Growth Hack Marketing a mindset for Startups rather than a range of marketing practices

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Abstract:

Growth Hacking is a new way of marketing that consists on testing the product/service before in the market to track and see if there is a need in the market. And track the consumer experience in order to improve it by accepting costumer recommendation, to finally find the right orientation on the market and optimize the operations. This article explains growth hack marketing as a concept and how is it different from other marketing practices. Then I presented Growth Hacking in practice by citing the global steps of the process in order to apply it in the market. For a better understanding I put some different examples that reflects the hacking mindset, and how some successful startups were able to reach an extraordinary growth of consumers in a very short period of time.

Introduction: web startups

Jean Marie Chevalier states that the very idea of a start-up is automatically associated with innovation: the idea is to insert oneself into the world of innovation in the economic system, either by offering a new product or a new service, by proposing new ways of obtaining or using existing products or services.

This implies the existence of a culture which is both a culture of innovation and a culture of entrepreneurship. This culture can be built on different foundations. – The education system is the first incubator of this culture. The diversity of curricula and subjects taught appears to be a decisive asset. Science, mathematics, engineering and computer science are the key subjects, but they must be accompanied by a strong entrepreneurial involvement. In addition, the flexibility of training and the curriculum is designed to encourage initiative and the search for opportunities. – The exuberance and structural transformation of different economic activities (industry, finance, and services) are the sources of start-ups. The liberalization of markets, combined with the development of new information and communication technologies, information and communication tend to deconstruct value chains and to increase entry opportunities. Of course, there are barriers to entry, but entries are still possible. - The dynamic individual and social is also a supporting element. Some studies point out that immigration can be a social factor in the development of start-ups (Litan 2015). Countries such as Chile seek to encourage immigration oriented towards creation of companies. - Finally, public actions can help to develop this culture: campuses, incubators, shared offices, incentives, contests. It should be noted that the creation of startups must be based on a business model, but also on a model of economic.

Start-ups have the particularity of being defined by their strong growth (in volume). In fact, if you start with 1 $ and you earn 3 $ after a day, you count 300% growth! The growth is therefore already the capital base of start-ups. Moreover, the motivation for a young structure is its potential to do better or differently.

The difference between Startups and companies is the instability of a start-up's business model. These new entities are still in the making, looking for their role model. That's why big

corporations as Twitter, Snapchat or Instagram even how big they are can still be considered as Startups.

A research conducted by The Pew Research Center in2013 on the internet usage, shows that in the United States alone 71 % of adults are buying all sort of products online. And the same research showed that number of individuals following the brands of their choice on social media platforms has grown from 16 % to 33 % which brought the researchers to state that the level of engagement of consumers to brands has and still growing from year to year. This research brings as to the fact that brands and companies that don't interact with their consumers by changing their communicational strategies and methods to seek their market share, otherwise it will collapse.

In order to relevantly interact with consumers Brands and companies should understand how to target every generation differently, with that being said the Millennial generation is one is the most influencing generation as costumers since they never knew a world without the internet and they consider social platform as a reality. For companies to reach to this generation marketers should focus mainly on data to serve consumer needs by changing the product to reach out to the values they prioritize such as immediacy, transparency and personalization.

Companies and brands should learn how to treat data and analyze it to come to the best way to communicate online with consumers.

The tech business additionally faces the risk of market saturation. Internet marketing experiences an absolute need for changing growth strategies to remain in front of competitors. When a specific marketing strategy is demonstrated productive, its abuse inevitably brings it down. At the point when customers see a similar strategy applied over and over, it loses impact. Growth hackers for startups need to remain in front of the saturation hazard and discover exceptional and innovative approaches to market in the same platforms.

For Startups the lack of resources puts it in a position where its very hard to compete with bigger companies that have an large user base and a considerable budget from revenues. Targeted communications and social platforms give a free and affordable way for Startups to gain attention and build up their market share.

What is Growth hacking & what is not?

Marketing appears in the 20th century (in the 50s and 60s) as a new paradigm of an organization's competition management. It starts from the observation that supply is greater than demand and that it will be necessary to study and capture its consumers in order to gain new market share and remain competitive. Companies will have to question the market and adapt to the needs of consumers.

Marketing is first of all entirely product-oriented, i.e. it is the object of the product which conditions the act of purchase. From the 1990s - 2000, a new paradigm transforms the vision of marketing: web 2.0. When every individual has the ability to express himself, the consumer gains power. He becomes the spokesperson for corporate communications. In this perspective the digital marketing became customer centric and focused to build long term customer loyalty. To remain competitive, you will have to convince the customer / convert him to his cause. It is the customer who becomes the owner of the product.

