for your company. Especially for newer, lesser established sites, it can take quite a while to get on the first few pages for your best keywords.

And most people never click beyond the first page. In the meantime, you're just sitting around waiting for qualified leads. On the other hand, social media virality is subjective, and hence very unpredictable.



Paid marketing helps in making your content visible outside organic circles. This content is known as advertisement. There are three major channels of paid marketing ads, which follow a similar pattern of ad delivery.

DISPLAY ADS

Pricing Arrangements

1. Pay-per-click
2. Pay-per-impression

Number one, display ads. These are advertisements on your websites. They rely on elements such as images, audio, video, to communicate an advertising message. They may follow two kinds of pricing arrangement, pay-per-click or pay-per-impression. You can choose any of these arrangements depending upon your requirement.

SEARCH ADS

Pay per click (PPC)

Number two, search ads. These are ads that appear on top of the search results for certain keywords. An advertiser pays the search engine for showing this add using a pay per click model, also known as PPC. In this arrangement, advertisers are charged only when customer actually clicks on their ad.



Today Google, which is the search engine that most people think of, derives most of its revenue through mobile. And this has changed drastically from the last few years where Google earlier on was a PC centric company to today where most searches happen on mobile.

There have been other innovations in this field that mobile devices have brought on like call extension. So, if you see something you like, if you are looking for a carpenter and you find a carpenter's number, you're able to click on a call button, and a call goes through via the ad itself.

A professional portrait of the same man, Sujoy Golan, in a white shirt. To the right of the portrait is a white sidebar with a red vertical border. The sidebar has a header 'AD FORMATS' and a 'upGrad' logo in the top right corner. Below the header are three numbered items: '01 Click-to-call', '02 Video', and '03 Interactive rich media'.

| AD FORMATS | |
|------------|------------------------|
| 01 | Click-to-call |
| 02 | Video |
| 03 | Interactive rich media |

In the recent past, there's been a huge improvement in ad formats that are available to search marketers. Today, you can place a click to call ad, where a consumer can call you once they see an ad that they like. You can place a video ad, which is the largest consumed format and the most popular format available today.

You can place an interactive rich media ad where the communication is not one way and the user interact and is able to engage with your ad in innovative fun ways.



SOCIAL MEDIA ADS

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CPM: COST PER MILE
Mile = 1000 Impressions

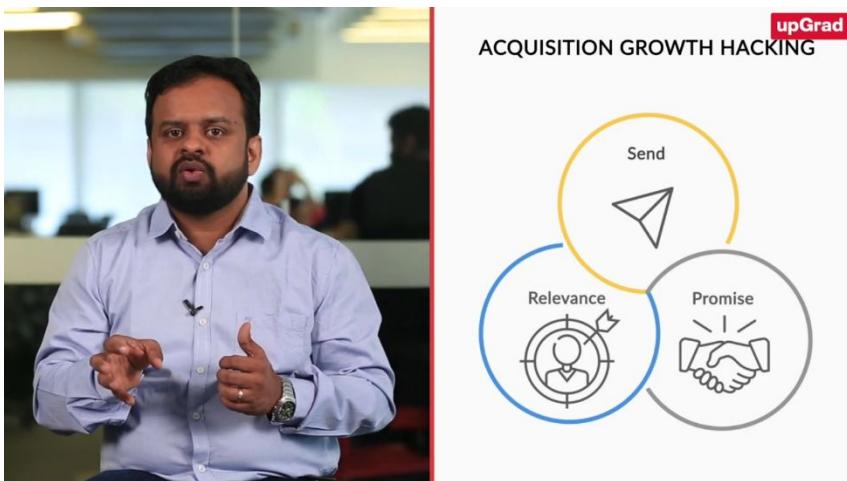
Number three, social media ads. You must have come across various ads on Facebook, Twitter, etc. Through paid social media marketing techniques, it's possible to reach out to people who have not followed your page. Pricing arrangement used here is CPM or cost per mile. A mile is a thousand impressions.



Now that was indeed a insightful video. You now know the first step in growth hacking is acquisition. It enables the business to reach the target audience.

To do so, you saw the kind of acquisition channels that are at your disposal. That is all from this video. Now in the next video, we will learn more about acquisition growth hacking. See you there.

Hi there. You became familiar with acquisition growth hacking and learned about various acquisition channels. Now these channels are nothing but tools that can be deployed in one way or another. Now let us further understand what are the best ways in which acquisition growth hacking can be used to get most out of the traffic.



So, the rule of thumb during the acquisition growth hacking is to focus on send, relevance and promise, which are the quality parameters that you need to consider while trying to attract users through any acquisition channel. Let me go through it in a little bit more detail.



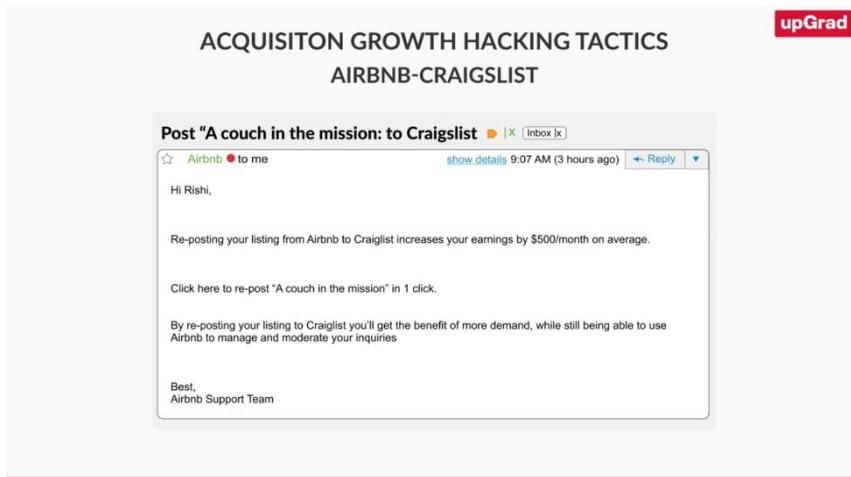
The send is the promise that you are making to the user when you are trying to create awareness about your service. So, typically this is the ad copy that you are putting in, in your ad words. Typically, this is a heading that you are putting it in your header tag which comes up in SEO when people are searching for you.

When a user clicks on it and comes to the website, you need to have the same promise in your website as well. This is known as the Send trail. The key to success comes in using techniques that lead visitors down the information or Send trail.

Similarly, you need to ensure that the user is going through the entire trail by following the send that you initially promised to them, and the send has to be sufficiently strong so that visitors will continue down the path till they make the revenue.

If it is weak, they will start over until they find what they are looking for. And they may exit from your website. The job of a growth hacker is to ensure that the send is really strong and the user is going through the entire funnel after coming to the website through acquisition.

Another tactic that can work well for customer acquisition in scale is to write on a platform that has millions of users and get a share of the user pie to grow your own platform. The most famous example of this integration tactics is Airbnb craigslist hack.



