How I Create
GROWTH
HACKING
PLANS

FOR STARTUPS FOR $10,000

+ TOP 300
GROWTH HACKS YOU CAN PUT INTO PRACTICE RIGHT AWAY

By ALADDIN HAPPY

How I create growth hacking plans for startups for $10,000 + TOP 300 growth hacking case studies and actionable tricks you can put into practice right away

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A story

Hey there. ;) An exciting and beautiful day to you.

My name is Aladdin Happy. Originally, I'm from Ukraine. Now I live in Nashville, Tennessee, USA.

I launched GrowthHackingIdea.com in July 2015. GrowthHackingIdea - is an invitation-only community of over **26,000 growth hackers**. People from companies like Microsoft, Adobe, Disney, Coca-Cola, Uber are among our subscribers.

I share with the community one short growth hacking idea each day.

Very far prior to that, **since 1999** right after I graduated from school I have been engaged in Web entrepreneurship. I started in Krivoi Rog, Ukraine – the city of iron ore, workers and miners.Four giant chimneys of coking plant densely covered the city with smog. The city of red puddles, red birds, red houses, all red.

Only a USRobotics modem could break through the **"antediluvian" telephone line** periodically busy with conversations of people unknown to me. With its help you could get to the magical world – a ray of hope in the midst of total hopelessness.

Look at this picture to feel, how long ago it was:

Aladdin started IT business in 1999

1999 (Finished school)   Now

Skipping the beginning of my IT entrepreneurship career, by 2005 I managed to create 2 small local profitable web-services. They generated stable Google cheques - passive income for me, while I was having fun. I called it a retirement :).

In June 2010th I decided to sell one of my businesses and create a new BIG THING - my first global service!

The plan was to finish development in 4 months and start making money in 6 months at a maximum.

But in fact, after **2 years!** the product was not finished yet and all the money was gone. I sold my car, sold my second business, sold everything and managed to raise investments. We finished the product, launched it, acquired users, and found that **nobody gave a shit about it**. Nobody wanted to pay anything.

What is the takeaway?

I invested everything I had into a new great idea, that did not achieve Product/Market Fit. But there is no life ~~on Mars~~ in business without Product/Market Fit. **It's suicide to invest money into anything before achieving product/market fit.**

My friend had a profitable business, though his revenue declined bit by bit.

He invested 1.5 years and over $100K into a new product. And you know what? Nobody gave a shit about his awesome new product.

Another friend of mine received >$300K of investments. They were in all news headlines. He hired the best developers, designers, and other stuff. They were building and tweaking their product for 3 years. They launched for the first time, and all journalists were intrigued. And nobody stuck with the product. Then – they relaunched second time. And then they ran out of money. The last news headline was that their product was closed, **because there was no demand for it**.

I know TONS of the same stories. A LOT, HUGE, and ENORMOUS number of people invest thousands, hundreds of thousands, and even millions of dollars before achieving product/market fit.

Trying to build a business before product/market fit is like spending trillions of dollars on the mining of Californium 252 ($27 million per gram) on Mars without previous tests of the ground.

On the other hand, if you already have a current business that makes you money, this means, you achieved product/market fit in your current business. This is a HUGE value. This means you can apply growth hacking techniques to it instantly and increase your revenue almost instantly too. There are tons of ways how to do that.

If I knew it, I would better have developed a growth hacking plan for my existing businesses. But I did not and this is why I can tell you this story :).

This was Mistake #10 from a list of TOP 10 growth hacking mistakes I decided to start this book with.

Members of my community are always sending me emails, asking to help them with growth hacking for this and that product. So, I decided to collect all their questions and create this list of most popular mistakes.

As you can see, these mistakes can cost you years of your priceless life. Years that you can't get back. They are just gone forever.

Mistake #9: *"My growth hacking process goes VERY VERY slowly."*

In 2013 I was happy to get $50K of investments.

Me and Igor Ryabenkiy (#1 super angel investor in the CIS region).

I had a web-version of a music discovery service, but it had a weak retention rate. One of growth hacking hypothesis was to create a mobile app - music discovery alarm. So that a user can set his alarm and use our app every day just like any alarm.

What a brilliant idea. After 4 months the Android MVP app was launched. I bought some Facebook ads and looked at the retention rate. It was even worse, than the web-version of the service I had.

Then I asked users, what would they want to add. And after 6 months I launched a new version. And retention did not change. It was as poor as before.

What was wrong, what do you think?

I invested 1 year into testing 2 hypotheses. But, as Sean Ellis states, growth hacking is a test driven marketing plan. The core of growth

hacking is in the number of tests you run every week. If you do not run at least one test a week, this is not a growth hacking, this is a waste of time.

The majority do not tie their growth hacking process to the minimal weekly amount of tests. They have a big list of tasks in their task management system and run them one after another. And one test can take a week, another - a month, or even 6 months, like in my example.

When you create your growth hacking plan, you need to prioritize tasks this way, so that you can run the **minimum amount of tests and do whatever it takes.**

Mistake #8: *"I put my money into this channel and this and that, but none of them worked for me."*

As you remember at the beginning of 2012 I **failed with my first global startup**.

About a month after that I launched a new one and at the end of 2012 I became an **absolute winner** with it in a startup competition among 330 Ukrainian startups. One of awards was a residency in a business accelerator.

When I was accepted to an accelerator, I tested a bunch of channels. I was good in iterations. I was testing fast. I tested commenting on Question sites and it did not work. I tested writing articles and it worked, but the effect flew away very soon. I tested press - the same issue. I tested sharing through the site and it did not work that well. **I tested this and this and that and every time it did not give the desired effect**.

Only years after that did figure out the reason.

The key is not in WHAT channel you choose. The key is in HOW you leverage this channel. It is MUCH better to choose one channel with

your audience and **focus on the QUALITY and on NUANCES inside this one channel.**

When I launched GrowthHackingIdea I focused only on referral marketing. And it paid out - 20K subscribers in just 4 months. Then I focused on the nuances of utilizing Amazon as a channel and the book "TOP 101 growth hacks" became a bestseller. Now it brings new subscribers every day.

So, when you create your growth hacking plan, do not try a bunch of channels. They all can work for you if you find an approach to them. Just focus on one and dive into it completely. Successful case studies can help you here.

Mistake #7: *"I'm going to outsource development of my startup."*

Did I tell you that I'm a developer myself too?

So if not - I am :). **I developed my first code in 1998.** At that time, I launched "Borland C" language from a floppy disc. I was coding on our school's IBM computers, which did not have a hard drive. Yeah, it was long long time ago. Floppy discs were a brand new technology at least in my provincial city. Dinosaurs were running on the streets at that time :).

Do you know, what I was dreaming about when a new customer ordered development of a website? I was dreaming about getting money and getting rid of this guy as fast as possible. Did I tell you that I hated outsourcing, hated customers, hated everything in my job?

I knew the mindset of outsourcers because I was one of them. And I was successfully dealing with outsourcers.

But everything changed in 2010 when I tried to outsource design and development of a startup. All of a sudden this stopped work for me.

And here is why. A startup is a live essence. Ideas hit your head thousands time a day, because it's new, and nobody did this before you.

Nobody knows what it should look like. You write down your specifications for outsourcers, then you sign an agreement and the next day you understand, that what you wrote is total bullshit without this new awesome idea.

You want to test this new idea very fast, but you have to run through the clumsy process of changing the specification, confirming, and signing again and again. And this turns into a pain in the ass for both sides.

This is the first downside - outsourcing kills your speed. And speed is the most important fuel of growth hacking. This means outsourcing kills growth hacking.

The second downside is the process of creating. When I develop for myself new ideas hit my head after each line of code. I'm focused on the goal, which is to grow my service, to make my community happier, and to make more money. And this goal generates new ideas. These ideas change my product, change the idea, change value, and change growth.

When an outsourcer develops, his goal is to get rid of this job as fast as possible. And this goal generates ideas on how to make it happen.

Two vectors run in opposite directions.

When you order outsourcing you just kill a huge part of unborn ideas that could skyrocket your growth.

After trying outsourcing for a startup 5 times, and spending a huge ton of money and time; I got the point :). Hope, this story will help you to get it a bit sooner :).

Employees or even better - co-founders, who are on the same page of growth hacking with you, provide ABSOLUTELY out-of-this-world results.

P.S. All of this does not concern small outsourcing tasks, that can be done within a day or two. For small tasks and tasks that will not change, outsourcing is still good.

Mistake #6: *"I can't generate growth hacking ideas. I need somebody to do that for me."*

You are not alone, in thinking this way.

Before 2014 my knowledge about growth hacking was like a hurricane: pieces of everything in a total state of chaos. I knew SEO, knew "invite friends, get smth," knew press, knew social and search engine ads. These were all of my ideas on the top of my memory and I could not generate anything beyond this. In fact, I knew much more, **but all of that was not structured and hence was forgotten**. You also know way more than you think. Here is how I discovered my potential.

At the end of 2013 in the beginning of 2014 I got to know about growth hacking as a system of knowledge. I fell in love with this system.

But the biggest shift in my understanding of growth hacking happened starting from May 2015, when I totally dove deep into learning everything about growth hacking from books, videos, blogs, etc. I was sleeping with Kindle books.

One happy day I knew about first growth hacking framework from a book entitled, "Traction." Actually it was an Acquisition framework. I

strongly recommend it, if you have not read it yet.

After this moment my hidden knowledge and experience just began to blossom. The acquisition framework helped me to avoid jumping from one idea to another and being stuck with nothing. The framework helped me to generate ideas easily. Suddenly, I saw how many awesome ideas are all around, which I knew, but was not focusing on.

And then I found another framework. And then the third one I put together by myself. And then I put together all of the frameworks throughout the whole AARRR funnel. And it was a miracle :).

It was like getting to know the laws of Physics. Everything became so smooth, understandable, simple and manageable. Marketing paradise came to my head :).

From time to time I share via GrowthHackingIdea frameworks that I find valuable for myself. If you see somewhere the word "Framework," get it whatever it takes :). It's the next law of Physics, that helps to understand the essence, and the core of growth hacking.

Mistake #5: *"All I need to grow is to make my users invite their friends."*

At the beginning of 2013 we launched our app [AlarmNewTrack](#) - each day it wakes you up by a new track, selected according to your taste.
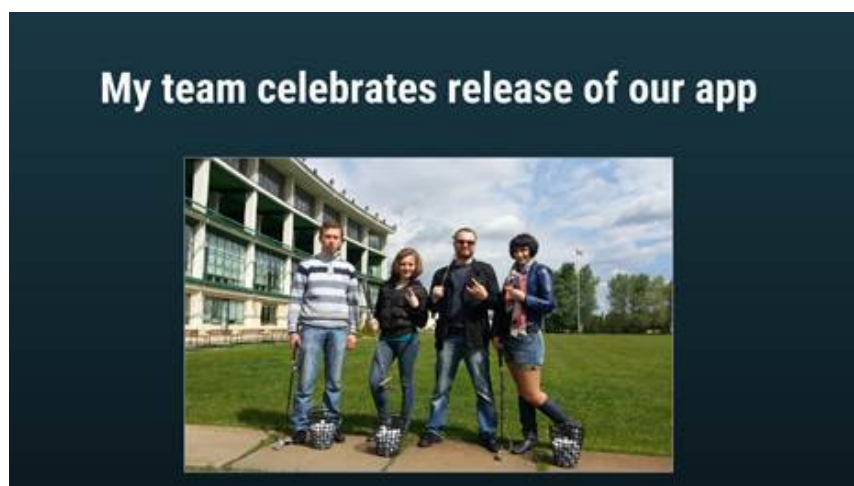
We implemented a very awesome "invite your friends" feature. The app allowed you to filter music by mood, energy, genre and year. Some filters were opened by default, but if you wanted to get access to all of the features, you needed to invite a couple of friends.

You could see all your friends, check them or check all of them and automatically Facebook private messages from you were sent to each of your friends.

When we launched it, we saw that new users liked to invite all of their friends instead of checking them one by one. Our invites were sent to hundreds and thousands of friends. **On average every new user invited over 5 friends.** It was a FANTASTIC success, or so we thought.

How many active users are there now? Around 10. One of them is my wife :).

Where are all those tens of thousands of users? They were killed by the terrible retention rate. Users just stopped using the service and never came back though the average rating was 4.3.

We spent all of our money on one shot and missed Retention.

The moral of this story:

Retention is the King

Mistake #4: *"I'm overwhelmed with growth hacking ideas, but my product doesn't grow"*

When my wife was 7 months pregnant and was in the sanatorium for 3 weeks, God sent me the idea of GrowthHackingIdea :). After 8 sleepless hours the service was born.

While investigating the deepest depth of growth hacking I got to know about the Growth Hacking Framework "High Tempo Testing," founded by Sean Ellis, who coined the term "Growth Hacking." And instantly, I became a fan of this framework.

In short, its idea is to test hypothesis at a high tempo :). **That means 1-15 hypothesis a week at a minimum whatever it takes.**

But when I first started to follow this framework and test growth hacking hypothesis with the usual project management tool, I faced one problem. My backlog was overloaded with tons of ideas. And it was almost impossible to prioritize and filter that huge list. I just forgot all the ideas I saved. So I began to look for other solutions, but with little luck.

My efforts turned into creating, from the ground up, a Google Sheets document. I added tasty formulas and formatting that automatically prioritized and filtered my list of ideas. A simple, free, and straight to the point tool for a growth hacker. I will share a link to this spreadsheet with you as a part of the growth hacking plan. That follows right after this section of the TOP 10 mistakes.

Mistake #3: *"The hardest part for me is acquiring new users."*

It was hard for me to acquire new users to 3 of my startups: NextMusic.TV, 1NewTrack.com, and AlarmNewTrack.com. I was investing money on advertising, hustling with articles, seeding, press, etc. I was dreaming of seeing this graph of growth.

And I saw it, but once I stopped hustling, the graph dropped down. I needed to hustle more and more to keep my growth. It was VERY hard.

Why it was so hard?

Because my retention rate sucked. Again? Yes, it's the second part of the same story.

When I launched GrowthHackingIdea in June 2015 I was not in a hurry to promote it more and more. I gained an initial set of users and was waiting for 3 weeks, looking at the retention rate. **When I saw that people did not drop off, I felt an inspiration to continue promoting it.**

After basic hustling (Facebook Groups, Product Hunt) I just stopped hustling and subscribers still continued to grow.

Was it hard? No. **It was like looking at a plant, that grows on its own,** while I give it some water (growth hacks).

Takeaway

When you achieve a flat plateau retention rate, acquiring new users becomes easy and fun. Even a simple "Share" button will make your product grow. Flat retention is your treat against everlasting hustling.

Mistake #2: *"I need more awesome features to help my customers see the value"*

In 1999, when I started, me and my friend from the university decided to collaborate and earn some money from this magic Internet.

At that time, all in all about **900 Internet users were in the city** where I lived. We simply placed ads on a free domain. Some clients had never seen the Internet, but wanted to be there with our help.

We searched for the clients the way I was taught in Multi-Level Marketing – we printed leaflets and visited every shop, office down the main street, asking to see the director. Step by step, getting 3-5 dollars per client a month, eventually we got as much as $100. That was a lot of money for a poor post-Soviet student. Educational scholarship at that time was about $5. Thereafter we just visited them once a month and harvested. We were Rockefellers among students :).

I love to joke that we owned 100% of the Internet market in our city :).

Why am I telling you this?

We had zero features. We had nothing. **We were selling, listening to our customers and making their dreams come true.**

Was I so genius about this from the very beginning? No. We just had no money and no skills to build anything.

Years after that, when I had money, possibilities, time and skills I started vice versa - from creating a product with a bunch of features. And that story finished very poorly. You remember it.

This story repeated a bunch of times. Only years after reading very smart books from very smart guys did I find out how lucky I was in the

beginning, having no money. We were doing everything in the right order.

In 2000 I moved to the capital of Ukraine - to Kiev and was hired as a manager of a travel aggregator. The company had money only to cover my part-time salary. Luckily.

Again, I started to visit travel managers in their offices **and talk to them**. I found out that the simplest feature on the site is the most demanded. They wanted to receive individual requests for traveling from our visitors. No listings, no search, just requests to their email. This feature was also the most demanded by the visitors.

I focused on only this one feature, created it by myself in a week and in a year the service was profitable. As a bonus the service was awarded "Best business idea" on the biggest national IT competition.

Another side of this mistake is *"We build our product so long so that we can make it perfect. We have no right to make a mistake, otherwise customers will think, that we are assholes."*

This point is the riskiest one. A motto of all-in players. Nice way to burn all you have. Actually, you will not face this mistake if you start the right way as I described above. But if you are in the middle of this mistaken path, here is my another example not from the IT arena.

As I'm a drummer (yes I'm a drummer :) as well), me and my friend from our rock band decided to create an [album of 12 songs](). We wanted to make them perfect. Our mood should be perfect, timing should be perfect, comfort should be perfect, everything should be perfect. We created two songs within a year.

I had a lot of free time. But after the sad story with my first global service, I felt, that soon I would have to work very hard and for a long time. Hence, I will not have time. Only two months were left before I was going to have to look for a job. And we decided to focus on creating the rest of the 12 songs (10 left) within a month. Big plan!

And we did it.

Everything was not perfect this time.

Here is the funniest thing. When I started to promote our songs it turned out, that **one of our "not perfect" songs was the most popular**, the most demanded. This sub-genre of song was the easiest one for us to create.

Filming a video clip for our "not perfect" most popular song

Takeaway.

There are two ways:

1. Burn all your money and time on developing a perfect spaceship, go all-in and play a 1:1,000,000 lottery.
2. Or **talk to prospects, sell, and create fast one feature they want to buy and make money.**

Mistake #1: *"My team doesn't have enough interest to dive into growth hacking and generate ideas. I'm not sure if it's even possible at all."*

Before 2015 I was always telling my team that I wanted to hear ideas from them. "Your ideas are very welcome." - I was telling them this all the time as a mantra.
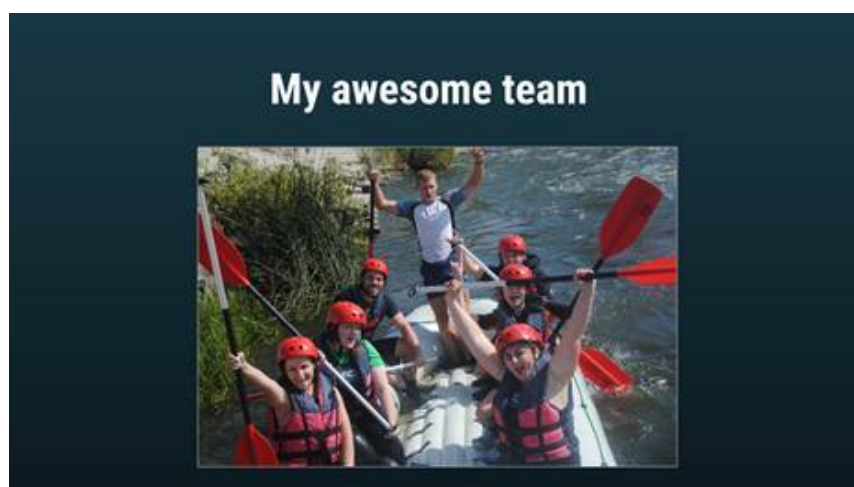
But they did not generate ideas. And when they tried, those ideas were not applicable. **They were ideas of a designer in a vacuum, or ideas of a developer in a vacuum**. They were nice if nothing existed, but design or but backend/frontend.

They were upset when they heard that their ideas were not acceptable. As a result, after some time they stopped offering any ideas.

After a couple of years, I got an understanding of what could be the reason.

They just did not see the whole picture, as I did. They did not know successful growth hacking case studies, which I read every day. All they knew was their niched knowledge, and niched responsibility. We were not on the same page.

When I got this understanding I created a growth hacking training plan for them.

I gathered everything I know about growth hacking starting from the basics, which I considered as obvious, but for my team it was like discovering the American continent the first time in the history.

After that I told my team to subscribe to [GrowthHackingIdea](#) and receive all the ideas they needed to stay on the same page with me.

The team was really excited about the training and examples I had prepared for them! At last they saw the world through my eyes.

Here is the culmination.

In a month one of our developers offered an idea, that helped us to achieve in a week, what we were planning to achieve in 10 years!!!

Feel it. 10 years of wasting time turned into one week. Just because my team got on the same page with me. Just because I uncovered for them the growth hacking framework and real case studies.

Think about it. Are such out-of-this-world results worth helping your team dive into growth hacking, and making them fall in love with it?

Helping your team dive into growth hacking

What started as an instruction for my team, turned into a growth hacking plan.

My community members asked me to create growth hacking plans for them. And I utilized this plan, helping them and their teams to dive into growth hacking.

Later on I became so busy with my musical startup Concert.Expert, that I had no time to help with growth hacking plans for our community.

Then I decided to turn this plan into a book to help everybody in the world avoid my painful mistakes, and to help everybody build their own winning growth hacking plans.

As I mentioned, **I developed this book in a way that any person of your team can understand growth hacking from the very basics.**

If a member on your team knows something, he can skip certain parts.

If you are an advanced growth hacker

You can switch to the end of this book directly to the TOP 300 growth hacking case studies and tricks, which I carefully selected 300 days' worth and shared with my community members.

They are divided into AARRR sections and I often utilize them as a generator of growth hacking creativity.

One Growth Hacking Idea a Day to your Email

You have exclusive access to invitation-only growth hacks: bit.ly/GHPlan

Growth Hacking Plan

What is growth hacking all about?

Following a system that applied all of this knowledge, Facebook, Twitter, LinkedIn, Spotify, Airbnb, Uber, Dropbox were transformed into **billion dollar companies** within a very short time span.

The speed of this growth was groundbreaking. They were **the first** to unlock the secrets of growth.

One of the most prominent examples involves Hotmail:
*In 1996, the Hotmail team was planning to spend all of their investments' funds on advertising. But their investor had a better idea. He offered to add a simple text, which read "PS: I Love You. Get your free email account at Hotmail.", at the bottom of every email sent from their mailing system. Just 18 months later, this simple text had gained them **12 million users with zero marketing costs**.*

This is the story of growth hacking.

You will see how growth hacking can increase the revenue of your company by hundreds or even thousands of times. And you will **not need to work harder** or longer.

You will learn how to work smarter and more efficiently while having fun.

The book will dive deep into the nuances of creating a **growth hacking plan** the right way. You will see the whole picture and understand how it works, so that you can reach your own crazy exponential growth.

Also, I have carefully selected **over 300 tasty examples** and inserted them into this book to create a story that is even brighter and more entertaining.

Let's start our exciting journey.

Growth hacking mindset

When I develop a growth hacking plan for a startup, I **never create for just one person** who names himself a growth hacker. The growth hacking plan concerns every person in the company because growth hacking is a mindset of the whole company, not a mindset of a single person or department.

There is one huge **difference between growth hacking and marketing**. Growth hacking is about tweaking various aspects of the company; it covers everything.

- If you've done something that has increased the **efficiency** and happiness of your team by 2 times—this is growth hacking.
- If you established a weekly practice of rewarding those who generate the biggest amount of ideas and this **motivates** the whole company to generate more and more ideas, this is growth hacking too.
- If a Tibetan monk sits and prays on your roof and this increases your **revenue**, this is also growth hacking.
- If you changed your **hosting provider** and it increased your revenue —again, this is growth hacking.
- If your **developers** found a way to instantly receive tons of leads via somebody's API, this is growth hacking too.

Growth hacking is about doing anything to **increase your revenue**.

Growth hacking is **inside sales scripts**, inside ads campaigns, inside articles, inside coding, inside design, inside hardware, inside building. inside mood, inside hiring process, inside food, in the air—inside every single activity in your company.

If you are the only one who understands the principles of growth hacking, then you will cut your company's growth a thousand times.

If you are the only growth hacker in the company, then you are the only one who is focused on the everlasting question: "**What else can I personally do right now to increase the revenue of my lovely company?**"

Imagine an **ant colony** where only one ant knows the shortest route; he jumps from the source of food and lands directly in the anthill within seconds. Perhaps he tries to share his secret, but **nobody can sense** the principles behind this approach, how to jump, or why his route is better. The rest of the ants continue to go the longest way through the forest, which takes a week to bring a single piece of food into the anthill.

The magic starts the moment the whole colony adjusts their focus towards following one goal: "**What <u>else</u> can <u>I</u> personally do <u>now</u> to increase the revenue of my lovely company?**"

This is the first and **most important step**.

Focus on **one goal** that unites the entire company. You can tweak it to fit your company's needs, but **every single member** of the company should be aware of this main goal.

It should be **glued to everyone's tables**; it should be everywhere. If you awaken any member of your company in the middle of the night, he or she should be able to recite the goal automatically, like a poem.

The rest of this book will supply you with a variety of theories and methods that you can apply to achieve this goal faster, better, and more efficiently—while having fun along the way. **Focus is the foundation**.

To achieve crazy success through growth hacking, you will need a **crazy speed of generating ideas** in all areas of the company, as well as a crazy speed of implementing those ideas.

If your **team doesn't get** why they need to do what you tell them, then they will do it much slower because they don't feel enthusiasm, motivation, or sense.

Speed is the most important fuel for growth hacking. Growth hacking without speed is a pain in the ass, like a **car without wheels** in the middle of the desert.

This is why **everyone in my team** knows exactly what I'm going to tell you in this book. This is why they are subscribed to the GrowthHackingIdea mailing list and why they embrace their understanding of growth hacking every day.

Let all of the members of your company dive into the amazing world of growth hacking so they can be on the **same page as you**—turning your company into a team of superheroes. This video training is the perfect launching pad to send all of you toward the planet of growth.

If you think that this knowledge is too complex, I must admit that Growth hacking is far from rocket science. It's a set of pretty straightforward principles. When you get them, you get growth hacking.

Do you remember **how babies explore the world?**

Their natural way of learning always **starts from excitement**. Much later, we get raped in school by the principle "Learn to get marks," and we start to force ourselves. But naturally learning is big fun, and it starts from excitement.

Do babies get tired of learning when they ask you infinite questions with shining, excited eyes? No. You as a parent do, but they—never do :). So, where am I leading to?

My goal here is **not to force you** to study this crazy knowledge. My goal is the opposite—to show you exciting results and identify how they affect your personal desires. It will naturally brighten your eyes and awaken your hunger for knowledge.

Now, let's have some fun looking through the most popular **growth hacking myths**.

Growth hacking myths

Myth #1

A lot of people think that the current Internet giants grew because their **products were awesome**. I thought the same way.

You may be surprised to learn that it is **very easy to develop** a website, from the ground up, with Facebook's most popular features. The same could be said of Twitter, Uber, Dropbox, or any other service on the planet.

In just a couple of weeks of coding, you'd have it. **Yes, weeks!** Not years and not months.

In fact, there are already thousands of Facebook **clones**, Twitter clones, and Uber clones. You can buy one of them today for under a thousand dollars.

They have **better designs**, more features, and better algorithms, but not nearly as many users as Facebook.

Moreover, the majority have **zero users** or have already been closed. You can Google and find a lot of dead clones out there.

Myth #2

You may think that the key is **to be first**.

But—Facebook, Uber, Dropbox—none of them were first. Dozens of the same ideas were launched **before** them but turned into dust.

Myth #3

The majority of people think that companies like Facebook, Twitter, Uber, and Dropbox implemented **one super awesome secret thing** and instantly hit the "hockey stick" curve of growth.

The same group might think that the goal of a growth hacker is to **figure out that secret** so their own company can fly to the sky.

This book will **open your eyes** to the biggest secret of Silicon Valley's crazy growth. And it will supply you with actionable instructions on how to build your own winning plan of exponential growth.

So, **why did those giants grow?** And how?

The fact is that such a huge growth is the result of **thousands of tests**, which they ran and continue to run every day.

Moreover, about **80% of those tests failed**.

Each of the thousands of winning tests increased their growth by a **small percent**. When you **combine** all those small percentages together, you can see the huge, overall growth.

This is **very very important**. You need to make a lot of tests, actually thousands of them. Each of these tests will increase your growth by a small percent, but, cumulatively, you will develop that tasty hockey stick growth. As you can make a conclusion, **the more and faster you run your tests**, the bigger and sooner you gain tremendous growth—and the bigger your personal profit will become.

For example:
Twitter runs over 500 new growth hacking tests every year.

In this case, many people also think that growth hacking is **a list of creative tactics**. They are both right and wrong at the same time.

Growth hacking ideas are like seeds in a bag. If you do **not follow a certain plan** and just throw them to the ground at a random time of the year, then that majority of the **seeds will die**.

Myth #4

The last of the most popular myths is that you can hack the growth of anything. All you need to succeed is a brilliant growth hacker with a brilliant growth hacking plan. In fact, this is not the case. You can't hack the growth of just anything. Growth hacking does not work **without achieving a product/market fit first**.

Product/market fit

What is product/market fit? This is when your **product is demanded**—when it solves real problems not cooked-up ones.

You shouldn't attempt growth hacking for a product that has not achieved a product/market fit, **because you will fail 100%**. It is like investing a billion dollars into promoting a dead candidate for presidency. It will be funny, at least for those who love black humor, but he will not be elected.

How can you easily determine whether you have achieved a product/market fit?

There is one trick, which was invented by Sean Ellis.
*Just ask your current users how they would feel if you killed your product forever. Offer them an option between three answers: very disappointed, somewhat disappointed, or not disappointed. If **at least 40%** of your users answer "**very disappointed,**" then you have achieved product/market fit. Otherwise, focus hard on achieving a product/market fit.*

Only after that should you get back to promoting your live candidate for presidency.

Here is one popular idea about product/market fit, I hear about 50% of the time. A company has **a stable, profitable business** and the CEO wants to invest money from this business to create a new one. For this new one, he wants to develop a growth hacking plan.

I usually predict that this will **kill both businesses** and recommend that you focus on the current one instead. But there are nuances.

"New" very often means either "I have an idea of the business" or "I have a product." In both cases, that means a person did not achieve a

product/market fit yet. And **you can't hack the growth of anything before achieving a product/market fit**.

This is a fundamental rule. But A LOT, HUGE, ENORMOUS number of people invest thousands, hundreds of thousands, **millions of dollars** into growth before achieving a product/market fit. Even if you do not invest money, you invest time.

By the end of the day, you find yourself having **wasted YEARS** of your life on millions of attempts to **hack the unhackable**. Trying to hack the growth of something before product/market fit is like digging a well in the desert without ground water.

Or, it's like digging gold without previous tests to determine whether this ground has enough gold **to cover the expenses**. If you did not watch "Gold rush" on Discovery channel, I recommend that you do so.

You will **feel their pain** pretty deeply and closely—what it is like to invest all that you have, into something before the golden analogue of "product/market fit.".So, if you already have a current business that makes you money, it is FAR easier to hack its growth, even if you don't see how. There are tons of ways.

Reaching product/market fit can be very tough and time consuming. For example, it took me **4 years to reach product/market fit** for one of my startups in the music industry. Four years! Just think about it. And there are a lot of entrepreneurs among my friends who could not reach a product/market fit even during longer periods.

The amusing part is that **I knew** I needed to achieve a product/market fit first. But, I did not know the deep nuances of how I should do that. At times, I even **falsely thought** that I had achieved a product/market fit.

Missing this challenge cost me **5 failed businesses** in a row, despite the fact that I raised **investments** 5 times and even received one **grant**.

It is a thousand times easier to hack growth of any existing, profitable business. You can **get results almost instantly**. You can double your

revenue in a week by utilizing a bunch of growth hacking techniques. It is worth thinking about

How can you achieve a product/market fit?

There are two ways: hard and easy.

How to achieve a product/market fit: The hard way

The hard way is to create a product and then try to achieve a product/market fit. Sometimes magic happens and this leads to success. Though you will need to make **a lot of iterations** to fit the needs of your customers, or focus only on those who love your product.

For example:

*In 2010, three months after Pinterest launched, **the site had only 3,000 users**.*

But instead of changing the product, the CEO thought he could just find more people like himself.