The discipline that Growth Hacking proposes is to use these marketing levers in order to accelerate the process of market conquest, combining web development, marketing analysis and originality of product.

From Guerilla Marketing to Growth hacking:

Growth Hacking is not an innovation in itself, since it uses only the levers of classic marketing, but adapted to the Internet era. It is also adapted to the needs of small structures to advertise at a lower cost. We can see that Growth Hacking is not a new practice and it can also be the result of offline actions. The Internet then seems to reflect a new space accessible to start-ups. Growth Hacking is therefore not a phenomenon new, since it already existed in another form: "Guerrilla Marketing".

This concept, invented in 1984, describes the ability of small businesses to do advertising in an unconventional way and with almost no expense, including very archaic (but no less efficient) techniques, such as in handing out flyers in front of his store. This metaphor of a "war disorganized and anarchic" totally reflects the spirit of Growth Hacking, not just because this practice is unorganized, but because it is established in a context of constant improvisation, adaptation, innovative strategies, and disruptive. These practices were to take place exclusively in places and to arouse emotion so that the people questioned will remember

the brand. The challenge remained to find the time and place for his campaign to only not be at fault legally.

Growth Hacking seems to be totally similar to this marketing practice and advertising, but this time applied to the field of the Internet. Once connected, it is possible to set up a number of similar operations to promote a product and get it remarked.

The emergence of growth hacking:

Growth Hacking is born from the observation of start-ups that succeed in acquiring millions of users in a very short time and with very little resources. The term appeared in 2010 as a result of the exponential growth observed at some of the start-ups in the U.S. Originally; they are web developers who create their own methods of selling, backed by their skills in programming, they were able to invent customized techniques and to communicate effectively, but also to measure their effectiveness result and adapt their strategy. The discipline was therefore born with the aim of analyzing these strong growth disruptions, to better reproduce them.

As Ryan Holiday explains in his book "Growth Hack Marketing", the marketing became an institution that was based around practices that were well rooted in standards: a huge budget, advertisements in online and offline media…

Hacker growth, however, has managed to do better in less time, with new tools, more accurate analysis and more relevant communication. In just a few months, some structures had conquered several million users... The small revolution carried out by the growth hacker was not marketing, but an appropriation of the fundamentals of the marketing: consulting the market to adapt its activity and products to the consumer needs. The innovation of the Growth Hacker is only operational, since only the way of proceeding is different. The growth hacker uses new bases, new tools, but the marketing principles remain unchanged (analysis, promotion, tests...). The growth Hacking reintroduces pragmatism into the marketing function: it is no longer the strategy that will guide operational marketing. The marketing experience takes knowledge of the field and customer feedback is what makes it all worthwhile becoming the driver of strategy. The appearance of the Growth Hackers has only made reveal the ineffectiveness of marketing to innovate in its way of questioning the market: a single person was in charge of promoting a company which became international and that without a relatively reasonable budget.

In order to question the market, the Growth Hacker is setting up large-scale tests and measures the results of each of its actions. This operational agility will gradually enable it to increase the activation rate of its prospects, and to increase a company's sales capacity. Better yet, the Growth Hacker has the ability to modify the internal production process, to improve it and perfect the product according to the expectations of its customers. its strategy is to produce the best product to sell.

Differences between Digital Marketing and Growth Hack Marketing?

Growth hacking is based on experimentation to find the most effective ways to grow a business while digital marketing is mainly focused on raising awareness of the company, branding and promotion. This first difference in objectives shows that the growth hacker and the digital marketer don't work out of the same way. In reality, both the growth hacker and the marketer use the same steps of the AARRR matrix, what differs is the ideology, the state spirit in relation to their work and purpose. The growth hacker is seeking to understand how to make the most efficient way possible, while the digital marketer seeks to improve, develop its product or service. Another significant difference is that the growth hacker masters the marketing, whereas a digital marketer must learn to become a marketing growth hacker.

Growth hackers have many skills in coding and programming, which is not always the case for the marketer. That's what makes it unique because it uses marketing skills, knows how to use data, and has good understanding of the product to achieve its objectives.

Finally, the growth hacker likes to take risks. Unlike the digital marketer who knows his business could collapse at any moment. If he takes too much risk, the growth hacker does not have the time no limits and uses all means to achieve its objective of growth.

Thus digital marketing and growth hacking don't use the same techniques and especially don't have the same state of mind. Many believe that growth hacking is a miracle recipe to solve their problems. Only thing is.., don't forget that to do growth hacking, you need marketing, and both activities take time. It's up to you decide what works best for the product/service itself you offer.

