



# 그로스 해킹에 대해 알아야 할 모든 것

## What is Growth Hacking?

Growth is a redefined version of marketing, Though it sounds different the function is the same but here the primary importance is given to the growth. Coming to 2020, **positioning yourself on the Internet** is very important, so growth hacking helps you to leverage the technology to sustain your business on a large scale.

For example: Imagine you plan to start a startup and the first thing that comes to your mind is to position yourself in the market by **analyzing your competition** and implementing a marketing strategy. All this will come under Growth Hacking.

## The Term Growth Hacker

Here comes to the growth hacker who has the desire to connect with your target and find a solution to it and establish a huge growth. I have seen growth hackers coming with engineering backgrounds and they are doing great in the field. So don't just get the bad vibe that Growth Hacking is just for non Engineering people.

In common all the leading Growth Hacker characteristics include the ability to take the growth responsibility and ability to **generate leads** using leveraging the latest technology and a lot of patience. One thing to keep in mind is the growth won't be sudden. Maybe you can reach maximum people with promotion, but I would ask to get more **organic growth** which takes time and a lot of patience.

## The Difference Between Traditional Marketing

The typical traditional Marketing approach is like running ads but when it comes to growth hacking there are a lot of marketing ideas like content engagements, OPN (other people network), Automation, using the growth Hack Tools as well. People generally misinterpret both the terms differently.

Growth Hacking is much relevant in the startup community because the raising company won't have budget safety when they need promotion and scaling to a **large**

**audience.** Typically this includes optimization, content outreach, marketing, Automation like driving customers with a landing page and through other people's networks as I mentioned above.



## Hacking the Myths! How Growth Hacking works

Achieving 10x growth in less than a month and generating an infinite amount of leads and acquisitions is generally impossible. You might have heard about the growth of Uber, Ola, Swiggy, Paytm from a small startup to a tech giant. Of course, they have used amazing growing techniques.

## 7 Effective Growth Hacking Techniques you should know

### 1. Content Marketing

Blogging is the effective way to generate a more organic way to a potential customer and increase your visibility, reach out to the bloggers and get more backlinks to your website as well, and get their reviews as well. Trust me this is gonna give your business a boost for a long time.

### 2. Testing is the King

Before you roll out to make sure you have done all kinds of testing, for example, carry out AB Testing, if you have a website then make sure you have done the optimization well.

### 3. Scale the Automation like anything

Automation is really important with the latest tools to make it eventually successful. Make your job done faster with Automation for example you can automate with amazing tools in the market.

### 4. Follow up Emails and Referral

There was a case that people left the products in the cart and didn't do all the touchpoints you can follow up in those cases through email, and reminding people where they left and complete the checkout gives you more extra money, along with referrals also help.

### 5. Influencer Marketing

Influencer marketing is another way of marketing, which in Growth hacking terms we call that OPN – also called other people's network. These are pretty easy to find this way.

### 6. Content is the Key

Organic growth won't come on its way free even if you follow all the steps, because make sure you do quality content the reader should be able to find the relevance and retarget them through the blog post on the company page. Yes, Backlinks works here again, also make sure the content is interesting to read, not just the old rebranded topics.

### 7. Find the Niche

It really needs to understand the niche and according to that research the topic and generate the organic traffic to the system. Depending on just one guest blogger or one website to reach or promote the content, you can use the existing platforms like Quora, Medium to get a different category audience.

## Explained: The actual difference between growth hacking and marketing

Growth hackers are a mix of Marketers and technical people, so what I mean by a mix of both is People who are good at marketing knowledge and people who know how to build it on their own. For example, if your product niche is online marketing the person can generate a website and do AB Testing throughout and optimize the **site and SEO** and get the most out of it.

Let's look at the term Growth hacker, where growth represents the people who are deadly focused on the exponential curve in the business where 'Hacker' represents

a programmer or a tech person who has the ability think out of the box and come with a solution to the existing problem and generate viral growth to the company.

## Let's see the benefit of Growth Hacking.

**Low cost:** Attain growth in a very effective way by using less budget. So what I meant by less budget is the use of many economical ways of establishing more reach as explained above like using other people's network and through Influencers.

**Low Resource:** Mostly you don't need the entire marketing team like the traditional approach, one or two Growth Hackers is enough to do the work. Interesting right, make sure the respective person knows well about it.

**Great ROI:** As mentioned it is a low-cost implementation so the Return on investment will be gradually high(ROI), Also the same growth Hacking strategy may not work well with all the business scenarios. In that case, it's the Growth Hacker responsibility to study the Business before establishing the strategy.

### How much do Growth Hackers earn?

According to LinkedIn Salary Analysis average salary is \$95000.00/-

### What all tools are necessary for growth hacking?

Mainly it's all about targeting the relevant audience through running advertisements on **Google Ads, Facebook Ads, LinkedIn Ads** In growth hacking terms we call that TG(Target Audience) along with that you have to understand what is the growth pyramid.