*So, Pinterest started to have gatherings at local boutiques. He took fun pictures of the people who attended them. Then, he **engaged bloggers** through invitation campaigns like "Pin It Forward," where bloggers got more invitations to the site by spreading the world.*

Pinterest is a lucky exception. Usually **startups die from money exhaustion**. It's time consuming and risky to use this strategy because you will need to repeat the development and delivery process an unknown number of times. Listen to your users, then iterate again and again and again.

If you love to play the **lottery**, then this is a good alternative. You will gain a lot of adrenaline.

How to achieve product/market fit: The easy way

Before telling you about the easy way, I'm going to tell you a **story**.

*Once, I decided to build an **awesome global service** for the first time in my life. Before that, I was building only small, local products. I sold two of my businesses and then **invested all of my money**, and two years of my life, into developing it. After all the money was gone, I raised investments. We finished the product, launched it, acquired users, and found that **nobody gave a shit** about it. Nobody wanted to pay anything. The product was buried. That was the end of the story.*

That was brutal, but that's what happens when you try to do something **before achieving product/market fit**.

I know a lot of folks who have gone bankrupt **building super spaceships** before reaching product/market fit. Millions of investments have been burned this way. And a lot of people still follow this crazy approach. Every day, millions of dollars are wasted on developing spaceships before reaching product/market fit.

I acquired this knowledge **the hard way**. Try to imagine what I felt during those two years.

And now, you know the price of this knowledge. I will give you a simple framework for **reaching product/market fit in 3 days** without writing a single line of code. Yeah, that sounds crazy after my story!

The product/market fit framework

So, the framework starts with compiling **an email list** that includes your target audience. Let it be even 100 subscribers.

There is **no need** to write even **a single line of code**. You can do it manually in just one day.

Why email?

Imagine if you inherited a million dollars and invested it into gaining a **million followers on MySpace**. In 2008, you could have been a superstar, as it was the world's most popular social network.

How much do those followers cost right now?

Oops. **Very close to zero.**

What stops Facebook and other social networks from repeating MySpace's experience? Who knows?

Here is another graph I love. It shows the correlation between decreasing organic page reach on Facebook and an increase in stock price:

Source: https://blog.bufferapp.com/facebook-reach-strategies
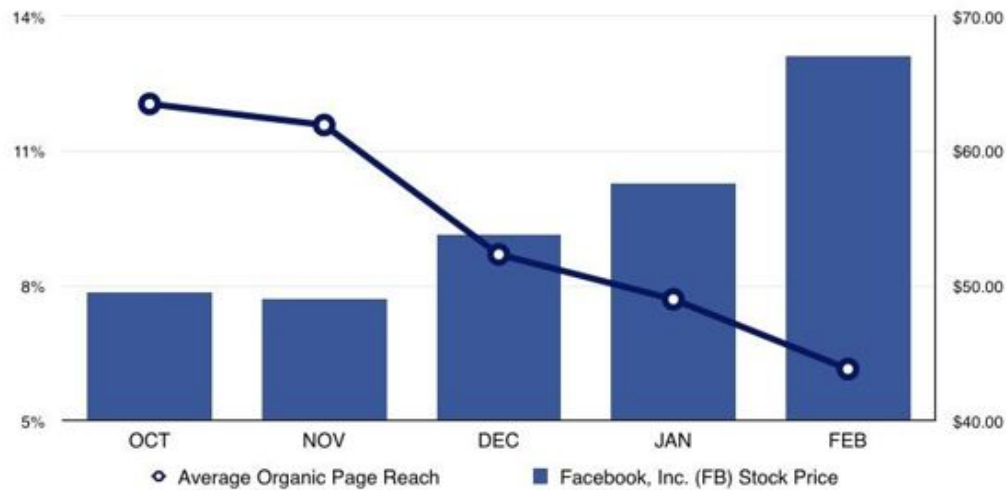
Yeah. The farther the **more you need to pay** to reach out to your "own" users on Facebook.

Looks like people invest money and time into growing their "own" user base on social networks – but in fact, **they don't own it**. Surprise!

You got it. Here's more: this graph shows which channels provide the biggest return on every invested dollar (ROI).

Which marketing tactics have the best ROI in your company? (Top 10 only)
Source: DMA National client email report; 114 respondents; May 2012
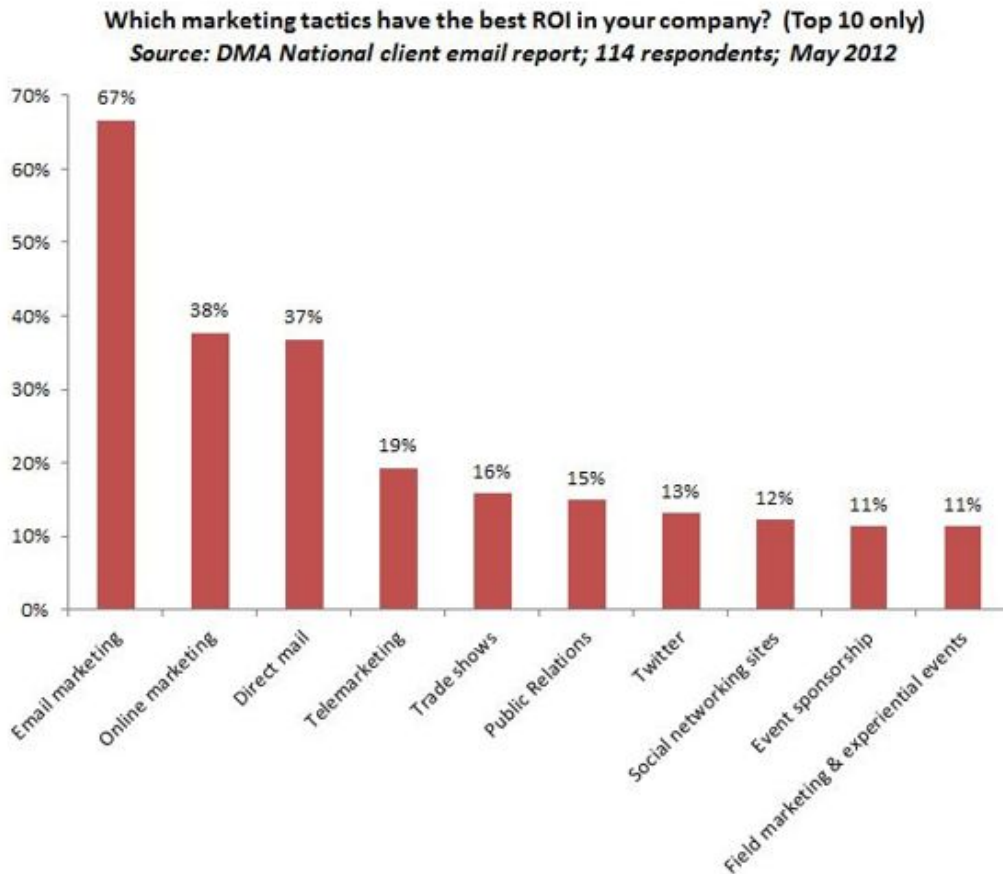
Do you see this? Yes: when it comes to monetization, **email is the leader** in the modern world among all marketing channels.

According to data compiled by Litmus, email regularly offers better value per dollar spent than even search and paid ads:

And:

1. **Nobody has a monopoly on email**.
2. Email is more popular than all social networking sites combined. According to a recent study by Ipsos, nearly 85% of people who use the web will use email, compared to only 62% who use social networking sites.
3. Email gives you **direct connections** to your users.

4. You own the list of email addresses.

5. It's **free to send emails**.

Love it? Me too.

Here is an amazing case study.

During his recent sale [Josh Earl was able to compare](#) Twitter and his mailing list head to head. He sent out different discount codes to his mailing list, which had around 4,800 subscribers, and to his Twitter audience, which numbered around 9,300 at the time.

The result? **The mailing list generated 1,100% more sales than Twitter**.

Still want to invest money into growing the stock prices of Facebook/Twitter and letting them charge you to interact with your own users? Or do you want to create a really profitable business using your own email list?

The answer is obvious.

Though it does not mean that you need to remove all your social profiles all together. It means that you need to utilize them as much as possible to convert users into emails, to **grow your email list**.

Because this is the best way to keep in touch with your prospects on a regular basis **without investing money** into acquiring new users all the time.

I will tell you more about email marketing a bit later. Also, I will tell you how to get those subscribers.

After you have your email list, follow this magic sequence:

1. In the first email, ask your subscribers "**What is the most painful problem that you want to solve the most?**" And offer a bunch of problems that your hypothetical products could solve. Choose the most popular problem.

2. In the second email, tell them about **the most popular mistakes people make when they try to solve that problem**. Describe manual solutions.

3. In the third email, tell them that **you can create** a tool that will perform those manual solutions automatically. And describe how awesome it can be. The price is going to be X.

4. **But, you will only do it if you get at least 10 pre-sales.** You can set any minimum amount depending on the amount of subscribers in your list. The pre-sale price is X minus 50%. If less people pay that price, you will refund the pre-sales and you will not create the tool.

5. If you get pre-sales, then **you have reached product/market fit before your product even exists**.

Easy, right?

For example:
Within 28 hours, Brian Harris got 205 subscribers from scratch and pre-sold his **nonexistent product** *to 13 of them.*

Another example:
Hayes Drumwright followed this instruction. He wanted to fail fast. But instead, three different companies gave him $35,000 each **based on the concept alone***.*

For a long time, I recognized that it was better to see the money first and develop second. But, I had a couple of excuses:

The first was **"But people need to see the product, touch it, and taste it before making a decision to buy."**

That turned out to be a total bullshit. It's far more difficult to sell the product that **already exists** than to sell a nonexistent one.

Why?

Because you are infinitely and instantly flexible.
Bill Gates did just that.
*He made appointments with corporations and asked them what they needed. His answer was always the same: "**That's nice, we have it!**"*

Can you say that when you already have a product? No. This is how Microsoft was born.

*12 years ago, one of my business partners dressed in the most expensive clothes and convinced a customer to purchase a system that was brand new to the market (**it did not exist**). He told them that we needed 1 month to install it for them. After the money was **in our bank account**, we started to develop that brand new product from the ground up. This is how one of our businesses was born.*

The second excuse was that "It's enough just to find out the most painful problem and build a great solution that people will pay for" or **"It's enough to ask whether they will pay for the product and hear YES."**

That's a second line of bullshit. It cost me **another year of my life**.

Do you want me to give you a gift—an additional year to your beautiful life?

This is how you can get it: **don't believe in anything except money** in your account while achieving product/market fit.

The only indicator that tells you for sure that you have reached product/market fit is money in your account **from pre-sales**. Only after that can you raise your ass and start to develop your first line of code.

If your users do not trust you enough to pay upfront then they will not trust you either when you will have a product. Focus on building trust.

It looks like you've just **gained 3 additional years** to your exciting life after reading this section. Not bad, yeah? :).

If you already have a product, think about this concept in terms of new features. Instead of creating a new one, **pre-sell them first**.

But, you need to follow this framework strictly. Don't try to pre-sell your stuff in the first email; you will kill all the magic.

This framework is called MPAP, which means: **Mailing list + Problem + Agitation + Pre-sale**.

It is the **easiest formula ever** for reaching product/market fit—just 28 hours and no coding expenses.

Compare that to 2 years of developing something that nobody cares about and **investing all the money you have (my experience)**.

No words.

What will happen, if you **don't get enough pre-sales?**

You can follow this framework every day, testing new problems, sending emails to the same subscribers, and **wasting zero money** on acquiring users to test your next idea.

When I learned this framework, I was smashed, shocked, and excited all at the same time. You can imagine that.

Painful memories.

OK, let's move to the next step.

The goal

I'm a big fan of a growth hacking framework called "**High tempo testing,**" which was founded by Sean Ellis, the same person who coined the term "growth hacking." He helped Dropbox and EventBrite become billion dollar companies.

Growth hacking framework is actually an engine of hacking growth; it's a plan or set of instructions detailing what you need to do in an **infinite cycle**.

As I already mentioned, speed is the core of growth hacking. Let's define the speed of growth hacking more clearly. The speed of growth hacking is the **amount of tests you run each wee**k.

For example:
In 2010, Twitter's growth began to slow down. What did they do? They ***increased the speed*** *of their growth hacking. And this is what happened.*

Almost the same story occurred with the famous website GrowthHackers.com, founded by Sean Ellis. At one moment, their ***growth slowed down*** *and began to decrease. Then, Sean said to his team that from this moment forward, they would perform* ***3 tests per week at a minimum****. This is what happened next.*

GrowthHackers Monthly Unique Visitors

Source: http://sales4u.co/blog/agile-growth-these-5-companies-implemented-regular-growth-tests-to-grow-faster/

*Sean's team was not very big –2 half-days, part-time developers. Actually, it was like having **one full time developer**.*

You can figure out for yourself what your own speed of growth hacking should be, **depending on the amount of members in your team**. Again, this doesn't only concern developers, it concerns everyone.

The mathematics are dumb simple:

more tests drive more growth.

The framework

The introductory part is over. Now we are ready to dive into instructions on how to hack growth.

The "High Tempo Testing" framework consists of 4 parts, which spin in a **never-ending cycle**.

The four parts are:

1. KPI analysis
2. Generating ideas
3. Prioritizing ideas
4. Implementing ideas

Every step has tons of **nuances**.
Now, I will walk you through each of them.

The framework: Step #1 - KPI analysis

First, I will tell you what it is.

In short, the key point is to **identify the weakest chains**.

To identify them, we need to split everything into cells. A cell here is a **conversion** from one state to another.

If you place all the conversions in a line, you will see a long long **funnel**.

The first cell in this funnel is all the people and all money in the world. The final cell in this funnel is the amount of **recurring customers** and the money in your bank account.

Now, let's fill in some of the details.

The framework: Step #1 - KPI analysis: Conversions

Growth hacking always starts with **collecting data** statistics about conversions. Data analysis is the cornerstone of any improvement.

If you do not analyze data, growth hacking devolves **from science to gambling**. Simply speaking, it does not work.

Gut feelings are very limited in the amount of data that can be analyzed, and they always lose to concrete **data analysis**. Facebook, Dropbox, Uber and all the other monsters each have a team of data scientists to analyse everything, **to know for sure what you need to improve.**

Biases and experience play against you here. They force you to avoid analyzing something that can become the cornerstone of your growth. Very often, it happens **subconsciously**. You automatically ignore something very important.

Throw your experience and biases away at this stage. You need them, but not here. All you need is data. **Track everything**.

I use two methods for collecting data.

First, I use my **own database** from inside my own programming code. In some cases, this is easier for me personally.

Second, I use **Kissmetrics**.

Kissmetrics is perfect for creating funnels, building cohorts, segmenting, and a lot more. There are now a lot of **services like Kissmetrics**. If you wish, you can choose any of them that suits your needs.

Everything that is outside your website should be analysed too, if you want to improve it. Without this initial data, testing any hypothesis is a **blind game**.

Why?

1. First of all, you will **never be sure** that you are investing your sources into solving the weakest points.

   If you improve the weakest conversion, then you will get the **highest return on investment**. It's simple mathematics. Everybody wants to invest the smallest amount of money and time and to gain the biggest profit. Data analysis is your key to this goal.

2. The second issue that you will face without analysis is that you will never know for sure whether the results of a test are **positive or negative**.

   You need to compare a test with basic data from the same period of time. Otherwise, it's like swimming in the ocean with blind eyes and deaf ears. You **won't have any sense of direction**— any sense of your goal.

What kind of data we should analyze?

We should analyze any conversions from one state to another.

For example, if out of 100 new visitors only 5 make a purchase, then the conversion from new visitors to customers is 5%. And it's the same issue with all other conversions.

The framework: Step #1 - KPI analysis: What to improve?

Every funnel has a beginning and an end. At the beginning, we have the largest amount of people who never heard of our product. At the end, we have the smallest number—all the people on the planet who bought our product.

So, a graphical representation of a perfect funnel is a pipe that is **the same diameter** in the beginning and in the end. This means that 100% of the people bought your product.

And the best of the best funnels is a **never-ending pipe**. That means people always come back again and again to pay for your product.

The ultimate goal of growth hacking is to always strive for the best of the best funnel. If your funnel narrows down somewhere or is not endless, then this is where it needs improvement.

The framework: Step #1 - KPI analysis: The most important conversion

You may already imagine an infinite amount of conversions from one state to another, and you may feel the **heaviness** of figuring out where to start.

The following information will help ease that burden.

If you don't want to sink into this infinite sea of conversions, then you need to **focus on only one key metric**. That is much easier :).

The most important metric for any real company is **Revenue**. Focus only on this.

In other words, look at any conversion—not from the point of its own, separate, small conversion in the big ocean—but how it converts or **how it affects your Revenue**.

From this point of view, it becomes to be **very easy** to define what you need to improve first, and what to leave for last.

Imagine all the conversion rates that affect your Key Metric as a list. It is **organized by conversion rates**. The smallest are at the top.

The first positions in this prioritized list are what you need to improve first because that will give you the **biggest return on your investment**.

I did not say that "the #1 in this list is what you need to improve first of all" because there are other factors, such as the **amount of time** needed to improve a conversion.

But it concerns a list of hypothesis, which I will cover in one of the **next chapters** in great detail.

The framework: Step #1 - KPI analysis: Conversion phases

There is such an awesome dude. His name is Dave McClure. He is the founder of accelerator "500 startups," which is one of the **TOP 3 startup accelerators in the world**. He defined a metrics model with a pirates' name, "AARRR."

The model has 5 phases:

- Acquisition
- Activation
- Retention
- Revenue
- Referrer

The <u>acquisition</u> phase covers **attracting new users** to look at your product.

The <u>activation</u> phase helps the user **reach an AHA moment**—to understand, see, and feel that the value is good enough to stick with a product.

The <u>retention</u> phase does everything to make your user **returns again and again** and again—forever.

The <u>revenue</u> phase converts users into **paying customers**.

And the <u>referrer</u> phase helps users **invite new users**.

This was our first step of the framework.

Now, let's move to the second one.

The framework: Step #2 - Generating ideas

When it comes to generating ideas, you need to totally **switch off your criticism**, prejudice, and bias.

Don't be afraid to have a huge list of junk where you may not be able to find pearls. I will tell you in the next chapter how to **automatically prioritize** this huge list and make your pearls pop to the top.

For example:
*One man in Sean Ellis' team offered to move an opt-in form from one place to another—**stupid idea**. When tested, it resulted into an **800% increase** in subscribers. Can you imagine if your company's revenue jumped by 800% just because of somebody's stupid idea? **Accept stupid ideas**, they can become your best pearls.*

Everybody in the team should have **access to a list of all the ideas** ever offered and tested. I will show you my simple template that you can use and share with your team.

Why do you need to give access to the entire company to generate and add ideas?

Because growth hacking lives in deep nuances. And only the people who do a certain part of a job know them. You **alone will never be able to dive** deep enough into all of the nuances of everything your team does. They will always know their job better than you.

Hence, they always will be **the best growth hackers in their niche**. Nuances are the nitrogen fuel of your exponential growth. They are SUPER important.

Growth hacking is more about creativity, more about doing what others don't, more about individual details connected from different areas into an explosive **mix**. The only way to create something new and super

effective is to dive deep into nuances, to be connected, to be **one organism with all the members** of the company.

There are a lot of examples where changing one word in the copy resulted in a huge **increase in sales**. You will never come up with this word in all niches. But, your team will.

The other benefit of allowing access to your growth hacking plan is that everybody in the company will be able to see **examples of what worked and what didn't**. They may be **inspired** by seeing which ideas already exist and being able to check the uniqueness of their own ideas.

Let your people **define the authorship** of their ideas. There are two benefits here: you will be able to run a competition to see who offers the biggest amount of ideas and thereby motivate the entire company.

The second benefit is that, in the case of an **incomplete understanding**, you can always contact the author for an explanation of what they had in mind.

Every idea should be **tagged**: Acquisition, Activation, Retention, Revenue, or Referral. You already know what these mean. You can print the definition of each tag and, at any time, look through it to refresh your memory.

The next thing you consider for each idea—is **who will be responsible** to make the test happen. Some things can be done by a designer alone, some things by developers, and others by CEOs. This will help you to filter your ideas in the future.

You don't need to organize this alone. **I will give you a template**.

Let's move to psychology.

The framework: Step #2 - Generating ideas: Psychology

If you think that generating ideas is the process of creating them, then this chapter is for you.

I will tell you about the **psychological aspects** of generating ideas.

There are two tasty facts about generating ideas that make this process easy.

First fact: The majority of ideas already exist. You just need to formulate the correct questions in your mind to get the answers right out of Google. **I will share with you my template—list of questions**.

The second fact is that **uncovered, nonpublic ideas exist too**. Great philosophers and scientists did not invent new laws and ideas—they received them—like you receive a song, when you tune in your radio.

To demystify this idea, I must admit that there is **no such device** as an idea generating radio. At least for now:). Scientists figuratively tune in their inner radio.

Let's explore **how** you can do just that.

How do radio works? **You focus all of the attention** of the radio to a tiny and very specific frequency. If you do not focus, you will hear nothing but random noise.

Let me tell you what I personally use, and it **works for me all the time**. I did not invent this method. It was a doctor of physics and psychology, Champion Kurt Teutsch, who invented it.

So, what you need to do is to **focus your attention on a certain question** about very certain aspect or activity related to your company.

The second thing you need is **examples**. You will find over 70 examples in this plan and 300 at the end of this book. Just read them through. They will tune your brain into the necessary frequency, and you will receive new ideas right into your brain **as if by magic**. At least, the first time you will treat it as magic, and later you will get used to it.

Always remember about focus. Lack of focus, vast areas, and general questions bring you nothing. With a **very narrow focus, you will get a waterfall of genius ideas**.

Let's move to my **templates**.

The framework: Step #2 - Generating ideas: Frameworks inside the framework

It's easier to find ideas that have been tested by somebody else. There are a lot of them on the Internet. People like to share their cases. If you find them and try to test too, then it will increase your chances of getting your own successful tests. These questions will help you focus and either find answers on Google, or get new tasty ideas right into your head, or a beret of crazy ideas.

The biggest benefit of googling and **reading examples is that all those answers go through the filter of your own huge experience**, and your colleagues' huge experiences when you share ideas, and then turn into unique and explosive growth hacking ideas, enriched by priceless nuances that each of you own. That's the key.

Now I will share my frameworks with you. Each one is accompanied by a template of questions to boost your growth hacking creativity.

Make a habit of asking yourself these questions at the beginning of every day, and write down ideas that hit your head or that you find on Google. Ask yourself these questions, not in general but concerning a certain aspect of your niche that hurts the most. Get the list of the weakest conversions and ask yourself how to … and a list of these questions.

Ask yourself just once—and you will have a lot of ideas every day. **Multiply this by the number of people in your company**, and you will get an enormous amount of ideas. Some of them will be pearls that can grow your company a thousand times. The more ideas you generate; the more pearls you will be able to test.

Just one time a day provides an amazing impact.

Let's move closer to Retention.

Retention framework

So you have achieved product/market fit. Now it's time to hack retention.

But the AARRR funnel begins with acquisition. **Why would I start with Retention?**

Because Retention is the second hardest part after product/market fit.

A Quick Recap:
What is retention? It is how your customers' activity levels change over time. If some customers churn month over month, then you will **end up with no customers** after a while. If your customers stay with you no matter how much time passes, then your Retention rate will be as **flat as a plateau**.

Or, in simple words:
The maximum good retention is when all of your **customers stay with you foreve**r.
The maximum bad retention is when your customers fall off the next day—altogether and forever.

I recommend that you pay attention to retention first (after you reach product/market fit). Three of my businesses **failed because of lack of retention**. And that cost me 2 more years of my life. It looks like I'm a pro at finding the hardest way :). I hope it will motivate you enough to avoid this path.

I was investing money into acquiring new users, and they were **all gone after a while**. All I achieved was the increased revenue of Facebook and Google. If you don't want to be a person who **donates money to Facebook** and Google, focus hard on achieving a flat as a plateau retention rate.

This is the cornerstone. Retention that falls down to the ground **decreases your profits** to the total zero.

Without flat retention as a plateau, there is no sense in hacking the other layers of the funnel.

Because you will **multiply all of your efforts by zero**. Nobody dreams about that.

That's the power of retention.

Retention methodology

If you solve a constant problem for your customers, there is only one reason why they churn. They are not excited about how you solve this problem.

Ask yourself:

1. **How can I increase the happiness of our customers?**
2. **Where are our customers not 100% satisfied while using our product? And, how else I can improve it?**
3. **What parts of the problem don't we solve? And, how can I help to solve that?**
4. **How can I help our customers achieve even greater success?**

For example:
Sean Ellis, while at Qualaroo company, found that their 6-week retention cohorts dropped 50% when they gave people access to the product without a demo (despite a pretty good onboarding tutorial).
It was obvious that people who didn't get a demo weren't using the product very effectively. A demo allowed the company to highlight the features and explain the benefits of using those features, thereby increasing retention.

There is an automated way to constantly track the happiness of your customers.

Ask your customers: **"How likely are you to recommend [our service] to a colleague?"** on a 0-to-10-point rating scale.

This approach is called the Net Promoter Score methodology.

Why should we ask customers to "recommend" the company and not just ask "are you happy"? Because loyal people don't want to hurt your

feelings, and they will lie about their happiness. Then, one day they simply fall off, explaining in terms that are not meant to hurt you.

But when you ask them for a recommendation, they feel responsibility because they value their relationships with their friends. Nobody will recommend anything that could hurt their friends.

Input this question, with a 0-to-10-point rating scale, everywhere: in every email, every chat session, every phone call, and on every page of your website.

There are a lot of tools on the Internet that can help you utilize this methodology in minutes.

If people choose 7-8, they are called **Passives**. Right away, ask them one thing you can do to get them to score you at a 9 or 10.
If users choose 0-6, they are called **Detractors**. Ask them about one thing you should fix first.
Those who choose 9-10 are called **Promoters**. You can ask them to share your stuff with their friends.

That's the core. Even if customers are still with you, everybody who is below 9 are your potentially churned users. Focus on raising all of your scores as high as possible, starting with the lowest ones.

Here are some tasty examples.

This is what American Express says: We track the Net Promoter Score all the way to shareholder value. For a promoter who positively scores American Express, we see a 10% to 15% increase in spending and four to five times increased retention.

According to the outsourcing company Teletech, when the Net Promoter Score increased by 20 percent, the chat sales conversion rate went up by more than 62 percent while the amount of revenue generated by chat interactions went up by more than 51 percent.

iiNet's CEO Michael Malone said that a 1-point increase in their NPS equaled to a $1.6 million increase in net profit after tax. He also explained that an 0.1% improvement in customer churn added up to a 20% recurring improvement in sales.

One more question to ask yourself:

1. **How can I increase the happiness and success of each member of my team?**

Yes, you can implement this strategy in your team to have a 100% retention inside your own company. Ask everywhere **anonymously:** "How likely is it that you would recommend a friend join [our company]?" Ask this question in every aspect of your company (meetings, emails, holidays, etc.), and in every corner of your location (entrance, exit, working place, kitchen, etc.). You can print this question with an 11-row table for scores from 0 to 10 and lines for every member of the company. Then, everybody can place a tick. Add a space to answer the question: "What do you want to improve first of all?"

Be aware of criticism in your words, actions, and even sight or mind. It will kill this methodology instantly. **You should be genuinely grateful for the honesty.** False loyalty and fake smiles are your way to bankruptcy. Honesty is your way to exponential growth.

When your customers churn anyway, there are other ways to define reasons.

Churn surveys

The easiest way is to ask them an open question right when they cancel their subscription, if your business model is subscription based.

Show them this message: "Get [valuable appropriate incentive] in exchange for a short interview."

Ask them 2 magic questions:
When was the first time you started considering alternatives?
Why did you cancel the day that you cancelled and not the day before or after?

When you fix the reason, that`s the perfect time to reach out and say: "you left because of this... well, we fixed it. Come back and see..."

For example:
PopcornMetrics focused on helping their churned users become successful in achieving their goals, and it increased their revenue by 367% in 12 weeks.

Ask yourself:

1. **How can I help our churned users become more successful in achieving their goals?**
2. **How can I find more reasons to explain why users churn?**

You can get a lot of insights via deep 1-on-1s, tweaking code, and by spending hours on Skype.

Don't be afraid to spend a lot of time on one customer. Your goal is to find out principles, reasons, and patterns to explain why customers churn. After a while, that unscalable hustling will turn into fixed products, fixed texts, videos, tutorials, onboarding emails, FAQ sections,

and a lot of other improvements that will automatically boost your retention for the next customers.

"Red Flag" Metrics

The other way to find out why customers churn is to define "Red Flag" Metrics.

The general sense is to identify the difference between retained users and churned ones.

For example:
Groove found that users who stuck around after the first 30 days had initial sessions that lasted, on average, three minutes and 18 seconds.
By contrast, the first sessions of users who quit lasted only 35 seconds on average.
They started to send emails, offering help to users whose first sessions were under 2 minutes.
Of the users who went on to complete the process, over 40% stuck around after 30 days.

Another example:
Slidebean made a pricing A/B test and found a correlation between increasing prices and increasing retention. So, they increased their prices over 4 times.
As a result, their retention rate increased by 282%. And their Life Time Value increased by 20 times!
Can you imagine that? 20 times! Just by analyzing their data.

Ask yourself:

1. **What is different in the activity of churned users compared to retained users?**

2. **What is the next segment of users that shows the biggest retention rate?**

3. **What other metrics are common for churned users and not common for retained ones? What are our other "Red Flag" metrics?**

Your way to excellence

There is one simple rule for making your customers adore you and getting scored a 10.
This rule is Only ONE word.

It says—Over-deliver.

Or as Larry Page from Google said: "Always deliver more than expected."

The easiest way to deliver more than expected is to promise less. Try this test. Remove support from your pricing, but provide it as a VIP service. When a customer says that he did not pay for the support, you can tell him that this is a gift.

Ask yourself:

1. **What recurring part of our service can we provide as a bonus?**
2. **What else can I provide to my customers as a pleasant unexpected bonus?**

For example:
In a study from the Journal of Applied Social Psychology, researchers found that waiters could increase their tips by 23 percent by returning to tables with a second set of mints.

To be on top of their minds

If your service is not a tool to solve an everyday problem, you can increase your retention by reminding your customers about your company.

Ask yourself:

1. **What additional value can I send to my customers to remind them about us?**
2. **How else can I engage users?**

For example:

- *ClickInsights delivers a one-click email survey.*
- *Dollar Shave Club offers "Get Your Free Month."*
- *Goodreads ran a giveaway for one of the books in your "to read" list.*
- *Pinterest suggests content.*
- *Rogue notifies you when the product you wanted to buy will be back in stock.*
- *RunKeeper helps users set goals and track progress.*
- *SumoMe sends reports.*

But, don't be too annoying. Once a week is the optimal frequency to stay on top of their minds.

And don't send anything just to make people remember you. Focus on delivering real value, or all your reminders will end up in the spam folder.

Exclusivity

People become more loyal when they feel like they are part of an exclusive group, especially if they invested a certain amount of their own time, money, and effort to achieve it. This helps them cultivate a sense of consistency.

Ask yourself:

1. **How can I make our users feel an even greater sense of consistency?**
2. **How can I help our customers feel their exclusive status even more?**
3. **How can I increase the loyalty of our customers?**

For example, here is one study:
1. After being casually questioned about their regular voting patterns, half of a group of participants were told that they were much more likely to vote since they were deemed more politically active by the researchers. (This wasn't true; these people were selected at random.)
2. The other half of the participants weren't told anything. They were just asked to describe their voting patterns.
The Result?
The first group had a 15% higher turnout!
Our brain seeks to maintain a sense of consistency. This is why "gold" or "platinum" status works as an effective customer loyalty program.

If you mix different growth hacking principles, you can boost the effect even more.

