

Growth Hacking Cheats

Growth Hacking Examples

- [Intercom](#) • Adds “We run on intercom” to chat windows.
- [Robinhood](#) • Offered higher spots on waitlist to users [for more referrals](#).
- [CD Baby](#) • Sent offbeat [confirmation emails](#) to customers.
- [Dropbox](#) • [Grew 3,900% by offering free storage](#) for each converted referral.
- [Hotmail](#) • [Signed every email with “P.S. I Love You”](#).
- [Barclay Prime](#) • Sold \$100 cheesesteak. [Attracting press around the country](#).
- [Paypal](#) • [Gave a referral bonus](#) to users and merchants.
- [Uber](#) • Gave early adopters [free rides](#).

Growth Hackers

- [Sean Ellis](#) • Co-author of [Hacking Growth](#)
- [Nir Eyal](#) • Author of [Hooked](#)
- [Ryan Holiday](#) • Author of [Growth Hacker Marketing](#)
- [Tiffany Desilva](#) • Founder of [Flowjo](#)
- [Wes Bush](#) • CEO of [ProductLed](#)
- [Jonah Berger](#) • Author of [Contagious](#)
- [Dan Benoni](#) • Co-Founder of [Growth.Design](#)

Growth Hacking Tools

- [Hotjar](#) • Understand user behavior
- [Zapier](#) • Automate workflows
- [Ghostery](#) • Find out which tools websites are using
- [Wistia](#) • Host videos and optimize user engagement
- [Ahrefs](#) • Get traffic value and ranking of competitors
- [CrazyEgg](#) • Survey, split test and understand user behavior
- [Unbounce](#) • Hone your landing page through A/B testing

Information source: <https://withintent.com>

Brought to you by: <https://in.prosple.com> (Find Jobs & Internships)

Opportunities

- Offer **free credits** to users for referrals.
 - [Homage](#) gives [\\$20 credit to you and each friend](#) you refer.
 - [Plant Therapy](#) offers [\\$10 off to you and each friend](#) you refer.
 - [Uber](#) began sponsoring events and offering participants [free rides](#).
 - [Airbnb](#) offered up to [\\$35 in travel credit](#) for each **successful** referral.
 - [Dropbox](#) grew **3900%** by [offering free storage](#) for each **converted** referral.
 - [Skillshare](#) offered **2 free months** to students [who signed up via referral links](#).
 - [Fiverr](#) gave members **10% in platform credit** for [each completed referral order](#).
- **Tag** your products to trigger virality. This works well with freemium plans. Turning free users into promoters.
 - [Mint](#) gave [VIP access to their app](#) in exchange for placement of their badge on a website.
 - [Product Hunt](#) lets makers embed their badges to **share milestones**.
Ex: [Trends.vc](#)
 - [Hotmail](#) added [a signature to every email](#) and gained **1 million** users in **6 months**.
 - [Calendly](#) gives you a way to [embed a calendar for visitors to request meetings](#).
 - [Headway](#) adds a “Powered By” tag at the bottom of changelogs.
 - [Testimonial](#) adds a badge at the bottom of embedded sections.
 - [Facebook](#) offers profile badges to embed on personal websites.
 - [Carrd](#) displays “Made with Carrd” pages that you create.
- Use the **invite-only** playbook to create **scarcity** and drive **word-of-mouth**.
 - [Clubhouse](#) released as an [invite-only app](#).
 - [Hey](#) offered [two invite codes](#) for each new member to share.
 - [Facebook](#) only gave access to [Harvard students](#) upon launch.
 - [Gmail](#) started with a [1,000 user limit](#) and required an invite to join.
 - [Dispo](#) started with a [10,000 user cap](#) and required an invite to test.
 - [The Gathering Spot](#) is a private, member-only restaurant and networking space for entrepreneurs and celebrities.
- Book guest spots on podcasts to **spread the word** about what you're building and get **backlinks**. You can piggyback on existing audiences.
 - [Iddris Sandu](#) spoke with [Coindesk TV](#) about [LNQ](#).
 - [Luis von Ahn](#) spoke with [CNBC Make It](#) about [DuoLingo](#)'s growth.
 - [Courtland Allen](#) shared the [Indie Hackers](#) story on [Will Kwan's show](#).
 - [NPR's How I Built This](#) hosted [Stewart Butterfield](#) to discuss [Slack](#)'s journey.
 - [Scott Hanselman](#) hosted [Brandon Tory](#) for the [journey behind Little Hackers](#).
 - [Dru Riley](#) explained the success behind [Trends.vc](#) in 15 minutes on [Indie Bites](#).
- Pay users directly. Customer acquisition costs may be lower by paying users. Instead of **intermediaries**.
 - [Bluehost](#) pays **\$65** per [qualified referral](#).
 - [Slide](#) gave **\$20 off** for [each new sign-up](#).
 - [Tornado](#) offers **\$10-\$1,000** as a [sign-up bonus](#).
 - [Acorns](#) pays [\\$5 to you and each friend](#) you refer.
 - [1729](#) teaches concepts and offers crypto for [completed tasks](#).
 - [PayPal](#) paid **\$60,000,000+** in [referral incentives](#) to gain new members.
 - [Robinhood](#) offers a [free stock](#) to you and each new member you refer.