# Growth mindset: growth vs traditional marketing

* Types of marketing campaigns that are well-suited for experimentation.
* Where growth fits into T-shaped marketer formation.
* How the Lean Startup Methodology aligns with your growth marketing efforts.
* How to lay a strong foundation for your growth career that balances analytical capability, channel-expertise, and strategic thinking.
* Common mistakes made in interviews for growth marketing positions.
* Qualitative skills to prioritize when hiring and building out your team.
* More tips to boost your career as a growth marketer.

# [Growth vs traditional marketing](https://cxl.com/institute/lesson/growth-vs-traditional-marketing/)

Feel: refreshing, arouse my interest

Thoughts: linking with my experiment in PepsiCo, we just assume consumers would like such selling points. No experiments, no sufficient research. Apparently the experiment in growth marketing is definitely necessary.

# Experimentation as the defining trait of growth

If you don't run as an experiment, you don't actually know is the campaign that you ran, is the experiment that you ran the thing that is driving this improved performance of this metric, or is it something else entirely.

Three layer

First: test if sending the email is a good idea

Second: what is the right message to send. Testing message. Convineven or prive which customer care about which

There are essentially three layers of depththat you can go to with an experiment.The first is just learning whether or not doingan email campaign or a push notification or a landing pageat all has some sort of affect on conversion.You can learn that sending an email improves conversion.That's great.Your competitors are probably doing the same thing.So if you want to go a layer deeper,it's about figuring out what is the right messageor the right offer or the right campaign?How do you actually get better about your email marketing?Or how do you make better landing pages?So for your entire audience,then how do you create the best experienceto drive 10% more growth or 20% more growthon top of the most basic?It could be the worst email campaign possible,but sending an email, even if it's terrible,is better than no email.So how do you come up with the best email?Then once you figure that out,or at least once you start seeing some gainsand figuring out there are certain messagesthat work better than others,the third layer,and this is where things get really powerful,is when you can actually tailor the messageto individual customers.Understand what campaign, what offer,what message resonates with customer A betterthan with customer B.Because trying to treat all your

because every person is unique and wants different things.If you can give that to them,you'll not only improve metrics in the near termand you'll see better performance,but you will also see longer term benefits.People will be more loyal to your brand.They'll feel that one-to-one personal connectionwhen you can deliver them personalized messagesand optimize everything for the individual.

Experiment => learning more and more about your customer

Even if you fail, still good, just as valueabke

Aren’t limited to your team

When it fails, and you learn about somethingthat doesn't work, that's just as valuable.That's one more data point that you can useto improve every other future thingthat you do in your business.A lot of times, those benefits actuallyaren't even limited to your team.If you run an experiment around messaging,and you learn that customers don't care about,I don't know, saving 10 minutes by orderingfrom Instacart versus going to the grocery store,whatever the example is, and your experiment failed,you didn't see any increase in conversion,you're like, well, darn this was a failed experiment.Then you realize that you just eliminatedone messaging point that you probably would have used again,that you didn't know wasn't working.There are probably other people in the businessthat are using similar languagethat are unintentionally failing and doing a bad jobat communicating your value proposition to customers.You just saved all of those other people time,and likely money, that they're losing,because they were using the wrong message. Half the money

# Quick aside on growth hacking

I think even people that popularize the term know that growth is about a process. There isn't one hack, it's a series of hacks that fold into a broader process about constantly experimenting and learnings o that you can accelerate learning and get to the end result and the end goal faster.

# What makes a successful growth marketer?

Three

Channel level expertise

Analytical skill: get data interpret make better decision

Strategic thinking: good ideas, pick experiments, cross functional ability🡺 next level growth

You can’t have zero skill or expertise in any of those areas.

You want to probably pick one of them,maybe two of them, but usually you should pick oneand try to get really good at that'cause that's kind of like where you're going to go long-term,is most likely in one of those specific areas.

there are essentially three basic skillsetsthat are important and that hirersor interviewers are going to be looking forwhen you talk to them, analytical capability,channel specific expertise, and strategic thinking,cross-functional project management,leadership type stuff.

Feelings: very practical! Related to the real work situation. Valuble

# How to become a growth marketer

I leveraged what I was good that,and then started learning about the areasthat I did not have expertise in,to at least have a decent foundation,even if not, in a professional contextaround how do the specific channels work,and

you can telland you can show your interviewerthat you went out and taught yourself SQLand you showed that you're a quick learner,you have a desire to get better,that alone would stand out to meand I've actually had peoplethat I have interviewed in the past,that didn't have a lot of these skillsthat I was looking for and taught themselves,or learned it specifically for this role or this job,and they immediately jumped to the top of the pile for me,because it showed that hunger and that aptitude to learn.Going and teaching yourself these skillsis really

And then, beyond having the skills,just understanding the basic foundationsof how growth works in the context the business that you're interest in. So go to growthhackers.com,check out a handful of those growth studies from different businesses, find one that is similar to a business or a company that you want to work at, learn about how they do growth. How did they start their business, what were their frameworks, what are the channels they used, it will be very applicable, and then you can go into that interview with a strong understanding, probably of how this business actually thinks about their growth model, and what are opportunities for them to grow.