When Airbnb was starting out, they created an automated Craigslist submission feature by sending an RSS feed with proprietary Craigslist elements in an HTTPS post, and any user who was listing it in Airbnb could put an automated posts in Craigslist, and people who were searching for homes in those areas could approach the original posts in Airbnb through Craigslist.

The RSS feed, which Airbnb sent to Craigslist contained information about the listing and Airbnb scribed the entire list of cities that were available in Craigslist. The city name was included in the form on Airbnb website and the user could post it directly on Airbnb website.

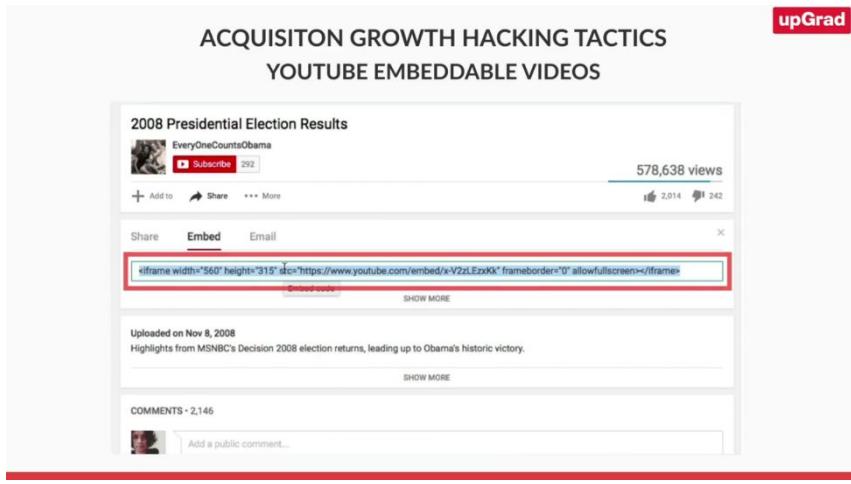
This helped Airbnb in growing really fast in the initial days, as people who came to Craigslist, looking for homes called up the Airbnb owners. And then they started coming to Airbnb directly. This was a great growth hack at that time where they use integration to the best possible level to ensure that the platform is actually really growing fast.



Another famous example of integration growth hack is how Zynga grew along with Facebook. Zynga grew along with Facebook by creating free games like Zynga poker and Mafia Wars, which were free for users, but users had to buy virtual goods to play, which added to the revenue of Zynga.

Only about 2.5% of the users paid for something, but that was enough to make the whole enterprise profitable. Since the cost of adding users was getting cheaper and cheaper with more efficient internet infrastructure, and the scale of Facebook, Facebook was also growing really fast at that point. And Zynga in fact grew more users through Facebook and it added to the revenues of Zynga.

The job of a growth hacker in Zynga initially would have been in figuring out how to use Facebook as an acquisition channel. And at a later stage, it was to create a funnel that made players to buy and how you can actually increase that 2.5% to something much higher.



Another famous example of growth hack is how YouTube used embedable videos around 2007, 2008. The popular video platform YouTube used embed as an early growth hack to make sure that users are able to reach out to more people at a very low cost. And they don't have to upload videos in each and every site where they wanted to feature it.

The embeddable video feature gave users the option to embed the videos in other avenues like blogs, websites, and forums. And when the video plays, YouTube player automatically plays the next video or gives viewer a selection of related videos at the end of each video, which makes it highly likely that you will likely switch to YouTube after watching an embedded video.

Even though it looks very obvious now, this was a good feature to have at that stage when video infrastructure was very costly and, you know, people were finding it really difficult to upload their videos because of the bandwidth issues and smooth playing experience, etc.

So, this was a feature that was created by YouTube, which is very unlike other players at that time. YouTube made the process of embedding also so easy. So, if you look at the embedding of YouTube, we saw the embedding of other players existed around that time.

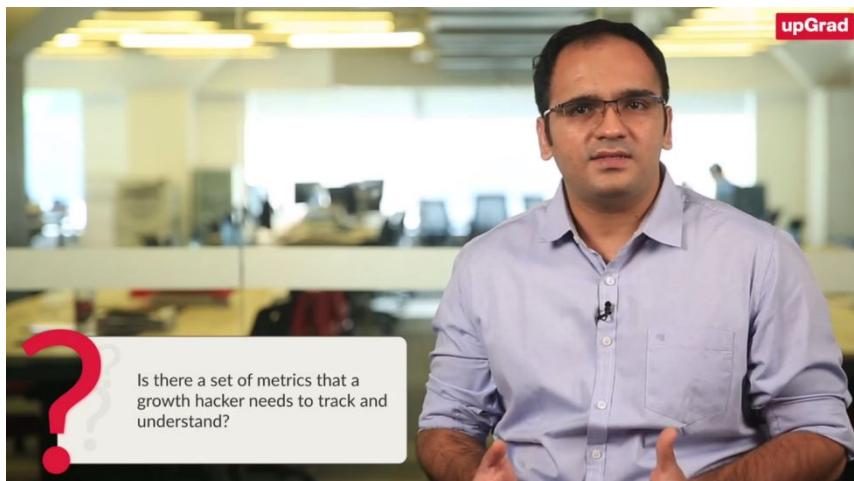
It was just a copy paste code. While for others, it was like a laborious process on how you had to embed the video. So, anybody without technical knowledge could also embed the videos of YouTube through this simple process.



Another service that uses a similar strategy, but in a slightly different way is TripAdvisor which uses widgets. They give yearly awards every year for hospitality establishments like hotels and tours. And when the widgets get embedded in a website of a hotel, the user who clicks on it will automatically come to TripAdvisor.

This helps TripAdvisor a lot in SEO, but it is also helping TripAdvisor to ensure that each of these hotels is a branded distribution point for them where people becomes aware about TripAdvisor to click on it, checks the reviews and book that hotel or book some other hotel, which they find better.

This is an intelligent acquisition hack from TripAdvisor where they are using widgets, not only to provide a social proof signal to the hospitality establishment, but also to ensure that they are also getting users when somebody is embedding this in an external website.