Here is an example:
Researchers handed out loyalty cards at a car wash. The cards offered a stamp for every car wash the customer bought.
Half of the cards had spots for eight stamps, with a free car wash offered for collecting all eight. The other half had spots for ten stamps, but two of

the spots came pre-stamped.
Want to know the result?
The pre-stamped cards resulted in 178% more repeat business than the unstamped ones.

Be creative; try to a mix of patterns. Create your own TNT.

Ask yourself:

1. **What another growth hacking tactic can I add to my current idea?**

Now it's time to move to activation.

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Activation framework

The next layer of the funnel, in terms of priority, is Activation.

Activation is the servant of retention.

Get their email

What is the first thing you need to get from your prospect to significantly increase their chance of being activated?

You need their email. This is the key to long lasting relations.

Email will let you make a bunch of tests and find out what drives the best results.

First—get their email. Everything else is later.

But, what if you need their name, surname, phone number, social profile, website, credit card data, or anything else that is super important to your specific case?

The answer for your specific case is: First—get their email. You can get the rest in the next step, or even later.

Why? The more fields, the lower the conversion rate.

Here is an example:
Noah Kagan`s submission form had four fields: Name, Email, URL, Your revenue.
He decided to remove the "revenue" field altogether, leaving only three fields—Name, Email, and URL.
This small change meant an improvement in his conversion rate of 26%.

There are a lot of free tools on the Internet that can help you to collect emails.

For example:
Fedora installed a SumoMe widget called "Welcome Mat" in 5 minutes and boosted their opt-ins by 70%.

Another interesting example:

The University of Alberta increased email subscribers by 500% using a pop up survey that asked anyone who spent more than 10 seconds on the site: "You seem interested in UAlberta news. Would you like to sign up for the Daily News email?"

Ask yourself:

1. **How can I turn more of my ghost visitors into emails?**
2. **How can I incentivize more of my prospects to leave their emails?**

The main activation metric

You already know, that there are metrics that predict retaining users. They are the opposite of "Red flag" metrics.

Ask yourself:

1. **What metrics are typical for retaining users?**

Focus on helping your users achieve them.

The main rule of hacking the activation rate is to know your one "Green flag" metric. First, set your clear goal and define your "Green flag" metric. Then, hack it.

This is pretty simple after you have defined your "Red flag" metrics because they are the opposite.

Some popular examples:
Dropbox found that people who backup one file from their computers into the cloud are more likely to retain.
Facebook defined that users who connect with 7 friends within the first 10 days become retaining users.
Twitter found that their "Green flag" metric is when a user follows more than 30 people.
They all focus on achieving this "Green flag" metric first.

Customers language

When you create any text for your product, you need to utilize the exact words and phrases that your customers use. You need to deeply understand what success looks like to your customers. Identify what kind of results they want to achieve through your product.

It's easy if you started from product/market fit and customer development as I described in the beginning.

But, you can also follow this simple trick. Just send your users an email with one question:

1. **Please tell us, why did you chose our product and why are you still with us?**

   or

2. **Please tell us, why did you sign up?**

You should focus on results that your customers want to achieve and appeal to exact numbers.

Here is an example**:**
A/B test of two headlines:
1st: "The simple test that increased our referrals"
2nd: "The simple test that increased our referrals by 30%"
The second headline resulted in a 40% increase in conversions!

But you can't repeat this if you don't identify the most valuable results for your customers—what their success looks like.

Ask yourself:

1. **What makes my prospects feel doubts, hesitation, or uncertainty?**

2. **How can I reduce doubts, hesitation, and uncertainty?**

For example:

Gr8tFires, which makes wood-burning stoves and fireplaces, discovered that one of the biggest customer pain points is the cost of installation.

1. They installed an exit popup that shows up when potential customers are going to abandon the page.

2. In the popup, they offered the installation calculator for free in exchange for an email address.

Result: A 300% increase in monthly sales leads.

Segmentation

Very often different segments of customers feel differently about your product and love different value propositions.

It's very useful to divide all your customers into segments and appeal to them differently.

Ask yourself:

1. **Who are our customers?**
2. **How can our customers be segmented?**
3. **What does each segment of users value the most?**
4. **Does each segment of our customers see the value of our product the best possible way? How can we make it appeal to their specific goals even more?**

Types of Segments:

- Browser
- Device
- Operating system
- Age
- Country
- Town
- Language
- Time of a day
- Day of the week
- Referrer link
- Referrer domain
- And so on…

For example:

As Hubspot reports, companies with over 5 landing pages focused on a specific segment of users to generate 55% more leads than companies with just one. And companies with over 40 landing pages generated 400% more leads.

Technical issues: mailing system

Ask yourself:

1. **Do all of our customers receive our emails? Did I check that?**
2. **How else can I increase the delivery rate of our emails?**
3. **How else can I increase the open rates of our emails?**

For example:
*Almost none of my customers have properly set up **SPF, DKIM, or DMARK** for their emails. As a result, their emails end up in spam folders. There are a lot of instructions on the Internet for setting them up properly. They are one of the main keys to your customers' inbox folders.*

When your delivery rate is fixed, you can start to hack your open rate.

Here is an example.
Alex Turnbull from Groove sent emails once every two to three weeks. His open rates were around 15%.
When he started posting and emailing weekly, open rates more than tripled to nearly 50%.
Why?
Becoming a regular presence in your readers' lives keeps them engaged and eager to read your content. Being erratic and disappearing from their inboxes for weeks at a time makes your email just another annoyance they didn't expect.

Technical issues: site speed

Ask yourself:

1. **How else can I increase our site's load speed?**
2. **What pages are too slow? When? Do I track this?**
3. **How else can I increase every single page's speed?**
4. **Did I check all devices and browsers?**

For example:
Did you know that every 1 second delay decreases Amazon's revenue by 1.6 billion dollars annually? Pretty impressive, isn't it?

Credibility

It's crucial for first time visitors to establish trustworthy relations.
One of popular ways to make it happen is through social proof. Show that people already use your service.

Or, place any widgets that show the number of people related to your product.

But don't place small numbers, otherwise it will work against you.

For example:
Taloon.com removed social sharing buttons from its product pages. This increased 'add to cart' by 11.9%.
Why?
The number of shares on most of the product pages was zero. While a high number of shares and likes acts as positive reinforcement, a low number of shares breeds distrust in the mind of the customer regarding both the company and the quality of the product.

Ask yourself:

1. **How can I increase our credibility even more?**

If you already have users, here is how you can get positive, detailed testimonials without asking for them.

Send them an email asking about their experience.
"Hi, looks like things are going great… What has your experience with [our product] been like so far?"
The first follow-up is critical. Reply: "Interesting…tell me more."
The final follow-up is critical, too. Reply: "You know…what you just said would make an awesome testimonial. I'd like to post this on our website, if that's cool."
Done.

Now you have testimonials.

Ask yourself another question:

1. **How can I increase the credibility of every piece of information?**

For example:
Stock photos are high-quality, but they look staged. They are irritatingly perfect.
Harrington Movers decided to replace their high-quality stock photos with real crew images.
As a result, the version with crew images showed an improvement of 45%!

Simplicity

The general rule is that the fewer choices you have available; the better conversions are. This issue is known as analysis paralysis. More features, more services, more options, and more choices decreases your conversions.

I remember those times when I was sure that the more features, the bigger the value. How wrong I was.

Here is one prominent example about analysis paralysis:
A well-known study was conducted in a supermarket in 2000. A jam tasting kiosk was set up to offer different flavours to customers. The test compared the impact of varying the number of choices between 24 and 6. Result: The kiosk with 6 flavours converted into customers at a 1000% higher rate than the one with 24 flavours.

Just think about this crazy number. If you work 4 times less and produce 4 times less "features"—your revenue will jump up by 1000%. Crazy. That is the absolute opposite of what I was taught from my childhood.

Ask yourself:

1. **How can I create fewer choices for our prospects?**
2. **What other unnecessary elements can be removed?**

For example:
There was an A/B test with the same landing page and the same CTA, but those without navigation links added 100% to the conversion rate.
By the way, you can pay attention to the fact that Amazon removes nearly all links during checkout.

And the tastiest example on this topic:
A software company had a two-column design that included one main column and a right sidebar. They eliminated the sidebar. As a result, their

revenue jumped up by over 600%.

Who wants their personal profits to jump up by 600% instantly, without the need to work harder and more often? I guess everybody :).

Ask yourself:

1. **What data can we automatically fill in for a customer?**

For example, the easiest way is to give users an opportunity to login via Facebook in one click. Facebook can give you much more than you need.

You can also instantly get their town, country, language, and IP without having them sign in.

Automatic parsing can help you get a lot of information from a user's website URL or email.

Onboarding

The general goal of onboarding is to lead you to an AHA moment as soon as possible. An AHA moment is when your prospect understands the value of your product.

For example:
Dropbox created a video that showed how the product works and got 75,000 emails from Digg even before launching the product.

My personal example:
One of my startups was a video player that plays music for your current mood. My first version of the landing page had about 20 different filters and about 10 options in each of them. Only 20% were courageous enough to fill in all those filters and get to the actual music.
After a lot of tests, my landing page became far more simple. It now has one question on the landing page, "What is your mood?" and 3 options to choose: Good, 50/50, or Bad. After clicking on a mood, users could see a new question, "What is your energy?" and 3 options: Very energetic, Moderate, or Calm. After that, a selected playlist started to play. My conversions increased by 4 times.

Evernote's example:
They send 10 onboarding emails, which are a mix of quick tips describing their features, interesting facts, and promotional emails with an offer to go Premium.

Ask yourself:

1. **How can I help my users get to an AHA moment even faster?**
2. **How can I make the process of getting to an AHA moment even simpler?**

OK. That's enough for the activation phase. The next station is Revenue.

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Revenue framework

The general principle is that "Every sale has 4 basic obstacles: no need, no money, no hurry, no trust." Your goal is pretty straightforward—to overcome these obstacles.

Overcoming "No Need"

There is a hard way and an easy way of making people feel the need.

The hard way is to convince and push.
The easy way is to ask and help.

There was an interesting experiment related to this concept.
A study wanted to figure out what email tone would result in more lead inquiries.
#1. "Selling tone," which sounds like: "You are one step away from getting free access to something, here is our award winning product, you can quickly get something, try it now."
#2. "Helping tone," which sounds like: "We`re just here to provide you with whatever assistance you need in reaching your goal."

Do you want me to tell you the results?
OK.
Here they are.
#2 saw a 349% increase in total lead inquiries.

Helping is natural, and it is demanded only after it is asked for.
You will never have problems with demand for your product if you follow the easy sequence: ask and help. The sequence is the same as in the "Product/Market Fit Framework" that I mentioned earlier.

Just follow this framework whenever you decide to sell something new to your audience.

Just a quick recap about the framework:

1. In first email, ask about their problems.
2. In second email, tell them about the most popular mistakes while solving that problem and describing how to fix them manually.

3. In third email, tell them that you can create an automatic tool that will do their manual job. But, you will do it only if a certain number of prospects pre-pay with a 50% discount.

After you get money, start creating the product. This is the best way to guarantee you only sell demanded products.

Overcoming "No Money"

Overcoming "No Money": A reference point

There is a general rule for overcoming the objection: "The price is too high."

The psychology behind human thought is designed in a way that it needs a reference point. Either you will provide it, or a human will choose one himself.

When a human reads your copy, he is calm and owes you nothing. Then, suddenly he sees your price appear out of nowhere. His reference point was $0. Anything that is higher than a calm and comfortable $0 instantly becomes too high.

But, if you tell a customer another bigger price previously, then he will have it as a reference point, and the price of your product that you mention later will magically transform from an ugly number into a nice one.

Here is an example—one that I like the most.
Economist.com had 2 subscriptions options:
1. Web only version for $59
2. "Print + Web" versions for $125
Only 32% bought the print and web version.
They changed their pricing.
They added a new reference point, "Print only" for the same price as "Print + Web".
1. Web only: $59
2. Print only: $125
3. "Print + Web": $125

Now the "Print + Web" price seems much tastier.

And here are the results:
The "print + web" sales increased by a significant 262%!

Ask yourself:

1. **How can I improve the value of the reference point for our price?**
2. **How can I improve the customer's trust in the value of the reference point for our price?**

The other approach is to create a reference point in the value your prospect gets through your product.

You can follow this simple rule:
"We charge this much because our customers get at least 10 times that much value." Then, show real examples, case studies, and testimonials of your customers getting this big or even bigger results.

Ask yourself:

1. **How can I get more prominent results from our customers?**
2. **How can I show the value our customers get more clearly?**

Overcoming "No Money": Product's value

Sometimes you need to look inside the product to determine why customers who tried it don't want to pay the price. In this case, you need to find out what stops customers from buying. You can send the exact same question to your prospects who are churning. Ask: "What stops you from buying?" Or, you can discover how successful analogues work. Sometimes the reason may be very simple.

Here is an example:
A tool PC optimizer was running SUPER fast. It only took a few seconds to fix the registry and remove unwanted programs. It occurred to the team that the users might think the scan wasn't doing much. After all, it was super-fast! What could it possibly be doing? They tested the competitors' products and noticed that their scans ran slow. So, they decided to slow down their scan too.
The results were jaw dropping; their conversions almost DOUBLED.

If you have competitors, you are lucky. You can discover what they do. They can save you a lot of time. That's a good reason to love them :).

Ask yourself:

1. **What do our successful competitors do or have that we don't? Did I test that?**
2. **What else stops our churned prospects from buying?**

Overcoming "No Money": Additional value

To make your price even more compelling, you can bring additional value from the outside: discounts, packages, or bonuses.

Here is a good study showing how packages and bonuses work:
Imagine 2 options:
1. A package including a cupcake and 2 cookies for $10
2. A cupcake for $10 + bonus: 2 cookies for free
A study showed that people buy a product with a free bonus at an 82% higher rate than the same set as a package.

Ask yourself:

1. **What new bonuses can I add to my product to increase its value?**
2. **How can I make my bonuses even more valuable?**

Or, you can follow trends and meet customers' expectations.

For example:
A Deloitte study revealed that 69% of shoppers are more likely to buy from a retailer with free shipping.
It's not that hard to set a higher price and add a free shipping. It is at least worth testing.

Ask yourself:

1. **What are the current trends in my niche?**
2. **What do people want to get as a standard offer?**

Overcoming "No Money": Price A/B testing

Setting the right price is a pretty difficult task.
All you can do is just set a random price. You can guess, or follow your greed and fall off the business.

Here is a good example:
In 2011, Netflix implemented a 60% price increase. As a result, 800,000 users cancelled their service.

It was painful. Nobody wants to repeat this mistake. But, who is insured against such errors? All you have to do is guess and take a risk like a real beast. Right?

Wrong.

You can avoid these errors. Here is how. **You need to perform a price A/B testing on a small group of your audience.** After that, knowing for sure what will happen after you change your pricing, you can announce a new price to your entire audience.

The other pitfall here is that, without price A/B testing, you will never know whether your current price brings you the biggest revenue or not.

Here is an example:
Brian Harris from Videofruit planned to sell his product for $97, but decided to A/B test his pricing before the public launch. Here is how:
1. He sent the $97 price to the first 50 subscribers. They bought the product.
2. Then, he sent a $197 price to next 50. They also purchased the product. He continued to increase his price until he found which figure generated the greatest revenue.

He ended up with the price: $1200, which is more than 12 times higher than his initial guess.

I love this story.

Ask yourself:

1. **Does the current price drive us the biggest revenue? Did I test that?**
2. **What other reference points I can test to increase our revenue?**
3. **What other bonuses can I A/B test to increase our revenue?**

Overcoming "No Hurry"

I want this, but I will buy it later—maybe tomorrow or next year. There are two ways to make a customer hurry to buy your product. You must appeal to either scarcity or urgency.

This is a psychological factor. When you define a deadline, you kill the procrastination inside your prospects' minds. It forces them to stop doing everything except focusing on the actions required to get your product.

A lot of ecommerce websites have something like "3 units left" and another motivator right there "45 people are looking at this product now."

Pretty scary yes? Those 45 people could get 3 units faster than you.

Urgency is a time-based scarcity.

Here is an example:
When Marcus Taylor from Venture Harbour added a countdown timer on his product page, he saw his sales increase by 185%.

That's not a bad result for the five-minute job of adding a timer.

Ask yourself:

1. **How can I make our prospects hurry to get our product?**
2. **How can I make our prospects feel an increased sense of scarcity?**

Overcoming "No Trust"

The problem with lack of trust is, in fact, a fear of losing what you already have. It can be time, money, dignity, relations, etc. People usually don't think that deep. If you ask them why they churned, you will get answers like "I don't trust you enough."

Ask yourself:

1. **What other fears stop our prospects from buying our product?**
2. **How can I get more insights about our prospects' fears?**
3. **How can I eliminate those fears and turn them into 100% confidence?**

Overcoming "No Trust": Fear of losing credit card data

The most popular fear is losing your credit card's data. Nobody wants to see zeroes on their bank account balance.

A study says that 94% of shoppers are likely to complete a purchase if there's a Trust Seal visible during checkout.

As you can see from this graph, Norton Secured gives the best sense of trust when buying online. But, you can use a couple badges to increase the trust even more.

Source: http://baymard.com/blog/site-seal-trust
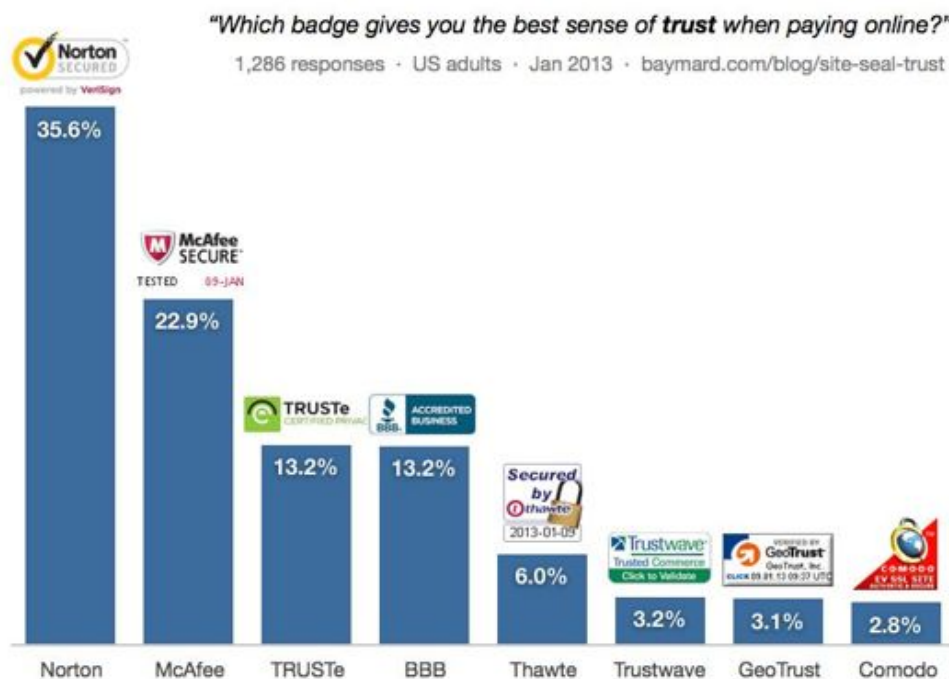
Also, for your own audience, this graph could be completely different. It's worth testing.

Overcoming "No Trust": Fear of not getting what is expected

Everybody has seen the wording "money-back-guarantee" at least a hundred times.

Here is one scary and creative example:
In one test, the guarantee was changed from "a 30-day money-back guarantee" to "a 100%-money-back guarantee within six months, and a double-your-money-back within the first 30 days."
The result:
Sales increased by 133%.

This test is pretty scary. It relies heavily on the product. And, it's better to test it for a small group of your audience first.

The examples that I show are not meant to be taken as they are. You need to A/B test all of them to be sure that they work for you personally. In your own business, the results can be worse, or work the opposite, or they can be even better. You will never know for sure until you test it.

Ask yourself:

1. **How can I overcome our prospects' fear of losing money?**
2. **How can I overcome our prospects' fear of not getting what they expect?**

Overcoming "No Trust": Match expectations

You need to be very attentive to ensure that prospects get what you promise. Otherwise, you can get labelled as a liar for a long time, even if it was a technical mistake or a third party mistake.

According to a study, as much as 56% of shoppers said that being presented with unexpected costs is the reason they leave without completing their purchase.

Unexpected things happen. That's why you need to track everything and to have an alarm that will ring figuratively, or really, when something radically changes.

Ask yourself:

1. **How can I make any piece of content more responsive to the users' expectations?**

It's always better to promise less and give more than vice versa.

Overcoming "No Trust": Doubts and uncertainty

Talk to your prospects and customers constantly. If you asked them something and got answers, that does not mean it will work forever. The world is changing very fast.

Ask yourself:

1. **What questions are still left unanswered by our prospects?**

For example:
CrazyEgg found that prospects had some doubts on the checkout page:
1. They did not know why the service required their credit card for a free trial.
2. They were scared that they would be charged.

Here is what they did:
*1. Showed the question "Why do you need my credit card for a free trial?" right on the checkout page with an answer: "**To prevent multiple free trials for one person.**"*
2. Added an explanation: "Nothing will be billed for 30 days. You can cancel at any time."
3. Added a list of companies that use their product
4. Changed the Order Total from "$49 per month" to "$0 for 30 days" + "after 30 days: $49 per month."

These modifications increased their free trial sign-ups with credit cards by 116%.

You can survey your prospects right on the checkout page to learn what's on their mind. Online chats or survey widgets can help you with that.

Overcoming "No Trust": Simplicity

The principle of simplicity is quite universal. You can find it in every framework—the simpler, the better.

Ask yourself:

1. **How can I make our checkout process even simpler?**

For example:
A study by User Interface Engineering showed a 45% increase in customer purchases when forced registration was removed from the checkout page.

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Referral framework

This is what I'm totally focused on with the **GrowthhackingIdea** mailing list. The referral framework can also be called a viral framework.

The holy grail of virality

The holy grail of virality is to help each of your users invite **at least one new user**. Or, to achieve a **viral coefficient of 1 or more**. If you get it, you will constantly grow like a virus without needing to spend even a penny on acquiring new users. Of course, this is only if you have achieved product/market fit and a flat retention.

I started from **a negative viral coefficient**. After 5 months of tests, it reached a **0.95** coefficient, and it continues to grow. I am pretty close to the holy grail :).

It has helped me to grow from the ground up to over 20,000 subscribers in 4 months **with zero marketing costs**.

How did I do that?
I followed this referral framework.

Level #1

The first and simplest level of viral growth is just to ask customers to share your product. The general principle is to ask them to share at the highest point of happiness with your product.

My personal example:
Not so long ago, we launched a music discovery application for Android. It was very buggy, but our rating was over 4.3. How did we do that?
The secret was that we showed a popup asking users to rate our app only after a user clicked the "I like it" button on the song recommended by our app.
It was the highest point of happiness for our users—the point of liking a new track. That's why it worked for us.

That's the simplest principle.

Ask yourself:

1. **When are the happiest moments for our users while using our product? Do we have our share buttons there?**
2. **When do our customers feel the greatest amount of happiness during their first time with our product? Do we have sharing buttons there?**
3. **How can I make the peak of our customers' happiness even steeper so that they shout "Wow! Awesome! I want to share it!"?**

Level #2

The second level is to give away your product in exchange for inviting new users. You can give away a premium paid version with exclusive features, or content, or services, or discounts, or coupons, or whatever.

For example:
Every day, my service delivers new growth hacking ideas to your email. But, for free you only receive daily ideas for 5 days, and you don't have access to the archives. If you want all of that, you need to switch to a VIP mode. There are two ways: pay or invite 5 new users.

How to Unlock the VIP Mode

You can acquire the VIP mode for $49/month.

OR invite 5 subscribers

f | share   t | tweet

Ask yourself:

1. **What can I give away that costs me nothing?**
2. **What can I give away that costs me less than what we would pay to acquire these users?**

Level #3

The third level of virality is to incentivize users from both sides.

You know popular examples such as Dropbox and Uber.
Dropbox gives you free space in exchange for inviting friends. Your friends get free space too, when they sign up via your referral link.
Uber gives a free ride to you and your friend.

Ask yourself:

1. **What can I give away to a friend, invited by our customer, to incentivize him?**

A pro tip here is to turn a free version of your service into an invite-only. This way, access to your service becomes an incentive for newly invited users.

This is how GrowthHackingIdea works.

A current subscriber gets access to a VIP service, and an invited friend gets access to a free service.

The hidden principle of a double-sided incentive is that it hacks psychology. When you promote a link to a great service, one of thousands of great services, you are a spam box that is going to explode. You are a pusher. Nobody likes you. When you bring value to a user— you are a giver, you are a good person, you help, everybody loves you. As a result, you love to share subconsciously and consciously. You feel good. Your friends feel good too.

Level #4

This level alone helped me boost my conversions by 300%.
It is actually a mix of different growth hacks.

The core idea is that posts with images gain more likes and attention on social networks. When you give your users a link for sharing, pay attention to an image that social networks automatically get from your website and show it on friends' newsfeeds.

This image should contain your main value proposition in 4-5 words, a short description, and social proof. And all of that should be readable without a microscope.

In my case, I place logos of famous companies whose employees are among my subscribers.
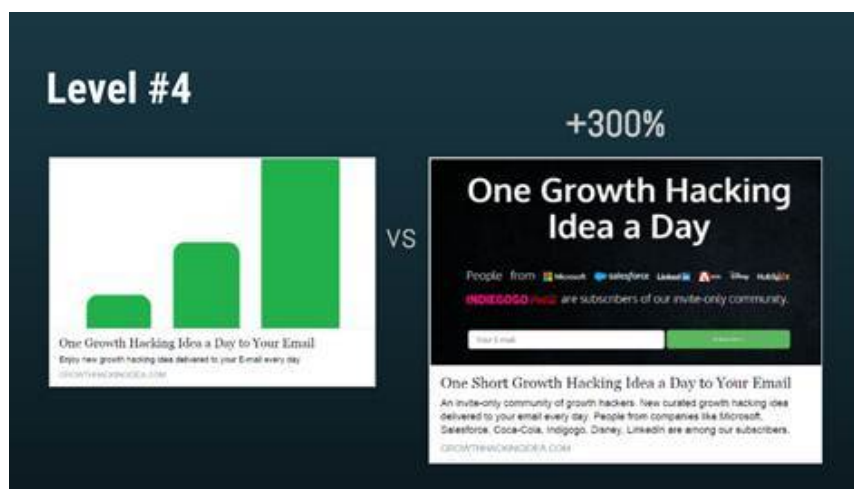
Ask yourself:

1. **How can I describe our value proposition in 4-5 words?**
2. **What kind of social proof can I add that shows our glory even faster, shorter, and brighter?**
3. **How can I make shared images even more personal?**

4. **How I can make shared images more appropriate to an audience of friends of the user?**

Level #5

This is the highest level that helps my service **grow month after month**.

Usually, when a user invites their friends and gets their incentive, the whole referral activity stops. But, what you need to do is to make it unstoppable.

Give them new incenti Motivate them to share once a month by offering them new incentives.

For example, I use such incentives as: a bestselling book, access to a VIP mode, an exclusive book, a template, an ability to take part in a competition and win a free ad.
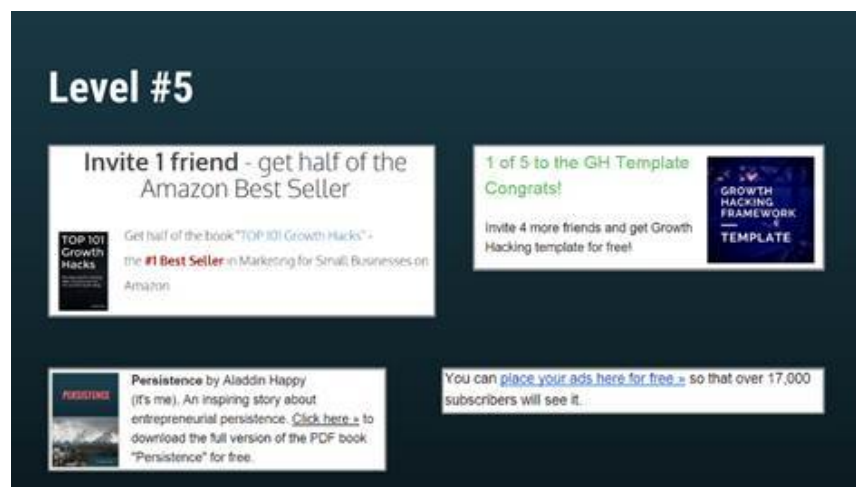
Ask yourself:

1. **What else can I give away to my users in exchange for inviting friends?**

This is how the referral framework looks.

One Growth Hacking Idea a Day to your Email

You have exclusive access to invitation-only growth hacks: bit.ly/GHPlan

Acquisition framework

The majority of startups ask me how to acquire new users. They tell me it's the hardest part. I must admit that this is **the easiest part** in fact.

If you noticed, the Acquisition framework is **at the end** of all the other frameworks. It's at the exact place it should be. You need to fix everything before this. Only after that can you go to the Acquisition framework.

Why?

Because it's hard to carry water in a leaky bucket.

That's why it's hard for the majority of startups to acquire new users, **because they all fall off**. The very next day, they need new ones and more to see a growth curve. Sure thing, it's hard.

The biggest sums of investments are **burned right here** while acquiring new users into leaky buckets.

Champions of burning money are those who come here without a bucket at all—that means those who did not even reach the product/market fit. I was one of them.

So, **if you started from Acquisition**, go back to the beginning. We will meet with you again, but much later.

If you repaired your bucket, welcome to the Acquisition framework—the easiest one here.

There are tons of ways to acquire new users. If you understand the strategy that I'm sharing with you here, then you will become a **machine of Acquisition ideas**.

The key point here is that all that you need to do is leverage existing channels that **already have tons of users**. You can Google "Alexa TOP 500," and you will see a list of the most visited sites on Earth. Those are your potential channels. You just need to figure out how to approach them. It's that easy.

Alexa TOP 500 is not the only source. **Anything that grabs users' attention** is a potential channel. Facebook, Alibaba, Amazon, Pinterest, Twitter, New York Times, CNN, Wikipedia, Text messages, E-mails, and even ships, shops, streets, airplanes, airports, houses, schools, colleges, subways, or any toilet paper, bags, t-shirts, hats, skin, sky, doors, windows, books, refrigerators, balloons, glasses, foreheads, hair, footprints, roads, avatars and more.

Wow! There are **a lot of acquisition channels**. They are everywhere you look. It looks like every noun in the dictionary is your acquisition channel. And that's true.

I'm sure everybody knows that buying ads is the easiest way to leverage the channels. But it's very expensive. Growth hacking is more about **getting users for free**, or investing into a channel once and gaining new users almost forever for one tenth of the cost of buying ads.

Here are some of the channels that I love.

Search Engine Optimization

Google is the most visited website on the planet. If you are at the top of the search results, you will get new users for free. There are a lot of SEO tactics for reaching the TOP.

In November 2015, Google made their SEO principles public, including 160 pages on show to secure top positions on Google: http://static.Googleusercontent.com/media/www.Google.com/en//inside esearch/howsearchworks/assets/searchqualityevaluatorguidelines.pdf

Yes, it's a lot.

There are two key points that affect your rankings.
First, you need to have content that is in great demand.
Second, you need to have backlinks to your content from other highly ranked websites.

Ask yourself:

1. **What content is demanded by my audience?**
2. **How can I make my content more valuable?**
3. **How can I get more backlinks to my website?**
4. **How can I get backlinks from highly ranked websites?**

For example:
One of my favorite ways to get backlinks from super highly ranked websites is through Wikipedia.

Wikipedia has the highest rankings on the Internet. It can regularly be found in the #1 position on Google. All you need to do to get a high rank is to place your link on Wikipedia.
1. Visit a page on Wikipedia that covers your topic.
2. Hit "edit" at the top of the page.

