



Katie Clough <360paymentsmarketing@gmail.com>

quick results, not quick wins

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To: Katie Clough <360paymentsmarketing@gmail.com>

Thu, May 11, 2017 at 6:04 AM



May 2017

Hi Katie,

Here's what just landed at Autopilot

Between 2011 and 2017, Snapchat amassed over 160 million users. Five-year-old Tinder sees over a billion user actions per day. In a year, 500,000 team members flocked to communication platform, Slack.

What's their secret to colossal and rapid growth? Teenagers, help tickets, sororities, and a new spin on an old method of earning and keeping customers, known today as "growth marketing." Read our take on [what growth marketing means](#) and the framework for marketing a high-growth company.

Stay remarkable,



Anne Fleshman
Director of Marketing at Autopilot

Fresh from the blog

What is Growth Marketing?








Ted Vrontas - Content Writer at Autopilot

Exponential growth doesn't come from changing button colors on your homepage or commenting on SlideShare presentations. It's about finding scalable, replicable ways to maximize customer lifetime value throughout the lifecycle.

Think lead bullets, not silver bullets

More blog goodies from this week

-  [How Parkbench made over \\$300,000](#) by re-engaging abandoned visitors
-  Take a cue from Appcues' ["fewer things done better"](#) approach to marketing
-  4 [easy-to-access Google Analytics insights](#) to take action on today
-  How to [grow a startup from 0 to \\$1M ARR](#) in 6 months, twice
-  What we learned from 942 social media posts. [You may be surprised...](#)

Upcoming events

How JotForm Increased Revenue 50% Year over Year, for 3 Straight Years

This is the first event hosted at Autopilot's brand-new SF office! Come check out our digs and learn how to implement a growth framework for sustainable traction from Leeyen Rogers, VP of Marketing at JotForm.

TONIGHT - Thursday, May 11, 2017 @ 6:30 PM

Autopilot HQ, 140 2nd Street, 5th Floor, San Francisco, CA 94105

It's free

More cool events



May 17, San Francisco: Learn how Autopilot's Josh Fechter growth hacked his way from 0 to 200,000 followers in one year. [Save your seat.](#)



June 25-27, Vancouver: Join Autopilot and thousands of conversion-obsessed marketers at Unbounce's annual Call To Action Conference. [Use code "AutopilotSentMe" for 15% off.](#)

What we've been reading

60 SaaS Facebook Ad Hacks From 29 Successful Brands

Karola Karlson - Founder at Aggregate

What are the best ways to market a SaaS product on Facebook?

Aggregate researched 500+ SaaS Facebook ads to find the very best examples—and compiled the expert tips that make them successful.

What's your face hook?

More stuff you'll love



We're obsessed with this [gallery of the best email sequences](#) in existence



The ultimate blueprint for [getting thousands of leads from Quora](#)



7 [fundamental content marketing frameworks](#) (we're partial to #2)



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