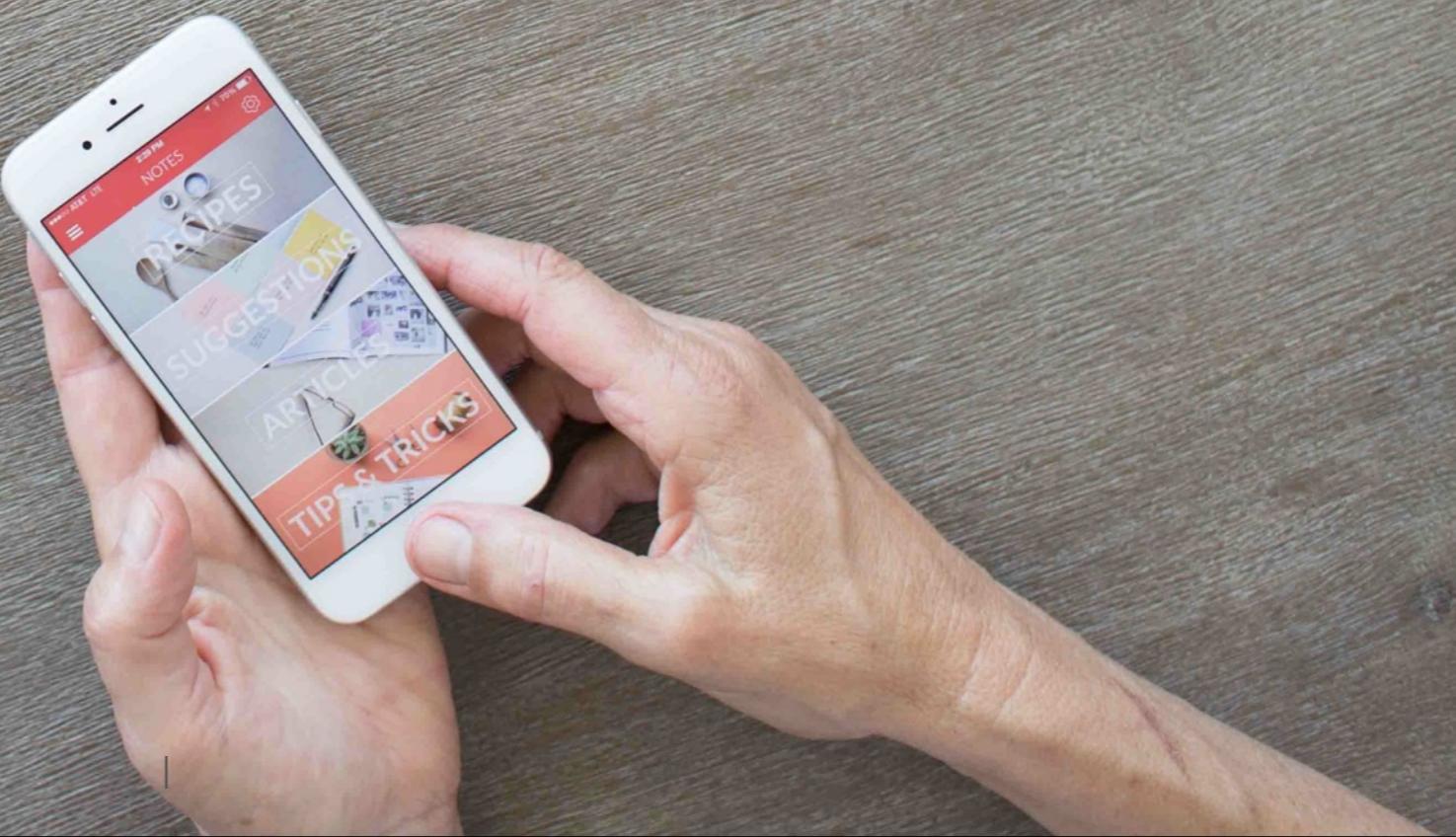


STARTUP CLASS

04 : Get Users : AARRR & 3WH





LE PROBLÈME



LA PROPOSITION DE VALEUR



CIBLE PRÉCISE



MVP





RIEN...

COMMENT AVOIR DES PERSONNES QUI CONNAISSENT ET UTILISENT VOTRE PRODUIT ?



Awareness

A photograph of a person with arms raised in excitement, jumping on a large, layered red rock formation. The sky is filled with dramatic, wispy clouds. A red rectangular overlay contains the word "VALUE".

VALUE

A photograph of a person with arms raised in excitement, jumping on a large, layered red rock formation. The sky is filled with dramatic, wispy clouds. A gray rectangular overlay contains the word "PRODUCT".

PRODUCT

SLACK WALL OF LOVE

Slack Wall of Love

Using Slack for team communication makes your working life simpler, more pleasant and more productive. For up-to-date expressions of love check @SlackLoveTweets



Slack
@SlackHQ



Matt Rafferty @SuncoastMattR · 1 avr.

I'm Slacking at work today because @tedsmoot told me it was necessary.
Loving @SlackHQ Desktop so far. #SlackTop



2



3

...



The App Business @TheAppBusiness · 1 avr.

The #futureofwork via @SlackHQ's @stewart: we see the value of 'soft knowledge' & transparency here at TAB every day. nyti.ms/1BLiXWt



4



6

I

Voir le résumé

...



Henry Daubrez @Upskydown · 1 avr.

Still amazed by how much @SlackHQ reduced the number of unnecessary emails I could have on a normal workday. #slack



3



13

...



Julie Haché @juliehache · 31 mars

Added my entire cohort at @bitmakerlabs to @SlackHQ. Great way to get tons of valuable feedback considered too informal for email.



1



8

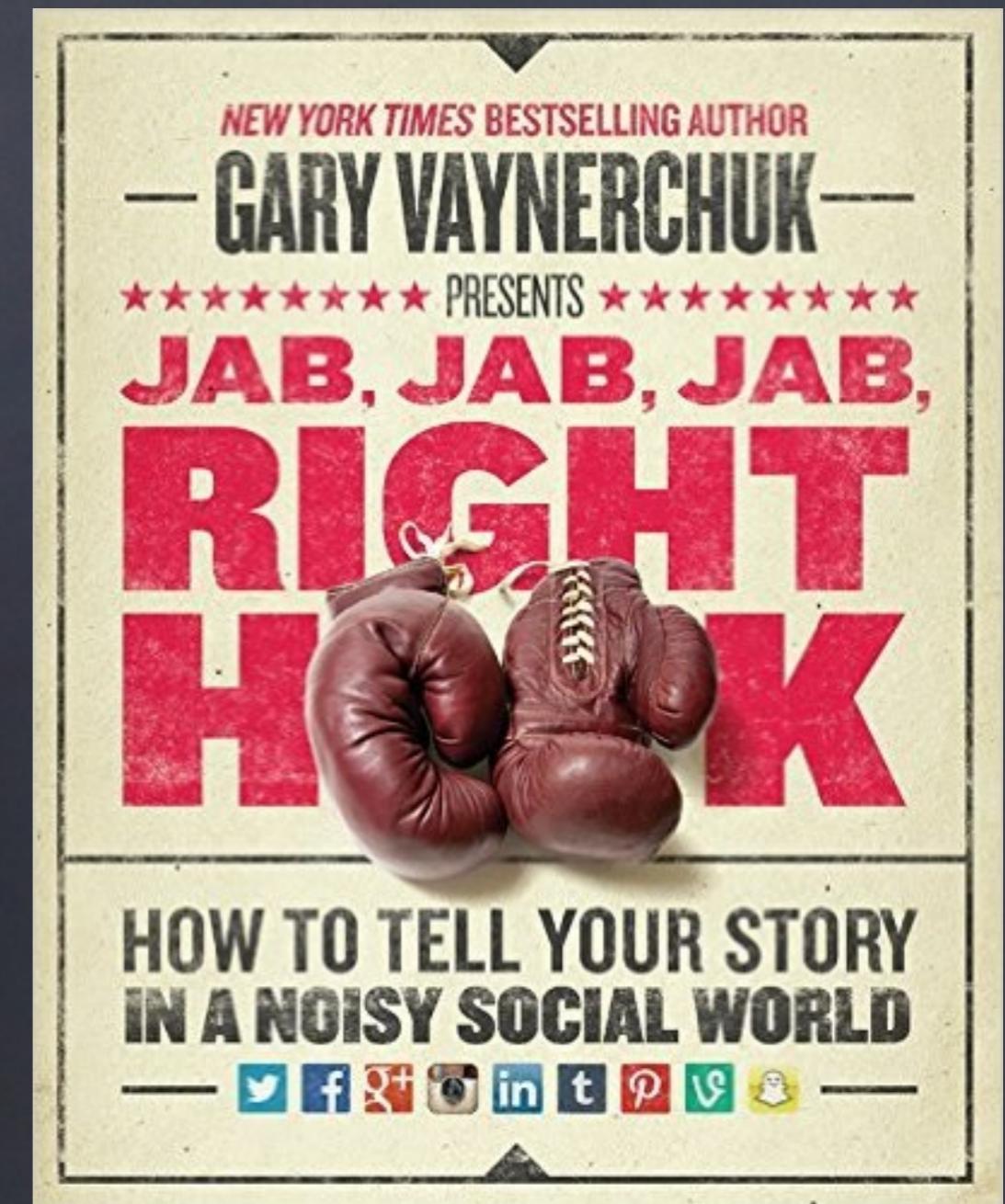
...