3. Add a notable fact and a link to your article. Don't even try to promote yourself. All you need is a link. If you promote yourself, moderators will remove your content from the article.
It took me a couple of minutes to get a backlink—the simplest way ever.

And there are millions of other ways that you can leverage SEO. Just focus on magic questions to find answers or to come up with your own ideas, or mix all of this together and get an infinite amount of ideas.

There is one more thing I want to tell you about SEO. Google is not the only place where people search for something.

YouTube—is the 2nd largest search engine in the world. Never thought about it? YouTube is not as crowded with competitors, and it's much easier to get to the top. Just convert your content to video and voila!

For example, here are some SEO hacks for YouTube:
1. The longer your video is and the longer a viewer spends watching your video, the higher your ranking becomes.
2. Add closed captioning.
3. Be the first to comment.

Facebook, Twitter, Amazon, and other Internet giants also have search engines. Be among the first to find an approach to hit the top positions in their search results and leverage them to gain new leads for free.

Again and again I must remind you to focus all of your attention on one thing. Do not try to cover every search engine. Choose what suits your product the most and focus only on this one channel. Even startups with billion dollars of investments can't cover every channel. You can only beat billion dollar companies with focus. Quality, effectiveness, focus—these are your weapons.

Content Marketing

Very often, content marketing does not live on its own. Content marketing usually piggybacks on existing platforms. Content plays the role of reason to explain why a prospect needs to pay attention to your product.

- Articles and blogs piggyback on Search Engines.
- Books piggyback on Amazon or viral marketing.
- Video courses piggyback on YouTube and Udemy.
- Infographics piggybacks on social networks.

The process of generating ideas is pretty simple and flows from one content to another.

First, you need to make sure you are going to create something in demand.

You need to ask yourself:

1. **What other content is demanded by my audience?**

Visit Google Keyword Planner: https://adwords.Google.com/ko/KeywordPlanner/Home
There you will find ideas of what kind of content is demanded. It's that simple.

Unless you have a zillion dollar investment, pay attention to search phrases that are at least 4 words long. These are called Long Tail Keywords. It is much easier to hit the top for these keywords and get a more specific, quality audience.

Start with an article with at least 4000 words. If you decide to focus on content marketing, you need to provide real, amazing value that people will be eager to share and add to their favorites.

As soon as you have a bunch of tasty articles, you can look at your statistics to see what is demanded the most.

For example:
Neil Patel gets over 230,000 visitors each month from long tail phrases.
This is how:
1. Log into your Google Analytics -> "Acquisition" -> "Keywords" -> "Organic".
2. Take each short keyword phrase (over 4 words) and, one-by-one, type them into Google to see what other long tail phrases it might suggest.
3. Edit your page, utilizing these long tail phrases. Make sure your keyword density is below 3%.

Now you can convert these articles into an infographic.

Did you know that:
20 times more people share infographics compared to usual articles.

When you have tasty infographics and articles, make a book out of them. Amazon and other bookstores are good channels to gain new prospects from a book.

For example:
I combined all of the growth hacks featured by me on GrowthHackingIdea across 101 days and published a book on Amazon "TOP 101 Growth Hacks" that hit the TOP 10 best sellers in three categories. I placed a link to an opt-in form in the book and it brought me new subscribers every month. Plus, all of these subscribers pay me money when they buy a book. It costs me nothing to acquire them. I piggyback on Amazon book store.

In parallel, you can convert your articles into videos. Fiverr.com will help you do that for a small cost.

For example:
Toy reviews from 9-year-old Evan have earned him $1.3 million. Imagine how much he could earn if he owned a toy store and promoted it from his videos.

Webinars and recorded video seminars are the best way to convert your blog readers into customers.

Actually study shows, that webinars convert into free trial signups at a 41% rate and then into paying customers and a 12.1% rate.

This channel is pretty clear. Everything is already invented here, or at least more than enough is invented to load you with a lot of ideas to test.

Here are some more questions that can help you generate more ideas:

1. **Where else do our prospects spend their time? What channel do they use?**
2. **What type of content is in the greatest demand there?**
3. **What trends on the channel do my prospects use?**
4. **How else I can get higher ranks for my content on that channel?**
5. **What channel brings the best Return on Investments?**

I want to pay some attention to one of the most effective channels. Its name is guest blogging. There are already a bunch of popular blogs with your audience. They worked hard to gather that audience from search engines and build their mailing lists. Now that audience needs new, juicy content on a regular basis. If you offer your tasty exclusive content to those blogs, you can get their audience for free. On the flip side, they will get tasty content for free— a win-win cooperation.

For example:
Alex Turnbull from GrooveHQ reached more than 1 million people by guest blogging. Not bad for a free channel.

Email marketing

Email should be the basement of your business. Period.

Email provides you with a direct connection. There is no other free channel on Earth that can show you an open rate as tasty as email shows. For example, an average open rate of a good blog is about 20%. All social networks combined can only dream of such attention.

When gathering the emails of your audience becomes a central focus of your activity, the value grows all the time without unexpected surprises.

Ask yourself these questions:

1. **How else can I get the email of a prospect?**
2. **How else can I increase value of my emails?**
3. **How else can I increase conversions from emails to customers?**

Here is an example:
Brian from Backlinko converted blog readers into subscribers with the usual opt-in forms and by giving away eBooks. But when he did this, it boosted his conversions by 785% in one day.

What was that? He added the option to "Download PDF version of this article" in exchange for your email.

This technique is called "Content upgrade." Other folks utilize it on their YouTube channels, offering a choice to "Download the PDF transcription of this video."

It looks like a 785% increase was worth the 2 minutes it took to convert an article into a PDF ;).

Email is the best ever channel for recurring connections. Focus hard to acquire emails more than everything else.

Engineering as Marketing

The key point here is to provide a valuable tool that can be embedded or go viral.

For example:
On YouTube, you can upload your video and then embed it to your website. YouTube gains new users, piggybacking on your website.

Counters, ratings, forms, sharers, surveys, quizzes, and so on— Anything that is demanded by your audience—can be embedded.

There are also such tools that are not embeddable, but are highly demanded.

For example:
Hubspot created a site grader. You input your URL, and it tells you what you need to improve by yourself or pay to Hubspot.
You know Slideshare—they just transform presentations into a web-format that is accessible online. You could develop this main function in one day. It's very cheap.

How to leverage on widgets? Just add "Powered by [Your company]." Or even replace it with your actual CTA "Get your [benefit]."

For example:
One test showed a 400% increase in conversions when they changed "Powered by" to an actual CTA.

Widgets show really explosive growth. This is how Addthis became the #1 bookmarking website and YouTube became the number 3 website on the whole planet. Do you feel the power of widgets? ;)

Ask yourself:

1. **What small feature is highly demanded by my audience that we can design as a tool in one week?**
2. **What small activity is common for my audience that we can convert into an embeddable widget in one week?**
3. **What is common on all websites of my audience that we can design in a week and give away for free?**
4. **Where does my audience link to from their profiles and websites that I can turn into an embeddable tool in one week?**

Before making even a single line of code, make sure your audience is eager to get it. Just email them and tell them what is on your mind. If they can't wait to get it, make it.

Follow product/market fit with each of your widgets ideas and you will never waste a line of code on what is not demanded.

I created the majority of the first versions of my services in a single week. It takes a lot of time to make an MVP.

For example:
I developed, from the ground up, the first version of the GrowthHackingIdea mailing list and a referral program in 8 hours. In the evening, the idea hit my hand, and in the morning it was live and gained the first subscribers.

Create the first version within a week. If it gives you traffic, invest more time, but do not add features. The biggest dream of any person is a one-button app, or even a no-button app that reads your mind. The simpler —the better. Now is the era of one simple function on the frontend and complicated technology on the backend.

Don't be afraid to share your ideas. They cost nothing. Even launched products cost nothing. Remember that Facebook and Google were far from the first on the market.

Here is one example of hybrid closed and public engineering as marketing. Think about an automatic Twitter channel. You can automatically post anything you want to Twitter.

For example:
I created an automatic Twitter channel during a couple of hours. It posts content with hashtags every minute. It gives me over 300 new leads every week. And the number of followers grows organically. New people find content by hashtags and follow the channel.

Business development

The core lesson here is to find out what kind of value you can provide to a channel with your audience—a win-win partnership.

The bigger the value that you are giving away, the cheaper the price to gain an audience. In fact, it is possible that people will pay you and promote you.

One free example of business development that you already know is guest blogging—content marketing that piggybacks onto Business development.

Another example is:*Google, who partnered with Mozilla to set their search as a default in Firefox browser.*

One of my favorite examples is:
When eBay partnered with Gogo—the inflight Wi-Fi provider—to provide free access to eBay.com for customers on Delta and Virgin America flights. Can you imagine anywhere else that hundreds of thousands of potential customers are so bored that they are ready to entertain themselves by browsing your shop and buying your stuff?

To generate ideas here, ask yourself:

1. **What other value do we have that we can share with channels? Content? Stuff (developers, designers, editors)? Algorithms? Software? What else?**
2. **Where else is our audience is gathered one place?**

Here are some more examples that I like.

Licensing and API are one of my favorite examples of business development. You automatically provide access to something valuable

from your side and, under a license, users need to place your "Powered by [your product]" on their websites.

Have you ever thought about intermediaries? It's very expensive to cover new markets. Somewhere, there are already strong players that have your audience but are looking for what to sell. Make them an offer, and let them drive revenue to you at no cost.

Another form of intermediaries is White labeling. You give away your product under another brand name that already has a loyal audience. Small efforts can boost your revenue.

Community marketing

There are communities and movements connected by one goal: a lot of members who want to solve a problem.

For example:
In its early days, Etsy leveraged the growing feminist-driven crafting movement by attending crafting fairs and convincing high-profile feminist crafters to open stores and sell their wares on Etsy. Now Etsy is a two-billion-dollar company.

Ask yourself:

1. **What communities or movements are united by the problem we are solving?**
2. **What other communities does our audience belong to, and how we can make them happier?**

Come and save these people. They are waiting for your help.

Remarketing

Remarketing is a growth hack in its own right because of its 2-in-1 Retention and Acquisition channel. It is not an inbound marketing channel. You need to pay for it all the time. The only reason I tell you about this is that it is one of the most recent and effective ways to get new users via advertising.

Remarketing can double your ROI compared to ordinary ads.

For example:
Watchfinder increased their ROI by 1,300% when they started to leverage remarketing.

Remarketing is those sticky banners that follow you wherever you go after you bounced from somebody's product.

Google covers 90% of the Internet. Facebook is not far behind. They both offer the ability to place remarketing codes and boost your ROI by 2-10 times.

Ask yourself:

1. **Where else can I place my remarketing code to catch my audience?**
2. **How else can I grab the attention of my bounced audience?**
3. **What special incentive can I offer my audience via remarketing?**
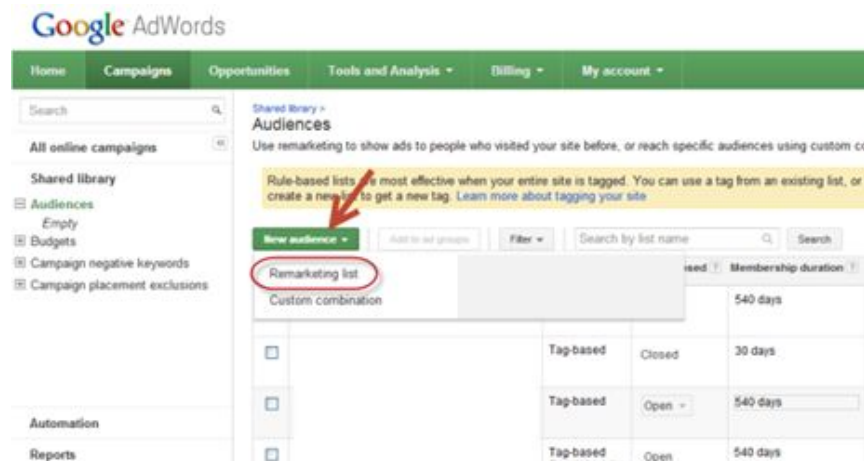
The more specific your offer—the higher the ROI. How about a special, limited-time discount for a product the user was interested in?

One example:
Leverage this channel by placing a remarketing code on your blog. A lot of folks bounce here, but they are your audience and remarketing codes let you maintain a connection with them, boosting your ROI.

The high-level goal here is to place your remarketing code into a widget that is located on the websites of your partners whom your audience members frequent. This is something like your personal secret agent that increases your profits.

OR just place your code to any blog with your audience. A small amount of money will help you to reach this goal.

Facebook Lookalike Audience

Another great mix of growth hacking and advertising is the Facebook Lookalike Audience. How does it work?

You have an email list, or an audience, saved by a remarketing pixel.

Through its algorithms, Facebook automatically finds new people who are similar to your current audience members.

Brian Harris tested different types of Facebook ads and found that the email list look-alike audience brings the lowest cost per new subscriber—even better than re-targeted website visitors.

This is how you can do that:
1. Go to "Facebook ads" and click the "Audiences" tab.
2. Click "Create Audience", select "Custom Audiences", select "Customer list," and upload your list.
3. Go back to the "Audiences" tab.
4. Click "Create Audience" and select "Lookalike Audiences."
5. Choose your added Custom Audiences in the source field.
Now, you can create new ads to target this audience.
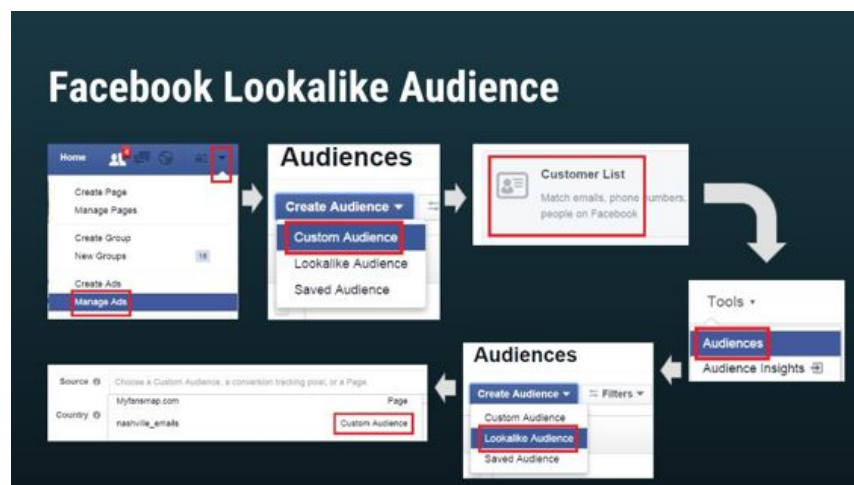
Google AdWords has almost the same feature; it's called Similar Audience.

Ask yourself:

1. **Do I utilize a lookalike audience on Facebook and Google?**
2. **How can I get a more segmented lookalike audience and show them more specific ads?**

Press

It's not hard to be featured by popular media, if you understand a couple of key points:

1. You need to bring value to editors. This is very similar to guest blogging.
2. You should understand the demands of the editors; they need bright stories on a regular basis. They think about it days and nights.
3. They need to trust you.

Editors need you.

There was one popular survey among the top media editors. They were asked, "What characteristic does the perfect piece of content possess?"
15% said "Emotional Stories"
19% said "Relevant Content"
27% said "Breaking News"
39% said "Exclusive Research"

This is your source of inspiration regarding what and how to offer to editors. The easiest and most predictable content is "Exclusive Research". The rest is pretty much like a lottery. But maybe not for you. Maybe you are a genius of emotional stories.

Ask yourself:

1. **What super and exclusive valuable can I offer to editors?**
2. **What else is trending in my niche that is not covered by research?**
3. **How can I build relationships with editors?**

For example:

Austen Allred pre-heats editors before writing them emails. He follows them on twitter and replies to their tweets from time to time. Then, they continue talking via email.

If you want to know about trends, Google Trends will help you with that.

Offline Events

There are two ways to piggyback offline events.

One of them is very similar to guest blogging, but you need to deliver orally and live.

Somebody has already invested millions of dollars and years of their life into gathering your audience for offline events like:

- Conferences
- Forums
- Contests
- Hackathons
- Meetups
- Etc.

And they need prominent speakers. If speaking is inside your DNA, this is your way to gain new users for free. Sometimes, if you are super prominent, you will even be paid for speaking.

For example:
Sean Ellis drives new prospects to his Survey tool Qualaroo using this channel.

And he is far from alone.

The process is pretty clear. You write a bunch of articles and offer their titles to the organizers. They choose one of them, and you orate your most popular article from the stage, supported with funny PowerPoint slides.

Ask yourself:

1. **What offline events does my audience attend?**

2. **What content is demanded by my audience?**
3. **What offline events need speakers?**

If you lack credibility, beginning with small events is the most natural way to start. Then, you can graduate to the top events over time.

If you are not very good at speaking, you can utilize offline events as a participant.

Ask yourself:

1. **What key bottlenecks grab the attention of all visitors?**
2. **How else can I place the attention on myself?**

The easiest bottlenecks are: entrance and Internet.

For example:
Some guys came with their Wi-Fi equipment and shared access to the Internet for free, but everybody who used their Internet could see their banner at the top of any website.

Other guys with close to no money in their pockets printed A0 sheets of paper, stuck them to their car, and parked near the exit from the conference so everybody could see their ads. They got a bunch of early adopters and the attention of an editor of popular media this way. This gained them a feature, which got them even more new users.

Another example is when a company created an online competition with an award for their audience. They grabbed the emails of participants from the conference website and sent them invitations to take part in the competition. Everybody was happy to take part and gained a bit more attention for themselves.

One more way to leverage this channel is to mix offline events with business development. If your product can help organizers by making their event more fun, less time consuming, and more effective, just make an offer and get free PR.

Ask yourself:

1. **What kind of value can my service offer the organizers and attendees of this offline event?**

Offline events are also the perfect place for customer development. Whether you are starting your new product or preparing to add new feature, there isn't any place on Earth where you can talk to as many prospects gathered at one place. This is the most effective way to achieve product/market fit without writing a line of code.

For example:
Dmitry Dragilev from Criminally Prolific decided to create a tool to help startups reach out to journalists. He told himself that he would not write one line of code until he had 10 people who agreed to buy the service for something more than $50 a month. If people are donating to Kickstarter campaigns, why would they have a problem prepaying for your app? You are free to sell any features and make pivots instantly until you reach product/market fit.

He was visiting offline events, asking for feedback about his idea. While talking, he learned that his prospects use another language to describe the problem. He changed the language and positioning of the app.

In this simple way, he got his first 10 customers without a line of code. He managed to pass through all of the iterations that otherwise would have cost him tens of thousands of dollars if he had begun by developing his app.

The principle

As you can see, everything that concerns acquisition has the same principle. You can find an existing platform and piggyback on it. This is a simple formula.

What other platforms do you need to pay attention to?

App store, Play Market, and Windows Phone Market. They have a lot of users.

Ask yourself:

1. **How else can I hit the TOP of the Apple App Store? Or Google Play Market?**
2. **What doesn't exist on Windows Phone Market?**

Windows Phone Market has far fewer users, hence less developers pay attention to it. Therefore, less competitors or no competitors are present in your niche. What people usually forget is that they still have over 300 million users—forgotten and hungry 300 million users! Come and feed them.

Even if you do not hit the top, you can still gain niche leads via their search—for free.

Also, ask yourself:

1. **What other approaches will help you gain users from Chrome Extensions and Mozilla Extensions?**

For example:
Guys from RealtimeBoard set up multiple language versions for their Chrome Extension. It boosted traffic by 2,000% for several days. After the initial spike, the average number of daily visitors doubled.

More questions for you:

1. **What other approaches can I use to gain more users from Q&A sites like Quora?**

2. **What other approaches can help me gain more users from Product Hunt?** I personally got almost 2,000 new subscribers via Product Hunt. And I have heard of people getting up to 17,000.

3. **What other approaches can I use to gain more users from Facebook Groups?** This source also gave me almost 2,000 new subscribers, and I found it to be the simplest one.

4. **What other approaches can help gain more users from LinkedIn?**

   There are two main features on LinkedIn that make it very valuable to gain new prospects:

   1. *You can filter and connect friends of your friends. A lot of them respond.*

   2. *When a person is connected, you get access to their email.*

   This is how I got over thousand emails of people on a totally new market. This is how you can get yours.

These questions will open antennas inside your heads and direct them towards the source of idea signals in the space.

Earlier, I was persuading you to generate growth hacking ideas at least once a day in the morning. Now that you have caught on to all of these principles, I feel that I need to persuade you to do the opposite—stop generating new ideas and get back to your job :).

One Growth Hacking Idea a Day to your Email

You have exclusive access to invitation-only growth hacks: bit.ly/GHPlan

Focus

I counted that I already used the word **"focus" 61 times** in this book. And you know what? Let it be 62.

Have you ever tried to **burn the wood** with a magnifying glass?

If you have, then you know the principle. If you concentrate the sunlight onto a vast point, you will not get any fire. But as soon as you **focus the light into the smallest possible point**, you got it.

It is the same with growth hacking. If you focus your resources on a range of channels that is too wide, **you get nothing**.

Here is the main point—this is what you need to focus your efforts on.

Focus your efforts only on what you are good at by nature. This is your exclusive gift from the Universe. This is what you always will be better at in comparison to your competitors. Do you want always be stronger than your competitors? This is your key.

If you have nobody in your team who is good at writing articles and who writes them naturally because he can't force himself not to write, and who already has a blog and happy readers, then don't even try content marketing. All you will get is mediocre content that will give you nothing but time that has floated to Neverland. Outsourcing of any kind does not work for exponential growth.

On the Internet, you can find a lot of examples where people wasted hundreds of thousands of dollars and years just to figure out that it does not work. I tested this by myself too. Money and time just vanished in a twinkling of an eye, as if they never existed. I had over 10 years of experience in IT when I tested this. I'm persistent and tried outsourcing 4 times, hoping maybe this time it would work. It did not. I love to invent wheels, and I was not Googling, but when I started—my jaw

dropped. There are millions of examples that show outsourcing does not work for exponential growth.

Outsourcing is slow, lacks enthusiasm, and is not a part of the organism. It does not share these unique nuances. Growth hacking is super-fast and automatically dies when is tied to outsourcing.

If you wish to be the millionth person who wasted their money and time, then do yourself a favor and take a trip to an exotic ocean beach for a couple of days. While you are sunbathing, Google "how I wasted money on outsourcing." After a couple of days, you will be free from this disease. It will cost you much less time and money.

If you ask any prominent SEED investor what they are looking for in their team, they will tell you—passion. They know what they say. They risk their money. This is the main power that moves the world. Everything that is made without passion dies. Focus strongly on what every person in your team is good at. Don't let them do what they are not good at. Let them use their main inner treasure and multiply their happiness, incomes, and the growth of the whole company by thousands of times.

The framework: Step #3 - Prioritizing ideas +TEMPLATE

You don't need to remember, how to prioritize ideas. **I will give you a template**. This is a simple Google Sheets document with pre-installed formulas, formatting, and graphs.

This is what I use for myself. It lets you share any Google document with your team and you can **use it for free**.

This is how it looks:

Let's figure out what these columns mean.

Description of a growth hacking idea

Automatic priority ranking (click arrow down to prioritize ideas.)	Description of a growth hacking idea	Author of an idea	H+AARRR	Who is responsible for making this test happen	How many hours you need to test this idea	How it can increase the Lifetime Revenue of the company (intuition)	State	Result type	When a test was completed	Result
1000000	Growth hacking idea	Aladdin	Retention	Backend developer	1	100.00%	Not started			
750000	The other idea	Aladdin	Retention	COO	2	150.00%	Not started			
123700	How about this idea	Alex	Activation	C3PO	1	12.37%	Not started			
25000	And new growth hacking idea	Alex	Referral	Product manager	2	5.00%	Not started			
0	This idea is also awesome	Aladdin	Acquisition	Marketer	50	60.00%	In progress			
0	Another growth hacking idea	Eric	Hustling	CEO	0.5	200.00%	Completed	Neutral	8/29/2017	
0	One more growth hacking idea	Daniel	Activation	Designer, CTO	0.5	250.00%	Completed	Positive	8/30/2017	Plus 1M subscribers
0	This idea looks promising	Daniel	Revenue	Sales manager	8	250.00%	Completed	Positive	8/30/2017	Plus $2M/month
0	Add here your new idea and fill all fields						Not started			

Here you need to input a **short description** of the idea that came to your head.

You don't need to write step-by-step instructions for your developers. The task management system **that you already use** is a better place to do that.

But **don't be too brief** either. Memory can play tricks on you over time. Not too short and not too detailed—so that your team can get the general sense.

Also, it will be a good bonus if you answer this question in your description: **Why does this idea need to be tested?** For example, "I saw at this link that it increased conversions by 1000%." Or, "I saw at this link that our competitor uses this."

Author of an idea

Author of an idea
Aladdin
Aladdin
Alex
Alex
Aladdin
Eric
Daniel
Daniel

This is the person who is **the parent of the idea**. You need this information for a couple of reasons. First, so you always know who to ask for more information if you don't understand some nuances. Second, is that you need to know who to reward.

H+AARRR

"**H" means hustling**. This is when you can get new users at once. For example, to be featured on Product Hunt.

AARRR—you already know what it means. These options are preinstalled. **Just click and choose** which is the best fit for your idea.

Who is responsible for making this test happen?

Here you can place **one or multiple persons** from your company. It will help you filter your ideas in future.

If you have no clue who can do that, just **leave it blank**. When this idea hits the top, a responsible person will fill it himself.

How many hours you need to test this idea

How many hours you need to test this idea
1
2
1
2
50
0.5
0.5
8

Time is the **most valuable asset**. If it goes poorly, you can't turn it back for any money. This issue involves the priority rankings.

When you have a test on your mind, for example, a widget, you need to make a **customer development first**. You need to know whether this widget is in demand before you are going to invest more time in development.

So, if you **have not done** a customer development yet, input the time that you need to make a customer development.

Do not write the amount of time you need to develop it from scratch. After you invest the defined time into customer development, there are two options. You will either **close this task forever** with a negative result, or you will **edit the amount of time** you need to develop a minimum viable tool.

Again, don't try to create something big. **Children are born small** and can't do a lot of things, but they can breathe, cry, eat, pee, and poo. This

is a viable organism. Mother nature knows something. Follow her example.

Again, **if there are any difficulties** in defining this value, just leave it blank.

Don't force yourself, or even worse, don't write down a random value. It's better to leave this field for a person who knows for sure.

How it can increase the Lifetime Revenue of the company (intuition)?

How it can increase the Lifetime Revenue of the company (intuition)
100.00%
150.00%
12.37%
5.00%
60.00%
200.00%
250.00%
250.00%

The main feeling that can help you is your **gut feeling**. Logic will also be helpful here.

Just imagine where on your funnel your idea is located. **It's easy if you have access** to that funnel.

I strongly recommend that you to create a list of conversions, which is publicly available to the team, so that everybody can clearly identify the weakest chains.

Ask yourself, "How can my idea influence the current conversion? And how can affect the Lifetime Revenue?".

This value also affects the priority rankings. **The formula** uses this data to count Return On Invested Time. The more honest and humble you are with your predictions, the better.

Utilize your gut feeling and experience to define this parameter. Anyway, if you find it hard, leave this field blank and somebody else will fill it for

you. **The process of adding new ideas should stay easy and fun**. Don't turn it into a hard work.

State


There are three states: Not started, In progress, and Completed. They are preinstalled and you can **choose from the list**. When you hit "In progress" or "Completed," the idea drops down in the priority ranking and doesn't distract your attention any more.

Why do you need to keep Completed tests?

Because when you get a new idea, you need to be sure that **it was not already tested**.

Result type + When a test was completed + Result

Result type	When a test was completed	Result
Neutral	8/29/2017	
Positive	8/30/2017	Plus 1M subscribers
Positive	8/30/2017	Plus $2M/month

Results can be **positive, neutral, or negative**.

After a while, it becomes helpful for the entire company to look through the completed results to see **what failed and what worked**.

It is also interesting to see how predictions differ from the real results.

All of these completed results **help the whole company stay on the same page** in understanding where they need to direct their attention— their antennae of inner ideas generators. It is very beneficial to train the inner prediction machine and calibrate it.

The last column is…

Automatic priority ranking

Automatic priority ranking (click arrow down to prioritize ideas)
1000000
750000
123700
25000
0
0
0
0
0

This column works **automatically**. All you need to do is click the arrow down and choose "Sort Z-A." Then, your tasty list of ideas will be prioritized by the Return on Invested Time.

Let's move to the final chapter.

The framework: Step #4 - Implementing ideas

So, you have a prioritized list. Now you can filter it and get a list of ideas that suits a certain person and run split tests.

What is split tests or A/B testing? This is when you run the different versions of tests at the same time.

First is always the current process as it was. And the second—is your idea. When you run two tests at the same time and show different versions randomly to different people, you get the most precise results. The test that shows a better conversion wins and becomes part of your product. This is like an accelerated version of Darwin's evolution theory.

Here is one example to explode your minds:
Copy Hackers ran a usual A/B test. After a week, the tool declared a 23.8% lift with 99.6% confidence.
But, the control and the treatment were exactly the same.
Possible reasons that are worth checking:
1. A tool works incorrectly.
2. The load speed of your site is slow.
3. A code was placed incorrectly.
4. A test was stopped too early. Significance is not a stopping factor, but sample size is.
5. You acquired the test traffic from "unusual" sources.

Before A/B testing, make sure everything is configured correctly. I recommend running **A/A/B tests for at least seven days** to cover all times and days of week, so unless A and A tests show the same conversions.

Sure, the previously mentioned template does not cover all aspects of prioritizing. Sometimes your ideas work only during a certain period of time. Sometimes a bunch of ideas are highly connected. But, we will not

make this list more complicated as the hardest part here is to make it simple to add new ideas.

When you turn it into a hustle, after a while the entire team will become subconsciously blocked from adding new ideas. This activity is fun, and it should stay fun forever.

I like Agile/Scrum methodology and prefer to plan sprints for a week. I recommend meeting with your team every week to discuss what was done, what the results were, and what is going to be done next. During a meeting, you can copy ideas to your current task management service and mark ideas as "In progress." That's it. When you have a prioritized list of ideas, these meetings will be super-fast. The purpose is just to ensure you are still on the same page.

The template for prioritizing growth hacking ideas

Click here to get access: http://bit.ly/GHTempl

Automatic priority ranking (click arrow down to prioritize ideas)	Description of a growth hacking idea	Author of an idea	H+AARRR	Who is responsible for making this test happen	How many hours you need to test this idea	How it can increase the Lifetime Revenue of the company (intuition)	State	Result type	When a test was completed	Result
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0	This idea is also awesome	Aladdin	Acquisition	Marketer	50	60.00%	In progress			
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0	This idea looks promising	Daniel	Revenue	Sales manager	8	250.00%	Completed	Positive	8/30/2017	Plus $2M/month
0	Add here your new idea and fill all fields						Not started			

All template questions together

Goal:
What else can I personally do right now to increase the revenue of my lovely company?

Retention:

1. How can I increase the happiness of our customers?
2. Where are our customers not 100% satisfied while using our product? And, how else I can improve it?
3. What parts of the problem don't we solve? And, how can I help to solve that?
4. How can I help our customers achieve even greater success?
5. How can I increase the happiness and success of each member of my team?
6. How can I help our churned users become more successful in achieving their goals?
7. How can I find more reasons to explain why users churn?
8. What is different in the activity of churned users compared to retained users?
9. What is the next segment of users that shows the biggest retention rate?
10. What other metrics are common for churned users and not common for retained ones? What are our other "Red Flag" metrics?
11. What recurring part of our service can we provide as a bonus?
12. What else can I provide to my customers as a pleasant unexpected bonus?
13. What additional value can I send to my customers to remind them about us?
14. How else can I engage users?