In reality, the growth hacker doesn't replace the marketer. Digital and he's no better than he is. The growth hacker is just different from the digital marketer. All decisions made by the growth hacker are oriented towards growth. Each strategy, each initiative is shaped by to this growth target. Digital marketers are also seeking this growth, but not to the same extent. This

growth objective has given rise to new methods, tools and practices that simply did not exist in the traditional marketing.

Growth Hacking Process

A "start-up mindset" first and technical originality in strategy:

Lots of Growth Hacking tools or solutions dedicated to start-ups are already available. Is it enough to use them for Growth Hacking? No, the Growth Hacking is not a marketing technique, but a state of mind. Growth Hacker arrives in an environment where there is everything to build. In this configuration, it is impossible to use "ready-made marketing techniques". Unless this start-up is based on a totally innovative product, a start-up must stand out in everything it does to really break into the market. It must firstly find the method that will be the most relevant, the most suitable and personalized to its situation and position. The Growth Hacker is in charge of inventing tailor-made solutions to improve customer conversion.

Creativity is not an art. Neither is marketing. Start-ups don't get build on intuition either, but on a solid foundation.

This new state of mind also lies in the mix between strategy and technicality. The Growth Hacker is an expert in IT development and he has a very good general knowledge of the web. Immersed in the technical aspects of the web, he has the ability to innovate and adapt his marketing strategies.

Step 1: Product market Fit

The specificity of the Growth Hacker is the role he plays in the improvement of the product itself. It is not a question of creating a packaging or to attempt to enhance an existing product. The objective of the Growth Hacker is to improve the product he's going to sell. He therefore assumes that his product is constantly perfect.

The marketing functions in its early days use to claim that it is possible to sell any product. Their job was to sell any product indeed. Therefore, a good marker was the person who was able to sell a bad product well, even the worst one on the market.

This logic is no longer true today as consumers can talk to each other. Somehow, no matter how effective marketing is on a product, the misleading won't last. The only way for brands to

pull through is by taking into account the opinion of consumers to improve their product, their customer service... Growth Hacking is based on this logic: the participatory Marketing.

The Growth Hacker has understood this logic to be able to sell and promote a product or service. But instead of just promoting that product, he will rather adapt it so that it can best suit the users. of the product. In a way, the consumers become the masters of the work of the product. The question asked is "What do users really expect from my offer?"

In the process of responding to that question, the growth hacker should give to people what they need not what looks good. After launching a concept of the product, it is necessary to open up for feedbacks. Both of these steps are a dialog that involves the company and consumers about: what the company need to change in the product, and what the characteristics and values the consumers value in the product so they insist on it and be able to use it as an asset to promote it as a exceptional product or service.

Step 2: Finding your Growth hack: the right consumers and right channels

The first consumers are one of the assets of the viral aspect of some start-ups that is due to the impact of "The recommendation" as its crucial importance in the development of a business. It is these first (and only) fans who will become your best promoters and indirectly, working for you. In fact this asset is more persuasive than the television, more visible than a huge billboard and more effective than "Google Ads" or even an advertisement on Facebook. If they people that you don't know talk positively about your product, you're successful. Because in that case you achieved a great impact and you came to the point where your product talk for itself.

In order to convert early costumers, it's not enough to sell the best product (the product market fit). Nor it is enough to have the best promotion, or the best packaging, or even to have infallible customer service. In fact you must have all these elements at the same time, but above all, it will be necessary to surprise your target, make them travel, conquer them, make them experience new emotions.

For a Start-Up, this approach seems rather difficult. Never the less, it already has it set up! The first customers of a start-up are often the relatives of the entrepreneurs: friends, family and friends of friends.

But talking about it to the closest people isn't enough. Instead of trying to target a multitude of people, we're going to try to find its main target and focus on them. First of all, there's no point in trying to creating buzz. What we're looking for first a Growth Hacker is all about precision: communicating the right information to the right person at the right time. Second, instead of sending messages that will get lost in the crowd (what a marketing manager would have done fifteen years ago). We will prefer to let the people gain interest by themselves, let them make the journey of discovery themselves. This process of Inbound Marketing is the most reliable way (and the less expensive) to reach only those interested in your product. Not by chasing them but letting them come to you, in this case they will fell more related to the product since they have their own perceptive of it.

Another challenge is to find true enthusiasts who will follow you to the end of the world and remain faithful. One of the missions of the Growth Hacker is finding these loyal customers, and convenes them to become loyal.