Link : <https://twitter.com/slackhq/timelines/402603838554644480>



L'INDIFFÉRENCE EST
VOTRE PIRE ENNEMI

(Users or Feedback)



GIVE BEFORE ASKING

EXAMPLES

One Month
Mattan Griffel



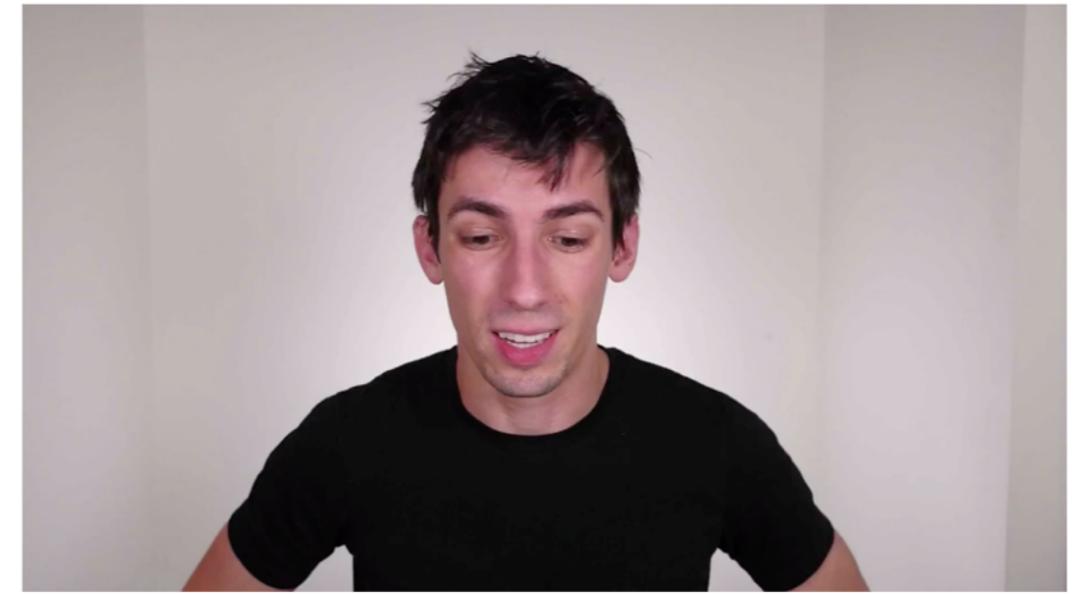
VAYNER MEDIA
Gary Vaynerchuk



STARTUPS

2 Things Startup Founders Don't Tell You

BY MATTAN GRIFFEL ON OCTOBER 23, 2015



>

REMEMBER THAT ?

AARRR



FACEBOOK

FUNNEL

Acquisition

Sign up

Activation



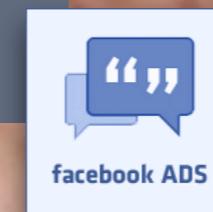
Retention

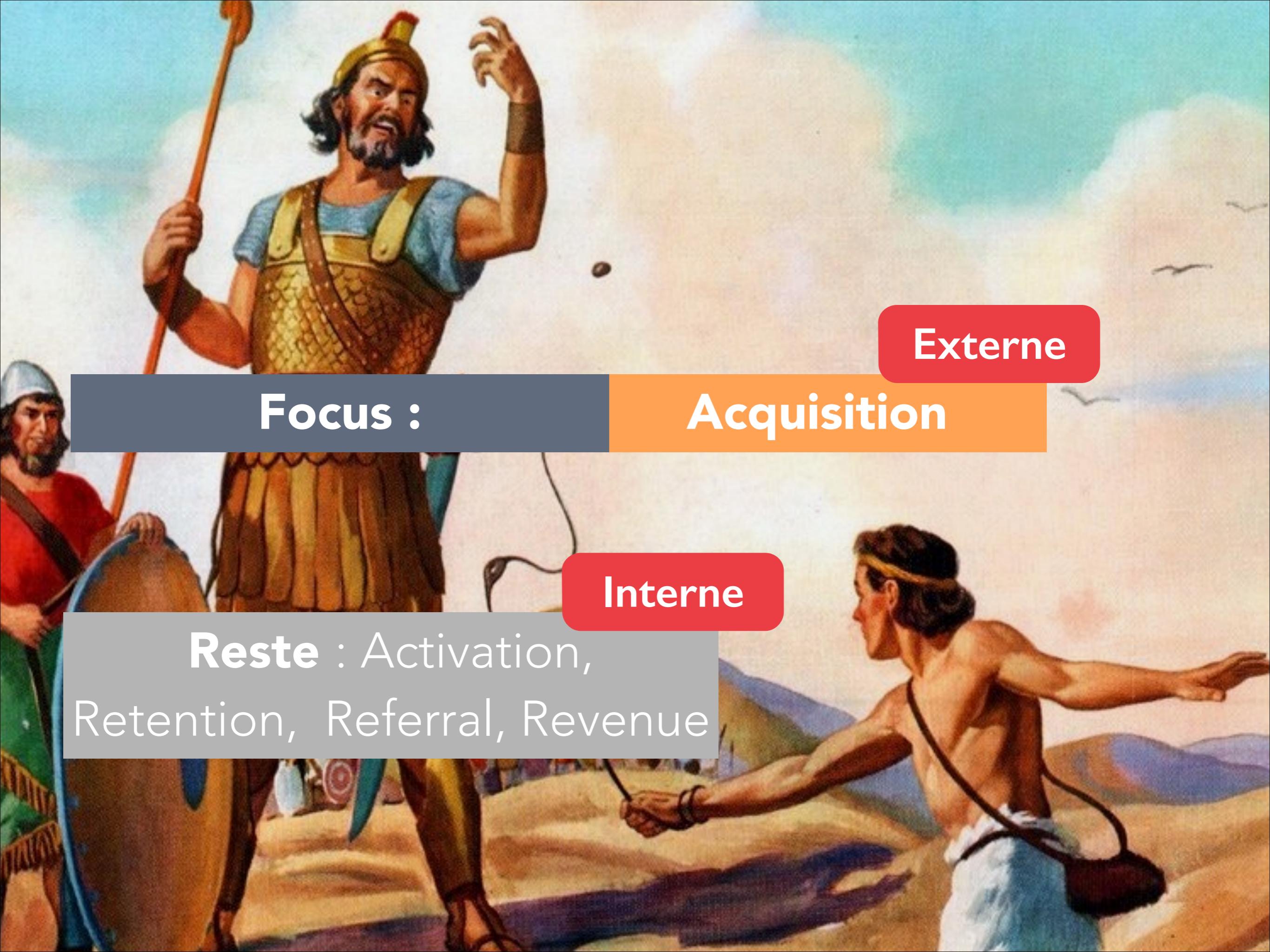


Referral



Revenue





Focus :

Acquisition

Externe

Interne

Reste : Activation,
Retention, Referral, Revenue



ACQUISITION
3WH : FRAMEWORK

3WH : FRAMEWORK

WHO ?