15. How can I make our users feel an even greater sense of consistency?

16. How can I help our customers feel their exclusive status even more?

17. How can I increase the loyalty of our customers?

18. What another growth hacking tactic can I add to my current idea?

Activation:

1. How can I turn more of my ghost visitors into emails?
2. How can I incentivize more of my prospects to leave their emails?
3. What metrics are typical for retaining users?
4. What makes my prospects feel doubts, hesitation, or uncertainty?
5. How can I reduce doubts, hesitation, and uncertainty?
6. Who are our customers?
7. How can our customers be segmented?
8. What does each segment of users value the most?
9. Does each segment of our customers see the value of our product the best possible way? How can we make it appeal to their specific goals even more?
10. Do all of our customers receive our emails? Did I check that?
11. How else can I increase the delivery rate of our emails?
12. How else can I increase the open rates of our emails?
13. How else can I increase our site's load speed?
14. What pages are too slow? When? Do I track this?
15. How else can I increase every single page's speed?
16. Did I check all devices and browsers?
17. How can I increase our credibility even more?
18. How can I increase the credibility of every piece of information?
19. How can I create fewer choices for our prospects?
20. What other unnecessary elements can be removed?
21. What data can we automatically fill in for a customer?
22. How can I help my users get to an AHA moment even faster?
23. How can I make the process of getting to an AHA moment even simpler?

Revenue:

1. How can I improve the value of the reference point for our price?
2. How can I improve the customer's trust in the value of the reference point for our price?
3. How can I get more prominent results from our customers?
4. How can I show the value our customers get more clearly?
5. What do our successful competitors do or have that we don't? Did I test that?
6. What else stops our churned prospects from buying?
7. What new bonuses can I add to my product to increase its value?
8. How can I make my bonuses even more valuable?
9. What new bonuses can I add to my product to increase its value?
10. How can I make my bonuses even more valuable?
11. Does the current price drive us the biggest revenue? Did I test that?
12. What other reference points I can test to increase our revenue?
13. What other bonuses can I A/B test to increase our revenue?
14. How can I make our prospects hurry to get our product?
15. How can I make our prospects feel an increased sense of scarcity?
16. What other fears stop our prospects from buying our product?
17. How can I get more insights about our prospects' fears?
18. How can I eliminate those fears and turn them into 100% confidence?
19. How can I overcome our prospects' fear of losing money?
20. How can I overcome our prospects' fear of not getting what they expect?
21. How can I make any piece of content more responsive to the users' expectations?
22. What questions are still left unanswered by our prospects?
23. How can I make our checkout process even simpler?

Referral:

1. When are the happiest moments for our users while using our product? Do we have our share buttons there?
2. When do our customers feel the greatest amount of happiness during their first time with our product? Do we have sharing buttons there?
3. How can I make the peak of our customers' happiness even steeper so that they shout "Wow! Awesome! I want to share it!"?
4. What can I give away that costs me nothing?
5. What can I give away that costs me less than what we would pay to acquire these users?
6. What can I give away to a friend, invited by our customer, to incentivize him?
7. How can I describe our value proposition in 4-5 words?
8. What kind of social proof can I add that shows our glory even faster, shorter, and brighter?
9. How can I make shared images even more personal?
10. How I can make shared images more appropriate to an audience of friends of the user?
11. What else can I give away to my users in exchange for inviting friends?

Acquisition:

1. What content is demanded by my audience?
2. How can I make my content more valuable?
3. How can I get more backlinks to my website?
4. How can I get backlinks from highly ranked websites?
5. What other content is demanded by my audience?
6. Where else do our prospects spend their time? What channel do they use?
7. What type of content is in sees the greatest demand there?
8. What trends on the channel do my prospects use?
9. How else I can get higher ranks for my content on that channel?
10. What channel brings the best Return on Investments?
11. How else can I get the email of a prospect?
12. How else can I increase value of my emails?
13. How else can I increase conversions from emails to customers?
14. What small feature is highly demanded by my audience that we can design as a tool in one week?
15. What small activity is common for my audience that we can convert into an embeddable widget in one week?
16. What is common on all websites of my audience that we can design in a week and give away for free?
17. Where does my audience link to from their profiles and websites that I can turn into an embeddable tool in one week?
18. What other value do we have that we can share with channels? Content? Stuff (developers, designers, editors)? Algorithms? Software? What else?
19. Where else is our audience is gathered one place?
20. What communities or movements are united by the problem we are solving?

21. What other communities does our audience belong to, and how we can make them happier?

22. Where else can I place my remarketing code to catch my audience?

23. How else can I grab the attention of my bounced audience?

24. What special incentive can I offer my audience via remarketing?

25. Do I utilize a lookalike audience on Facebook and Google?

26. How can I get a more segmented lookalike audience and show them more specific ads?

27. What super and exclusive valuable can I offer to editors?

28. What else is trending in my niche that is not covered by research?

29. How can I build relationships with editors?

30. What offline events does my audience attend?

31. What content is demanded by my audience?

32. What offline events need speakers?

33. What key bottlenecks grab the attention of all visitors?

34. How else can I place the attention on myself?

35. What kind of value can my service offer the organizers and attendees of this offline event? How else can I hit the TOP of the Apple App Store? Or Google Play Market?

36. What doesn't exist on Windows Phone Market?

37. What other approaches will help you gain users from Chrome Extensions and Mozilla Extensions?

38. What other approaches can I use to gain more users from Q&A sites like Quora?

39. What other approaches can help me gain more users from Product Hunt?

40. What other approaches can I use to gain more users from Facebook Groups?

41. What other approaches can help gain more users from LinkedIn?

How likely is it that you would recommend a friend join [our company]? (on a 0-to-10-point rating scale)

_____[location/activity]

0	1	2	3	4	5	6	7	8	9	10

What do you want to improve first of all?

_____

_____

_____

TOP 300 growth hacking case studies and tricks

(from the emails I shared with the GHI community)

Before product/market fit

1. [I never did this before](#)
2. [What is demanded by your audience?](#)
3. [Troubles with Product/Market Fit?](#)
4. [Don't waste years of your life without this](#)
5. [How to get your first customers](#)
6. [Are you sure about your product/market fit?](#)

I never did this before

I never did this before, but it's sure worth it.

I'm talking about devoting the whole email to a single quote. This one is by Andrew Chen. Look how **simple and powerful** it is:

*"Growth [hacking] is a magnifying glass. If you have a tiny diamond and you put it under a magnifying glass, then you'll make something big and great. But if it's just kind of a tiny piece of shit, then it`s just **going to be a big piece of shit**, right?"*

Source: https://mixpanel.com/blog/2016/03/16/andrew-chen-and-the-state-of-growth-hacking

What is demanded by your audience?

Recently I was looking for questions that the audience of my music startup might have. I'm creating a blog and I needed to know what questions are **the most demanded** so that my team won't fall into **the most popular trap** of writing – things that are not demanded.

1. First, I utilized to see the most popular keyword suggestions.
2. I inserted all the suitable keywords (**over 400**) into a Google Sheets document.

   Next, I needed to find **long tail keywords** (over 4 words) and actual questions.

3. I inputted each keyword into the Google search field to see a list of **autocomplete suggestions**.
4. Copy/pasted that into a spreadsheet.
5. Checked out the **search volume** of each question again in Google Keyword Planner.
6. Updated the spreadsheet.

And then God sent me a link to a tool that does the #3-#6 bullets automatically. What a relief :). I'm happy to share this tool with you: KeywordTool.io

Source: http://keywordtool.io/

Troubles with Product/Market Fit?

If 40% of your users consider your product **a must have**, you've achieved Product/Market fit. You already know this.

But what if you have less than 40%?

Sean Ellis worked with one company that had **only 7%**. But those users were all focused on a very specific use case.

They changed their targeting, promise and onboarding to convert more of **those types of users**. In a couple weeks, the next cohort they surveyed that considered the product **a must have was over 40%**.

Today that company is **worth billions**.

Source: https://growthhackers.com/amas/ama-i-m-sean-ellis-founder-and-ceo-of-growthhackers-first-marketer-at-dropbox-and-the-guy-who-coined-the-phrase-growth-hacking

Don't waste years of your life without this

Before launching a new venture tell your prospects, "Please convince me why I shouldn't start this business." And shut up. Don't "sell" it. If your prospects encourage you to pursue your idea, ask them, right there, to pay for it. That's where the magic happens.

Every answer except for paying real money means they don't really need your stuff. I didn't know this and wasted 5 years.

Hayes Drumwright followed this instruction. He wanted to fail fast. But instead, three different companies gave him $35,000 each based on the concept alone.

Source: http://www.entrepreneur.com/article/246690

How to get your first customers

Try to sell your app to 10 people before you write a line of code. If people are donating to Kickstarter campaigns why would they have a problem prepaying for your app? You are free to sell any features and make any pivots until you reach product/market fit. Never sell the product, instead ask for feedback about your idea.

Source: http://www.criminallyprolific.com/2014/06/how-i-sold-my-app-to-10-people-before-i-wrote-a-line-of-code-and-then-launched-it/

Are you sure about your product/market fit?

Ask existing users of your product how they would feel if they could no longer use the product: Very disappointed, Somewhat disappointed, Not disappointed. Achieving product/market fit requires at least 40% of users saying they would be "very disappointed" without your product. When you are <40%, it`s too early for growth hacking, focus obsessively on getting to product/market fit.

Source: http://www.startup-marketing.com/the-startup-pyramid/

One Growth Hacking Idea a Day to your Email

You have exclusive access to invitation-only growth hacks: bit.ly/GHPlan

Hustling

1. [Scalable hustling](#)
2. [Increase your chances to get press by 39%](#)
3. [From 0 to 10K followers on Instagram](#)
4. [Guest blogging for 7 top media outlets](#)
5. [Simplest trick to gain prospects from Twitter](#)
6. [More journalists for your startup](#)
7. [The easiest way to get first users](#)
8. [The TechCrunch journalists` emails](#)
9. [Find journalists for your startup instantly](#)
10. [Pre-heat the journalists](#)
11. [Hack the press](#)
12. [Hack Product Hunt](#)
13. [How a $2B company gained its initial users](#)

Scalable hustling

How to turn hustling of getting new users into a **scalable process**:

1. Create a Google spreadsheet.
2. Create 3 tabs. 1 for each of the following: **Quora, Yahoo Answers, and Niche Forums** (Google ""niche keyword" inurl:forum").
3. Create 3 Google docs. One for each of the categories above.
4. Hire a **virtual assistant** on Elance to find questions that you could contribute to and fill out the spreadsheet with the question, yes/no, and direct URL to each question + add the questions to the appropriate Google Doc for you to fill out.
5. Write **great and insightful answers** for these questions, and reference your links.
6. After a while you will generate enough answers to popular answers, which will let your virtual assistant just **copy/paste them** everywhere.

Source: http://okdork.com/2014/03/26/how-we-grew-okdork-200-with-these-exact-seo-tips/

Increase your chances to get press by 39%

More than 500 editors at top sites like BuzzFeed, TIME, Lifehacker, Scientific American, TechCrunch were asked, "What characteristic does the perfect piece of content possess?".

15% said "Emotional Stories"
19% said "Relevant Content"
27% said "Breaking News"
39% said "Exclusive Research"

Source: https://growthhackers.com/slides/500-editors-journalists-reveal/

From 0 to 10K followers on Instagram

Go to the most recent section for the hashtag you chose to target and choose the top picture. Follow that account, go to their photos, and like their most recent three.

When we did this, the follow-back percentage approached 25%.

Meaning for every four people we followed, one would follow us back.

We did this for a week before setting the product live, and by the end of the week we had 10,000 followers.

Source: http://austenallred.com/user-acquisition/book/chapter/instagram/

Guest blogging for 7 top media outlets

Direct links to submit your tasty guest blog post:

1. Entrepreneur.com
2. [HBR.org](HBR.org)
3. The New York Times
4. [Inc.com](Inc.com)
5. Business Insider
6. Fast Company
7. Mashable

Bonus:

8. Forbes
9. TechCrunch
10. [Moz](Moz)

Source: http://blog.hubspot.com/marketing/guest-writer-popular-websites

Simplest trick to gain prospects from Twitter

Let's say, your product is "candles".
Go to Twitter and search:
"**need** candles".
"**want** candles".

Bingo! There they are, your target market, ready and looking to buy, and perhaps most importantly tweeting about it right now.

P.S. I tried different words (buy, get, love, acquire, etc.), but "**need**" and "**want**" show the best results.

Source: http://austenallred.com/user-acquisition/book/chapter/twitter/

More journalists for your startup

1. Google your competitor's name or a keyword describing what your startup does.
2. Toggle to the **News tab**. You will see a huge list of **the most recent** related articles. These are the journalists you want to pitch. *Remember, 81% of journalists prefer being pitched by email.

How to get their emails:

1. Use EmailHunter.co, Lead411.com, or AnyMailFinder.com
2. Find them on LinkedIn. Look at the "Summary" or "Advice for Contacting" sections.
3. If they have personal blog, subscribe to the newsletter to get their email address.

Or you can do all of this automatically with JustReachOut.io.

Source: http://www.criminallyprolific.com/2015/08/how-to-do-diy-pr-for-your-startup-without-spending-a-penny/

The easiest way to get first users

1. Visit quora.com
2. Search for topics, related to your service.
3. Comment related questions, promote your stuff.

I tried. It worked pretty good almost instantly. Although my reputation is zero and I was answering old questions.

Source: https://www.quora.com

The TechCrunch journalists` emails

Alex Wilhelm: alexkaiserwilhelm@gmail.com
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Source: http://techcrunch.com/2014/07/14/please-dont-spam-us/

Find journalists for your startup instantly

Just click the Source. Input your keyword ("parents," "kids," "music," whatever). Get a list of journalists, related articles and their emails.

Source: https://www.hey.press

Pre-heat the journalists

1. Do a customized audience campaign on Twitter. You will need at least 400 Twitter handles. Get their attention before contact them via email.

2. Send a personalized short one-liners email. For example: "Hey do you like chipotle?". Track email opens with Mixmax for Gmail or Yesware.

3. When Mixmax indicates the journalist has opened the email send a tweet linking to your article.

4. Send a follow up email.

5. When user answers that they are interested, send them the press kit.

Source: http://www.poweredbysearch.com/12-growth-hackers-were-asked-what-growth-hack-are-you-most-proud-of/

Hack the press

Try to be an expert source for reporters first, and then try to have them cover you later.

Keep a list of ten reporters you are closest to and who talked about things relevant to your interests and send them stories that they might be interested in covering.

It is key to stay on their radar. An easy way to do this is to keep leaving relevant and insightful comments on their articles, which also provides the benefit of creating discussion around their pieces.

Source: http://sumome.com/stories/grommet-growth

Hack Product Hunt

1. Do not submit by yourself! Reach out to influencers on PH.
2. Make a win-win offer, ask to submit your website and mark you as the Maker.
3. Give a specific offer for PH members.
4. Comment quickly. Comments count as much as upvotes.
5. Notify your community, but instead of sending direct link to your page on PH, send a link to the main page. Otherwise you`ll be blocked.

Source: http://blog.roverlabs.co/post/95913358254/startups-how-to-guide-for-product-hunt

How a $2B company gained its initial users

In early days Etsy had a team attending art and craft shows across the US and Canada almost every weekend.

They were able to tap into the growing feminist-driven crafting movement by attending crafting fairs and convincing in high profile feminist crafters to open up stores and sell their wares on Etsy.

Many of artisans had little to no e-commerce presence prior to Etsy and were thus highly motivated to send buyers to the site.

Source: https://growthhackers.com/companies/etsys-crafty-growth-to-ipo-and-a-2-billion-valuation/

One Growth Hacking Idea a Day to your Email

You have exclusive access to invitation-only growth hacks: bit.ly/GHPlan

Copywriting

1. 5x faster (write blog posts)
2. How scanable is your copy? (+ 4 tools)
3. 11 headline formulas to boost conversions
4. How to choose topics for blog posts
5. +6258% to the price to sell the product
6. Brian Dean`s framework of writing articles
7. +124% better usability
8. How Sean Ellis unlocks customer language
9. A single letter increased sales by 20%
10. 33 proven words to turbo-charge the Authority
11. 3 golden tools to find untapped keywords
12. How to make a prospect dream about a product
13. Never use these headlines (63% worse CTR)
14. One word, one emphasis: +20% increase
15. +300% people to read your content
16. How to touch the hearts of your prospects
17. A/B test. 2 headlines. 40% difference.
18. A copy that converts
19. 9 cold emailing rules
20. 7 engaging storytelling formulas
21. 7 perfect headline formulas
22. The magic of headlines
23. Hack persuasive copywriting
24. Copywriting tip to quadruple conversions
25. Replace one word to get 90% more clicks

5x faster (write blog posts)

Bryan Harris recently shared his finding on how he managed to write blog posts 5 times faster: **10,000 words in 5 hours** vs. his usual 25 hours.

Here is the process:

1. **Write an outline.**
2. Open up your voice recorder app.
3. Talk through your outline.
4. **Transcribe the recording.**
5. Pretty it up.

Boom! It's much **easier to talk** than to write. The ideas flow 1,000,000x quicker.

Source: http://blog.videofruit.com/writing-blog-post/

How scanable is your copy? (+ 4 tools)

According to Copyblogger, 80% of people will read a headline, but only 20% read the body.

In today's world people rarely read, they **scan/skim** through content and dive into areas they find interesting.

How do you craft scanable copy?

One of ways is to **improve the readability** - the ease with which a reader can understand a written text.

Here are 4 automatic tools that will help you with that:

1. The Readability Test Tool
2. Edit Central
3. Online-Utility
4. Hemingway App

Source: http://conversionxl.com/write-copy-people-read/

11 headline formulas to boost conversions

1. How to [Achieve a Desired Outcome]
2. [Large Number] of Ways to [Achieve an Outcome]
3. The Ultimate Guide to [Achieve a Desired Outcome]
4. Warning! Are You [Doing Something Undesirable]?
5. [Number] Proven [Actions/Ways] to [Achieve a Desired Result]
6. [Number] Mistakes Most People Make When/With [Common Action]
7. [Number] Secrets to [Achieve a Desired Outcome]
8. [Number] Lessons I Learned When/From [Experience]
9. No/Yes, You [Pre-Empt Objection] to [Achieve a Desired Result]
10. [Person] Did [Unusual Action] [Timeframe]. Here's What Happened
11. How [A Seemingly Inconsequential Action] Can Lead to [Undesirable Result]

Bonus:

12. How to [Achieve a Desired Outcome] Like [Celebrity]
13. How to [Desired Outcome] Without [Unpleasant Action]
14. [Number or How to] Simple/Easy Ways to [Desired Outcome]
15. We Analyzed [Number] [Measurable] And This Is What We Learned
16. A [Power Word] Tutorial to [Achieve a Desired Outcome]
17. [Number] Hacks to [Achieve a Desired Outcome]
18. Why [Thing] Makes You [Achieve a Desired Outcome]
19. [Number] Steps to [Achieve a Desired Outcome]
20. Stop [Doing Undesirable Common Action]
21. [Number] Reasons [Why You Have Undesirable Result]
22. Imagine [Desired Outcome]

23. [Number] Little-Known Ways to [Desired Outcome]

24. What You Should Know About [Topic]

25. Why [Problem]. And What to Do About It.

26. [Number] [Experts] Share [Way to Achieve a Desired Outcome]

27. Are You More Like [X] or [Y]?

28. We Can Help You [Achieve a Desired Outcome Better/Faster/etc.] By [Number]%

29. How We [Achieved Desired Result] in [Timeframe]

30. These/Find Out Which [Number Things] Could/Will [Desired Outcome]

Source: https://sumome.com/stories/headline-formulas

How to choose topics for blog posts

1. Go to Quora.com and find questions around your topic
2. Schedule links to a bunch of Quora posts on Buffer with their questions as the body of your Tweets
3. Wait a day
4. If a tweet gains **3x above average** interaction rates, write the post

Source: http://blog.videofruit.com/suck-at-writing/

+6258% to the price to sell the product

Rob Walker and Joshua Glenn embarked on an experiment to see if they could resell cheap stuff on eBay and make a profit, all by adding personal stories to the item descriptions.

For example, they added an emotionally charged story to a ceramic horse head for $1 and a bunch of other stuff.

The results?

With a story they resold the ceramic horse head for $62.95 – A 6258% increase!

Overall the project brought in nearly $8,000 combined.

Source: http://conversionxl.com/how-to-write-product-page-copy-that-doesnt-suck/

Brian Dean`s framework of writing articles

Brian Dean writes huge, awesome articles (4-8K words each) on his blog about white hat SEO. He's only published **32 posts** so far, but they've gained him **>80K subscribers** and >100K readers a month.

Here is his framework for writing massive articles:

1. Idea / Goal of the kick-butt, **epic**, amazing content.
2. Big picture outline.
3. Detailed outline.
4. Write in small, Pomodoro (60 min.) batches. Continue until draft #1 is complete.
5. Edit until every word and sentence is perfect.

Source: http://inbound.org/discussion/view/i-am-brian-dean-founder-of-backlinko-ask-me-anything

+124% better usability

Nielsen Norman Group analyzed **1.5 million** eye tracking fixations by observing more than 300 people and created a 355-page report.

Here are three main ideas for **improved writing** style that increase readability by 124%:
1. **Concise** text.
Half the word count, starting with the conclusion.

2. **Scanable** layout.
One idea per paragraph. Highlighted keywords. Bulleted lists.

3. **Neutral** language.
Rather than subjective, exaggerated language.

Source: https://www.nngroup.com/articles/how-users-read-on-the-web/

How Sean Ellis unlocks customer language

To extract your "**must have**" users, ask: "How would you feel if you could no longer use this product?": "Very disappointed," "Somewhat disappointed," "Not disappointed."

Ask ONLY those who answered "Very disappointed" (your "must have" users):

1. To get your **benefit**: "What is the primary benefit of [your product]?"

2. To get your **hook**: "What were you hoping [your product] would do for you when you originally tried it?"

3. To get your **description**: "Have you recommended this product?": Yes, No. If Yes: "How did you describe it?"

Apply responses to your homepage.

Source: http://appcues.com/blog/sean-ellis-secret-framework-for-unlocking-organic-growth/

A single letter increased sales by 20%

[Aarhus Teater,](#) one of the oldest and largest theatres in Denmark, had a link to their ticket e-shop on the upper right corner of the website's homepage. The link text said, "Køb Billet," which translates to "Buy Ticket" in English.

They changed the link text from "Buy Ticket" to "Buy Tickets" - a single letter at the end.

As a result, their SALES jumped by 20%.

Good motivation to never stop testing even silly ideas!

Source: https://vwo.com/blog/adding-single-letter-increases-sales/

33 proven words to turbo-charge the Authority

33 surefire words to turbo-charge the authority of your headlines, product names, buttons, and email subject lines:

Iron-clad, Proven, Validate, Authentic, Genuine, Bona fide, Legitimate, Reliable, Official, Final, Backed, Guaranteed, Research, Studies, Results, Solution, Honest, Complete, Psychological, Comprehensive, All-Inclusive, Absolute, Definitive, Authoritative, Conclusive, Authority, Surefire, Formula, Strategy, Expert, Report, Document, Literally, Powerful.

Source: https://sumome.com/stories/power-words

3 golden tools to find untapped keywords

If you want to explode your horizon when it comes to which keywords are demanded by your audience (and what demanded content to write about) these 3 tools are pure gold:

1. MetaGlossary suggests related terms.
2. FAQFox finds questions that your target audience asks online.
3. Udemy. The curriculum for each course in your niche hooks you up with a TON of keyword options.

Source: http://backlinko.com/white-hat-seo

How to make a prospect dream about a product

There is one magic word - a subconscious tumbler that makes everybody dream naturally and automatically.

This word is "when."

Real estate agents are notorious for using this sales tactic: "when you have a BBQ in your new home, make sure that you invite me". They are coercing you to dream about the future outcome. Once you get hooked, you'll be more likely to go through with the purchase.

By using the word "when," CrazyEgg boosted their sales by 5%.

Source: http://www.quicksprout.com/the-complete-guide-to-understand-customer-psychology-chapter-5/

Never use these headlines (63% worse CTR)

Outbrain compared 65,000 paid link titles that contained positive ("always" or "best") superlatives, negative ("never" or "worst") superlatives and no superlatives.

Headlines with negative superlatives performed 30% better than ones without superlatives.

And the average click-through rate on headlines with negative superlatives was a staggering 63% higher than that of their positive counterparts.

Source: http://www.outbrain.com/blog/2013/07/headlines-when-the-best-brings-the-worst-and-the-worst-brings-the-best.html

One word, one emphasis: +20% increase

A [research](#) study you can try on your own product:

Set up a free trial program that customers can sign up for and test it between two phrases:

1. "a $5 fee"
2. "a small $5 fee"

The second phrase was able to increase sign-up rates by over 20%.

They found that the emphasis on the "small" fee made it much easier to deal with for "tightwad" customers.

Source: http://www.copyblogger.com/scientific-copywriting/

+300% people to read your content

A basic A/B test. 2 posts, exactly the same, but:

1. The first started with a simple story that led into the "meat" of the content.
2. The second was with a no-nonsense intro that jumped right to the point.

The result? The post with the story had nearly 300% more people read all the way to the bottom!

When we hear stories, our brain acts as if we're living them: "Once upon a time there was [a hero]. One day [a challenge]! ...Goals ... A Moral."

Source: https://blog.bufferapp.com/power-of-story

How to touch the hearts of your prospects

According to research, mirror neurons in your brain activate when you "observe" or "imagine" something just as if you were experiencing it first-hand.

When crafting compelling copy, you have to understand what keeps your prospects up at night. You have to speak to a feeling that's already there, not try to force one on your reader.

When you mix "mirror neurons" and the inner feelings of your prospects - BOOM! The synergistic effect brings you into their hearts.

Source: http://www.copyblogger.com/scientific-copywriting/

A/B test. 2 headlines. 40% difference.

1st: "The simple test that increased our referrals."
2nd: "The simple test that increased our referrals **by 30%.**"

The second looks more promising. But by how much? +40%!
Data makes your headlines stronger.

Here is my favorite massive resource with all kinds of data for your tasty headlines: statista.com

Source: https://blog.bufferapp.com/how-and-why-to-write-persuasive-research-backed-content

A copy that converts

You can't have good copy without first doing the work to understand your customers. Much of the copy on our site now came directly from our customers' mouths in our conversations with them, and that's why it converts: **because it speaks their language, not ours**.

To understand their language, we send an email to every new customer simply asking them why they signed up.

Source: https://www.groovehq.com/blog/growing-a-business-to-100k

9 cold emailing rules

1. Make it about them, not about you

2. Keep to 4 sentences max

3. Use language that's conversational

4. The smaller the ask the easier to answer

5. Make use of the outbound email automation tools available to optimize your process

6. After 24 hours your email is all but dead

7. The more personalized, the better

8. Make it mobile friendly

9. Follow up, and follow up your follow ups

Source: https://attach.io/sales-email-templates/

7 engaging storytelling formulas

Make your pitches engaging with these storytelling formulas:

1. Useful info in a narrative.

2. What motivates your team.

3. What your brand stands for.

4. About your customers.

5. Emotional.

6. A beginning, a crisis & a resolution.

7. AN interaction between your customers and your brand.

Source: http://www.referralcandy.com/blog/ultimate-storytelling-guide-infographic/

7 perfect headline formulas

1. Who Else Wants [blank]?
2. The Secret of [blank]
3. Here is a Method That is Helping [blank] to [blank]
4. Little Known Ways to [blank]
5. Get Rid of [problem] Once and for All
6. Here's a Quick Way to [solve a problem]
7. Now You Can Have [something desirable] [great circumstance]

Bonus :)

8. [Do something] like [world-class example]
9. Have a [or] Build a [blank] You Can Be Proud Of
10. What Everybody Ought to Know About [blank]

Source: http://www.copyblogger.com/10-sure-fire-headline-formulas-that-work/

The magic of headlines

Headlines with numbers are 2x more likely to generate clicks vs. "how to" headlines, according to research by Conductor. And a study of 150 000 headlines revealed that **odd-numbered** headlines have a 20% better CTR than headlines with even numbers.

In an analysis of over 3 million headlines, Outbrain found using **[brackets]** in a headline bumped up CTR by 38%.

Source: http://backlinko.com/viral-content

Hack persuasive copywriting

1. If you want readers to appreciate your solution, you need to remind them of the pain. So poke the wound. Show that it hurts. Then reveal your solution.

2. Transform generic claims into concrete terms. Try to visualize adjectives. Change "Our support team is very quick" into "We'll get you an answer within 24 hours."

Source:
https://nickkolenda.leadpages.co/leadbox/1417f0b73f72a2%3A13aa6e42e346dc/5690145009303552/

Copywriting tip to quadruple conversions

If readers feel like you're trying to persuade them, they develop psychological reactance. Utilize "...but you are free," "It's up to you...", "You can decide..." to emphasize their freedom to choose. In the original study, Guégen and Pascual asked people on the street to donate money. The researchers quadrupled the amount of compliance when they incorporated the phrase "...but you are free to accept or refuse."

Source:
https://nickkolenda.leadpages.co/leadbox/1417f0b73f72a2%3A13aa6e42e346dc/5690145009303552/

Replace one word to get 90% more clicks

A 90 percent increase in clicks on buttons that are written in the first person. Just use the word "my" instead of "your." "Start my free 30-day trial" instead of "Start your free 30-day trial."

Source: http://unbounce.com/a-b-testing/failed-ab-test-results/

One Growth Hacking Idea a Day to your Email

You have exclusive access to invitation-only growth hacks: bit.ly/GHPlan

Acquisition

1. [From $0 to $75K MRR with 0 marketing budget](#)
2. [100x more traffic from Facebook (e-commerce)](#)
3. [+114% users through Google`s Featured](#)
4. [Epic hack: +600% increase](#)
5. [Mind-blowing exclusive hack](#)
6. [+10% to email open rates](#)
7. [3,500 sign ups in 24 hours](#)
8. [A winning formula to get featured in press](#)
9. [Best time to get more clicks (10 Time Zones)](#)
10. [Get 80% of emails of your Facebook friends](#)
11. [7 secrets of Reddit](#)
12. [CTR +40%. Blondes vs Brunettes vs. Gingers :)](#)
13. [Simple SEO trick to increase traffic by 66%](#)
14. [LinkedIn hack (sales prospects)](#)
15. [+100% to response rate (cold emails)](#)
16. [New marketing trend (400% higher rate)](#)
17. [Fresh Twitter hack](#)
18. [Setting up a blog that works](#)
19. [How to piggyback on huge mailing lists](#)
20. [Analysis of 1M Google search results](#)
21. [Does a blog really matter? (case study)](#)
22. [3 words increased mobile conversions by 36%](#)
23. [Sales leads without ads](#)
24. [+9% to your ad`s CTR](#)
25. [Reduce Facebook ads cost by 41%](#)
26. [TOP 3 tools for link-building](#)

From $0 to $75K MRR with 0 marketing budget

[Sergei Gusev](#) recently [shared](#) his awesome story on how he got from $0 to $75,000 MRR in 1.5 years with zero marketing budget.

His startup [Scentbird](#) is a subscription service that offers 30-day supply of a designer fragrance every month for just $14.95.

Here is his exact growth hacking plan from $0 to $75,000 MRR:

1. **Search on YouTube** "perfume reviews" & "[competitors or substitutes] reviews."
2. Write down all influencers into a [spreadsheet](#).
3. Reach out to the Influencers and offer a free product. Interesting statistics here: around 30% of the influencers reply to the first email. **Approximately 20%-30% replied to his second or third email.** This means that 2nd-3rd follow up emails boosted conversions by 60-100%!
4. Create a **unique coupon code** or/and a unique link with a coupon code for each influencer to track conversions. And ask them to put your link above the fold.
5. Look how $75,000 come to your bank account every month. ;)

Source: https://medium.com/@ligeo/how-we-got-from-0-to-75-000-mrr-with-zero-marketing-budget-b20101b09a76

100x more traffic from Facebook (e-commerce)

Graziashop mixed content marketing (Fashion Stories), e-commerce and got a **storytelling-based** online shop.