The art of the Growth Hacker consist in creating a wave. His goal is in fact is to create a small wave, but one that has the strength to cross the oceans and spread to the four corners of the world. Now comes our "Product market fit", or rather the product that one is trying to improve continuously to reach perfection. In fact getting viral on the web is only the propagation of success. If the Growth Hacker has been involved in making a product viral, the majority of its work lies rather in the development of the ideal product, since the Growth Hacker has reached the product that reflect and represent well the need of the market, it became a global reference.

Step3: Going viral

Virality is an issue that every company dreams of. This sharing among consumers seems to be a surefire recipe for success. The company that will manage to get itself talked about in a good way. But Virality isn't not so easy to design and implement.

Virality is neither random nor a magic trick, but a process to be implemented. In his writing, Ryan Holiday states that it's not a great product or a crazy innovative concept that's going to allow creating this virality. The viral aspect does not come directly from your products or

from your company or brand, but rather a very small aspect of your company or brand, a particular product, a message that will make it around the world. And this virality is always the result of an internal dynamic within your company.

To begin the conceptualization of how to viral, it is important to put yourself in the position of the consumers! Why would it share this concept? What the advantages I will get? Is this content easy to share?

The sharing links on social networks (which can be seen almost everywhere today) seem to be essential. But they are not the ones that will make you viral, or even social networking. To go viral, you're will have to be a lot more convincing!

- **Sponsorship**: this is one of the classic methods of promoting as it's also a method that has been reinvented by some web actors. In this spirit Groupon has succeeded in launching its web platform. With each purchase with a discount, it offered a discount if that buyer shared that product and brought back new buyers. In the same spirit, Spotify proposed to acquire access to the free music clips, if the same user could get other users to come to the site inscriptions on the site. This technique has a certain genius because it is then possible to control exactly how much you're going to spend to acquire new users.
- **Organic advertising:** (or natural recommendation) make sure that we're talking about you! So that we talk about you, here are some solutions:
  - to Create emotion in your fans whether it's fear, sadness, joy or even anger
  - to Give your clients an interest in supporting you (financial aspects, but also prestige)

People will be interested in talking about you if your product looks like it is special. (trying to reach its "product market fit"). It is always the best publicity you can get.

Create a product that promotes itself! This criterion is essential in the growth hacker's work. If he does that, it's done. Unfortunately, there is no real rule to follow to achieve this result. This logic is part of an inbound marketing logic. Your customers will find you by themselves and if extremely satisfied, they will recommend you to others.

Step 4: close the loop: retention and optimization

The AARRR Framework: The setting up of a dashboard

To carry out a Growth Hacking function within a start-up, it will be needed to develop a dashboard to accurately monitor progress of your campaigns. The AARRR framework proposes 5 indicators to analyze the process of winning new customers on the internet. This concept has been popularized by David McClure, founder of "5000 Startups".
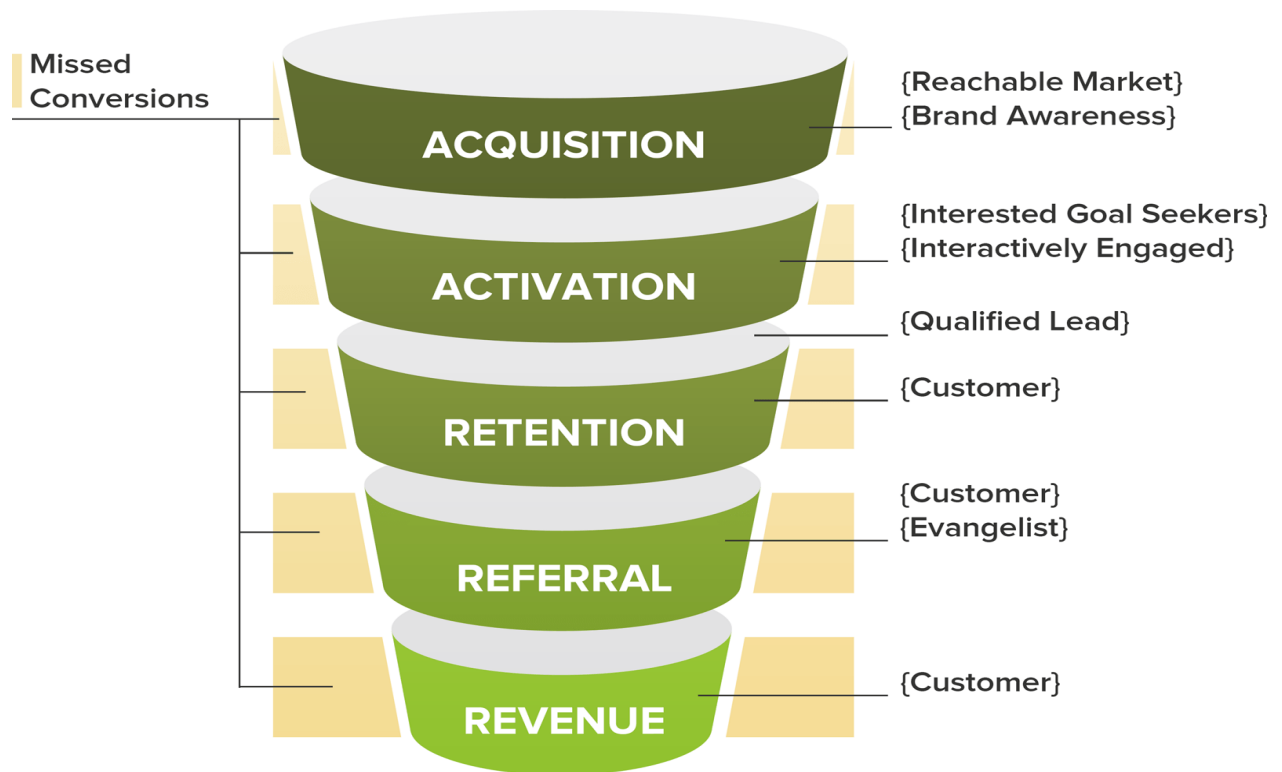