WHERE ?

WHAT ?

HOW ?

Quelle est votre cible ?

Où est leur attention ?

Proposition de Valeur

Quelle Tech ? Le Pont

A close-up photograph of a man with light brown hair, wearing a grey suit jacket, a light blue button-down shirt, and a dark striped tie. He is looking upwards and slightly to his right with a thoughtful expression. In his right hand, he holds a lowball glass filled with whisky. The background is dark and out of focus, suggesting an indoor setting like a bar or restaurant.

1. WHO ?

Quelle est votre cible ?

Quel personnage de série TV ?

A close-up photograph of a woman's face. She is looking down at a smartphone held in her right hand. Her left hand is resting on a book or magazine with the word "CONSUMING" visible on the cover. She has red-painted fingernails. The background is blurred, showing more of the book and the phone.

2. WHERE ?

Où est leur attention ?

« When information is cheap,
attention becomes expensive. »

- James Gleick

Points de contacts : Physiquement & Numériquement

A close-up photograph of a person's hands holding a silver smartphone. The hands are positioned as if the person is about to type or has just finished. The background is a soft-focus blue.

3. WHAT ?

Quelle Proposition de Valeur ?

JE. VEUX. LÀ.

MAINTENANT

Quels mots ? Quel message ?

Quel univers ? Itérer...

METLIFE BUILDING

45TH STREET

4. How ?

Quelle Technologie ?

Channels ?

Dark Posts

FB ADS

Meetups

#Twitter

Mailing

Google Ad Words

?

LE PONT

Dépend de la question 2 : **Où est leur attention ?**

The background of the slide features a large, powerful waterfall cascading down a steep, rocky cliff covered in dense green vegetation. The water is white and turbulent as it falls.

ONE CHANNEL

> **STARTUPS EXEMPLES**

Youtube & Myspace

Dropbox & Referral

Airbnb & Craigslist

Buffer & Blogging

Stack Overflow & SEO



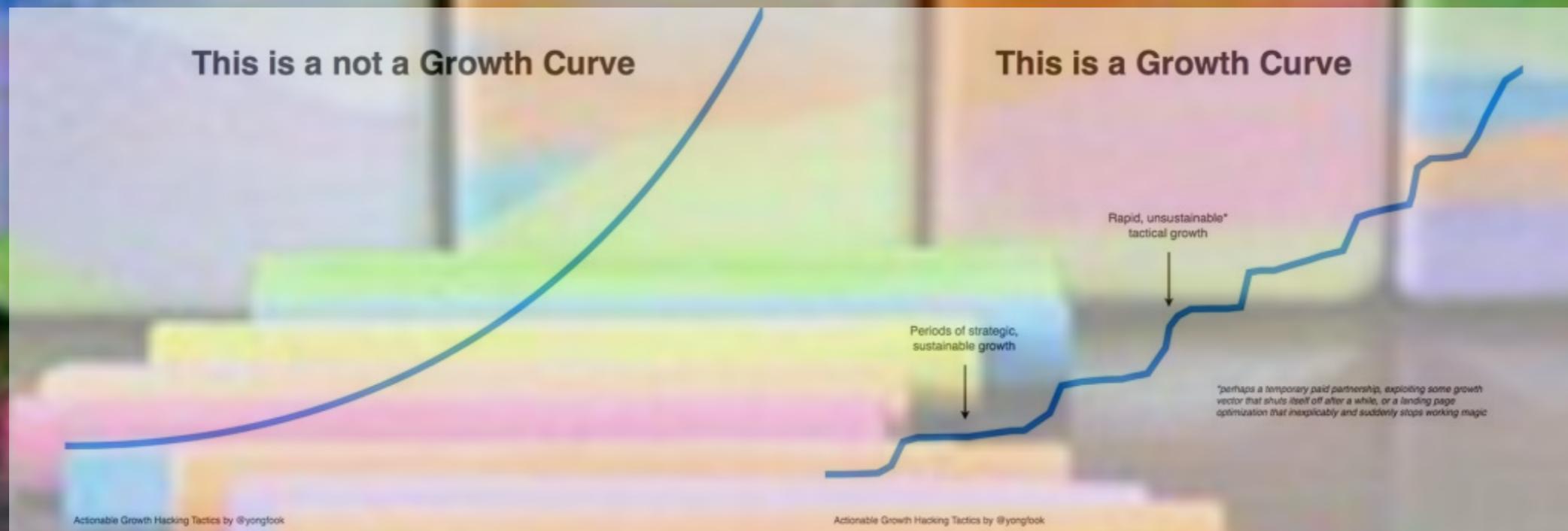
ATTENTION :

TOUS LES OEUX DANS LE MÊME PANIER

SE DIVERSIFIER ; TESTER ; SANS SE PERDRE.

QUICK WINS VS SLOW WINS

50 SHADES OF GROWTH



OUTILS

IFTTT

Optimizely

Canva

Onemonth

Zapier

Unbounce

Images gratuites

Treehouse

Mailchimp

UTM url Builder

Pablo

Coursera

Buffer

Google Analytics

Udemy

Quora

davidwise.fr/outils/

LET'S AUTOMATE SOMETHING

IFTTT

(If This
Then That)

Cool pour MVP

Popular Twitter Recipes

if



then



Share your Instagram pics as native Twitter photos

by djuiceman

185k



8.8k

if



then



Keep your profile pictures in sync

by derickjackson

115k



3.6k

IF TRIGGER

THEN THEN ACTION



NEVER STOP LEARNING

SO MUCH
INTERNET TO DO.