The main idea was to make it look and feel like an already familiar print editorial (an education + entertainment: expert tips, explored a current trend, the history behind a certain fashion piece), which would provide readers with an **instant shopping opportunity**.

Then they started to create Facebook posts that draw attention away from sales to this engaging content.

As a result, their traffic from Facebook **increased by over 100 times**.

Source: http://www.styla.com/blog/story/how-to-skyrocket-facebook-reach-by-190-in-3-months-graziashop-case-study

+114% users through Google`s Featured

Google's Featured Snippet is the box at the top of the results page that displays the direct instructions that have been pulled from your webpage, like this example.

Matthew Barby recently analyzed patterns of results appearing in the featured snippets. He saw an average increase in CTR of over 114%, and that's **even if they were already ranking #1** on page one.

Here are his findings:

1. The query should be either, **"how to," "what is," "how do,"** or "how does."
2. It doesn't matter whether your page takes 1 or 10th position (not further then 10th).
3. The search query should be in h1, h2, h3 or h4, etc.
4. The answer to the query should be placed in a <p> tag directly below the header.
5. The answer should be **between 54–58 words long**.

Source: http://blog.hubspot.com/marketing/how-to-featured-snippet-box

Epic hack: +600% increase

What do you think when you hear about the "acquiring other websites" strategy? I bet "millions of dollars per acquisition."

Matthew Barby purchased a website for $50 (not thousands, not millions - **fifty dollars**) through an auction Flippa.

Then he did this:

1. **Copied content** from the purchased website to his CMS.
2. Temporarily added no index tags to the copied content.
3. Ensured that the URL structure is as **similar as possible**.
4. Within the acquired website, he set up canonical tags to point to the new URLs on his core website.
5. **Removed the no index** tags from the migrated content on his core website.

As a result, search traffic increased by **600% in under 3 months**, and continues to rise.

Source: http://blog.hubspot.com/marketing/seo-social-media-study

Mind-blowing exclusive hack

Do you have an opportunity every day to be presented to **200K+ email subscribers for free**?

Today is that rare day.

Meet Highbrow - a free email course service with 200K+ subscribers. You can publish your email course (10 lessons **300-500 words long**) and acquire new users for free.

Here are the instructions:

1. Submit a form.
2. Get an approval.
3. Publish 10 lessons and a quiz.
4. The rest is on Highbrow: design, delivery, promotion among 200K+ subscribers.

HubSpot recently published their email course on Highbrow and got:

- 7,042 unique readers
- **69% open rate** (OMG!)
- 2,981 clicks

Piggyback on it, hurry! :)

BTW, GHI was born after I subscribed to their growth hacking course and was eager to get more :).

Source: http://gohighbrow.com/create-course/

+10% to email open rates

HubSpot **analyzed** **6.4 million emails** and gained these interesting findings:

1. 80% fewer emails are sent over the weekend.
2. Emails sent over the **weekend are 10% more** likely to be opened.
3. Emails with no subject all together were opened 8% more than those with a subject line.

Bonus - cold emails opening lines ideas to boost open rates:

1. **[Name], I noticed you ...**
2. Saw that we both ...
3. [Mutual connection] mentioned ...
4. Congratulations on ...

Source: http://www.hubspot.com/sales/email-open-rates-report

3,500 sign ups in 24 hours

Recently I received an email from Noam Schwartz - a member of our gorgeous community:
I did an AMA with a Marketing Slack group, mentioned [this lead magnet], and got 3,500 sign-ups in 24 hours.

Sure enough, I was intrigued and asked for details :). Here's what he generously answered:

- *I got on an AMA and shared my story, answered questions, etc.*
- *I personally approached each and every one of the participants and thanked them.*
- *I told them they can get a special gift for the AMA on my site.*
- *I asked everyone to tweet about the promotion to get an upgrade to the gift.*

I Googled a little and found this handpicked selection of top Slack communities + another list to help you piggyback on Slack :).

Source: http://hackingrevenue.com/freebies/revenue-estimations-model-freebie-for-hackingrev-readers/

A winning formula to get featured in press

Instead of pitching your product to the press (i.e. Hey TechCrunch **cover my "tinder for dogs"** app) do the following to get featured in press:

1. Write a guest article by interviewing or asking for **quotes from known people** to include in the article. Example: a quote from Tim Ferriss or Chris Sacca about "tinder apps."

2. Submit your guest article to a publication such as TechCrunch or TheNextWeb.

3. Get your article published - get exposure via the **link from your bio**.

4. Reach out to a writer from that same publication and say "I'm a fellow writer for TNW, just published X, saw you've written about X, wanted to **hear your feedback.**"

This hack was provided by my friend, awesome growth hacker [Dmitry Dragilev](), who sold a company to Google.

Source: http://www.appsumo.com/justreachout/

Best time to get more clicks (10 Time Zones)

During a 4.5-year period, Buffer analyzed over **4.8 million tweets** across 10,000 profiles to find the best time to tweet to gain the biggest amount of Click-throughs.

Here are results for different time zones:
Los Angeles (Pacific Time): 2:00 a.m.
Denver (Mountain Time): 7:00 p.m.
Chicago (Central Time): 2:00 a.m.
New York (Eastern Time): 11:00 p.m.
Paris (Central European): 2:00 a.m.
Istanbul (Eastern European): 8:00 p.m.
Sydney (Australian Eastern): 2:00 a.m.
Hong Kong (Hong Kong Time): 5:00 a.m.
Shanghai (China Time): noon
Tokyo (Japan Time): 8:00 a.m.

Global (on average): 2:00 a.m.

Source: https://blog.bufferapp.com/best-time-to-tweet-research

Get 80% of emails of your Facebook friends

Who would think, that adding an investor, prospect, or influencer as a friend on Facebook, gives you **access to his email**. It was a big surprise for me today. Here is how you can get emails:

1. Go to "[Yahoo.mail - sign up](#)"
2. Right after a successful signup you will be offered to **import contacts from Facebook**. Choose it.
3. After the contacts are imported, click "Skip setup".
4. Enter "Contacts". Here are all the emails ;).

I did this and got **80% of my friends emails**.

Source: http://deux.io/hack-email-facebook-yahoo/

7 secrets of Reddit

[Datastories](#) analyzed **4 million data** points to see what makes it to the front page of Reddit:

#1. **5pm - 9pm PST** is the hottest upvote time.

#2. Images get much more upvotes than text posts.

#3. **Very Positive** or Very Negative posts perform significantly better than Neutral ones.

#4. Text posts get more comments and stay on the front page longer.

#5. These 5 Sub-Reddits completely **dominate the front page** of Reddit: r/funny, r/pics, r/gifs, r/TodayILearned, r/gaming

#6. Putting a number in your headline increases chances of being among the top posts.

#7. **Internal self-posts** LIVE SIGNIFICANTLY LONGER than external posts.

Source: https://blog.datastories.com/blog/reddit-front-page

CTR +40%. Blondes vs Brunettes vs. Gingers :)

Matthew Woodward ran a funny experiment through Facebook ads.

He set 3 advertising campaigns. Everything was **identical** except for the image (Blonde lady vs Brunette lady vs Red-headed lady)!

What are your guesses about the **results?** :)

Redheads get 40.4% bigger CTR than brunettes and 66.6% bigger CTR than blondes.

Source: http://www.matthewwoodward.co.uk/experiments/gingers-vs-blondes-vs-brunettes/

Simple SEO trick to increase traffic by 66%

Google loves fresh content (new or updated). Two guys, [Ross Hudgens](#) and [Anthony Nelson](#), ran a test.

The only thing they did? They simply updated their old blog posts so the **date of last update refreshed**.

As a result, Ross' traffic has increased by 79%. And Anthony saw a 66% lift from Google for old posts.

Source: http://www.siegemedia.com/increase-website-traffic

LinkedIn hack (sales prospects)

LinkedIn allows you to **search only inside** your network, up to 3rd connections. It hurts when you are entering a new market and have a lack of connections.

Here is a hack to overcome this barrier :).

Go to Google and search:
site:linkedin.com/in/ AND [job title]
site:linkedin.com/in/ AND [company]
site:linkedin.com/in/ AND [skill/category]
site:linkedin.com/in/ AND **[company] AND [job title]**
site:linkedin.com/in/ AND VP OR SVP OR EVP OR Director OR Manager OR SalesOps

Bon appetit :).

Source: https://blog.docsend.com/find-10k-sales-prospects-linkedin/

+100% to response rate (cold emails)

Researchers blasted cold emails to 1,000 of the **busiest business people in America**: C- and VP-level executives from the Fortune 500 and the Inc. 500.

They A/B-tested 2 different subjects and **the same body**:

1. "Quick Question"
2. "15 Second Question for Research on Annoying Emails"

Results.

The open rate was almost the same: ~50%.

But! **By over-promising** on the time commitment with the "15 Second" subject line, they turned some recipients off. As a result, reply rates were very different:

1. "Quick Question" — 66.7% of total replies
2. "15 Second Question ..." — 33.3%

That's a **TWO times** difference.

Source: http://www.fastcompany.com/3036672/hit-the-ground-running/what-we-learned-from-sending-1000-cold-emails

New marketing trend (400% higher rate)

When [TAYLOR PEARSON](#) recently launched his book, he went on a podcast that had a listenership of around ten thousand people the day. After having his guest blog post go live on a site that also had around ten thousand readers.

He sold almost **400% as many books** the day the podcast went live vs. the blog post.

Podcasts are a new trend ([Edison Research](#)).

Nice time to [piggyback on this channel](#), **while it`s not overwhelmed**.

Source: https://sumome.com/stories/podcast-interviews

Fresh Twitter hack

[Evgeny Mironichev](), who is a **member of our community**, shared recently one new growth hacking technique he saw on Twitter.

I found it interesting and wanted to feature it for all of you.

Evgeny:
"Volley.Works startup added me on twitter to **their own list** called 'You_should_try_Volley_Works'"

I got the email notification that I should try Volley.Works from twitter because **they send notifications** when someone adds you to a list."

Source: https://www.linkedin.com/in/mironichev

Setting up a blog that works

While planning to set up a blog for my music startup I found these awesome instructions. Happy to share them with you:

1. Install WordPress. Utilize SEO friendly frameworks: Genesis or Thesis.
2. Install all of these key SEO friendly WordPress plugins: WordPress SEO by Yoast, WP SmushIt, WP Super Cache, Editorial, Flare, Highlighter, Redirection, WP Paginate, WPTouch.
3. Run your site through W3C validator, Google PageSpeed Insights and fix all the errors highlighted.
4. Setup rich snippets (images, video, ratings near a title) and Schema to drastically boost CTR from search engines.
5. Optimize your blog for email opt-in using these plugins: Dreamgrow Scroll Triggered Box, Email List Builder & Welcome Mat & Scroll Box & Smart Bar by SumoMe, LeadPages, Opt-in Content Locker, OptinMonster.

If you don`t have a developer in your team, these guys (http://wpcurve.com/) provide unlimited small WordPress changes for $79/month.

Source: http://okdork.com/2014/03/26/how-we-grew-okdork-200-with-these-exact-seo-tips/

How to piggyback on huge mailing lists

All product owners are looking for stories of people who have used their product and have had success. They want to feature these stories to their huge mailing lists, because they **increase their sales**.

Piggyback on this win-win cooperation:

1. Make a list of products (or services, books, courses, blog posts, podcasts), etc. that **you've used** (related to your business).
2. Write a detailed testimonial with results ("An XX% increase ..."), screenshots **and links** documenting one small win you've had with each product.
3. Send that testimonial to the owner of the product and tell them "Thank you!"

Bryan Harris followed this sequence and now receives over 2,000 unique visitors per month from his case study on the AppSumo homepage.

The same way you can **get featured to 26,000** members of GrowthHackingIdea`s community. Feel free to send your success story to admin@growthhackingidea.com

Source: http://blog.videofruit.com/jumpstart-lesson5/

Analysis of 1M Google search results

The guys from [Backlinko](#) analyzed 1 million Google search results.

Here are their key findings on what correlates with **higher rankings on Google**:

1. The number of domains linking to a page.
2. A site's overall link authority.
3. Content rated as "topically relevant".
4. **Longer content** (1890 words and more).
5. HTTPS (instead of HTTP).
6. **At least one image**.
7. Fast-loading pages.
8. Exact match anchor text.
9. **Low bounce rate**.

Source: http://backlinko.com/search-engine-ranking

Does a blog really matter? (case study)

The guys from Groove were running a blog within their first 14 months.

But before that, they **projected their growth without a blog**. They were going to achieve $40K of MRR within 14 months.

Here is what happened after they started to run a blog. They outperformed their expectations by 150%, making **$100K of MRR instead of $40K!**

One more important thing: They had written only 50 blog posts within that period of time, but all of them were **big and super valuable.**

Still don't have a blog? ;)

Source: https://www.groovehq.com/blog/growing-a-business-to-100k

3 words increased mobile conversions by 36%

48 times, these guys ran the same A/B test for different ads. 42 times it yielded a positive change to the conversion rate. The average conversion rate increase, based on the positive examples, was +36.6%. 12 out of 48 times this test more than doubled the conversion rate (100%+ lifts).

These 3 magic words were "from your phone." Worth trying to use them in your mobile ad.

Source: https://www.adbasis.com/blog/the-3-magic-words-of-mobile-advertising.html

Sales leads without ads

1. Prepare a **very detailed** description of the leads you need + a spreadsheet with all the fields you need.
2. Add an ad on [Upwork](#) or [Freelancer](#). Expect $5 - $8/hour quotes.
3. Check the quality of emails from each freelancer with [Rapportive](#).
4. Set up a **separate domain/IP** (so as not to harm your main IP) for sending emails to the leads you get from freelancers.

PersistIQ achieved a cost per lead **below $0.31** this way.

Source: https://persistiq.com/blog/the-complete-guide-outsourcing-b2b-lead-generation/

+9% to your ad`s CTR

Based on over $1M worth of display ads, researchers compared how photos performed versus "designed" background images.

They found that the average CTR of ad variations containing **photos** as background images is 9.9% higher than ones with "designed" backgrounds.

Source: http://3qdigital.com/featured/ab-testing-over-1m-worth-of-display-ads-5-things-we-learned/

Reduce Facebook ads cost by 41%

Facebook ads pro Aaron Zakowski found that right side ads are the best choice for a small budget. Though you can't get the same volume as Newsfeed ads gives, cost per signup from right side ads is about 41% lower than from desktop newsfeed ads.

Bonus tip from Aaron. If your audience is over 500,000 people, start with Optimized CPM bidding, as it gets more conversions than regular CPM or CPC bidding. If below 500,000 - utilize CPM bidding.

Source: http://aaronzakowski.com/how-reduced-invision-cost-per-signup-facebook-ads/

TOP 3 tools for link-building

55 SEO experts were asked about their favorite tools for link-building.

Here are the TOP 3:

#1. BuzzStream – for blogger outreach, finding contact information, generate search queries, etc.
#2. Ahrefs - for checking links and competitive analysis.
#3. Open Site Explorer - gives you many insights about links pointing to a certain page.

Bonus. Majestic SEO – for bulk links and to drill down in link value.

Source: http://www.clambr.com/link-building-tools/

How does A/B testing for SEO work?

We can't create two versions of a page. Google doesn't like seeing near-duplicates.

Instead:

1. Randomly group the set of pages you want to improve into control and variant groups.
2. Apply changes only to the variant groups.
3. Measure the resulting changes and declare the test a success if the variant group outperforms its forecast while the control group does not.

The Pinterest team followed this sequence. When they saw a significant drop, they cancelled plans to roll out similar changes across the site.

Source: https://moz.com/blog/seo-split-testing-a-b-test-changes-Google

One trick to increase your ads CTR by 12%

AdBasis analysed almost a half billion ad impressions. They found that ads containing images of people have, on average, a 12% higher CTR than those which do not.

Source: http://3qdigital.com/featured/ab-testing-over-1m-worth-of-display-ads-5-things-we-learned/

Better than remarketing

[Brian Harris](#) tested different types of Facebook ads and found that the Email list look-alike audience brings the lowest cost per new subscriber. Re-targeted website visitors only got second place in this rating.

This is how you can do that:

1. Go to Facebook ads, click the [Audiences tab](#).
2. Click Create Audience, select Custom Audiences, select Customer list, upload your list.
3. Go back to the [Audiences tab](#).
4. Click Create Audience and select Lookalike Audiences.
5. Choose your added Custom Audiences in the source field.

Done. Love it :)

Source: http://growthhackingidea.com/

Simple trick to get huge Google ranking

Wikipedia has the highest rankings on the Internet. All you need to do to be part of it is to place your link on Wikipedia.

1. Visit a page on Wikipedia that covers your topic.
2. Hit "edit" at the top of the page.
3. Add **a notable fact** and link to your article. Don't even try to promote yourself. All you need is a link.

Done. I tried. It took me a couple of minutes - really simple. :)

Source: http://www.growhack.com/2012/11/12/places-to-start-acquiring-users/

Remarketing CTR declines over time. Stop it.

Typically, remarketing CTR is 10x greater than the average CTR, but declines over time.

You need to stop showing your ads to the users who already reached the goal. This is how you can do that:

If you are new to remarketing, follow these instructions.

If you are not new:

1. Visit "Shared library" > "Audiences" > New remarketing list.

2. "Who to add to your list": choose "Visitors of a page who did not visit another page".

2.1. "People who visited a page with any of the following": input your domain

2.2. "But didn't visit another page with any of the following": input your target page (checkout, successful opt-in, etc.).

3. Name your audience, save, and target your ads to this audience.

Source: https://support.Google.com/adwords/answer/2549111?hl=en

Case study: #3 on Google in 14 days

1. Google your keyword.

2. Write a much better (more thorough and up to date) version of what currently ranks high. If you see "35 free cook books", make a post about "50 or 100 free cook books".

3. Open Link Profiler will help you see who backlinked to the current top content. Reach out to authors with the highest link influence score: "... I just wrote a similar article you mentioned. It's like [Name of the article] but more thorough and up to date [URL]."

4. Usually 5-17 out of 100 folks will link back to the article. In our case, that was enough to rank #3 on Google!

Source: http://www.criminallyprolific.com/2015/03/link-building-study-how-i-ranked-3-for-my-term-on-Google-in-14-days/

How to hack SEO with Google+ hidden trick

Google Plus +1s affect SEO. Here's a hack on how to quickly gain a bunch of +1s.

Become a moderator of a popular community.
If your business page is a moderator on a Google+ community, all of the +1s from that community will be added to your business page's tally. And if your G+ page is linked to your website, it will pass on to your homepage!

How do you become a moderator? Get in touch with the author and ask him if he needs a hand – it's a simple as that!

Source: http://www.matthewbarby.com/Google-plus-traffic-generation/

Chrome Web Store boosted traffic by 2,000%

1. Create your extension (it took us a few hours) and submit.

2. A/B test the headline, description, cover photo, and categories.

3. Engage your current user base to install the extension, it plays a big role in getting a higher rating position.

4. Set up multiple language versions. It **boosted traffic by 2,000%** for several days. After the initial spike - the average number of daily visitors **doubled**.

Source: https://blog.kissmetrics.com/100k-early-bird-signups/

The easiest way to connect with influencers

Sometimes influencers are much closer than you think. They are among your users.

1. When each new user signs up, send an email notification to yourself (put his email into "From").
2. Install rapportive.com to see a LinkedIn profile of a user right inside Gmail.
3. When you see an influencer in your inbox, surprise him with your super personal and super-fast email.

Source: http://growthhackingidea.com

Gain customers by a bestseller on Amazon

People leverage Amazon to sell books, but we can do the same to gain very qualitative paying prospects on a regular basis. Spencer Haws got 6K downloads in 5 days and 1K every month from Amazon. He followed these instructions. I followed them too with the book "TOP 101 growth hacks" and reached TOP 10 best sellers in the Marketing category:

1. Insert into your book a special offer with the link that takes to an opt in page.
2. Convert your book to the Kindle format for $5 on Fiverr and create a cover.
3. Submit on kdp.amazon.com.
4. (Critical) First 5 days (every 3 months) provide a book for free in exchange for an honest review. Remember, when I asked you a week ago to write a review in exchange for a book? This is it. Notify your community + promote here).
5. While it`s free, submit a book on Product Hunt only to this section and notify your readers.
6. Switch to $0.99 to drive as much customers as possible.

Source: http://www.nichepursuits.com/self-publish-a-book-on-amazon/

The simple "Perpetuum Mobile" Twitter hack

1. Sign up on buffer.com
2. Load all of your existing blog posts into Buffer.
3. Set up your schedule when you want Buffer to post your tweets.
4. Sign up to ifttt.com.
5. Go to my recipes and create a recipe that will automatically re queue all of your tweets to Buffer.

Now every time Buffer sends out a tweet, ifttt will automatically send the tweet back to the Buffer queue - a never ending loop.

Results: this hack sends 3k+ monthly visitors to a blog of the author.

P.S. Edgar does all of this automatically. ;)

Source: http://yanngirard.typepad.com/yanns_blog/2015/06/the-simple-twitter-hack-that-sends-3k-monthly-visitors-to-my-blog-.html

Case study: Hack Twitter, get acquired

Localmind - allowed you to send a question to any place in the world, and get an answer from someone at that location in real-time.

In the beginning they had a problem - nobody answered questions.

They hacked it with Twitter:

1. Tracked geolocated tweets in a certain location.
2. Sent @ messages to people, who had just tweeted, asking questions (of their users) about the area: how busy it is; is the subway running on time; is something open; etc.

Result: acquired by Airbnb

Source: http://www.slideshare.net/Leananalytics/lean-analytics-workshop-from-lean-startup-conf

Download a list of competitors` customers

It`s a kind of magic! There is a service [BuiltWith](). It allows you:
Magic #1. To download a list of customers of your competitors.
Magic #2. This list has people names, titles, emails, location and telephone data.

It turns out that it`s not so hard to beat a big competitor.

Source: http://sixteenventures.com/saas-competition

Case study: 2,000,000 downloads

They created a bundle of content from the book (250 pages of material, interviews, extras, videos, and photos) to be given away to BitTorrent's 170 million members for free. Plus, a link to buy the book for up to 40 percent off at Amazon. The results: 2,000,000 downloads. This translated into thousands and thousands of copies sold.

Source: http://www.amazon.com/Growth-Hacker-Marketing-Primer-Advertising/dp/1591847389/

Growth hacking partnership by eBay

eBay in 2012 partnered with Gogo — the inflight Wi-Fi provider — to provide free access to eBay.com for customers on Delta and Virgin America flights. What is eBay doing with this move? Well, they're getting a crack at hundreds of thousands of potential customers (bored and stuck ones at that) via someone else's platform.

This hack is from "Growth Hacker Marketing" by Ryan Holiday (Best books of 2015 on Amazon).

Source: http://www.amazon.com/Growth-Hacker-Marketing-Primer-Advertising/dp/1591847389/

Turn LinkedIn contacts into a list of emails

There is a way to download all your LinkedIn contacts — names, email addresses, job titles, and companies — into a spreadsheet: https://www.linkedin.com/people/export-settings

Yeah, it`s that simple :).

Source: http://www.buzzfeed.com/alexkantrowitz/this-is-how-to-get-your-linkedin-contacts-email-addresses

I hardly forced myself to share this hack

When you want to impress VIP clients, journalists, investors, etc. try to do it with super personalized Facebook ads:

1. [Click Ads tab -> "Tools" -> "Audiences"](#)
2. "Create Audience" -> "Custom Audience" -> "Customer List" -> "Copy and paste your customer list"
3. Paste the email addresses, listed on their Facebook profiles.
4. You need to add at least 30 entries.
5. Create new ads, choose your custom audience, Optimize for: "Clicks To Website", Pricing (!important): "Get the most website clicks at the best price".

Voila. You can surprise them with funny personalized ads or just make them feel like you are everywhere.

Source: http://mysocialsherpa.com/the-ultimate-retaliation-pranking-my-roommate-with-targeted-facebook-ads/

200K users a month from long tail phrases

The longer the keyword, the easier it is to rank well on Google.

Neil Patel gets each month 238,195 visitors from long tail phrases. This is how:

1. Log into your Google Analytics -> "Acquisition" -> "Keywords" -> "Organic".
2. Take one by one each short keyword phrase (<4 words) and type it into Google to see what other long tail phrases (>=4 words) it might suggest.
3. Edit your page, utilizing these long tail phrases. Make sure your keyword density is below 3%.

Source: http://www.quicksprout.com/2014/03/12/how-to-use-Google-suggest-to-grow-your-long-tail-traffic/

Boost conversions of your Tweets

Tweets with images receive 18% more clickthroughs, 89% more favorites, and 150% more retweets.

Source: http://www.socialquant.net/5-ways-to-get-clicks-on-your-twitter-posts/

How to collect emails on Twitter

1. Visit ads.twitter.com. Click "Leads on Twitter."

2. Click "Select and continue".

3. Fill out all the required fields.

4. Pin this tweet to the top of your Twitter profile.

Source: https://www.getvero.com/resources/twitter-lead-generation-cards/

Hack Twitter

1. Get more engagement with hashtags. Find some on hashtagify.me/popular
2. Tweet between 9 a.m. and 3 p.m., Monday - Thursday.
3. Schedule your tweets with twuffer.com or futuretweets.com
4. Put hashtags in your bio.
5. Follow your TA to follow back. Unfollow those who do not after 4-5 days.
6. Utilize this JavaScript growth hacking kit http://bit.ly/1JZeEeH

Source: https://blog.bufferapp.com/twitter-hacks

Creating Pinterest pins that drive results

Use a 1:3.5 Ratio (i.e., 100px wide by 350px tall).
Showcase multiple products in your images.
The more helpful is your information, the better.
Use detailed descriptions with a call-to-action to influence clicks.
Don't go over the top by being too promotional.
Use promoted pins to A/B test and increase results (a business account required).
Promoted pins cannot include pricing information, testimonials, or a call-to-action.

Source: https://blog.kissmetrics.com/results-with-promoted-pins/

Best growth hack by Laxman Papineni

Create your own Flash Mob and get millions of views on YouTube.

Improvise. Mix "Flash Mob" + "Find Influencers" + "Embed invites program" + "Define timing" + "Keep it simple" + "Show off" + "Altruism" + "Competition with friends". And you`ll get Ice Bucket Challenge.

The ALS charity have raised $98.2 million during 1 month (36 times more compared to last year) thanks to Ice Bucket Challenge.

Source: http://www.appvirality.com/blog/startup-lessons-als-ice-bucket-challenge/

Which ads perform best for your competitors?

1. Find out what sites your competitors are advertising on?

2. See what ads your competitor is using

3. See which ads are performing best for your competitor

4. Get inspiration for how to design an ad for a specific topic

All of that is available on WhatRunsWhere (click Source).

Source: https://www.whatrunswhere.com/

Piggybacking tweak to earn a ROI

You can try and promote a campaign around an `Awareness day`.

Check out national-awareness-days.com , https://en.wikipedia.org/wiki/List_of_commemorative_days , http://www.timeanddate.com/holidays/ to find out if there is a relevant awareness day coming up. Mix it with your ads and boost your sales. The bathroom freshener `Poo-Pourri` generated $73,000 in sales (94% of which came from new customers) leveraging this tweak.

Source: https://blog.kissmetrics.com/make-twitter-profitable/

Hack ideas for the 2nd largest search engine

YouTube is the 2nd largest search engine in the world.

How to find video ideas for your company and leverage this channel.

1. Click "Source" below.
2. Click "Find new keywords" - "Search for new keywords".
3. Your product or service: [put in anything related to your product: fitness, travel, children, etc.]
4. Keywords to include: how to, instruction, review, tutorial
5. Press [Get ideas]
6. Press [Keyword ideas]
7. Rock on!

Source: https://adwords.Google.com/ko/KeywordPlanner/Home

Hack Facebook ads

First gain "Social proof" (~1000 likes) from Low demand countries (India, Philippines) for $0.005 per post engagement. Then switch target to the high demand, high competition countries. Get 64% less cost per engagement, 920% increase click-through rate.

Source: http://www.upwordsem.com/how-to-hack-facebook-ads-down-to-0-005-per-engagement/

5 SEO hacks for the 2nd largest search engine

YouTube is bigger than Bing, Yahoo, Ask and AOL combined.

1. The longer your video is, and the longer a viewer spends watching the video, the higher your ranking.
2. Name the actual file with your keyword before uploading the video.
3. Add closed captioning.
4. Be the first to comment.
5. Automate backlinks with ifttt.com

Source: http://www.searchenginejournal.com/advanced-guide-youtube-seo/128847/2/

Disrupt the cost of YouTube video marketing

Turn your blog into a video blog. Turn your plain-text articles into YouTube videos for $0.97 per video. No camera or video editing. Animation, music, graphics and a complete voice-over (yours or robot`s). Click the source to get it.

Source: http://articlevideorobot.com

One Growth Hacking Idea a Day to your Email

You have exclusive access to invitation-only growth hacks: bit.ly/GHPlan

Activation

1. [+100% in signups (2 small tricks)](#)
2. [+120% to CTR from emails](#)
3. [+31% increase in signups](#)
4. [+228% to your ads conversions](#)
5. [1,375% more email subscribers](#)
6. [94% of users mistrusted a site because of](#)
7. [Opt-in form for Medium posts](#)
8. [+240% by optimizing the past](#)
9. [+200% to form/survey conversions](#)
10. [+18% to activation (one small strick)](#)
11. [If you want sustainable growth](#)
12. [How to boost activation by 300%](#)
13. [Best growth hack by Grasshopper`s CEO](#)
14. [29% opt-ins from videos](#)
15. [Why it`s not enough to be 10X better](#)
16. [+844% through the crazy minimalism](#)
17. [Revenue jumps up by 71% (segmentation)](#)
18. [This form increased conversion by 25%](#)
19. [A 300% increase in monthly sales leads](#)
20. [High quality reduced conversions by 45%](#)
21. [A +232% lift to account signups](#)
22. [A/B test. A 60% increase in signups.](#)
23. [Contests that receive 40% more subscribers](#)
24. [How to get great testimonials](#)
25. [55%-400% more leads](#)
26. [85 times smaller CTRs](#)

+100% in signups (2 small tricks)

[Jeff Chang](#), a tech lead on the User Acquisition team at Pinterest [shared their case](#):

1. They made **all Pins look the same**: Related Pins were made bigger, and the Main Pin (that a user found on Google and clicked) was made smaller.

Result: This trick **increased signups by 100%** but search traffic dropped by -10%.

2. Then they used **the same large-size image file** as before, but sized it down to fit inside the smaller Pin.

Result: This change increased the traffic difference from -10% to +10%, even though the design **looks the same visually**.

Source: https://engineering.pinterest.com/blog/lessons-growth-engineering-how-we-doubled-sign-ups-pin-landing-pages

+120% to CTR from emails

A study analyzed how the number of links (from 1 to >30) affected Click-Throughs.

Results:
Emails with **2-3 links and a single call to action convert at a rate that is 120% better** than those with just one and 46% better than those with 4 or more.

Source: https://www.getvero.com/resources/triggered-email-increase-click-through-rate/

+31% increase in signups

This is our own study.

My team now runs a bunch of A/B tests on our music startup.

Among them, we tried to test how adding "**X spots left**" affects conversions.

We tried different numbers from 1 to 31.

Our results:

1. The best conversions come from "2 spots left".
2. When you test 2 identical copies, the one including **"2 spots left" shows a 31% increase** in conversions.

Source: https://growthhackingidea.com

+228% to your ads conversions

Dynamic Text Replacement is a mechanism that changes content on your landing page based on different custom parameters (URL variables). For example, from this URL "http://wwww.example.com/?param=Coats" you can use the word "Coats" in your landing page.

The best part - you **don't need to waste time on creating multiple landing pages** per keyword that you test. They are created on the fly automatically.