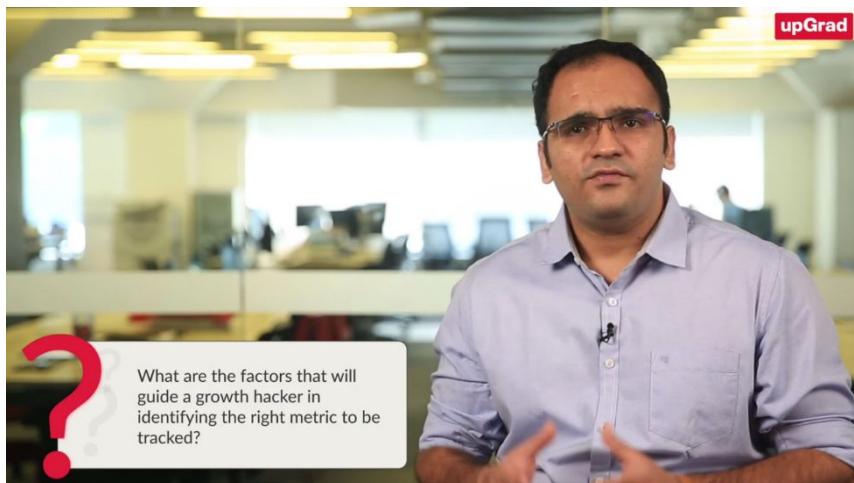


So, that is indeed a diverse list of examples to understand the tactics that can be deployed in acquisition growth hacking. Now in this process, is there a set of metrics that a growth hacker needs to track and understand?

| GROWTH HACKING METRICS | |
|------------------------|--|
| 01 | Traffic from marketing channels |
| 02 | Time spent |
| 03 | Micro-conversion a. Newsletter subscription b. Transaction |

Acquisition growth hackers will focus on metrics like traffic or users from each marketing channel, time spent on the page so that they understand what is the quality interaction that they're having from each channel. And they can also typically track micro conversion, like subscribing to a newsletter if you're doing acquisition hacking for a blog, or clicking on buy button if you landed somebody on the eCommerce side through an organic growth hack.

Or for example, in the case of Hotmail, how many of the people who are clicking on the final signature link convert to account, Hotmail account donors. So, you can also check bounce rate to check the quality of the traffic that is coming in.



So, these are the metrics that can be tracked to optimize the growth hacking process. But one might choose one metric over another in a given situation. And the chances are, it could be an irrelevant metric. So, in a given situation, what factors will guide a growth hacker in identifying the right metric to be tracked?



The metric to focus on largely depends upon the hacks you are using for acquisition. And the objective is to maximize the traffic from each marketing channel. An acquisition metrics helps to measure traffic quality and behavioural user flows at the top of the funnel.

So, when you're going into the next stage, like activation, you will get a little bit more details on it. Once you have established a baseline of user activity through your funnel, it is time to improve those metrics and focus on those acquisition channels, which move users to the activation stage.



So, we learned that the objective of tracking a particular metric is to maximize the traffic with an intent of leading the target audience to activation. But there have been instances where even after tracking the appropriate metric, the major chunk of the traffic continues to drop off from the process, what exactly is causing this drop off.

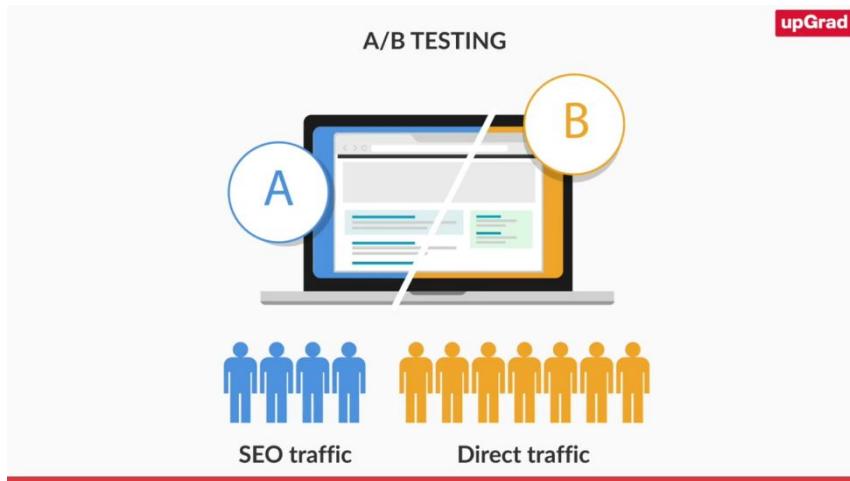
A video frame showing Romil Desai speaking. To the right of the video, there is a sidebar with a white background and a red 'upGrad' logo at the top. The sidebar is titled 'GROWTH HACKING' in bold capital letters. It contains three numbered steps: 01 (yellow box) 'Identify high-quality traffic channels', 02 (blue box) 'Conduct separate A/B tests on the traffic from different channels', and 03 (grey box) 'Use tools for A/B testing' with a sub-list: a. Optimizely, b. Mixpanel, c. CleverTap.

So, as a growth hacker, you need to understand which are all these channels, which are providing your users with high quality, and then try to maximize the number of users who are reaching your product from that acquisition channel.

Having an AB testing and analytics strategy is critical for the top of the funnel growth. You can define certain experiments whereby you are not landing all the users in the same landing page, but you are landing users from a particular channel on one kind of landing page and users on another channel on a separate kind of landing page.

One of the companies which has used this really effectively is Groupon, which has a centered set of landing page for people who are landing through SEO and another set of landing page through people who are landing through direct traffic.

So, you can do AB testing through tools like visual website optimizer, Optimizely, etc., and you can integrate it with Mixpanel or Clevertap so that you will be able to measure how people from each acquisition channels are converting through your funnel really well.



For example, you can have separate kind of landing pages for each of the traffic sources. You can have one set of landing pages for people who are landing through SEO and a different kind of landing page for people who are landing through direct traffic, people who are typing your URL directly in the address bar.

So, you can do similar experiments and see how you can convert the users to the next stage, which is activation. By monitoring each step of your funnel and traffic from each source, you can find areas to improve and then run AB tests to increase your acquisition metrics.

Once you find how much traffic is coming in through various sources, it's time to get past vanity metrics like page views, and start to focus more on getting those new top of the funnel to be more active and move to the next stage, which is the activation growth hacking.



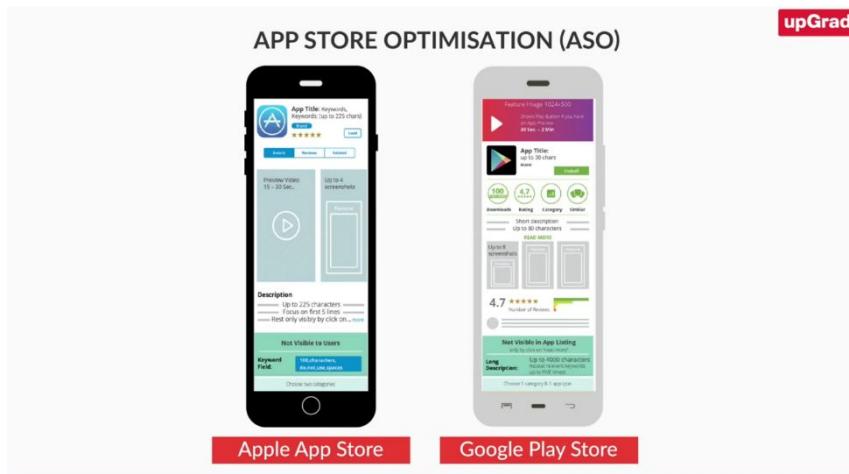
So, we started this video with understanding how certain tactics can be deployed in acquisition growth hacking. In that context, we saw some examples. One of them was the integration tactic used by Airbnb. Another example of

integration tactic was the one used by Zynga. You also saw an example of a growth hack done by YouTube and TripAdvisor.