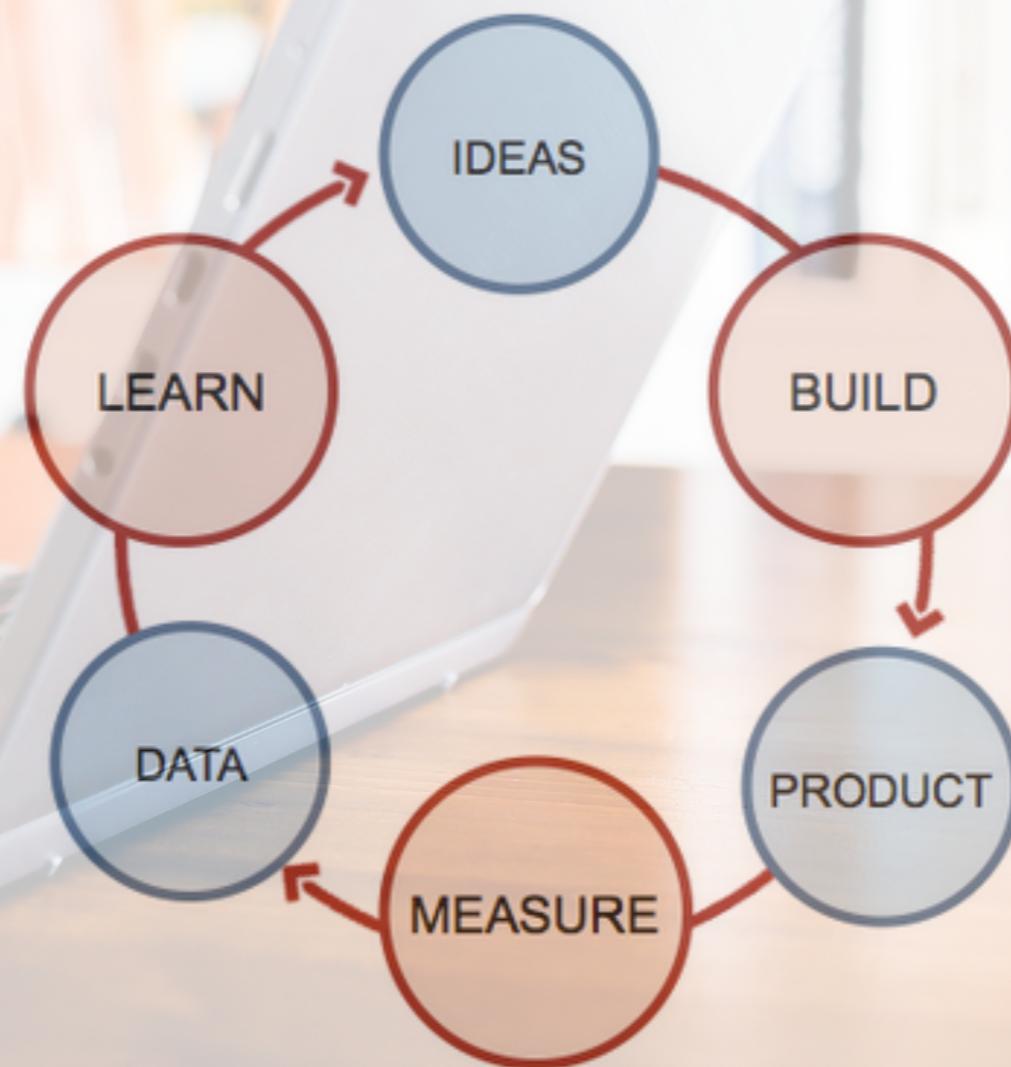
Everywhere

INTERTITRES.ORG

>

REMEMBER THAT ?

THE LEA(R)N CYCLE



UTM

?utm_source=Facebook&utm_medium=oCPM&utm_content=Femme&utm_campaign=...

Google Analytics URL Builder

Step 1 - URL to share:

(e.g. <http://www.analytics.org.il>)

Step 2 - Fill the form or use quick sets:

Source*: (Referrer: i.e. Google, Newsletter, Facebook, Twitter)

Medium*: (Marketing Medium: cpc, Banner, email, QR)

Term: (Identify the paid keywords or other value)

Content: (Use to differentiate ads)

Campaign*: (Product, Promo code or slogan)

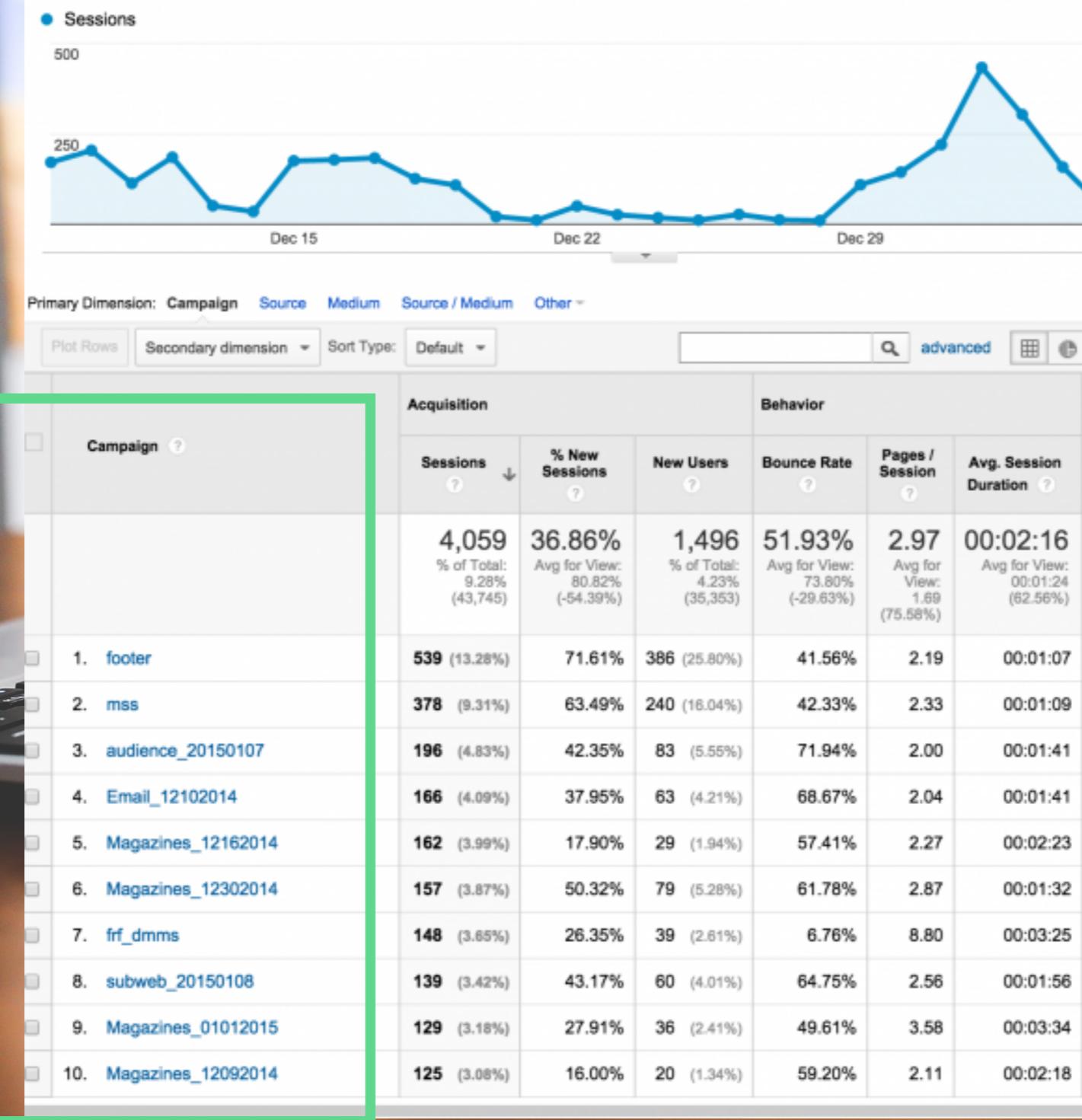
Final URL:

[Configure Bit.ly](#)

[\\$ Create Highly Converting Landing Pages in Minutes \\$](#)

UTM

?utm_source=Facebook&utm_medium=oCPM&utm_content=Femme&utm_camp...



UTM Everywhere

3 FACONS DE PAYER :

CPM

CPC

CPA

3 FACONS DE PAYER :

CPM

IMPRESSION (coût pour mille)

CPC

CLICK (coût par clic)

CPA

ACTION (coût par action)