I found two tools that provide dynamic text replacement feature:

1. [Unbounce](#)
2. [Marketizator](#)

According to [this study](#) dynamic text replacement **boosted ad conversions by a whopping 228%**.

Source: https://klientboost.com/cro/conversion-tricks/

1,375% more email subscribers

I already featured an idea about the power of exit-popups, but this study is amazing. An exit-popup is a popup that shows up once you try to close a page.

[A blogger](#) wanted to **increase her newsletter subscribers**, so she added two sign-up forms to her blog.

1. One on the sidebar.
2. Another - in an exit-popup.

The exit-popup outperformed the sidebar form **by 1,375%**!

Source: https://blog.aweber.com/email-marketing/easy-secret-more-subscribers.htm

94% of users mistrusted a site because of

[A study](#) found that web design was more powerful than content when it came to mistrust.

When people were asked why they mistrusted a particular site, a whopping **94% of all the responses were related to design** elements versus a paltry 6% on specific content.

Source: http://rocketmedia.com/blog/better-design-makes-websites-more-trustworthy

Opt-in form for Medium posts

While looking for the next tasty hack, I was reading this article, "The Danger of Cheap Acquisition" hosted on Medium.

Nothing special in it that I'd like to test for myself.

But then I saw an opt-in form "**Subscribe to my Medium posts**" with a field to input your email. Wow, I thought, how did he add this form to his Medium article.

Then I clicked it to input my email and I was redirected to another page with an opt-in form with a blinking cursor in the "Input your email" field.

That form on Medium turned out to be **an image**. A very smart move and a good idea to test on Medium users. I instantly did the same for my post on Medium :).

Source: https://medium.com/@intentionally/the-danger-of-cheap-acquisition-ad2bfc46934

+240% by optimizing the past

If you do any kind of content marketing, you may have a **ton of old posts**.

Guys from [Hubspot noticed](#) that 99.5% of their old blog posts convert into **email leads very poorly**.

Here is what they did (you can do the same on Google Analytics):

1. **Ordered** their most popular blog posts (URLs) by the conversion rate (into emails).
2. For each URL they looked through **specific keywords** people were using to find a post.
3. **Optimized CTAs** to fit the most popular keyword.

For example, for their article "how to write a press release" the most popular Google keyword was "press release template."

They created a CTA "Download press release templates". After the change, their conversions into **emails increased by 240%**.

Source: http://blog.hubspot.com/marketing/historical-blog-seo-conversion-optimization

+200% to form/survey conversions

[Formstack analyzed](#) over 650,000 form users. Here are the most interesting conclusions gained.

When you need to survey your users and have **a lot of fields** for them to fill, this trick is for you.

[Formstack](#) found that conversion rates more than TRIPLE when:

1. Fields are spread out over **multiple web pages**.
2. They have bigger fonts.
3. They have "Save and resume" options.
4. They include **Progress bars**.

Source: https://www.formstack.com/blog/2015/industries-increase-conversion-rates/

+18% to activation (one small strick)

After Groove found their "aha moment" and built their onboarding process, they found that some users still **did not achieve the "aha moment" and bounced**.

Here is what they did:

Any user who didn't achieve the "aha moment" during their first session would get **an automated email** with a description of a small task on how to achieve it.

This small trick increased activation by 18%.

Source: https://www.groovehq.com/blog/first-year

If you want sustainable growth

If you want sustainable, manageable growth, DAU (daily active users) **should not be** the key metric you focus on.

Here is the sequence on how to find your real key metric:

1. Split your audience **into segments** by each feature they use. For instance, (if you have a music app): those who added a song, those who shared a song, listened, created a playlist, etc.
2. Build a **retention cohort** for each segment.
3. Choose the segment with the **highest flat retention rate**. For example, at Dropbox it is a segment of users who uploaded at least one file. This is their main feature.
4. Your key activation metric is a conversion rate **from new users to those who tried your main feature**.

Focus on growing this key metric and you will achieve sustainable growth.

Source: https://amplitude.com/blog/2016/01/14/measuring-active-users/

How to boost activation by 300%

[Groove](#) was overwhelming for new users even though they had a solid onboarding flow. Still, **85% of the users bounced**.

Here's what they did to overcome this problem:

1. **Removed several features**.
2. Asked their most engaged customers what their "aha moment" with Groove was. Their answer was - when they created a mailbox and looked at their new dashboard.
3. Checked this insight and found that users who created a mailbox during their first session were nearly **500% more likely to return**.
4. Repositioned the onboarding flow by focusing it on getting users to complete that **single, simple task**.

The result? Their activation rate increased by over 300%.

Source: https://www.groovehq.com/blog/first-year

Best growth hack by Grasshopper`s CEO

After 12 years Grasshopper had **$30M+ in revenue**, over 150,000 customers and in 2015 was sold to Citrix.

David, CEO of Grasshopper, shared one of his most memorable growth hacking tricks.

One of the guys that was doing A/B testing for them offered to put founder's photos on the homepage and tell the **entrepreneur story**, how they started, why, struggles, etc."

They did it and, all of a sudden, conversions increased.

Source: https://www.groovehq.com/blog/grasshopper-david-hauser-interview

29% opt-ins from videos

How to convert video viewers into subscribers?

1. [Add a button](#) to your YouTube videos that leads to a landing page with an opt-in form.
2. Add an opt-in FORM right **inside your video** with [WistiaTurnstile](#). Brian Dean [saw](#) a 29% opt-in rate here.

Matthew Woodward got a 37% increase in email subscriptions when using an opt-in form inside a video compared to a link from YouTube.

How to convert 29% of your video viewers into subscribers?

Source: http://www.matthewwoodward.co.uk/experiments/how-to-increase-video-conversion-rates-case-study-results/

Why it`s not enough to be 10X better

Google Maps was 1000x better than MapQuest when it launched in 2005. Yet in **2 years!** Google still hadn't passed MapQuest in traffic, despite the fact that Google Maps had a link **on the Google homepage**.

Success came to Google Maps **after 3 years!!!**, when they came up with an idea to change interface, they added a "lens" to allow users to see a new, better world - they started to display search results on the map.

Your features might be 10x better, but it's nothing unless you supply your users with a **10x better "lens," interface**.

Source: http://firstround.com/review/take-on-your-competition-with-these-lessons-from-Google-maps/

+844% through the crazy minimalism

[TheHOTH](#) had a [typical landing page](#) with sections like: Video, Signup form, Featured at, Description, How it works, Money back guarantee, Fanatical support, Team.

They then created a [super minimalist landing](#) with only the sign-up form, a 6-word title, and an 8-word subtitle.

Result: account signups increased from 1.39% to 13.13% (up by 844%)!

I love minimalism :). The GrowthHackingIdea landing page is super minimalist too and converts into opt-ins at a 52% rate.

Source: https://vwo.com/blog/minimal-homepage-increased-leads-seo-service-company/

Revenue jumps up by 71% (segmentation)

Did you know, that there are over 1 billion tablet users worldwide?

Shirtinator segmented their users by device. And found that, when redirecting tablet users to Desktop Website instead of Mobile Version, **revenue jumps up by 71.81%**.

Segmentation rocks ;).

Source: https://vwo.com/blog/split-testing-mobile-website-desktop-website-tablet-users-increased-revenue/

This form increased conversion by 25%

Instead of a usual signup form, Huffduffer tested a more conversational style: "Hi. My name is [name field]. I would like to use Huffduffer. My email address is [email field]".

Vast.com tested it too: "Hello. My name is [name field]. I'm writing you to learn more about {a product} listed for {price}. Please call me back on [phone field]. [Send this message]". Their conversion across the board increased by 25-40%.

It seems like first UX/UI standards were invented by developers :) and now we are going back to our nature. The conversational style rules ;).

Source: http://www.lukew.com/ff/entry.asp?1007

A 300% increase in monthly sales leads

Gr8tFires - which makes wood-burning stoves and fireplaces - discovered that one of the biggest customer pain points is the cost of installation.

1. They installed an exit popup (shows up when you are about to abandon the page).
2. In the popup they offered an installation calculator for free in exchange for an email address.

Result: a 300% increase in monthly sales leads.

Here are some tools for you to create exit popups: [GetRooster](), [GetSiteControl](), [ExitMist]().

Exit popups are a real thing. Hope you will test it and boost your revenue by 300% too! ;)

Source: http://www.matthewwoodward.co.uk/experiments/3-killer-exit-popup-case-studies/

High quality reduced conversions by 45%

Stock photos are high-quality, but they look staged. They are irritatingly perfect.

Harrington Movers decided to replace their high-quality stock photo with a real crew image.

The A/B test has been running for three months.

As a result, the version with the crew image showed an improvement of 45.45%!

Source: https://vwo.com/blog/stock-photos-reduce-conversions/

A +232% lift to account signups

Instead of asking visitors to sign up immediately, ask them to first perform a SIMPLE task through which something of value is demonstrated. Something like "What is your favorite color?".

[These guys](#) tested this idea and got a +232% lift to account signups.

I tested this myself on my [NextMusic.TV](#) service a couple of years ago. My bounce rate fell from 80% to 20%. It worked pretty good for me.

Source: https://goodui.org/#36

A/B test. A 60% increase in signups.

The original landing page (control) combined marketing content and registration fields in an attempt to reduce the number of clicks for a successful registration.

Test: Hide the registration form. Show it only after clicking the 'Signup Now' button.

Test landing pages showed a 60% increase in signups!

Source: https://vwo.com/blog/signup-conversion-rate-ab-testing/

Contests that receive 40% more subscribers

"$500 giveaway" vs. "October $500 giveaway".

A research project that analyzed 3 million visitors showed that, when you specify the month of the contest, conversion rates increase by an **astounding 40%**.

Source: http://unbounce.com/conversion-rate-optimization/hidden-power-of-giveaways/

How to get great testimonials

Organize a case-study competition with prizes. Ask your customers to present particularly good examples of how they used your service.

This will enable you to use actual customers' language on your site to help explain new prospects what your product is and how they can use it.

Source: http://www.conversion-rate-experts.com/crazy-egg-case-study/

55%-400% more leads

As [Hubspot reports](#), companies with 10+ landing pages generate 55% more leads than companies with just one. And companies with 40+ landing pages generate 400% more leads.

Some tools to easily create landing pages: [Unbounce](#), [Leadpages](#), [Instapage](#), [Launchrock](#).

Source: http://blog.hubspot.com/blog/tabid/6307/bid/33756/Why-You-Yes-You-Need-to-Create-More-Landing-Pages.aspx

85 times smaller CTRs

This is a story about a carousel slider:

1. When you have 5 Carousel slides with `h1` tags, it **devalues** SEO keyword relevance.
2. High resolution images slow down your site (2 seconds affects your conversion rate by 7%).
3. CTRs are around 85 times smaller for any slide after the first one.

Source: http://blog.lemonstand.com/designing-ecommerce-store-without-carousel-slider/

Reach out to 90% of your bounced visitors

Reach out to your bounced visitors using the Google remarketing tag - increase your ROI by 200%:

1. Go to [Google AdWords](https://adwords.google.com).
2. Click "Campaigns" -> "Shared Library" -> the "View" link inside the "Audiences" box.
3. Click "New audience", and select "Remarketing list."
4. Select "Define a list of visitors by placing a new tag on your site," and then select "New tag."
5. Set "Membership duration" to 540 days. Save.
6. Click the "Tag" link on the right.
7. Copy and paste the code to your site.

Google Display Network reaches over 90% of global Internet users.

Source: https://moz.com/ugc/a-simple-guide-to-adding-the-Google-remarketing-pixel-to-your-site

Boost your email opt-in rate by 22%

I tested offering a free eBook and a 30-day course in exchange for email address. This boosted conversions by 6%.

By placing a dollar value on the same free information I was offering before, I was able to boost my email opt-in rate by 22%. For example: Free course "..." (valued at $300).

Source: https://www.quicksprout.com/2013/05/23/the-power-of-the-nudge-how-to-convert-visitors-into-customers/

Little trick increased conversions by 26%

Noah Kagan`s submission form had four fields: Name, Email, URL, Revenue.

He decided to remove the "revenue" field altogether, leaving only three fields – Name, Email and URL.

This small change meant an improvement in my conversion rate of 26%.

Source: http://neilpatel.com/2015/06/25/15-quick-tips-to-persuade-visitors-to-subscribe-to-your-email-list/

Evernote's onboarding framework

Evernote's onboarding emails:

Day 1. Welcome Email. We will send you 5 tips.

Day 3. Quick Tip #1. Main activation action.

Day 10. Quick Tip #2. Secondary activation action.

Day 17. Promotional Email #1. Go Premium.

Day 19. Quick Tip #3. Cool feature.

Day 27. Quick Tip #4. Another cool feature.

Day 29. Did you know?

Day 31. Promotional Email #2. Go Premium.

Day 33. Milestone Email. You successfully did smth.

Day 36. Quick Tip #5. Awesome feature.

Source: https://www.getvero.com/resources/guides/evernote-onboarding

Increase email opt-ins by 70% in 5 minutes

1. [Set up SumoMe](#) in 37 seconds. SumoMe is a free tool by Noah Kagan - a former growth hacker at Facebook & Mint.
2. Open your site -> Click the crown -> Input your email and password -> Click "Sumo Store" -> Welcome Mat -> Free (after a while "Free" turns into "Open", click it) -> Click "Paused" to switch to "Active" -> Click "Design" to set up your colors and texts.

Done. It took me 5 minutes. Fedora tested this tool and boosted opt-ins by 70%.

Source: https://sumome.com/stories/welcome-mat-fedora

Quiz your audience

... and ask for email to send the results.

EscapeMaker.com used a quiz as part of their "I Love NY" campaign asking users to take a trivia quiz about NY and then asked them to enter their email to find out how they scored.

Only telling them if they enter their email they will receive the quiz results but then sending blog updates and marketing emails can lead to angry visitors, unsubscribes and spam complaints – always be clear what they will receive and stick to it.

Source: http://nichehacks.com/increase-email-list/

Drawbacks & competition increase conversions

1. Your prospects will search for competing solutions. By mentioning your competition, you prevent that search from happening. Readers feel like they've already done their homework, so they're more likely to stick with your solution.

2. Describe your drawbacks. But give them a positive spin. Explain that your offering doesn't include a particular feature because you focused more attention in another area — an area that's more important to your target market.

Source:
https://nickkolenda.leadpages.co/leadbox/1417f0b73f72a2%3A13aa6e42e346dc/5690145009303552/

Negative social proof for persuasion

The Arizona Petrified Forest tested the sign with the negative social proof to prevent theft: "Many past visitors have removed the petrified wood from the park, destroying the natural state of the Petrified Forest."

Their findings were shocking. It tripled the amount of THEFT!

Because it was evidence that many other people were already stealing from the forest. It made them more confident that stealing was "okay."

Source: https://blog.kissmetrics.com/social-proof-factors-2/

10-second trick

The University of Alberta increased email subscribers by 500% using a pop up survey that asked anyone who spent **more than 10 seconds** on the site: "You seem interested in UAlberta news. Would you like to sign up for the Daily News email?"

Source: http://nichehacks.com/increase-email-list/

How I doubled my app downloads

Actually I changed nothing but the app icon and to my surprise my daily downloads doubled (along with daily revenue!).

If you have apps on Google Play, you should try the "Store Experiments" (http://bit.ly/1MY12GW) - it's a great tool for scientifically finding out if you can boost downloads by changing your icon. So far one experiment concluded that new borderless icon variation would improve downloads by up to 5%.

Source: https://medium.com/its-an-app-world/how-i-doubled-my-downloads-by-changing-nothing-but-the-app-icon-5630f3dfdfbd

How typography affects conversions

A text with an 18 pt. font size, as opposed to 12 pt. resulted in 32.68% more clicks.

Source: https://vwo.com/blog/ab-test-font-size-case-study/

Save your bounced visitors

1. Click Ads tab on Facebook.

2. 'Audience'.

3. 'Create Audience'.

4. 'Custom Audience'.

5. 'Website Visitors'.

6. Enter your domain name.

7. Change 'In the last X days' value to 180 days.

8. Press 'Create Audience'.

9. Paste the tracking code to your website.

Now you can reach your bounced visitors through targeting Facebook ads to this audience.

P.S. Something similar you can do on Twitter.

Source: http://www.jonloomer.com/2014/01/28/website-custom-audiences-facebook/

Hack to define your key activation event

Activation is the first point where you deliver the value that you promised.

Dropbox: Your first file is backed up from your computer into the cloud
Facebook: You connect with 7 friends within your first 10 days
Instagram: Someone likes one of your photos
Twitter: You followed more than 30 people

Activated users have the highest retention rates.

Source: http://product.hubspot.com/blog/the-metric-watched-by-top-startup-growth-teams

A simple hack to double your conversion rate

The same landing page, the same CTA but without navigation links: +100% to the conversion rate.

Remove all links and buttons but an actual CTA.

Amazon removes nearly all links during checkout.

Source: http://www.slideshare.net/mattangriffel/29-growth-hacking-quick-wins

User onboarding (+ free tool)

Create interactive step-by-step tutorials with hints and tips, driving conversions, enhancing usability and value/effectiveness of your site/app. There are paid and free tools. I prefer this free Javascript+HTML5+CSS tool: EnjoyHint (click source).

Source: http://xbsoftware.com/products/enjoyhint/

Unexpected way to reduce friction

Why not auto-fill as much as possible for your customers – surprise them with how easy things are for them to get going. Ask just for their Website… what can you grab just from a URL? Tons! Auto-fill and then let them correct/update/etc.

Source: http://sixteenventures.com/saas-marketing-growth-hacks

How to get a full profile by an email

I gave to Fullcontact API just one of my E-mails and they showed me Name, Surname, Gender, Company Name, Position, Avatar, Facebook, LinkedIn, Angel.co, and Bio. Though it does not work with all E-mails the same way.

Check the source link out.

Source: https://www.fullcontact.com/developer/person-api/

Open rate dropped down by 30% [study]

This is our own fresh A/B test.

We were sending cold emails at 9:00-9:30 am. The average **email open rate was 55%**.

Then I thought, what if I send emails a bit earlier so that when a person wakes up, an email is already in the inbox. The email's subject, body, and everything else stayed the same. Only the send time changed.

Result: **Open rate dropped down by 30%**.

I switched back to 9:00-9:30 am. The average email open rate got back to 55%.

Before this test, I thought that whenever you send an email, over time, the same percentage of people will open it sooner or later. This test showed that about 30% of people either open cold emails almost immediately or **never open them**.

Source: http://growthhackingidea.com

One Growth Hacking Idea a Day to your Email

You have exclusive access to invitation-only growth hacks: bit.ly/GHPlan

Retention

1. [The proven formula of the next unicorn](#)
2. [15 retargeting/remarketing ideas](#)
3. [Dormant subscribers hurt the mailing list](#)
4. [+500% to Facebook engagement](#)
5. [Uninstall rate reduced by almost 60%](#)
6. [Drop abandonment by 19%](#)
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8. [From $0 to $100K in MRR in 11 months](#)
9. [Remarketing to YouTube viewers](#)
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11. [This boosted conversions by 785% in one day](#)
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13. [Facebook page likes vs emails](#)
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15. [Automate your email marketing without coding](#)
16. [How to triple open rates](#)
17. [An invaluable feature of Google+](#)
18. [One word increases email open rate by 57%](#)
19. [Two times better than a good tutorial](#)
20. [Case study. +178% more repeat business.](#)
21. [Put your social media on auto pilot](#)
22. [7 ideas for your retention emails](#)
23. [Ideas for your social media content](#)
24. [Increase YouTube subscribers by 400%](#)
25. [1 minute to increase your email open rate](#)
26. [Best growth hack by Ryan Holiday](#)

27. Hack retention like unicorns do

The proven formula of the next unicorn

[GreylockPartners](), who **backed 4 of 5 $10B** companies during their earlier stages (series A/B), shared a simple formula of predicting whether a startup has potential to become the next unicorn.

The formula of the next unicorn: "Accruing benefits" + "Mounting losses"

Accruing benefits: the more you use the product, **the better it gets**.

Mounting losses: the longer you stay with the product, **the more you have to lose by leaving**.

Source: https://www.linkedin.com/pulse/hierarchy-engagement-sarah-tavel

15 retargeting/remarketing ideas

Dribble marketing is usually utilized through emails. But now, when we have Google/Facebook remarketing pixels, we can mix these two techniques.

You can break up the audiences into **weekly periods** and focus each audience on a different ad.

Here are 15 ideas (retargeting baits) for your remarketing ads:

1. Coupon
2. Checklist/Cheatsheet
3. Quiz
4. Video/Video course
5. **Toolkit** (collection of tools)
6. Calendar
7. Podcast/Interview
8. Consultation
9. Tickets to something
10. Live demo
11. Email course
12. Physical product giveaway
13. Swipe file
14. Infographic/**Gifographic**
15. Free quote

Bonus :)

16. White paper
17. eBook

18. T-shirt
19. Industry stats
20. **Case study**

Source: https://klientboost.com/retargeting/retargeting/

Dormant subscribers hurt the mailing list

You may know that if your subscribers do not open your emails (dormant subscribers) it **affects your deliverability** rates. As a result, the people who really need your emails and open them may start to receive them in a Promotion tab or in spam. Dormant subscribers hurt your mailing list.

This is why Hubspot recently [removed 250,000 subscribers](#) from their mailing list.

First, I did the same and started to **automatically unsubscribe** those who did not open emails within a month.

But then I noticed two things:

1. There are people who **switched off images** in emails and, as a results, the system can't track whether they open emails or not.
2. There are periods in life when you have tons of work to do and **temporarily** just collect emails for the future.

Here is what I did to improve this situation:

1. I registered a **separate mailing account** with another sending IP and tied it to another domain.

2. When a system finds a person not active within a month:

2.1. It starts sending emails through a separate mailing account and IP so as not to hurt the active folks.

2.2. It **decreases frequency** of emails to one a week.

2.3. Adds a notification at the top of every email, that a subscriber is receiving less emails and a **link to get back** to the usual frequency.

As a result, that **re-engaged 4%** of dormant subscribers **without hurting** already engaged subscribers.

Source: http://growthhackingidea.com

+500% to Facebook engagement

[BuzzSumo analyzed](#) over **1 billion posts** from 30 million brand pages on Facebook. Here are the key findings I liked the most:

1. Videos that are directly embedded get **over SIX TIMES** the engagement of embedded YouTube videos.
2. Questions and images get the most engagement.
3. Posts **under 50 characters** get the most interaction.
4. Posts published on Sunday get more engagement.
5. Posts **without hashtags** get more interaction than posts with hashtags.

Source: http://buzzsumo.com/blog/how-to-improve-facebook-engagement-insights-from-1bn-posts/

Uninstall rate reduced by almost 60%

After doing deep [research](#) on the 60 Million users the AppVirality team serves every month, they've discovered that:

Keeping your users' **wallet balance positive** reduces uninstall rate by almost 60%.

Source: http://www.appvirality.com/blog/how-positive-in-app-wallet-balance-can-reduce-uninstall-rate/

Drop abandonment by 19%

Instead of trying to show all the features during the first session, Groove's team showed only one main feature (I already told you about it in one of the previous emails).

Here is what they did in addition.

After existing users became active, they started to send automatic **emails, introducing new features** and functionality one by one in a much more digestible way. This ultimately led users to get far more value out of using the product.

This trick helped them drop 30-day abandonment by 19%.

Source: https://www.groovehq.com/blog/first-year

4 facts about push notifications

[Localytics](#) and Research Now surveyed 1,000 smartphone users. Here are their findings:

1. 52% of app users find push notifications (PN) annoying. 46% - find them helpful.
2. By making PN more personalized [Localytics saw](#) a 200% improvement in conversion rates.
3. 46% of users opt-out of PN if they get 2-5 PN in one week.
4. 32% of users **remove the app** if they get 6-10 PN in one week.

Source: http://info.localytics.com/blog/the-inside-view-how-consumers-really-feel-about-push-notifications

From $0 to $100K in MRR in 11 months

[Edgar](#) passed **$100,000 in monthly recurring revenue** after 11 months from their launch date.

How did they do it?

Before launching they had a list of 75,000 email subscribers.

This is the main knowledge I gained in 2015: "Want sales? Gain a **mailing list first**, create the product second."

Treat your mailing list as a startup and apply growth hacking tactics to grow your mailing list first.

Source: https://www.groovehq.com/blog/laura-roeder-interview

Remarketing to YouTube viewers

Jordan Gutierrez, from Wishpond, found after a bunch of A/B tests that YouTube video ads are, by far, the **most effective retargeting** tool our there.

But YouTube does not support remarketing pixel. You can, however, still create a remarketing list only out of people who watched your videos.

In order to handle this, Wishpond`s team created and **embedded short videos** for each of their most popular articles.

And I thought, what if make it **easier**? Create a white-screen video without sound, 1 second in length, and autoplay it on every page with this invisible code:

<iframe width="560" height="315" src="https://www.youtube.com/embed/PLACE_VIDEO_ID_HERE? rel=0&autoplay=1" frameborder="0" style="position: absolute; left: -500px;"></iframe>

Source: http://growthhackingidea.com

The framework to double CTR on emails

Brian re-structured his email using the **Bullet Hook** Framework and increased the click-through rate of his emails by **over 100%**.

Here is the framework for how he structured emails:
Section #1: Short **introduction** that highlights results
Section #2: Above the fold - **call to action** with a link
Section #3: Picture demonstrating **results** with a link
Section #4: List of **bullet points** that hooks the reader and entices them to click
Section #5: Simple **call to action** with a link

Source: http://blog.videofruit.com/email-list/

This boosted conversions by 785% in one day

If you have a blog or YouTube channel, here is one tasty trick for you.

Brian from Backlinko converted blog readers into subscribers with the usual opt-in forms and eBook giveaways. But when he did this, it boosted his conversions by 785% in one day...

What was that? He added "**Download PDF version of this article**" in exchange for your email.

This technique is called "Content upgrade." Other folks utilize it on their YouTube channels, offering "Download the PDF transcription of this video."

Looks like a 785% increase is worth 2 minutes of your time to convert an article into a PDF ;).

Source: http://backlinko.com/increase-conversions

A 28% increase in click-throughs from emails

Campaign Monitor sent their emails with the link as a Call to Action at the bottom.

Then they changed the link to an HTML button like this one:

Click me to get your own HTML button

Result: their click-throughs increased by 28%.

Source: https://www.campaignmonitor.com/blog/email-marketing/2014/08/buttons-email-marketing-campaigns/

Facebook page likes vs emails

A study showed that asking people for email got 80% more email subscribers than asking to like a Facebook page.

Hence, if you want to grow both Facebook likes and your email subscribers list, consider asking them to enter an email first. And after that - like your Facebook page. Get the highest conversions in both directions. ;)

Source: http://unbounce.com/conversion-rate-optimization/hidden-power-of-giveaways/

7 scalable ways to get email-address

People like to give out their email addresses in exchange for freebies.

Here are some ideas:

1. A PDF book TOP OF filled with: "business tools you use," "business links (blogs, podcasts) you follow," "business books you love," "your articles," "your email templates."
2. A PDF course (a mix of your articles which lead to one goal).
3. A 5-day email course to reach a goal.
4. Current article as a PDF (to read offline).
5. Coupons. Free shipping.
6. Free trial.
7. Join our insider`s club.

Source: https://www.holler.com/lead-magnet-bible/

Automate your email marketing without coding

[GetResponse](#) lets you send triggered messages based on actions your subscribers perform. Without coding.

For example, you can trigger an email to be sent 3 weeks after an initial purchase, asking customers for feedback on their order and introducing them to similar products.

You can trigger emails based on: page views, downloads, subscriptions, form submissions, inactivity, registrations, shopping cart abandonment, past purchases, [NPS scores](#), success metrics, purchases, friends' actions, and more.

Source: http://growthhackingidea.com/

How to triple open rates

When sending emails (with a new blog post) once every two to three weeks, our open rates were around 15%.

When we started posting and emailing **weekly**, open rates more than tripled to nearly 50%.

Becoming a regular presence in your readers' lives keeps them engaged and eager to read your content. Being erratic and disappearing from their inboxes for weeks at a time makes your email just another annoyance they didn't expect.

Source: http://unbounce.com/content-marketing/4-common-blogging-mistakes/

An invaluable feature of Google+

Did you know that you have the ability on Google+ to email users even if you don't have their email address?
This is the main reason why you should think about promoting your business on G+.

How to send emails:
When adding a post, choose circles in the "To:" field. Before sharing, click the checkbox "Also send email to {Circle name}."
Done.

P.S. If you haven't posted on Google+ for a couple of days, the message will appear saying 'you can't send emails to that many people'. However, once you push out a couple of posts, Google will let you go ahead and send emails to all of them.

Source: http://www.matthewbarby.com/Google-plus-traffic-generation/

One word increases email open rate by 57%

The impact you'll see in email open rate when you use one of these words in the subject line.

Positive
Free: +2%
Freebie: +26%
Urgent: +79%
Thank you: +57%

Negative
Cancelled: -40%
Helping: -12%
Donate: -56%
Last chance: -45%

Source: http://blog.mailchimp.com/subject-line-data-choose-your-words-wisely/

Two times better than a good tutorial

Sean Ellis, while at Qualaroo company, found that their 6-week retention cohorts dropped 50% when they gave people access to the product without a demo (despite a pretty good onboarding tutorial).

It was obvious that people who didn't get a demo weren't using the product very effectively. A demo allowed them to show the features and explain the benefits of using those features, increasing retention.

Source: https://growthhackers.com/posts/ama-i-m-sean-ellis-founder-and-ceo-of-growthhackers-first-marketer-at-dropbox-and-the-guy-who-coined-the-phrase-growth-hacking

Case study. +178% more repeat business.

Researchers handed out loyalty cards at a car wash. The cards offered a stamp for every car wash the customer bought.

Half of the cards had spots for eight stamps, with a free car wash offered for collecting all eight. The other half had spots for ten stamps, but two of the spots came pre-stamped (ooooooooo vs ooooooooXX).

The result?

The pre-stamped cards resulted in 178% more repeat business than the unstamped ones.

Source: https://www.shopify.com/blog/10747977-how-to-grow-your-ecommerce-business-without-new-customers

Put your social media on auto pilot

A social media schedule is a necessity. Use these tools to schedule your posts: Buffer or Hootsuite (+ monitoring mentions).

Create awesome visual templates in Canva.

Source: http://www.quicksprout.com/2015/08/10/dont-waste-your-time-6-ways-to-be-more-efficient-on-social-media/

7 ideas for your retention emails

1. ClickInsights delivers a one-click email survey.
2. Dollar Shave Club offers "Get Your Free Month"
3. Goodreads ran a giveaway for one of the books in your "to read" list.
4. Pinterest suggests content.
5. Rogue notifies when the product you wanted to buy will be back in stock.
6. RunKeeper helps users set goals and track progress.
7. SumoMe sends reports.

Source: https://www.getvero.com/resources/retention-email-inspiration

Ideas for your social media content

+ Quotes
+ Fill-in-the-blank
+ Polls
+ Behind-the-scenes
+ Statistics
+ Infographics
+ Ask for reviews, advice
+ Fan photos
+ Favorite books
+ Tips
+ Comics or memes
+ Photo contests
+ 'Caption this' photos
+ Industry news
+ Ask for predictions
+ 'Truth or fiction' questions
+ Coupons
+ Pictures from a recent industry event
+ Expert insights
+ Unexpected use for your product
+ Q&A session
+ Weekly round up

Source: http://www.forbes.com/sites/jaysondemers/2014/06/25/100-killer-ideas-for-your-social-media-content/

Increase YouTube subscribers by 400%

Simply add "?sub_confirmation=1" at the end of your YouTube channel URL. For example: https://www.youtube.com/channel/UCRHQnN47mcRG7fFr-srUPbQ/feed?sub_confirmation=1 (works only on desktops)

Link all users from all your videos, website, tweets, blog to this URL. Everybody will see a popup "Confirm Channel Subscription", which increases YouTube subscribers by 400%.