Figure 1the tunnel of conversion AARRRR. source: https://e27.co/step-step-guide-startup-marketing-20160328/

This tunnel can be resumed to the following relevant questions:

Acquisition: *"how the users find you?"*

Activation: *"do users have a great first impression?"*

Retention: *"do users come back to your website?"*

Revenue: *"how to make profit?"*

Referral: *"do users speak about you?"*

Acquisition:

Acquisition is the first step in the AARRR model but also the most important. It is the phase where the growth hacker will seek to attract new prospects to sell his product or service.

To do so, he will create a value proposition via a landing page and broadcast it on any relevant channel (SEO / SEM, Emailing, Social Networks, etc.).

There is 3 simple ways that can help find the right channels:

1. What is the highest volume channel? (by rank)
2. What is the best performing channel? (by percentage)
3. What is the lowest cost channel? (by price)

Activation:

For inbound marketing enthusiasts, activation could refer to the conversion phase of the inbound methodology. This is the step that will determine whether your prospects are interested in your offer.

To do this, the growth hacker measures the subscription rate to his newsletter, RSS feed etc. To trigger the activation phase, the users must have a first good experience of the product or service offered by the growth hacker.

Retention:

As its name suggests, this phase consists of "maintaining" the product or service offered by the growth hacker. To do this, he must perform actions with users so that they continue to use it on a regular basis. For example, the growth hacker can perform updates, organize events related to his service, propose new features, offer coupons, all this in order to keep his product afloat.

The retention phase is one of the most important steps because it is the one that can allow your product or service to take a new dimension. It is also the phase that can guide the growth hacker in its choices, its methods, to further develop its offer according to the demand.

Revenue:

This step consists of transforming active users into revenues. This is the stage towards which all Growth Hacker's work tends: monetization, during which prospects become real customers.

Referral:

For the growth hacker, the referral phase consists of transforming his customers into brand ambassadors. It is the product/service diffusion phase that will allow the growth hacker to enlarge his customer base. He will use several means such as affiliation, sharing rewards, viral marketing etc...
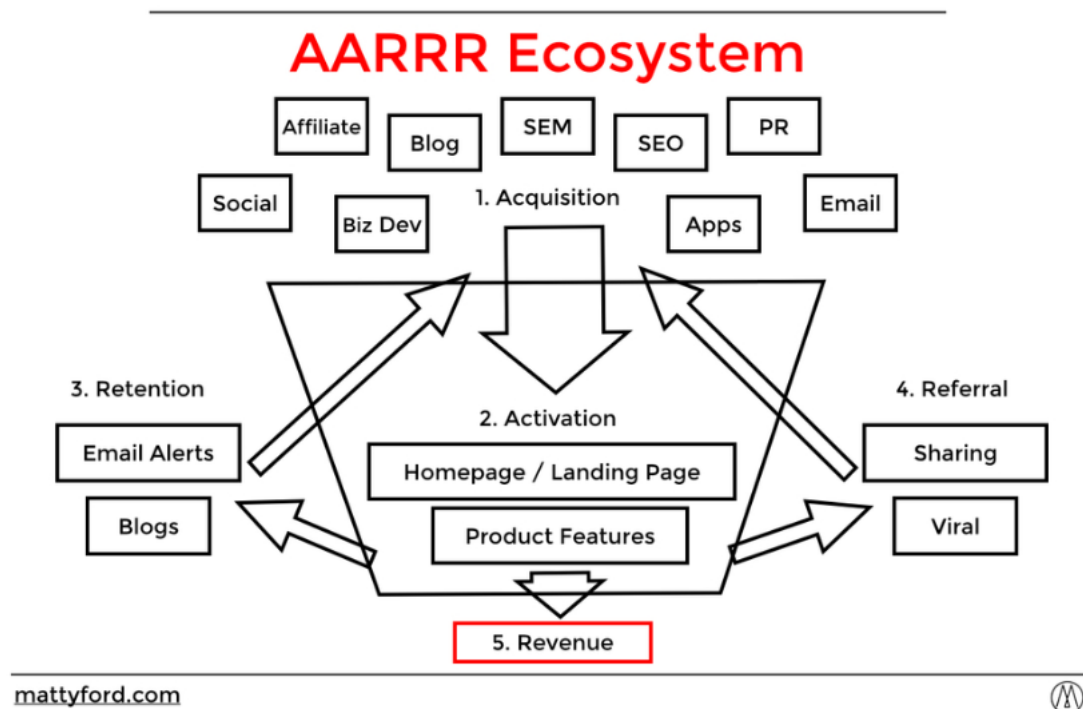

Figure 2: AARRR Ecosystem. Source: http://mattyford.com/blog/2014/10/9/the-aarrr-framework-metrics-for-pirates

Case studies:

AIRBNB:

Airbnb first name was air bed and breakfast. The website was a tool for the founder to change the living room of his loft to a bed and breakfast by putting out air mattress on the floor. Airbnb: the application starts to automatically post classified ads on Craigslist, the leading classified ad site in the USA. This process is genius: Airbnb has invented a new efficient way to promote its products to thousands of people and almost for free. This was relevant for Airbnb because it sends its apartment rental offer on a CtoC network, the public that Airbnb was trying to conquer. No marker would have thought of using this promotion medium, which is completely original and technically difficult to achieve. As Andrew Chen, one of the first to write about Growth Hacking said: "Let's be honest: no marketer could have imagined such a process to integrate it into their strategy. There are too many technical details required for such a process to happen. ». Now it's worth 10 billion dollar, the founder had the best marketing decision.

EBAY:

eBay is a ecommerce website they had the genius marketing decision to partnered with the airline company GoGo to let their customers who don't want to pay for inflight Wi-Fi to have access to eBay website. The thousands bored travellers that are browsing eBay website were tracked and eBay could know whether those customers buy stuff or not, so they know whether to should cancel, continue, or even expand to other airline companies.

Hotmail:

Let's go back to 1996. At that time, two Apple employees Jack Smith and Sabeer Bhatia decided to launch a free email service on the Web, which would allow access to one's mailbox from anywhere via the Internet. It was seen a revolution at the time.

1st little anecdote, it is said that they were afraid that their boss could read their e-mails and that this is the reason why they decided to launch their system on the web.

They decided to name the project "HoTMaiL".Why this name? Simply because it uses the letters HTML, which was at that time the main language for coding on the internet.

The business model at the time was a bit surprising. In fact, in addition to displaying advertising on the platform (so far, nothing surprising given the huge traffic they expected to have), they also decided to build up a customer database to be able to take advantage of it. At the time it wasn't even enough to convince investors, whereas now it's a "classic" in business plans.

This database will reach an impressive value. And this is simply thanks to the questionnaires that users fill in, providing information on their age, gender etc., but also on their professional activities and income.

In fact that was this is the beginning of the "Big Data" and it is easy to see why Microsoft finally took a look at the start-up.

But we're not yet at the millions... to get started, they get "only" $300,000, invested in the capital, by the company "Draper Fisher Ventures" which must have spotted the potential of the business.

Unfortunately the growth curve was off. The number of registrants is growing slowly and is not really reaching the target they had set themselves. Why is that? Well let's just say their marketing strategy wasn't exceptional. They had mostly invested in radio advertising and 4×3 roadside inserts. It was probably the best at the time, but it was clearly not what was going to make them stand out.

Thankfully the Investor Timothy Draper was there and gave an idea that became one of the first big Growth Hack of the web: add at the end of each email the sentence "PS: I love you. Get your free email at Hotmail."

In no time at all the results begin to show, sign-ups are getting massive with over 3,000 new accounts being created every day. Six months later they hit 1 million subscribers. Five weeks later, 2 million subscribers. In other words, it's going really fast.