After this, we understood the metrics that a growth hacker needs to track. You also learned that the sole objective of tracking metrics is to maximize the traffic coming from each marketing channel. After this, you learned that in order to optimize the process, it is important to identify the channels that bring you the right kind of traffic to the platform.

You also learned how doing AB testing and analytics strategy will enable you to draw further insights. That is all from this video. Now in the next video, we will learn activation in growth hacking. But before that, we will also discuss app store optimizations.

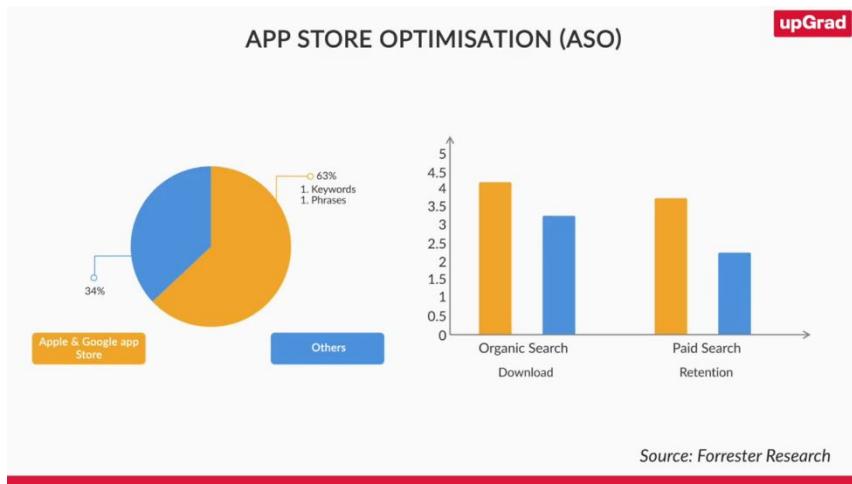
Hi there. You learned acquisition in growth hacking. Now, before we move on to the next step in growth hacking, let us discuss something that closely relates to acquisition that is App Store optimization. Let us hear what our subject matter expert has to say.



App store optimization, commonly known as ASO is the process of optimizing mobile apps to rank higher in the app store search results. The higher your app ranks in the app store ratings, the more visible it is to potential customers.



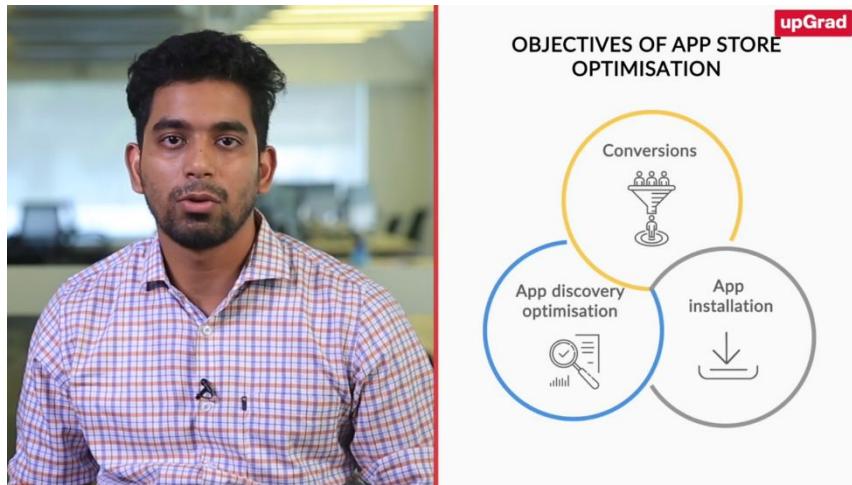
For example, if Grofers wants its Android app to rank on the top of search results when someone searches for grocery delivery app in the play store, then it has to optimize the app on the play store for it.



According to Forrester Research study on consumer behaviour, 63% of mobile apps are discovered by users in Apples and Googles play stores using keywords and phrases.

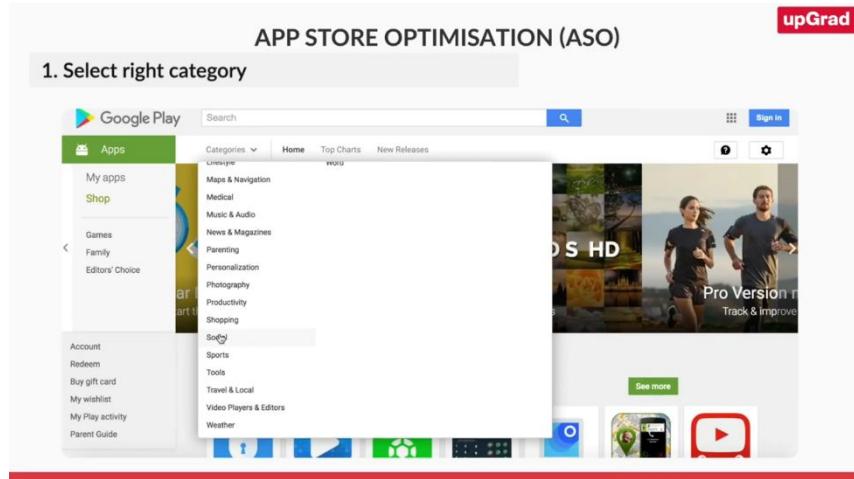
Also, your app's download and retention rates increase when a user finds and downloads the app versus a paid download. Hence, proving that app store optimization is the best way for your app to get discovered and downloaded.

Now to compare app store optimization to mobile apps, what search engine optimization is to a website. For SEO, your job ends when your users get to the website. For ASO getting users to the app page is just part of the objective.



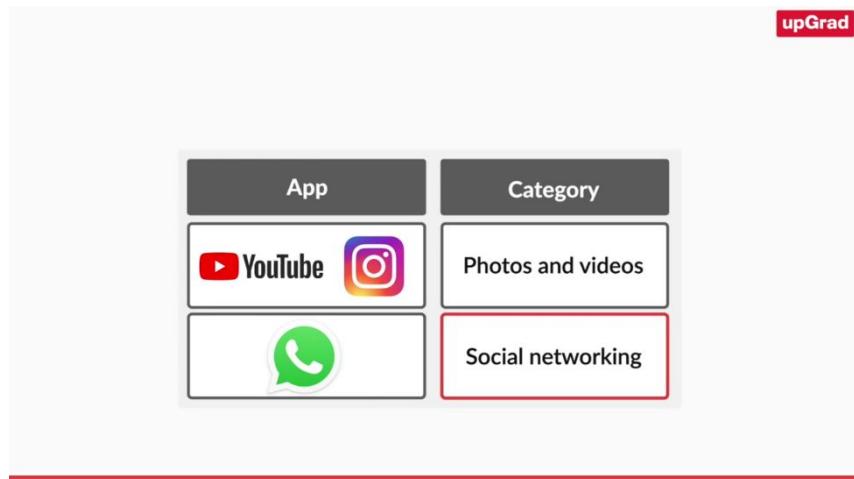
ASO is not just about traffic, it's about conversion. It's making sure your app is discovered by relevant targeted users who will not only visit the app page, but install your app and continue to engage with it on a regular basis.