3 FACONS DE PAYER :

IT'S ALL ABOUT RISK

PUBLISHER

ADVERTISER

CPM

CPC

CPA



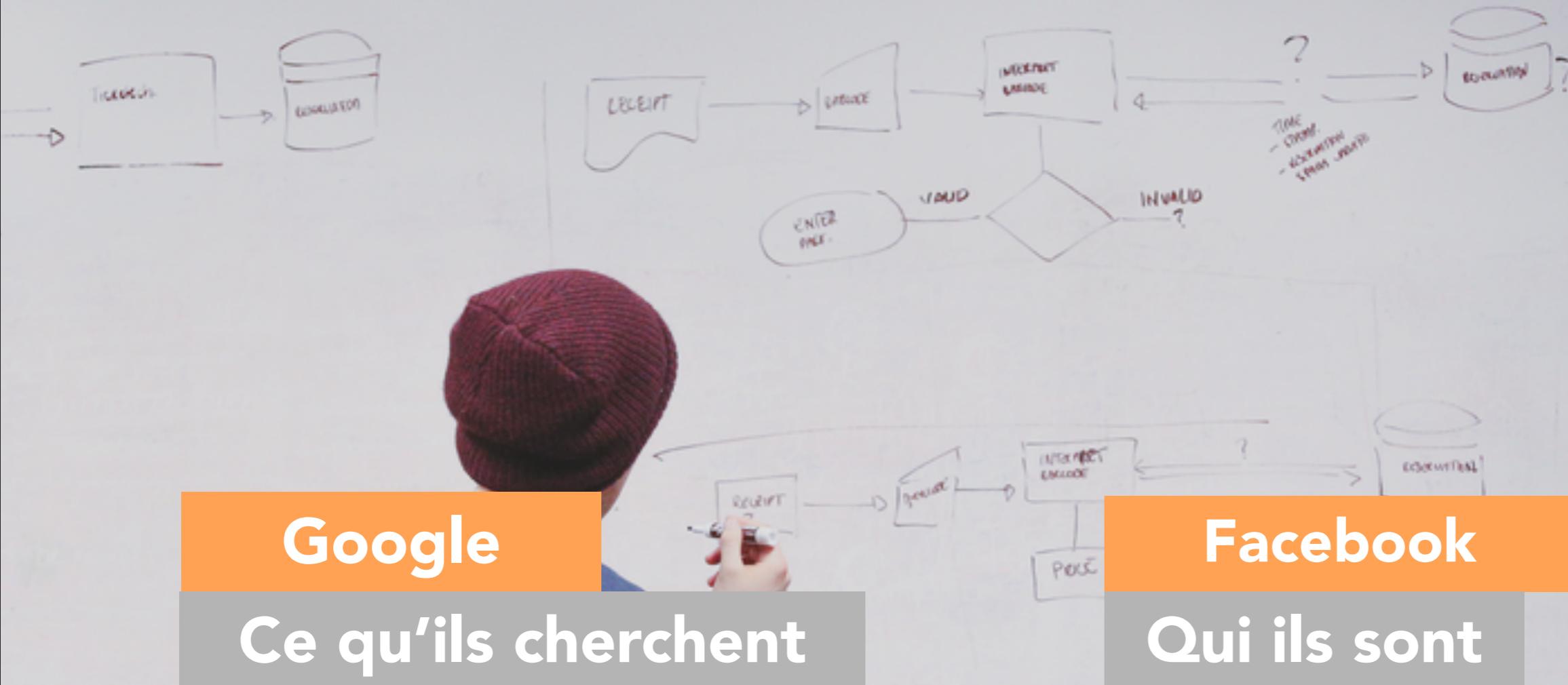
SYSTÈME D'ENCHÈRES



2 PRINCIPAUX :



2 PRINCIPAUX :



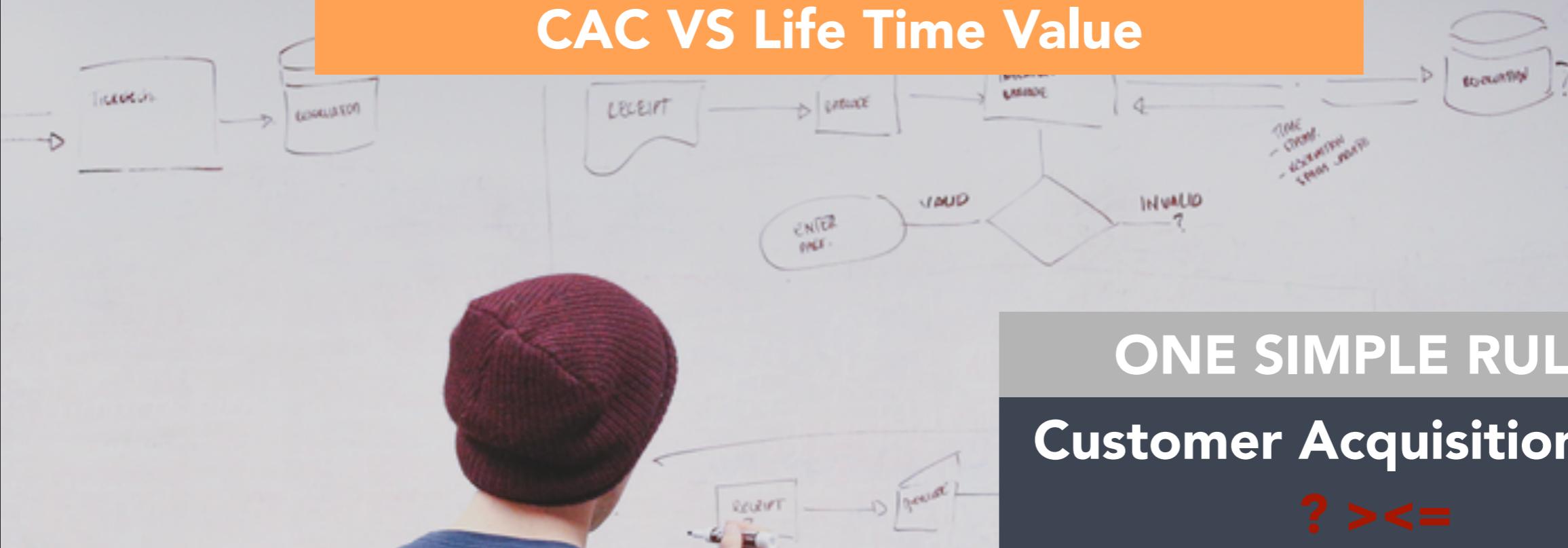
Google

Ce qu'ils cherchent

Facebook

Qui ils sont

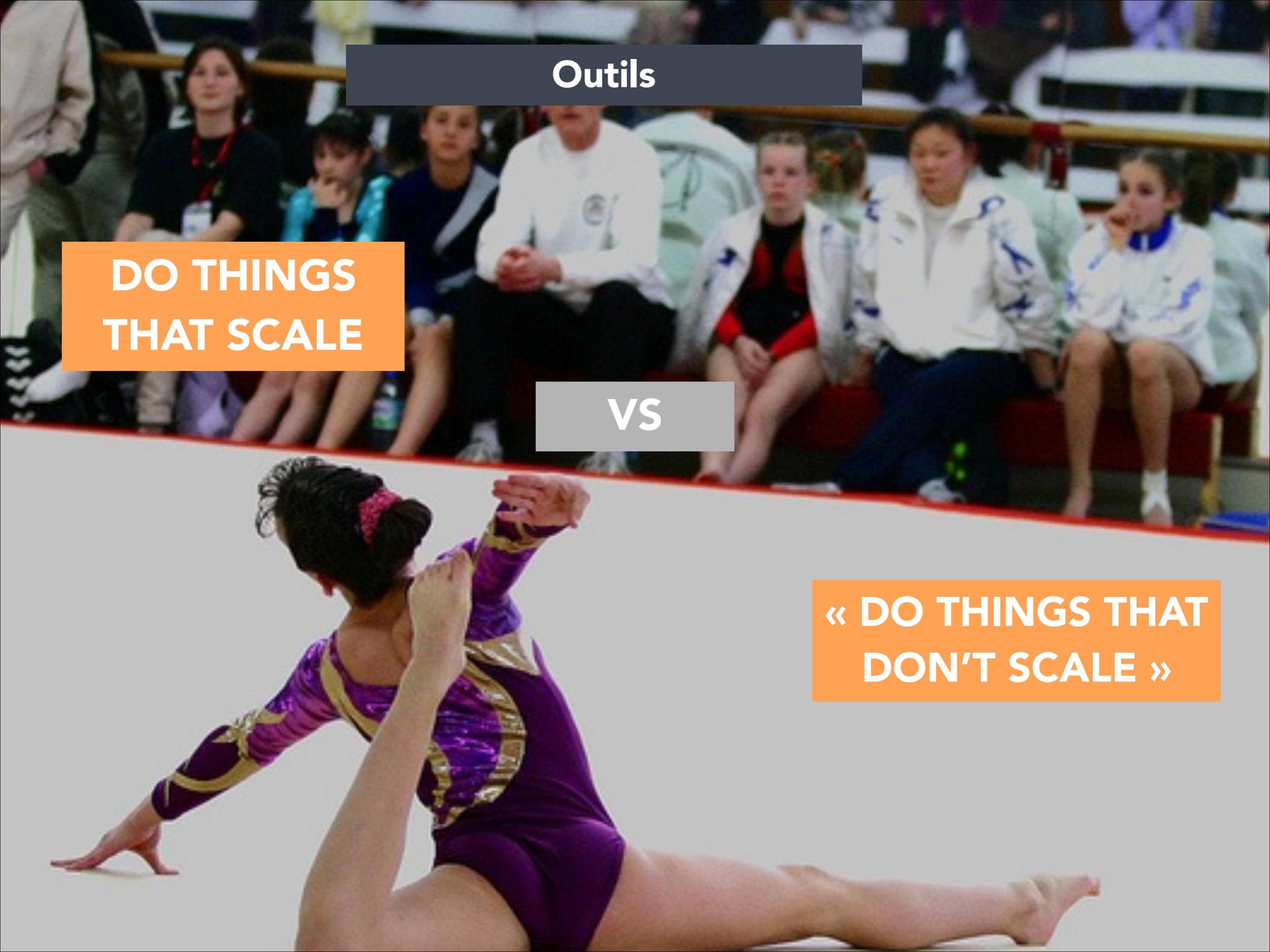
CAC VS Life Time Value



CAC VS Life Time Value



Airbnb, Uber...