2nd anecdote, Sabeer Bhatia, sends an email to a friend in India. Result: 3 weeks later, more than 300,000 accounts were created in the country. In other words, the virality of this Growth Hack is impressive.

A year and a half goes by, 12 million subscribers (out of the 70 million Internet users at that time), the rise of Hotmail becomes almost a textbook case and Microsoft signs a check for $400 million.

What was very strong is the analytical strength that Timothy Draper showed: Seeing that 80% of new subscribers came from user recommendations, the technique he decided to implement was just a formality to skyrocket Hotmail's stats. And as you can see from the numbers, the idea was completely viable!

DropBox:

Dropbox is a distributed storage site and portable application that permits clients to access and offer reports over different devices. Made in 2007, the site arrived at 200 million clients and brought $250 million up in January of 2014. Dropbox picked up progress without promoting. Rather, the organization utilized growth hacking to accomplish virality.

As a startup CEO, Houston's initial steps centered exclusively around evaluating the market and composing code. The business perspective became possibly the most important factor in the wake of testing and product optimization. After the product was nearly set for lunch, the company concentrated on building client base and leading the company. The CEO's job description changed each year as the organization extended. In the end, Houston says, the organization will comprise of similar individuals that will proceed to create and market the product according to the values of the founders.

The first few people hired will establish the corporate culture and ethical standards. A startup CEO must define their vision, values and mission both personally and for the business. All employees and employee actions should align with the vision. Houston aimed for a business that was "technically challenging, addressed a large market" and simple enough to explain to normal people in a bar setting. His initial employees all came from science backgrounds and were obsessed with building a quality product. All initial employees all shared the same overall goal.

The initial individuals hired will build up the corporate culture and ethical norms. A startup CEO must characterize their vision, values and mission both personally and for the business. All representatives and worker activities ought to line up with the vision. Houston focused on a business that was challenging in the large market and sufficiently simple to explain to ordinary individuals as in normal conversations. His first employees all originated

from science backgrounds and were focused on building a quality product. All his team shared the same goal and values.

After Houston and his team established the organization culture, upgraded product plan and got vital financing, he expected to instruct potential users. The group made two video instructional exercises, one to acquire the investors and beginning users, and one custom fitted to the Digg crowd for use after the launch.

The subsequent video explores through Dropbox precisely as a user would. To keep user consideration, hidden Easter eggs were put all through the video. For instance, one of the Easter eggs is revealed by first changing a record name to "albert didn't know." Once the green check mark shows up, the user must modify the name to "neither did aston" and hang tight for the green mark. Finally, the user changes the name to "but rajiv totally knew! Oh shoot!" After the last expression matches up, a box shows up with looking over photographs of company colleagues. The Easter egg mystery permitted watchers to feel "up to date" and furthermore presented the team, adapting the brand to them .

The Digg video had an extraordinary transformation rate, bringing about 70,000 users in the initial 24 hours. Inside the initial seven months, Dropbox went from 100,000 users to 1 million. Teaching the public started virality. The viral spread proceeded because of the integration of marketing into the product structure.

KISSmetrics looks at seven different ways Dropbox hacked growth. To start with, the presentation page had just two principle alternatives: a visitor can either download Dropbox or watch the video. Four links on the base gave contact data, partnerships, press and a spot to leave feedbacks. On the website today, visitors just have the alternative to download or watch the video.

The way in to a decent landing page is lucidity.Visitors must comprehend the site inside seven seconds or they are probably going to proceed onward. With just two choices, Dropbox made a straightforward and compelling first contact with potential users.

The information exchange process doesn't require an internet browser and can be finished on the user's desktop. Once the information exchange is done, the download starts,

which incorporates a file named "Getting Started" as of now transferred to the record. if the users avoided the instructional video, this document will portray how to utilize the product.

Maybe the best growth hack Dropbox utilized was boosted referrals, which expanded by percent signups. At the point when a user alludes a companion, the two parties get a 500MB storage increment. The welcome page gets to a user's email contacts, Facebook and Twitter companions with an alternative to choose which individuals to send solicitations, and offers a link to share physically.

A Nielsen study presumed that 84 percent of consumers overall trust word-ofmouth marketing over some other sort of advertising.76 Offering motivating forces for users to enroll friends and companions is a surefire approach to assemble trustworthy backers and extend the user base.

Impetuses go far when requesting that individuals spam their systems with advertising. Users connecting through Facebook and Twitter or follow Dropbox on Twitter get a 125MB storage increment. The connection gives another stage on which new users can find the product. A growth team figured out that the objective market interfaces with each other via social media locales and utilized that data to choose the channels to put product-related substance.