As app store optimization, still a young and evolving field in the marketing world, and the exact ranking algorithms are not known, there's no set way to achieve a higher ranking in the app stores. But there are some industry trends that are proven in the short period and it worked really well.

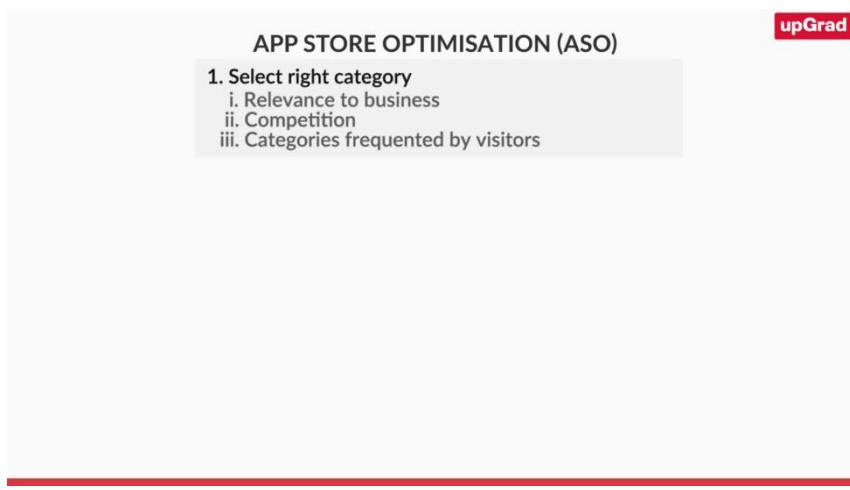


Let's take a look at the hacks you can undertake to optimize the app store rankings. Select the right category for your app. Both Google and Apple stores have more than 20 categories for you to choose from. Choosing the right category for your app will not only influence your app ranking for that specific field, but also give potential users a sense of what your app does, and allow them to find you in a relevant search.

For example, if you have an app like Runkeeper, it makes more sense for you to keep it in the health and fitness category rather than the lifestyle category.

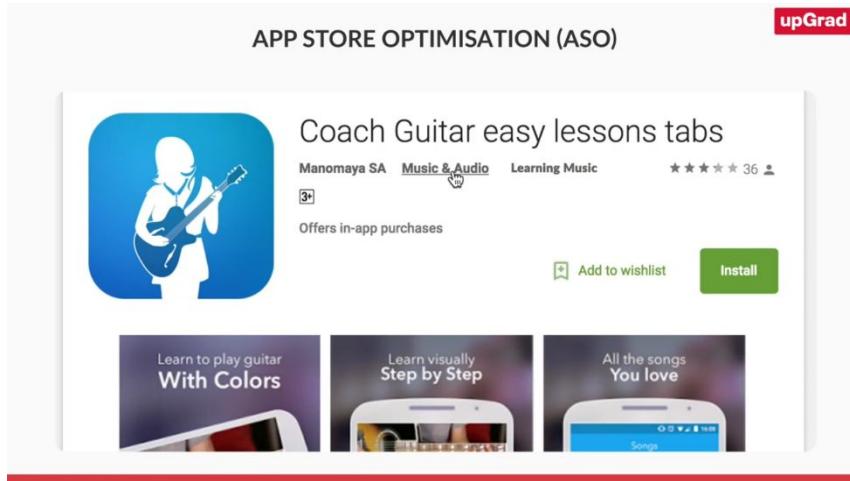


Consider the YouTube and Instagram apps. It's listed under the category of photos and videos. Whereas WhatsApp is listed under the category of social networking. It actually showcases a great deal of what the company is and wants to be in the future.



You should choose the right category based on what is most relevant to your business and the level of competition in that category. Additionally, do a research on what the apps similar to your category are categorized. As users may already know to visit these categories and find a particular app.

Apple has also recently introduced subcategories, which divide the app store into micro segments and allow apps to rank highly in specific fields.



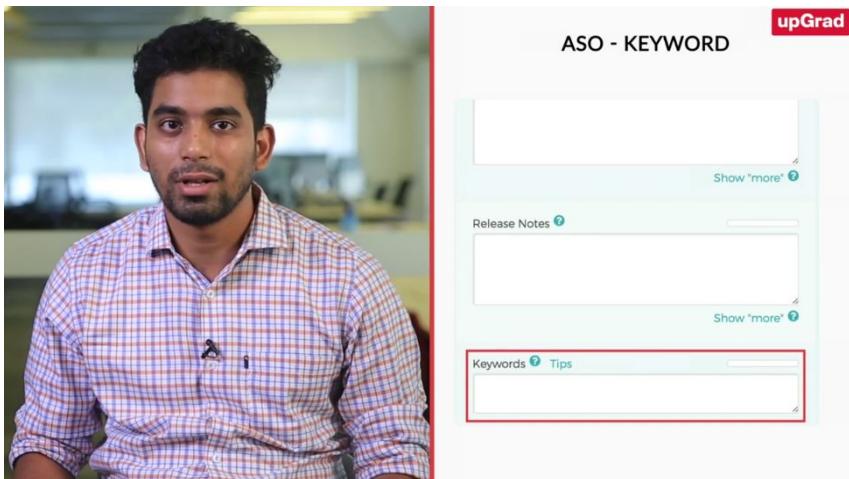
For example, if you have an app like Coach Guitar, that gives guitar lessons to users, instead of putting it in the main category of music, you can put it in a sub category of learning music and rank higher for that sub category.

Here is a small piece of information for you to make note. Choosing categories that are not appropriate for your app is against the app store review guidelines and may incur penalty on your app.



Selecting the right keywords for ASO is primarily, it's pretty similar to SEO. Identify the most relevant keywords for your brand. First thing you need to do is prepare a list of the top 20 highly relevant. Middle to low competitive keywords, put a decent amount of monthly searches. Don't forget to include keywords that have been targeted by apps, similar to yours.

The next step, you need to narrow down a few keywords from the list that you can target. It makes more sense to focus on ranking in the top 10 for low competition keywords in the beginning. As and when your app starts getting plenty of reviews and downloads, you can optimize it further.



The Apple app store has dedicated keyword field up to about a hundred characters. These keywords will impact the search results of where your app shows up. Google Play on the other hand, scans your app description text, and picks the most relevant keywords from it to rank accordingly. It's pretty close to how Google search algorithms work.