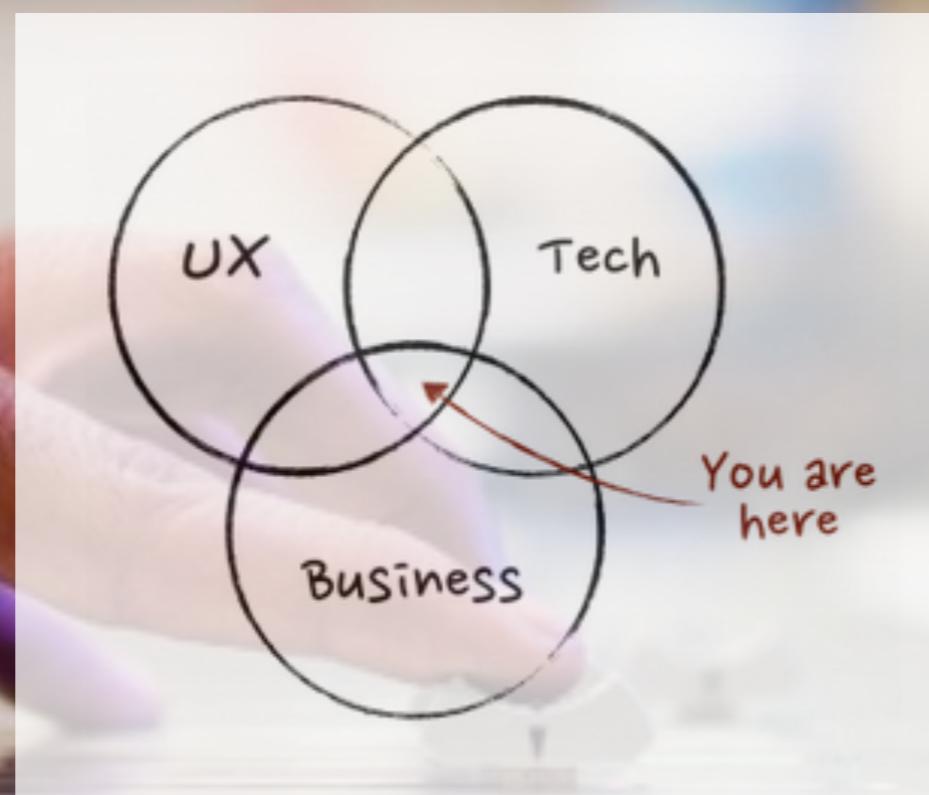
Outils

DO THINGS
THAT SCALE

VS

« DO THINGS THAT
DON'T SCALE »

GROWTH HACKER



2010 - Sean Ellis

Andrew Chen

Il accélère la croissance, il ne la crée pas

ECONOMIES D'ÉCHELLES

Startup = Growth

Plus de valeur, moins de ressources

A close-up photograph of James Bond, played by Daniel Craig, wearing a classic black tuxedo with a white shirt and a dark bow tie. He has short, light-colored hair and is looking slightly off-camera with a serious expression. The background is dark and out of focus, with some warm lights visible.

OBSÈDE TOUS LES FONDATEURS

James Bond Profiles

Etre visible : « Lucky Friction Surface »



Link : <https://www.youtube.com/watch?v=uzWm9LN0cjk>

Hugo Amsellem

FACEBOOK

FUNNEL

Acquisition

Sign up

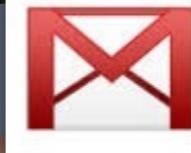
Activation



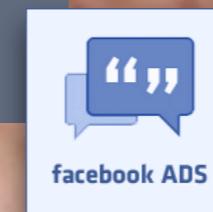
Retention



Referral



Revenue



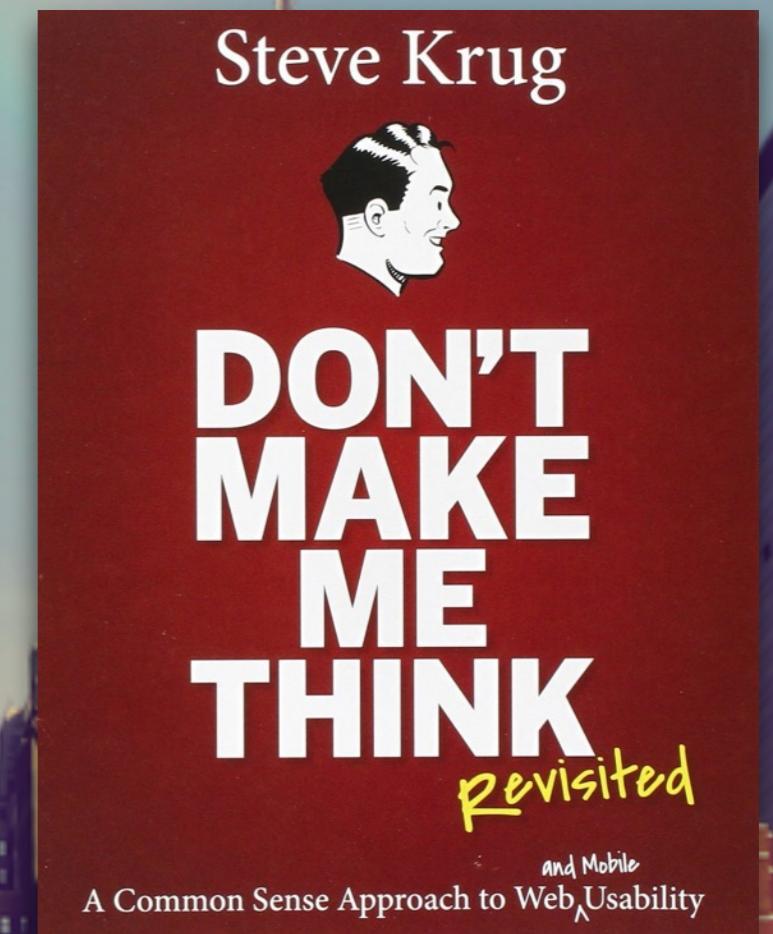
Activation

1. Use features on the site
2. Engage

Onboarding

pttrns.com

uxarchive.com



useronboard.com

Activation

See who's here.
Find and follow well-known people.
[Try 5 more](#)

Preview
Examples of Tweets from people you choose to follow appear here. You'll see your full timeline once you're all set up.

