Get started

DAY 1 | **INTRODUCTION TO GROWTH HACKING**

GROWTH HACKING, FOR WHOM?

In some companies, Growth Hacking is a position on itself. But above all, **it is a mindset and a set of tools and tactics that are useful for anyone in the company:**

Founders

Successfully launch and grow their startups

Marketers

Improve their marketing strategies and results

Product Managers

Build smarter products

Developers

Add user insights in their development

WHAT IS GROWTH HACKING?

**"Growth Hacking is Experiment Driven Marketing"**
Sean Ellis – Founder @GrowthHackers.com & Qualaroo

The word Hacking has a strong meaning. A hacker is someone who finds innovative and unorthodox ways to solve problems.

In other words, a growth hacker
- always tries new things (new strategies, new marketing channels, new landing pages, new color for the 'Buy' button, …)
- measure how it impacts the growth of the company
- and automate them. He always makes data-based decisions, focusing on growth.
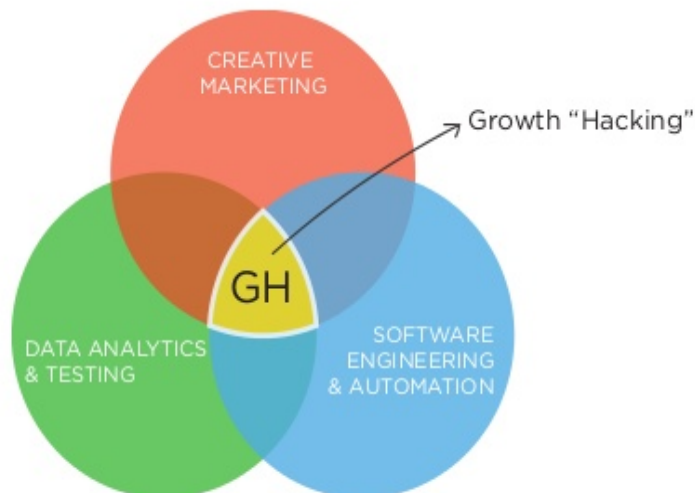
KPI

Growth is the major metric to gauge startup success: either they grow fast or they die.
It is the very definition of a startup: **"A company that is designed to grow fast".**

In order to follow the Growth of your Startup, you must start by **measuring key performance indicators (KPI).**
KPI are any metrics that can be compared over time and that reflect how you business is going.

Traffic   **Bounce rate**   **Conversion rate**   **Churn rate**

Pageviews   **Number of downloads (apps)**   **...**

GOOD PRACTICES ON KPI

Focus is key

Choose metrics that can be compared over time

Share your dashboard with the whole company

Pick ratios and rate rather than absolute numbers

KPIs must change how you behave

GENERAL ANALYTICS & EVENT BASED ANALYTICS

There are the 2 categories of metrics that you should follow at the very least.

General Analytics		Event/People based Analytics
Give an overview of your product and traffic	**Why**	Better understand your users's behavior with your product
Pageviews Traffic sources	**e.g.**	Features most used by users Assess the impact of a product demo video on users's churn
Google Analytics	**Tool**	Mixpanel Heap Analytics KISSmetrics

skillz

OMTM

Among all the KPIs you follow, you must define your **One Metric That Matters** (OMTM).

The **OMTM** is a single metric that's most important for the stage of your company's development, a single number that you want the entire company to focus on and improve upon.

Your KPIs, your OMTM (and all the techniques you will try to improve them) strongly depend on your **business** and your **development stage** (obviously you won't keep the same over time).

That's it for today

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