We have to write the app name and the description. Once you have selected the keyword, you should add a descriptive keyword that people generally use when looking for apps. A recent statistic says that apps with relevant keywords in the title rank 10% higher than the apps without a title keyword.

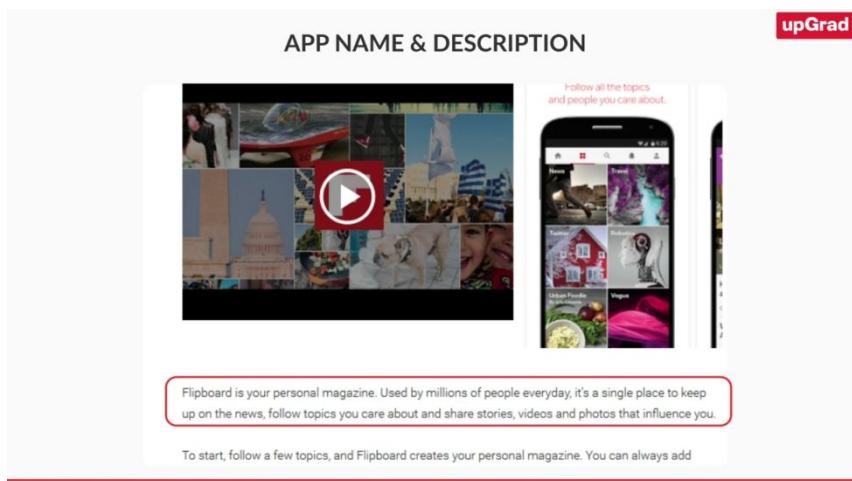
APP NAME & DESCRIPTION

| Simple Annotes | Wunderlist |
|--|--|
| Simple Annotes <small>Annotes are like paper notes: they are glued to your monitor, but from the other side of the screen.</small> This nice and handy application lives in the menu bar for faster access and has the following features: - customizable background, font and text color - pin note to desktop to make it stay atop of other windows - transparent notes - make new notes by dragging text, images and files to the menu bar icon - drag images and sounds to note contents - automatically hide notes when inactive - quick access via menu bar icon - configurable menu icon to create new note or show/hide all notes - configuration panel allows to create new note or show/hide all notes - integration with services: create new note from any text in any application - snap to screen bounds and other notes - archive with all closed notes - do not lose your information by accidentally closing a note - smart position choosing for different display configurations Want more features? Let us know, or check out our Annotes application! Visit our support forums: https://www.antologic.com/forum/ | Wunderlist <small>Wunderlist is a simple todo list and task manager app that helps you get stuff done... whether you're sharing a grocery list with a loved one, working on a project, or planning a vacation. Wunderlist makes it easy to capture, share, and complete your tasks. Wunderlist easily syncs between your phone, tablet and computer, so you can always keep up with what's important to you.</small> Wunderlist: To-Do List & Tasks <small>The best tools for app... The longer</small> <small>Wunderlist has also been honored in The New York Times, Lifehacker, Forbes, The Guardian, Windz, and Vanity Fair. Just to name a few.</small> <small>Key Wunderlist Features:</small> <ul style="list-style-type: none"> - Set reminders and alarms to alert you to important events like birthday, grocery runs, or work meetings. - Get the latest news and keep track of your favorite sports teams. - Share lists and tasks with family, friends and colleagues. - Sync lists and tasks across multiple devices. - Quickly create and switch between the iPhone, iPad, Mac, Windows, and Linux versions. - View history within your Wunderlist account and receive email notifications. |

We can look at these two descriptive titles of to-do list tabs and see how they've used keywords in their title. They rank in the top 10 for the phrase to-do list.

From an ASO point of view, it is best to use your main keyword in five different variations within the app description. The ASO will ensure a user lands on your app page, but what makes a user download your app is the description and the graphics present on the page.

Make sure the first three lines of the app description tell a potential user exactly how your app will meet his needs. Describe your app in a simple and concise language.

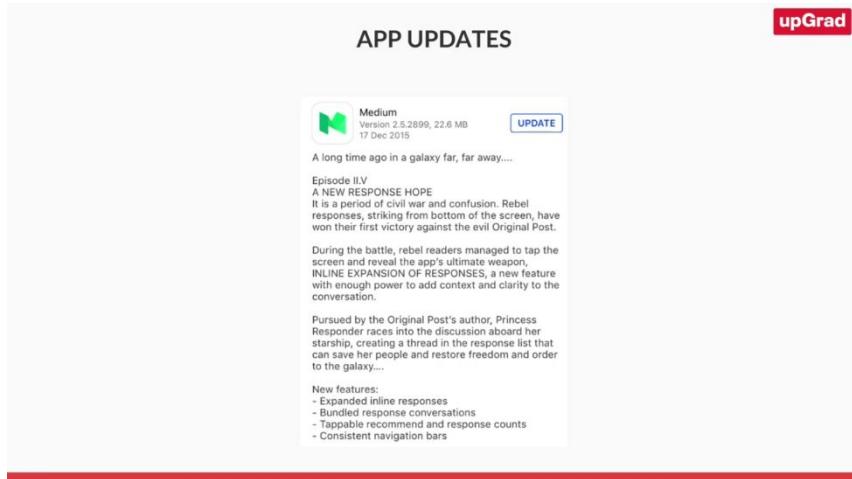


For example, the Flipboard app in the first two lines of description sells itself to the user by using phrases like award winning social magazine used by millions of people everyday. It's also a good practice to create bullet points mentioning the unique benefits and any special features that the app offers.

For example, Flipkart. In its app description, clearly mentions the benefit of downloading the app like, personalized alerts, or never miss an offer.

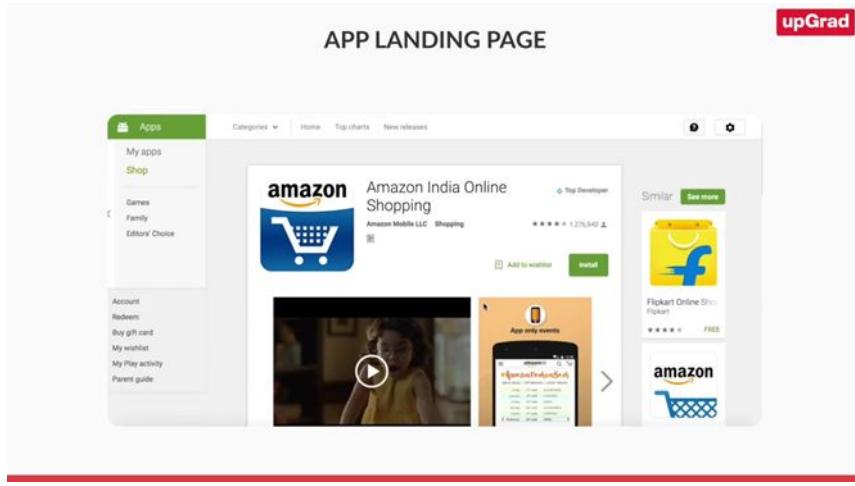
For a gaming app, like nonstop night is a good practice to mention that no internet connection is required to play the game, as it is a huge factor for users downloading the game.