The effortlessness of file sharing expanded virality also. To share a record, a user clicks "Get Link" and duplicates the link from either the site or desktop. A message shows up with the users name that says "USER made this display by just dropping documents into an folder. Get your own open gallery with Dropbox." "Dropbox" in this message is an interactive link that drives watchers to a sign up page. Giving this straightforward message at the base of the offer erases the requirement for users to accomplish any extra work to get the product. Everything is spread out for them in a simple to-use form.

Dropbox ranges over various platforms and devices. This might be viewed as a plan component, a growth strategy and the center intrigue of this product. Users approach files on everything from Linux to Symbian. Intersection stages expands availability and reach. Users don't need to utilize similar systems to send records to one another, so anybody with a PC or cell phone is reachable to the Dropbox growth team.

Regardless of its significant achievement, Dropbox proceeded with growth hacking by profiting by Gameification, the strategy of making games that expect to bring out a type of user conduct, veiled in a pleasant activity. Gameification has expanded since the ascent of mobile platforms and online networking, and when a game offers some consideration for users, it will effectively and economically drive every individual to act.

Dropbox launched the "Dropquest" challenge included puzzles and scavenger chases for which the main 176 high scores won free space or Dropbox stock.

Challenges are another technique for connecting with consumers in a great manner and a fun way . By utilizing gameification, the file-sharing stage made buzz and user fervor around a product that characteristically faces the danger of being seen as exhausting or boring.

Conclusion:

The function of a Growth Hacker is very resent position that has a lot limits in definition. The objective of Growth Hacker is to participate in accelerating the growth of a start-up or the launch of a new product or service. The objectives of a Growth hacker are different depending on each situation and each company according to their position and field. Since the techniques for acceleration and growth are diverse: (advertising, hacking, fundraising, partnerships...). On the contrary, the function of the growth hacker is highly defined: marketing analysis and more precisely the search for growth levers that will allow to "hack" growth, i.e. its main objective is to measure the effectiveness of each growth lever in order to use the best opportunities to accelerate and make decisions based on these analyses.

The growth hacker's mission is usually to do a lot (growth) with little of means / financing, since it mostly evolves within start-ups. It is why the Growth Hacker is usually asked to have strong technical skills in order to carry out a maximum of tasks himself (in programming / marketing / web design). Thus, the position of Growth Hacker is consisting of successive testing phases of the acquisition, activation, retention referral and revenue.

Finally, this mission requires a high degree of creativity, a high degree of knowledge in the company's market, customer uses / behavior and opportunities to be seized on the internet. The Growth Hacker function has a strong influence decision-making, since his role is ultimately similar to that of a business analyst (at a smaller scale) as it will highlight key trends in the evolution of the business. As In the United States, the Chief Growth Hacker can even sit on the management committee of certain companies.

Discussion:

The expression "hacking" raises doubt since it is normally utilized for data and fraud. On account of growth hacking, ethics become an integral factor while thinking about what characterizes spamming and the techniques where growth hackers get contact data. Marketers frequently track limits of privacy and individual space, in any event, when the action is well intentioned.

My personal meaning of spamming is the point at which the message contains an pitchy attempt to sell something. Some believe that data applicable to the station is the thing that makes it more than spam. Pertinent or not, if the message closes with a obvious attempt at a deal, it will in general dishonor the data and causes it to appear to be an undesirable attachment for the item.

Unethical practices likewise include anything purposefully beguiling. Any organization utilizing growth hacking should be as straightforward as possible in the process of acquiring clients. Any demonstration completed with the aim to stow away or mutilate the fact of the matter is unethical.

I have the ability introduce a new conception of marketing that seeks to constantly renew itself. The marketing function, like technology, must constantly innovate, put in place the right tools and set up a research and development center, carry out tests and make progress in its approach of questioning the market like start-ups does now days. In contrast to the marketing function, the Growth Hacker is a function that can be represented as an ascent, and not as a repetitive cycle of levers at to activate, as the seasons go by. The Growth Hacker begins and ends each campaign with phases of thinking and analyzing:

-The analysis of the actions carried out and the process of the next stage to be put in place, to come up with a clear result.

- Knowledge of the market: product study, benchmarking on the competitors and their means of promotion. This preliminary research will allow developing a strategy, to think about breakthroughs of this product on the market.

I have the ability introduce a new conception of marketing that seeks to constantly renew itself. i have a high degree of creativity, i have the ability to gain a fast knowledge in the company's market, customer uses / behavior and opportunities to be seized on the internet to able grow globally and open up for the international market.

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