Facebook @facebook 16 Oct
Don't miss the cast of #PrettyLittleLiars on @FacebookLive this Monday, Oct. 21 at 2 PM PT / 5 PM ET. RSVP here: <https://t.co/dXKn02ekA3>

Instagram @Instagram 4h
The Week on Instagram | 101 <http://t.co/pN9wVf6ybE>

Barack Obama @BarackObama 2h
Retweet if you want the House of Representatives to solve real problems, not create new ones. #immigration

Twitter @twitter 9 Oct
Our partnership with @Comcast and @NBCUniversal lets users tune in to a TV show directly from a Tweet: <https://t.co/vOWzAK43Rs>

News 49 suggestions


Technology 56 suggestions


Fashion 62 suggestions

Facebook
femmes

Twitter
30 users

Heap

Link: <https://www.quora.com/What-websites-have-the-best-new-user-onboarding-flows>

FACEBOOK

FUNNEL

Acquisition

Sign up

Activation



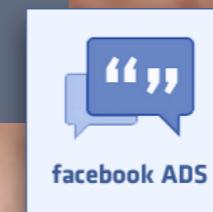
Retention



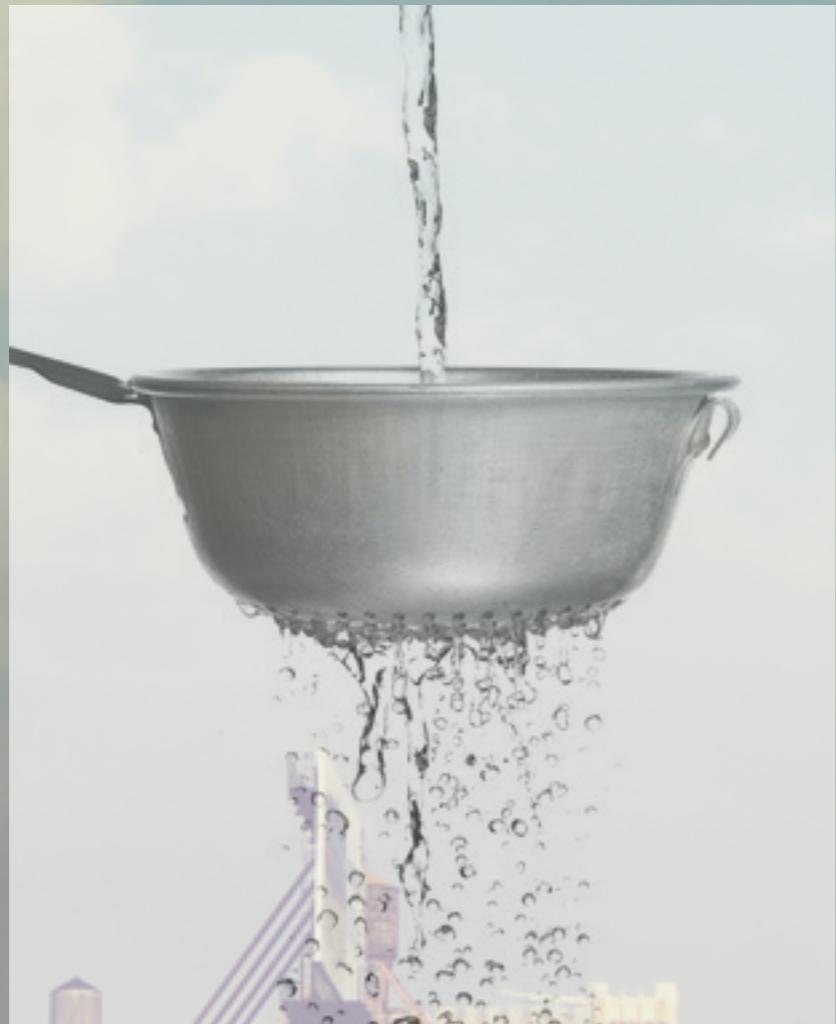
Referral



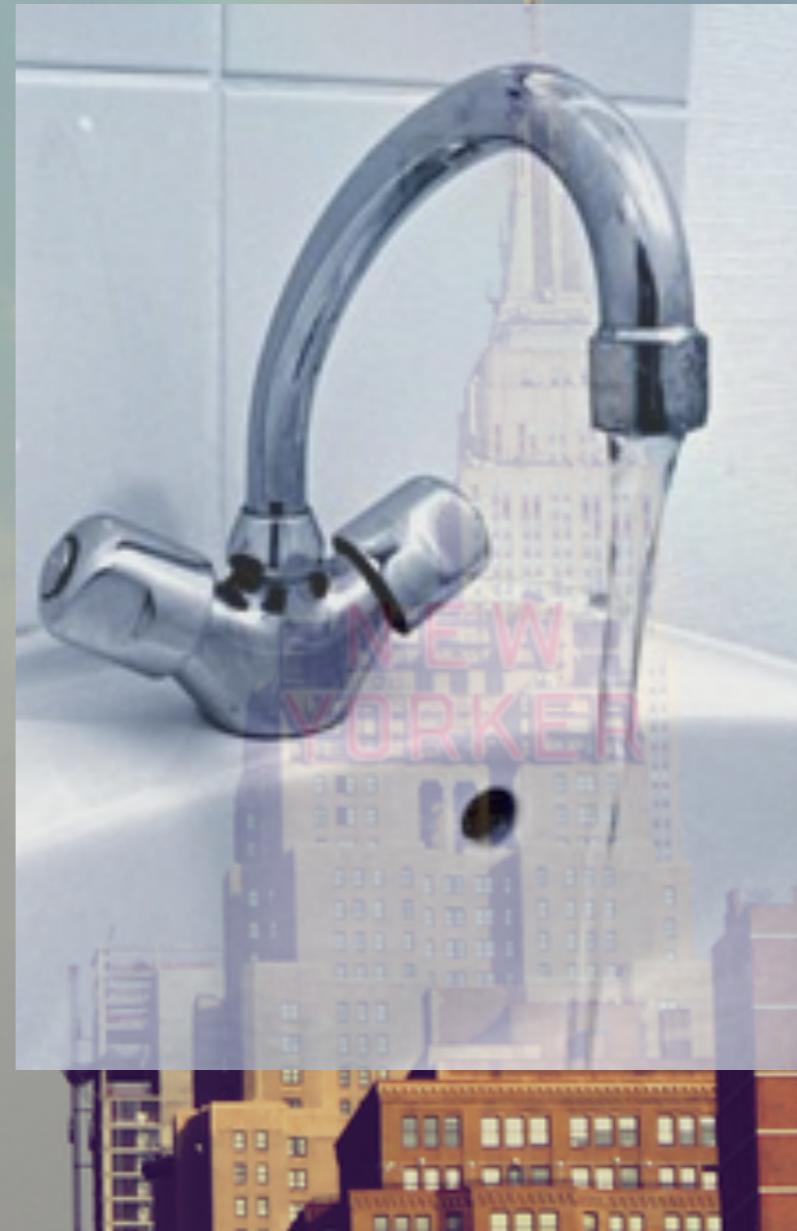
Revenue



La rétention = Reine des metrics



VS



Capacité à garder des utilisateurs

FACEBOOK

FUNNEL

Acquisition

Sign up

Activation



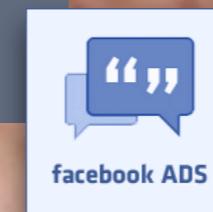
Retention



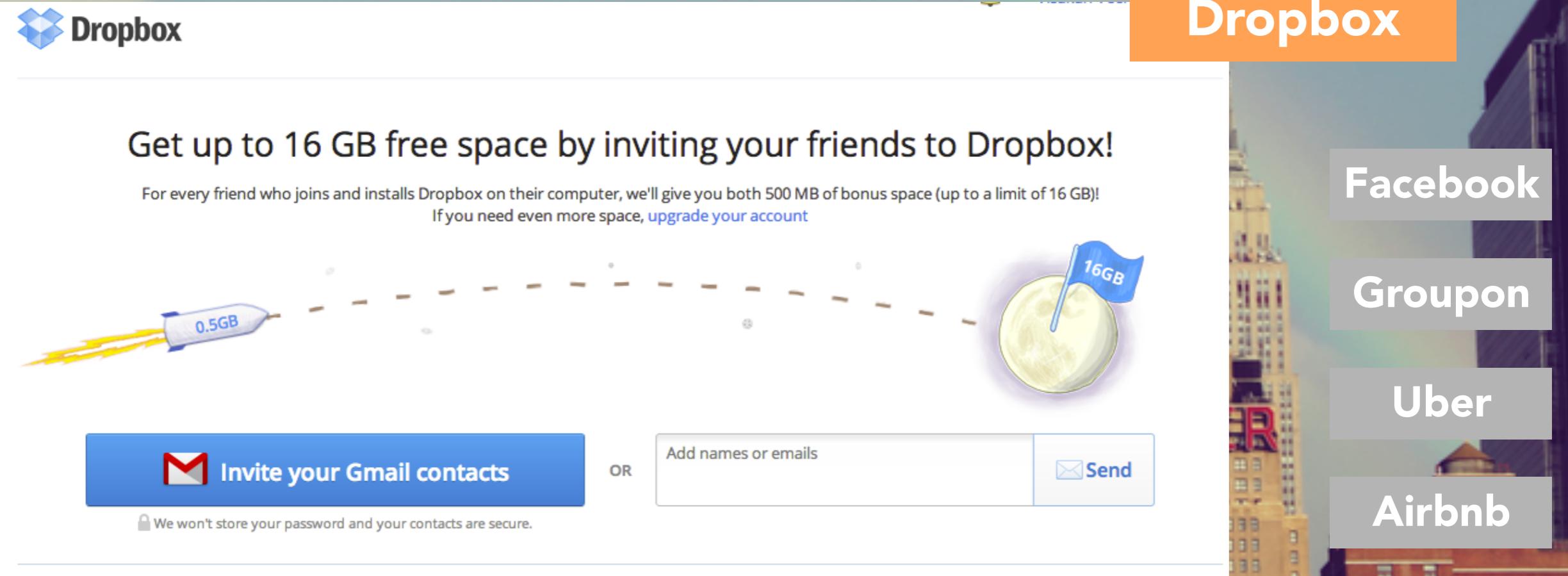
Referral



Revenue



La referral = Levier le plus puissant



The image shows a screenshot of the Dropbox referral landing page. At the top left is the Dropbox logo. At the top right is a large orange button with the word "Dropbox" in white. Below the logo, the headline reads "Get up to 16 GB free space by inviting your friends to Dropbox!". A subtext explains: "For every friend who joins and installs Dropbox on their computer, we'll give you both 500 MB of bonus space (up to a limit of 16 GB)! If you need even more space, [upgrade your account](#)". To the left, there's an illustration of a small rocket ship labeled "0.5GB" flying towards a large gold coin labeled "16GB". Below this, there are two invitation options: "Invite your Gmail contacts" (with a blue button) and "Add names or emails" (with a text input field and a "Send" button). A note at the bottom states: "We won't store your password and your contacts are secure." To the right of the main content area, there are five smaller cards showing other companies' referral programs: Facebook, Groupon, Uber, and Airbnb.