As a general rule, you should browse app descriptions of the top apps in your category to understand what is working and how you can apply the similar concepts to. Your app descriptions would change with each update. Some brands use the app update description, very creatively to delight and engage the users.



For example, the medium app usually comes up with a cheeky app update and they're often shared on social media by its users. And once it's update, when one of mediums app update coincided with the release of new Star Wars movie, Medium came up with an update that had text description written in the format of a Star Wars movie script.

The update start went something like this, a long time ago in a galaxy far, far away, episode 2.4, a new response hope. A lot of Star Wars fans took the screenshot and shared it across social media, which created a good branding for Medium.



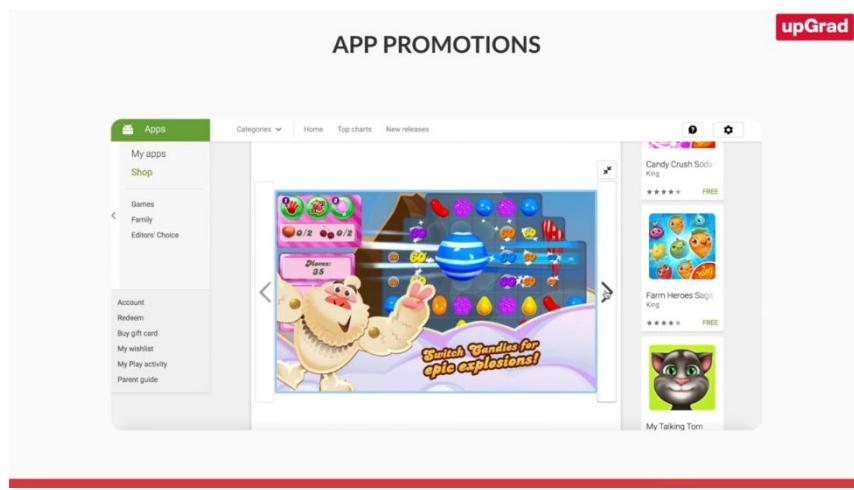
Let's look at how we can complete our appliques. The other elements on your app page are the app icon, screenshots of your app and a trailer. Like app description elements, these elements help convince a user to download your app.

Your app icon is the first visual icon that a user sees before they click on the app to read more. Make sure your app icon is simple and communicates what your app is about instantly. Do not use complicated words and graphics in the icon as it will make it difficult to render on smaller screens. Remember to stick to the app store guidelines for app icons.

The screenshots in your description may not have a direct effect on the search ranking, but they drive downloads. Imagine allow potential users to visualize how the app will be like, and hence screenshot influence conversion very heavy. Make sure that the first two, three screens shot highlight your apps core features.

It's a common practice to add some overlay text to screenshots to illustrate the most appealing functionality in your app and the key features of your app. Your screenshots should also show the pages on which your customers will spend most of their time.

For best results, you can perform an AB test using different screenshots to determine which screenshot drives the most downloads.



For example, Candy Crush adds a lot of graphic overlay to its apps screenshots to promote its newest features and updates. It also uses screenshots of its app at various levels and adds a layer of text highlighting the exciting feature it has come up with.

With the rise in consumption of video content, it's a good idea to create a demo video for your mobile app. A mobile app demo video is a more engaging way to inform your potential users exactly what the app is about or what is useful, you know, what is good about your app.

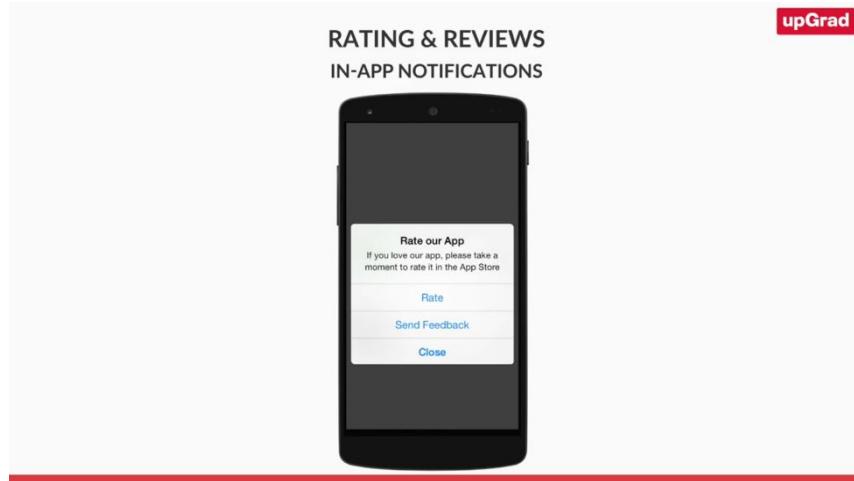
As a general practice, do not make the app video more than one or two minutes, and try to show the problem that app is solving and how the app is solving that problem. Apple requires that a video be primarily made out of screenshots from the app, while Google play provides a lot more freedom in terms of what you can use.



So, now that we understand the entire app store listing page, you know, screenshots, description on the app store, let's look at the final and the most important part, which is reviews. A big part of ASO is positive ratings and reviews. When an app gets a huge amount of positive reviews and a good average rank, App Store considers it as the biggest validation of your apps quality. And ranks it higher in the search results.



You can see this for yourself. Apps with a huge number of positive ratings lead the top charts in app stores. Hence, it's a good practice to encourage users to leave a good review of your app by sending a push notification.



Another option is to show an in-app pop-up notification, asking your users to leave a good review if they liked your app. A good trick here is to push in an app notification after your app has been used multiple times by the user, as the chances that a user likes your app and will leave a good review is higher. Fake ratings are easily spotted by App stores. So, it's generally not a good idea to do that.



ADDITIONAL POINTERS

- 01 Localise the app
- 02 Regularise app updates
- 03 Track the app's performance
- 04 Optimise the app

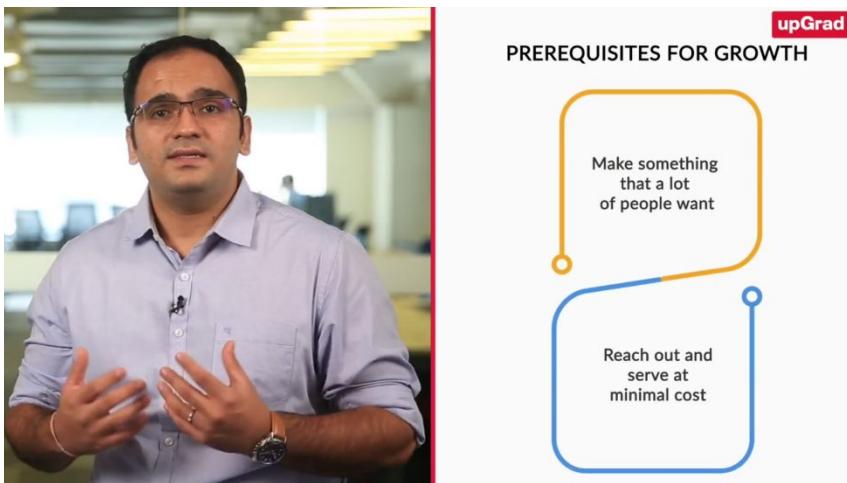
Now that we've considered these five steps to sort of increase your app ranking and optimize ASO, let's make note of a couple of other points. If your app is present in more than one country, it makes sense to localize your app for that specific country.