So people that are very sure that they have the right experience, they've got all the experience and they really focus on all the things they've done, NO.

showing tenacity, drive to get better, just generally enjoying learning and being curious YES

I think trajectory and upward potentialis a lot more important, most of the time.

Find way to do projects. Get hands on. Show you understand the business

I think the biggest mistake that I see,in at least the way that people preparefor growth marketing interviews,is probably focusing too much on their past experienceand their channel expertise,and not enough on, **I'm a big believer that you should apply all of the philosophies of growth to yourself**. Growth in the context of businessis about trying new things and constantly improvingand constantly getting better,and the best growth marketers are people that applythat same thinking to themselves in their own life.So you can tell when you're talking to someoneif they think about their own personal trajectoryand career development the way they think about growth.You can hear them talking about new skillsthat they've learned or new things that they've tried,they get excited talking about growth,you can tell they're hungry to try new things,they don't act like they know everything,'cause if you're a real growth marketeryou know that you don't know things,that's why you want to experimentso you can learn and get better.So people that are very surethat they have the right experience,they've got all the experience and they really focuson all the things they've done,rather than showing tenacity, drive to get better,just generally enjoying learning and being curious,I've interviewed a handful of people like thatand it's always

Feelings: I will apply these concepts and value of proposition of myself into the interview I may have in the future.

# How to grow your career in growth

When you think about growing your career in growth,this is just in general, like your career trajectory,two most important things to consider are,what do you like and what are you good at?Usually, hopefully, they are related and they overlap.

As long as you have the capacity to get better at it,even if you're not the best at it right now,it's just far more likely thatyou'll be successful in the long run,if the thing that you pick to do,every single day, is something that you love doing.So I think, find which one of the three you are best atand

I think what I have found from talking to people like that,is the most effective thing, and this is tough to learn,but the longer you're at a company, the easier it is to see.Is start trying to forecast needs six,eight, 12 months down the line.In

there are other examples of that,where you'll be able to see gaps or holes in the businessbefore other people realize them.And then, your job is to put yourselfin the best position to fill that hole. And make sure you do then investin the skills needed to get to that next level.And then just broadly,it's like invest in getting better every single day

if I want to move forward, create more value for the company actually for the costomers too, I need to start planning and learning earlier than the problem actually emerged.

apply the methodologies of growth to yourself.Try new things, optimize your process,obsess over being more productive and more

feelings: wow, here John is not only talking about the growth markting job, it’s the essence of unstop forward life!

Investing in having the right foundation to grow upon is really important. It's hard, but it's really good.

# Building a growth process

* The three phases of growth management: high-level strategy, quarterly planning, and in-quarterly planning.
* The most important metrics to monitor in your overall growth model.
* How to identify growth opportunities on a quarterly basis.
* Important ways small, dedicated teams boost your metrics, as opposed to large teams.
* Brainstorming tactics to ensure you get the most out of your ideation process.
* The ICE framework: impact, confidence, and effort.
* Ways to incorporate the build, measure, learn cycle on a quarterly basis.
* How the experimentation process works through real-world examples.

# Building a growth process

There are essentially three main phases in building out your growth process. **The first is,1. the very beginning when you're starting out your team, is defining your growth model, mapping out your customer journey, and identifying all of your growth channels**.

Then once you kind of have that foundation, your high-level strategy figured out, is when you move into your **2. quarterly planning**. So, that's when you explore data, identify your quarterly goals, start building the road map to execute and achieve those goals,

then you have your **3. end-quarter execution**, which is where you have your high-tempo growth process. Build experiments, you ship your experiments, you analyze them, and then you either automate and scale them, or you scrap it 'cause it didn't work,and then you move on to the next one,and you just keep going through that.

1. how do you kind **of build the foundations of your growth strategy and model**? First step is identifying what does your growth model look like at the highest level

achieve your company's top-level growth goals?Whether that be just user growth or revenue growth.The most common framework for a growth modelis generally Dave McClure's Pirate Metrics for startups,which is the AARRR framework.So, you've got acquisition, activation,retention, revenue, and referrals.

So, your first step is figure outwhat are all those metrics,and what are all the different ways to grow the business?Once you've kind of figured out the highest levelof what

1. **quarterly planning**

next step is to kind of walk through the customer journey.What does it look like from their perspectiveto go through the entire funnel?And that's when you start getting a