Dropbox

Dropbox

Get up to 16 GB free space by inviting your friends to Dropbox!

For every friend who joins and installs Dropbox on their computer, we'll give you both 500 MB of bonus space (up to a limit of 16 GB)!
If you need even more space, [upgrade your account](#)

0.5GB

16GB

Invite your Gmail contacts

Add names or emails

Send

We won't store your password and your contacts are secure.

Facebook

Groupon

Uber

Airbnb

Transformer ses utilisateurs en ambassadeurs



A photograph of the New York City skyline under a blue sky with scattered white clouds. The Empire State Building is prominent on the right side, with its Art Deco spire reaching towards the top. In the foreground, the red letters of the "NEW YORKER" hotel sign are visible on a building. To the left, there are several lower brick buildings, some with water tanks on their roofs. The overall scene is a classic view of midtown Manhattan.

Virality Loop ?

K Factor > 1

FACEBOOK

FUNNEL

Acquisition

Sign up

Activation



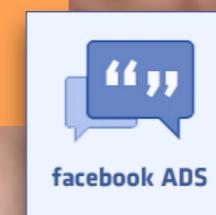
Retention



Referral



Revenue





Revenue = Business Model

Gagner de l'argent ; qui faire payer ?



Growth Stories

What do you think ?

Tinder

Quora & Reddit
Youtube

Facebook

Airbnb

Tinder

Read. Read. Read.

One Metric : Growth at Facebook



Link : https://www.youtube.com/watch?v=n_yHZ_vKjno

Alex Schultz



3 AXES DE CROISSANCE

1

Sur les dos des autres

2

Sur ses propres utilisateurs

3

En modifiant son produit

RÉSUMÉ

1

FOCUS : One Metric

2

But Many Experiences

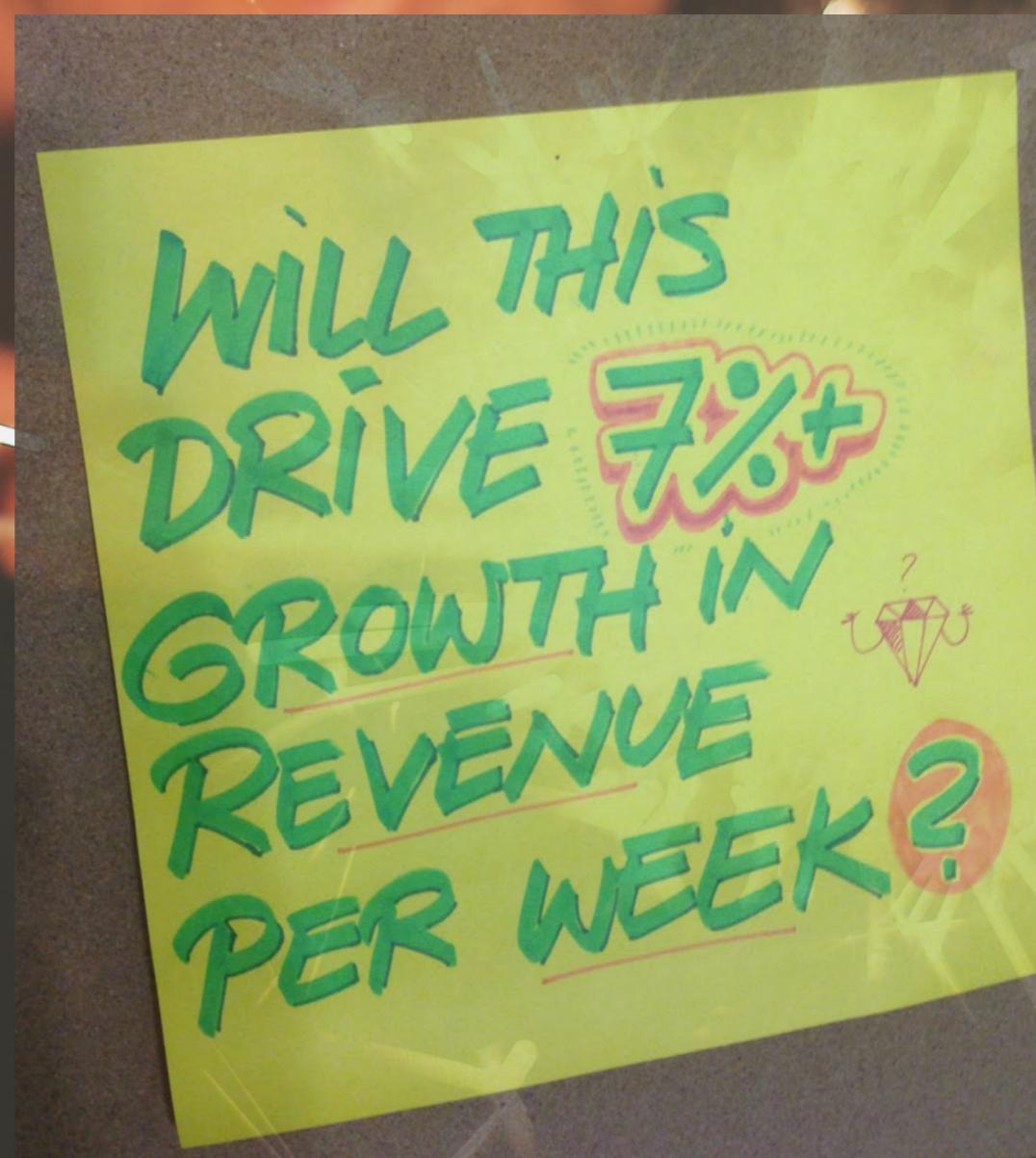
3

Quick Wins + Long Wins

4

Track Everything : Conversions

7% / SEMAINE ? YC



DES QUESTIONS ?

OBJECTIFS :

- You VS The World
- User Acquisition (3WH)
To do : Automation tool, UTM
- One metric ; Many experiences
 - The AARRR Model
 - Focus, Test, Track. Again.



NEXT :

Pivot, PMF, Team, Vocab, Juridique : 7 Décembre 2015

CONTACT

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Twitter : @dawise_