Also make a habit of updating your app regularly, incorporating user reviews and fixing bugs. You can use tools like app Annie to track your app performance continuously. Finally, it's always a good idea to continuously track your app and optimize it on the app store.



So, in this video, we became familiar with app store optimization and understood the steps to organize information about your app so that it is more visible to your potential customers. That is all from this video. In the next video, we'll summarize all that we have learned in this module. See you there.

So, it was indeed a great session on growth hacking. Now, let us quickly summarize what we learned in this session. We started with understanding what is growth and learned the two prerequisites for growth.

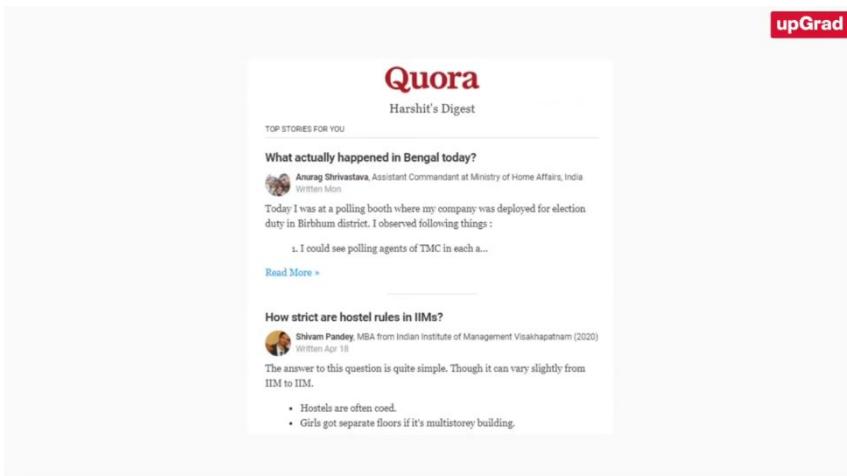


PREREQUISITES FOR GROWTH

Make something that a lot of people want

Reach out and serve at minimal cost

First, you need to create something that a lot of people would want. And second, you need to be able to reach and serve all those people at minimal cost. A growth hacker is someone who overlooks the growth of a product over the course of time.



TOP STORIES FOR YOU

What actually happened in Bengal today?

Anurag Shrivastava, Assistant Commandant at Ministry of Home Affairs, India
Written Mon

Today I was at a polling booth where my company was deployed for election duty in Birbhum district. I observed following things :

1. I could see polling agents of TMC in each a...

[Read More >](#)

How strict are hostel rules in IIMs?

Shivam Pandey, MBA from Indian Institute of Management Visakhapatnam (2020)
Written Apr 18

The answer to this question is quite simple. Though it can vary slightly from IIM to IIM.

- Hostels are often coed.
- Girls got separate floors if it's multistorey building.

After this, we understood the role of a growth hacker in great detail. In that context, we saw an example of how a growth hacking was done at Quora. We are now familiar with the tools that a growth hacker uses in the process.

| GROWTH HACKING | | | upGrad |
|----------------|------------------------|-------------------|--------|
| | Hubspot | Uber | |
| Goals | Increase leads | Acquire customers | |
| Action | A/B test lead-gen form | Referral program | |

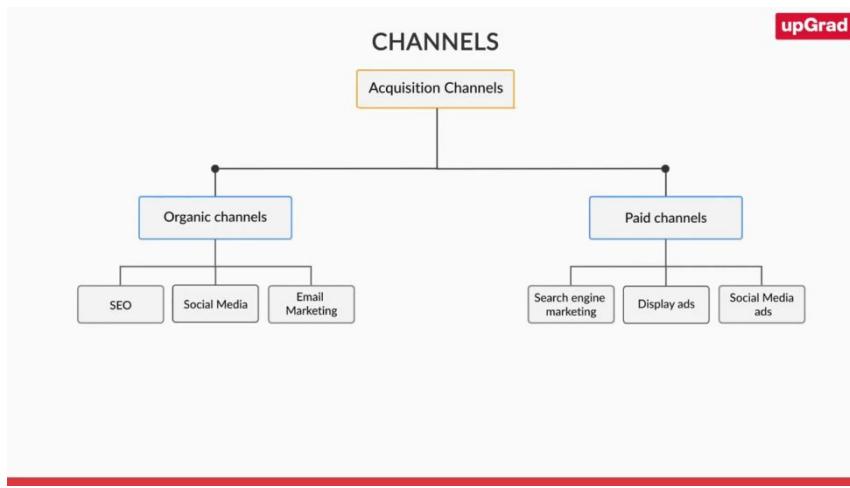
Next, we learned what is growth from a different perspective. And in that context, demonstrated two hypothetical scenarios. First, we considered a growth hackers outlook in the case of HubSpot. And then we saw what a growth hacker would do in case of Uber.

We also learned that for doing a growth hack, a single metric is identified and corresponding hypothesis are AB tested to reach the respective business goals.

| upGrad | |
|--|---|
| Growth Hacking | Product Management |
| Distributes and acquires more users for product adoption | Discovers use cases and creates the best user experience |
| Focuses on user acquisition and activation | Focuses on customers needs |
| Works with the product and optimises for growth | Works with the marketing team for positioning and communication |
| Uses marketing and analytics to determine product adoption and user growth | Uses user stories, personas, feedback channels etc. to resolve customer |

After this, we saw the differentiating aspects between growth hacking and product management. Next, we learned that the first step in growth hacking begins with acquisition.

Now, you know, that acquisition growth hacking is a means by which target customer becomes aware of the product.



We also became familiar with the various acquisition channels that can be used to do growth hacking effectively. After this, we understood the tactics that can be deployed in acquisition growth hacking with the help of a few examples.

One of the examples we saw included integration tactic used by Airbnb. Another example of integration tactic was the one used by Zynga. You also saw an example of growth hack done by YouTube and TripAdvisor. After this, we understood the metrics that a growth hacker needs to track.

We also learned that in order to optimize the process, it is important to identify the channels which bring the relevant traffic to the platform. Further, you saw how using AB testing and analytics strategy will enable you to drive further insights.



After this, you learned what is App Store optimization and understood the steps to organize the information in order to increase visibility to the relevant customers. That is all from the video. See you in the next session.



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