Source: https://blog.gleam.io/grow-youtube/

1 minute to increase your email open rate

Step 1. Take the SAME email you sent and CHANGE the subject line to something new.
Step 2. Email it out a week later JUST TO YOUR NON-OPENS.

Get 30%+ more opens.

Source: http://okdork.com/2015/05/22/double-your-open-rate/

Best growth hack by Ryan Holiday

Ryan Holiday is an author of "Growth Hacker Marketing", Best Books of the Year 2015 on Amazon.

The best growth hack, applied to ... a book.

A list of bonuses in the back of the book. If you like the book, you send an email and it kicks you back a bunch of extra materials. I gained a list of people that I could contact about my new books.

Source: https://www.youtube.com/watch?v=qvkpUlRQ4W0

Hack retention like unicorns do

When you sign up for Pinterest or Slideshare with Facebook, your friends who are already using them auto-follow you and you follow them back. But all this auto following doesn't seem to happen all at once but is staggered over time so that you get periodic notifications that someone has just started following you or posted new presentation. This brings you back to the app again and again.

Source: http://www.adambreckler.com/pinterest-growth-hacks-how-did-it-grow-so-fast

One Growth Hacking Idea a Day to your Email

You have exclusive access to invitation-only growth hacks: bit.ly/GHPlan

Revenue

1. One pricing trick to boost sales by 67%
2. +69% more ticket sales
3. +22% in sales
4. +226% in product purchases
5. A key to 47% of online buyers (study)
6. 2815% ROI
7. Win back 56% of shoppers
8. Crazy 27% conversion from free to paid
9. Decrease in cart abandonment of 4-8%
10. Boost sales by 6-30% (case study)
11. Magical numbers about the returns policy
12. Van Westendorp`s Price Sensitivity Meter
13. Who is 5 times more likely to buy?
14. Paid signups increased by 400%
15. +22% increase in purchases
16. +800% to a conversion from trial to paid
17. A simple trick to recoup 30% of lost sales
18. 50% more sales at 33% lower cost
19. $95K through 3 webinars [framework]
20. 35-50% increase in sales (simple fact)
21. How to get $100K in sales through a book
22. This pricing trick increased revenue by 29%
23. 40% increase in sales [framework]
24. (+49%) Awesome icons vs Boring text
25. This simple trick boosted revenue by 600%
26. Add this thing to boost sales by 185%

One pricing trick to boost sales by 67%

Researchers from Yale ran one experiment.

They gave users a choice of buying a pack of gum **or keeping the money**:

#1. When given a choice between two packs of gum (both were priced at 63 cents). 46% made a purchase.
#2. When the packs of gum were **differently priced**—at 62 cents and 64 cents—more than 77% of consumers chose to buy a pack.

That's a **67% increase** in sales over the first group.

You already know that "analysis paralysis" (= too many choices) decreases sales. The same happens if only one choice is provided.

Source: https://www.helpscout.net/blog/pricing-strategies/

+69% more ticket sales

According to [a new study](#) by Eventbrite (one of the world's largest ticket sellers), 69% of millennials say that seeing a live stream makes them more likely to go to the real-life event in the future.

If you host an event, you can stream it to your email list and social followers, boosting your future sales.

Source:
http://www.forbes.com/sites/hughmcintyre/2014/07/22/streaming-concerts-for-free-helps-future-ticket-sales/

+22% in sales

Andre Morys published a very important case study.

His A/B test:

#1. Control.
#2. Add discount.
#3. Change value proposition.

Variation #2 **showed 13% uplift** in sales.
Variation #3 **showed 43% uplift** in sales.

But then he calculated how these variations convert at the bottom line (Revenue – VAT – Returns – Cost of Goods):
#2. -12.9%
#3. +22%

Takeaway:
Sales is not the end point worth measuring, the bottom line is ;).

Source: http://acquireconvert.com/ab-testing-best-practices/

+226% in product purchases

Just by adding a line with a countdown "Order within 07:42h to get next day delivery" a shop increased product purchases by 226%.

Source: https://www.whichtestwon.com/test/the-count-is-on/

A key to 47% of online buyers (study)

Do you have a section for sales and specials?

An E-tailing Group study found that 47% of online buyers would only buy discounted products.

62% said they are looking for a section that identifies sales and specials.

Source: http://conversionxl.com/the-ultimate-guide-to-increasing-ecommerce-conversion-rates/

2815% ROI

[Haven Holidays](#) implemented an email remarketing campaign that **sent emails within 24 hours** of shopping cart abandonment to users based on product and drop off points within the booking process.

Haven Holidays [found](#) **a 2815% ROI** on their email remarketing campaign as well as higher open and click through rates compared to regular email campaigns.

Here's some more [interesting data](#) compiled by SalesCycle after researching 200 global brands:

1. Cart abandonment emails sent **within 20 minutes** of abandonment had a conversion rate of **5%**
2. Those sent within an hour had a conversion rate of 4.5%
3. Emails sent more than 24 hours later converted at just 2.6%

Source: https://klientboost.com/cro/cart-abandonment/

Win back 56% of shoppers

According to eMarketer, 56% of shoppers use the shopping cart to **save items for later** purchase.

And sure enough, customers get frustrated when they see their shopping carts empty on their next visit.

There are two simple ideas on how to save it:

1. Save shopping carts of unauthorized users in **everlasting cookies**.
2. Once a user wants to leave your website, ask him to login via Facebook to avoid losing his shopping cart and to be able to purchase later from another device.

It's estimated that 80% of users dislike traditional registration forms and **73% prefer to login using their social accounts**.

Source: http://www.combustible.ca/ecommerce-conversion-rate/persistent-shopping-cart.php

Crazy 27% conversion from free to paid

For freemium services, the average conversion rate into paying customers is 1%. Dropbox has 4%. Spotify has a crazy 27%!.

One of the hacks for how Spotify converts users is that they show you all the features (and **you believe you can use all** of them). But when you try to interact with them, you get ... "Bummer!" = CTA "Unlock premium."

It's a strong psychological trigger:

1. You want something.
2. **You hope and believe**.
3. You act and ...
4. $#&#! Bummer!

Nobody loves this feeling. But, wait, there is a way to avoid it - "Unlock premium" - 27% conversion.

Source: http://www.business2community.com/digital-marketing/freemium-conversion-rate-spotify-destroys-dropbox-667-01497671

Decrease in cart abandonment of 4-8%

In one report, Movies Unlimited allowed its online shoppers to **see their existing cart** via a dropdown menu, rather than navigating to a separate page.

This led to an estimated decrease in cart abandonment of 4% to 8%.

Source: https://www.Internetretailer.com/2010/03/31/don-t-go

Boost sales by 6-30% (case study)

Zappos (over 1 Billion dollars in sales a year) used videos to describe and demonstrate products with **real Zappos employees** - not models or actors.

Those videos are said to have a positive sales impact of 6 to 30%.

Source: http://www.reelseo.com/video-demos-sales-zappos/

Magical numbers about the returns policy

88% of shoppers will take the time to read a retailer's return policy.
38% are dissatisfied with the clarity of the return policy.
15% of consumers abandon the shopping cart if the return policy is unclear.

50% of shoppers think that returns can be easier to make online.
Just 42% are satisfied with the process of making returns or exchanges.
86% want a return shipping label provided by the retailer.
51% will not make a purchase if a return label is not included in the box

Source: http://www.trueship.com/blog/2015/08/19/what-consumers-want-from-ecommerce-returns/#.VvE-oOIrJD-

Van Westendorp`s Price Sensitivity Meter

If you ever dreamed about **maximizing your profits** through finding the perfect price, here is a nice trick - a valuable addition to price A/B testing.

Divide your users into 2 categories: **prospects and customers**.

Ask each group this magic sequence of questions:

1. At what price would you consider the product to be **so expensive** that you would not consider buying it? (Too expensive)
2. At what price would you consider the product to be **priced so low** that you would feel the quality couldn't be very good? (Too cheap)
3. At what price would you consider the product starting to get expensive, so that it is not out of the question, but you would have to **give some thought** to buying it? (Expensive/High Side)
4. At what price would you consider the product to be **a bargain—a great buy** for the money? (Cheap/Good Value)

The first two questions are **a psychological trick** - they force respondents to anchor themselves to the highest acceptable price range. The last two questions help narrow the optimal price band. Graph the responses to determine your best price point.

Source: http://www.priceintelligently.com/blog/bid/190607/Unlock-Price-Sensitivity-s-Profitable-Surprise

Who is 5 times more likely to buy?

Bryan Harris recently analyzed his data and found that someone who commented on at least one blog post was **5x more likely to buy** than someone who didn't.

How to utilize this finding?

Here are a couple of ideas. After a user adds a comment:

1. Instead of showing a standard "Thank you" page - send him into a **sales funnel**, or at least to an offer to buy a product.
2. Or add a **remarketing pixel** to retain the user through ads.

Source: http://blog.videofruit.com/blog-comments/

Paid signups increased by 400%

[Bidsketch](#) had a typical SaaS landing page (features, pricing, etc.).

Their new landing page promotes only one option: **enter your email** to receive a sample proposal. They also show a main idea, testimonials, big clients' names and benefits you will get.

Their signups **increased by 500%**.

But churn rate was much higher.

They started to send a series of **nurturing emails**, which are educational and provide tons of value (like emails you receive from me ;)).

Result: paid signups **increased by 400%**!

Source: http://raphaelpaulindaigle.com/blog/drip-marketing-complete-guide/

+22% increase in purchases

Over the course of two weeks, an online retailer targeted 565,000 email subscribers with both:

1. It's regular email marketing communications.
2. Coordinated Facebook **News Feed ads** (*created a Facebook target audience by uploading a list of emails to Facebook*).

The study showed that those who saw both email and Facebook ads were **22% more likely to purchase** than the segment that opened an email, but weren't shown ads.

Source: http://www.exacttarget.com/blog/active-audiences-research/

+800% to a conversion from trial to paid

As [Groove's](https://www.groovehq.com) team started to track everything more closely, they began to **notice a trend**: free trial users who emailed them for support were 800% more likely to become paying customers by the end of their trial than those who never reached out.

After this they made the **contact links more prominent** and began to send calls to action encouraging users to reach out to them if they needed help.

They then started focusing on making sure that those users had absolutely **"wow" experiences**.

I would add, from myself, that online chat widgets are also perfect for achieving this goal.

Source: https://www.groovehq.com/blog/first-year

A simple trick to recoup 30% of lost sales

Did you know, that the average amount of **lost sales** due to "card declined" error is 2-5%.

Here is a simple technique that helped recoup 30% of those "Card Declined" abandonments.

[Baymard](), in the credit card error message, simply **added a suggestion** to "Pay with PayPal."

Source: http://baymard.com/blog/credit-card-declined

50% more sales at 33% lower cost

According to Forrester Research, companies that excel at **lead nurturing generate 50% more sales** ready leads at 33% lower cost.

A SilverPop/DemandGen Report states that lead nurturing emails get **4x - 10x the response rate** compared to standalone email blasts.

"Lead nurturing emails" - what are they? These are emails that **develop relationships, educate**, and provide the information and answers that your prospects need and value. In other words, these emails **agitate for a problem** your product solves.

Source: http://blog.hubspot.com/blog/tabid/6307/bid/30901/30-Thought-Provoking-Lead-Nurturing-Stats-You-Can-t-Ignore.aspx

$95K through 3 webinars [framework]

1. Prepare an **exclusive bonus** that expires once the webinar ends.
2. If you don't have material for a webinar, learn more through "[free 10-day course](#)" by Mariah Coz.
3. Use Google Hangouts.
4. Your product should be a **logical extension** of the webinar.
5. Send **3 follow-up emails** for your product offer (2 hours after the webinar, next morning, and afternoon).

Brian Harris followed this sequence and generated $95,000 in 3 days (follow-up emails accounted for **30% of sales**).

Source: http://blog.videofruit.com/product-launch-recap/

35-50% increase in sales (simple fact)

If you are in a highly competitive market, this fact is for you.

Research shows that 35-50% of sales go to the vendor that **responds first**.

Source: http://www.insidesales.com/insider/lead-management/sales-psychology-self-selectiong-get-there-first/

How to get $100K in sales through a book

1. Include in your book a product that **embraces your book** (a tool, a course, etc.)
2. Highlight **influential people** in your book
3. Create **an article** as a short version of the book
4. **Tell** influential people you included them in the article and the book

Results:

1. Of the 16 people featured in [Brian](…)'s book, 6 promoted it, and they directly accounted for over **$100,000 in sales**.
2. People who downloaded his book were **5x more likely to buy** the product than other subscribers.

Source: http://blog.videofruit.com/product-launch-recap/

This pricing trick increased revenue by 29%

Follow this simple rule:
If your most expensive package generates **more than 20%**, you need to add an even more expensive one.

55% of Brian's students purchased the high-end package.

He added one that was **2 times more expensive** which is now purchased by 24% of his customers.

Results?
A 29.35% ($102,224) boost in revenue.

Source: https://youtu.be/7eoQCJMX1kk

40% increase in sales [framework]

Bryan Harris recently launched his new product to **~35K email** subscribers and earned **HALF A MILLION dollars**!

In order to understand his success, I found his "The Last Call" framework, which is responsible for **40% of total sales**.

This is it:

Email #1: Last Call with **case study** at 6 AM on Thursday. Timer reminding them that the cart closes tonight.

Email #2: At 1 PM. It shows where you are at now and **where you could be** with the product.

Email #3: At 7 PM. The cart closes in just a **few hours**.

Can you imagine that!? 35K email subscribers turning into $0.5M! I'm definitely going to try it out :).

Source: http://blog.videofruit.com/product-launch-recap/

(+49%) Awesome icons vs Boring text

Designers made an awesome "add to card" icon.

And then marketers tested it vs boring "add to cart" text button.

Result.
The boring button with the text "add to cart" outperformed the awesome icon by 49%.

Source: https://www.shopify.com/blog/12385217-the-beginners-guide-to-simple-a-b-testing

This simple trick boosted revenue by 600%

A software company had a two-column design: one main column and a right sidebar. They eliminated the sidebar.

As a result, their revenue jumped up by 606.7%. Crazy!

Source: http://www.marketingexperiments.com/blog/research-topics/landing-page-optimization-research-topics/how-many-columns-webpages.html

Add this thing to boost sales by 185%

When Marcus Taylor from Ventureharbour.com added a countdown timer on his product page, he saw his conversion rate increase by 185%.

I love countdowns too :).

Here are some free countdowns for you:

1. For websites: CountingDownTo.com, TimeAndDate.com.
2. For email: MotionMailApp.com.

Source: http://optinmonster.com/how-to-use-urgency-to-hack-your-conversion-rate/

Never do what Netflix did (lost 800K users)

When Netflix implemented a 60% price increase, 800,000 users cancelled their service.

This guy avoided that mistake. Here's how:

1. He sent a $100 price to the first 50 subscribers.
2. $200 to the next 50, and so on.

After he found the best revenue generating price, he sent it to the rest. As a result, he earned $220K from 10K email subscribers within 10 days.

Source: http://blog.videofruit.com/online-course-price/

+262% increase in purchasing the bigger plan

Economist.com had 2 subscriptions options:

1. Web only version for $59
2. "Print + Web" versions for $125

Only 32% of subscribers bought the print and web version.

They added a third option to their pricing ("print only"):

1. Web only: $59
2. **Print only: $125**
3. "Print + Web": $125

The "print + web" sales increased by a significant 262%!

This is one of those simple tricks that I like the most. I hope you boost your sales tomorrow at least by 200% ;).

Source: http://unbounce.com/conversion-rate-optimization/made-up-product-increased-conversions/

+367% boost in revenue

[PopcornMetrics](#) increased their revenue by 367% in 12 weeks.

This is what they did:

They focused on helping their **churned** free trial users **become successful** in achieving their goals by using their product: deep 1-on-1s, tweaking code, feeding useful info, spending hours on Skype - whatever it took.

After a while that un-scalable hustling turns into scalable texts, videos, tutorials, onboarding emails, FAQ section, etc., which boost conversions.

Hope you find your gold right under your feet ;).

Source: http://blog.popcornmetrics.com/user-onboarding-can-double-your-conversion-rates/

The Twitter 'Buy' button

Twitter users can purchase products right from your Tweet in their timeline – without ever having to visit your website.

Some use cases:

1. Event-based targeting.
2. Retarget your visitors who didn't complete a purchase.
3. Special promotions.

Click the platform you use to find out how to setup the button: Bigcommerce, Demandware, Shopify, Stripe.

Source: https://www.shopify.com/enterprise/76901379-7-ways-to-convert-holiday-shoppers-with-the-twitter-buy-button

+416% by changing 2 words

The paper [Procrastination of Enjoyable Experiences](#) by Associate Marketing Professors Suzanne Shu (UCLA) and Ayelet Gneezy (UCSD) showed that only 6% of people redeemed a gift certificate that expired in 2 months, while 31% of people redeemed the same voucher with a 3-week expiration.

That is a 416% increase!

Source: https://medium.com/@inaherlihy/9-ways-behavioral-economics-can-help-increase-conversion-retention-and-roi-3e245a2604e3

This test is a scary one :)

In one test, the guarantee was changed from "a 30-day money-back guarantee" to "a 100%-money-back guarantee within six months, and a **double**-your-money-back within the first 30 days."

The result:

During the test, there were no refunds within the initial 30 days. But refunds within the first six months increased from 4% to 6.5%, while **sales increased by over 133%**.

Who is brave enough to test it? :)

Source: http://workaholics4hire.com/risk-reversals-role-reversal/

Never do this - 1000% decrease in sales

Too many choices lead to analysis paralysis.

A well-known analysis paralysis study was conducted in a supermarket in 2000. A jam tasting kiosk was set up to offer different flavours to customers. The test compared the impact of varying the number of choices between 24 and 6.

Results: the kiosk with 24 flavours converted into customers at a 1000% lower rate than the one with just 6 flavours.

I hope you boost your sales by 1000% too! ;)

Source: http://blog.getrooster.com/5-scientific-reasons-exit-popups-freaking-effective/

A 55% increase in sales

A case study of a shopping cart: In addition to the "Proceed to Checkout" button, they also had "Remove" and "Empty Cart" buttons. This seems to be common practice.

But by removing the other two buttons, the store saw a 55% increase in conversion rates!

Source: http://blog.lemonstand.com/ab-testing-lessons-from-unbounce-conversion-road-trip/

5 steps to turn blog readers into customers

Here are some ways, tools and real conversions, how you can turn your blog readers into customers:

1. Place a remarketing pixel on your blog to capture your audience -> Add remarketing ads -> CTR: 0.2%

2. Place Hellobar on your blog -> Email subscribers: 3.53%

3. Place a popup on your blog -> Email subscribers: 0.5% - 2%

4. Opt-in form at the end of each blog post -> Email subscribers: 0.75% - 2%

5. Offer free webinars for your subscribers -> Free trial signups: 41% -> Paying customers: 12.1%

Hope, you will test this idea and convert your blog readers into a million dollar annual revenue ;).

Source: http://www.quicksprout.com/2012/11/26/how-to-convert-blog-readers-into-customers/

Credit Card Now vs. Credit Card Later

[Totango](#) released an interesting [study](#) that showed the difference between asking for credit card info upfront versus asking for it later.

The results?

By dropping the credit card requirement, they were able to increase front-end signups by 500% and overall paid customers by 50%.

Source: http://www.quicksprout.com/2013/09/09/7-simple-ab-tests-that-can-increase-conversions-by-10-or-more/

How not to fail with coupon codes

[ComScore](#) found that 27% of people who searched for a coupon code never returned to purchase.

How to deal with it:

1. Remove a coupon code field.
2. Use direct links, which have a coupon code attached.
3. Macy's, a large department store, added a link to "Find one now" near "Have a promo code?". The link shows page listings with current discount codes, keeping customers on their site.

Source: http://blog.lemonstand.com/optimize-checkout-page-conversions/

A surprising 42% increase in form fills

A form: "Request a quote from one of our consultants."
Fields: Full name, Email, Phone Number, Company, Describe your project.
Followed by a section: "Your privacy. Your information will not be shared under any circumstance."

"A" test: Remove the section "Your privacy."
"B" test: Remove the section "Your privac," and add the Verisign trust seal instead.

Results:
"A" test. +27% increase in form fills.
"B" test. +42%.

I thought it only worked on checkout pages!

Source: http://www.bluefountainmedia.com/blog/verisign-seal-increase-conversions/

An 11.9% increase in sales

Taloon.com removed social sharing buttons from its product pages. This increased 'add to cart' by 11.9%.

Why?

The number of shares on most of the product pages was zero. While high number of shares and likes act as a positive reinforcement, low number of shares breeds distrust in the mind of the customer about both the company and the quality of the product.

Source: https://vwo.com/blog/removing-social-sharing-buttons-from-ecommerce-product-page-increase-conversions/

116% more sign-ups with credit cards

[CrazyEgg](#) did these modifications to increase their free trial sign-ups with credit cards by 116%:

1. Added a FAQ answering, "Why do you need my credit card for a free trial?" - (**to prevent multiple free trials for one person**).

2. Added an explanation: "Nothing will be billed for 30 days. You can cancel at any time."

3. Added a list of companies that use their product.

4. Order total: Changed from "$49 per month" to "$0 for 30 days" + small text "after 30 days: $49 per month".

Source: http://www.conversion-rate-experts.com/crazy-egg-case-study/

A 45% increase in customer purchases

Don't make people register. It's a complete turn-off! Give them the option to simply make the purchase. A study by User Interface Engineering showed a 45% increase in customer purchases when forced registration was removed from the checkout page.

Source: https://www.quicksprout.com/double-your-conversions-in-30-days/

How to get insights from churned users

If you've ever tried to email people that cancel, you know it's almost impossible to get them to even reply. But they are your source of some amazing insights.

Here's a tip.
Right after someone cancels, show them this message: "Get [valuable appropriate incentive] in exchange for a short interview."

Ask them 2 magic questions:
"When was the first time you started considering alternatives?"
"Why did you cancel the day that you cancelled? Not the day before or after?"

Source: http://www.extendslogic.com/business/jobs-to-be-done-cancel-interviews/

How to increase purchases by 69%

A Deloitte study revealed that 69% of shoppers are more likely to buy from a retailer with free shipping.

A higher price + free shipping = not a big deal ;)

Source: http://www.Internetretailer.com/2011/10/26/low-prices-and-free-shipping-make-prosperous-holidays

+349% Increase in lead inquiry rate

Which email tone will result in a higher rate of lead inquiries?

#1. "Selling tone". You are one step away from getting free access to ..., our award winning [product] quickly made ..., try ...
#2. "Helping tone". We`re just here to provide you with whatever assistance you need in [reaching customer`s goal] ...

Result?
#2 saw a 349% increase in total lead inquiries.

Source: http://www.marketingexperiments.com/blog/analytics-testing/3-email-a-b-tests-firm-foundation.html

A softer switch from trial to paid

The requirement to pay after trial expires is a hard stop to the user's experience. Try to do it softer. Give them an option after their trial period has expired:

1. Select your plan

   OR

2. **Request a 5-day extension (they will be asked for their credit card information, but won't be charged yet)**

Trial extensions converted to paid customers at a rate of 66%.

Source: http://appcues.com/blog/from-trial-to-paid-how-we-accelerated-sales-by-68-percent-with-our-very-own-paywall/

Case study. Double the donation.

Two phrases used to wrap up a door-to-door donation request:

1. "Would you be willing to help by giving a donation?"
2. "Would you be willing to help by giving a donation? Every penny will help."

Result:
People who were asked the second variation were almost twice as likely to donate. And the best part - they gave just as much as the respondents to the first question!

The researchers concluded: People are more likely to take action when **minimal parameters are set**.

Source: http://osil.psy.ua.edu/672readings/T3-Social%20Influence/Cialdini%20(1980).pdf

Existence testing. Revenue went up by 25%.

Remove elements of your site and see what happens to your conversion rate.

We discovered that eliminating a sliding promotion header increased revenue-per-visitor by 25%. When we hid the left navigation bar from one side of their page, revenue went up by 19%.

EA removed the promo banner from their SimCity microsite and saw a [43% improvement in purchase rate](#). Impact eliminated their sidebar and [increased their conversion rate by 71%](#).

Source: http://conversionxl.com/half-of-your-site-elements-are-useless-which-half/

One line of code: revenue +500%

When a customer pays, you should remove "Powered by" branding off. Right?

No. At Y Combinator StatusPage.io were given a 5 minutes of advice not to remove branding for paid customers.
The team worried that customers would take offense and demand that they remove it back. That never happened.
It turned out that customers didn`t mind.

Result?
It keyed their growth from $5k MRR to $25k MRR.

Source: http://blog.statuspage.io/we-owe-25-of-our-growth-to-one-line-of-code

1 trick to convert trial users faster

Send an email, text or show it right inside your app: "End Trial Now - Get 1 Month Free. This special offer expires in 19:59 minutes (countdown)."

Source: http://blog.crazyegg.com/2014/09/19/convert-trial-users/

How to set the best price for your service

Follow this simple rule: "We charge this much because our customers get at least 10x that much value."
Don't emphasize features – emphasize DOLLARS, OUTCOMES.

Examples for "Parenting control software":
Bad example: For $10 you get feature #1, #2, #3 and #4.
Gr8 example: For $10 you prevent yourself from spending $5000/month on psychologists, avoid conflicts with police, save harmony and happiness in your family.

Source: http://sixteenventures.com/saas-pricing-strategy

Get customers back once they`ve churned

1. Get to know why they cancel.
2. When you fix that - that`s the perfect time to reach out and say "you left because of this... well, we fixed it. Come back and see..."
3. You could also pixel customers (at least start building Facebook and Twitter custom audiences) on the final step of the exit survey - a different pixel based on which reason they gave for churning - and use that to retarget once you`ve fixed the glitch they cited when they churned.

Source: https://growthhackers.com/posts/5-lesser-known-ways-churn-hurts-your-company

Money back guarantee vs a Free trial

I used to think that there was no difference between a 30-day money back guarantee and a free trial that required you to put in your credit card information upfront. Because if you weren't happy with the product within the first 30 days, you wouldn't be charged for it.

We tested this. By replacing all of our money back guarantee badges with free trial badges and by placing "30-day free trial" offer on every page, we were able to boost signups by 116%.

Source: https://www.quicksprout.com/2013/06/27/what-converts-better-free-trial-versus-money-back-guarantee/

Case study. $3 million in five months.

WebinarJam made $3 million in five months.

One of their tricks is a discounted sales button. They don't actually list the price. All they show is the OLD price crossed out with a 40% off notice ($497 SAVE 40%). What's 40% off $497? It`s easier to click to find out.

Source: http://tribeboost.com/11-easy-steps-to-making-over-3million-from-a-single-sales-page/

Growth hacking for nonprofits

Two key points of Watsi`s success:

1. Watsi`s Universal Fund allowed anyone to donate automatically on a monthly basis. Users can set the amount they feel comfortable giving.
2. Every month they receive an email about the patient their money supported with beautiful photography and a short snippet of text explaining how health care changed their lives. All Watsi users love and celebrate these emails.

Source: http://firstround.com/review/what-startups-can-learn-from-watsis-wildly-successful-email-campaign/

How to make your free SaaS users pay

How about having instead of 1000 free users - 100 users who are paying you $1 each? Try to switch out your Free plan for $1 Plan. $100 doesn't make a difference. But now those 100 users have their credit card details in your system. The whole psychology of getting over the "payment barrier" has already been done. Now all you need to ask them to do is click one button to pay more.

Source: http://blog.trak.io/39-actionable-growth-hacking-tactics-part-5-of-5/?utm_campaign=Submission&utm_medium=Community&utm_source=GrowthHackers.com

#2 sales channel in terms of revenue

With proactive chat visitors are prompted with a question in the chat box, like "Welcome back! Are you interested in ...?". Having an effective proactive chat prompt is key. We A/B tested dozens.

The second big way we prompt for email: "In case we get disconnected, can I have your email address? Mine is ...".

Results: leads from live chat contribute to ~25% of our new monthly revenue each month, making it our #2 sales channel in terms of revenue.

Source: http://www.bizible.com/blog/4-b2b-saas-growth-hacks-that-helped-bizible-raise-8m

One of the easiest ways to reduce churn

... is identifying customers who aren't getting value for their money. A good place to start is by looking at paying customers who haven't logged in. Once you can create this segment, you can dig into why they aren't getting value and solve the issue before they leave.

Source: https://www.getvero.com/resources/email-segmentation

How Udemy got +150% more revenue (1 trick)

They found that revenue generated in the first week correlates with an increased customer lifetime value. And ran the welcome email A/B testing:

1. The control email welcomed new users with 50% off any course.
2. The variable email leveraged behavioral data to serve up a course that the user had already expressed interest in. They included that course in the email header, along with the same 50% off coupon for a certain course.

Results: #2 gained +150% more revenue.

Source: https://www.getvero.com/resources/udemy

Increase LTV x20

Reducing prices to (try to) reduce churn is the worst thing you can do. If a customer is not finding value in your product, they'll cancel even if it's 50 cents per month.

Slidebean **increased** their prices >4 times.

Results:

1. Churn rate dropped down from 25% to 6,53% (x3,82).
2. LTV increased from $22 to $444 (x20!).

Source: http://blog.slidebean.com/blog/startups/500-startups-pivot

Be among the first to sell to 70M users

Pinterest announced buyable pins in June 2015. While it`s not overcrowded, you have a chance to get the maximum from their 70M users.

Buyable Pins make it easier to go immediately from pin to purchase. The checkout process is natively built for mobile.

Promoted Pins have prime placement, so they`re likely to generate more revenue from the "Buy it" button.

Sign up for a waitlist on http://bit.ly/1DH8YsQ or utilize now Shopify or Demandware.

Source: http://blog.hubspot.com/marketing/pinterest-announces-buyable-pins

Reduce friction, increase sales

1. A study at Amazon showed a 1% decrease in sales for every 0.1 second decrease in response times. (Kohavi and Longbotham 2007)
2. According to studies by the Aberdeen Research Group, the average impact of a 1-second delay meant a 7% reduction in conversions.

Source: http://blog.crazyegg.com/2015/03/31/friction-39-tips/

Make your app worse and double your sales

Our tool PC optimizer was running SUPER fast. It only took a few seconds to fix registry and remove unwanted programs. It occurred to us that the users might think the scan wasn't doing much. After all it was super-fast, what could it be possibly doing! We tested our competitors' products and noticed that their scans ran slow. So we said to ourselves: "What the heck. Let's test slowing down the scan!"

The results of our test were jaw dropping: our conversions almost DOUBLED.

Source: http://thenextweb.com/insider/2015/07/25/how-i-went-from-0-to-8-figure-revenue-in-18-months/

The Barack Obama campaign A/B testing

We executed about 500 a/b tests which increased donation conversions by 49% and sign up conversions by 161%.

By turning the long donation form into 4 smaller steps (1. Donation amount, 2. Personal information, 3. Billing information and 4. occupation/employer) we increased the conversion rate by more than 5%.

Source: http://kylerush.net/blog/optimization-at-the-obama-campaign-ab-testing/

Hack influencers

Reach out to influencers on YouTube. And offer them an affiliate deal.

It will be far better if you offer them a bunch of ideas, how they can interact with your product in an entertaining way.

Influencers think 24/7 how to entertain and monetize their audience. They need your help.

Source: https://www.creativelive.com/courses/smart-pr-artists-entrepreneurs-and-small-business-ryan-holiday

Psychological hack. Free Trial conversions.

If trial users don't attain "this is mine!" feeling about your premium stuff, there won't be anything to really lose to fuel motivation to convert. "This is mine!" feeling can be boosted by anything created by a person: customizations, data, analytics, etc. Do not count a Free Trial period as days after registration. Days of active usage work better for cultivating "this is mine!" feeling.

Source: http://customer.io/blog/loss-aversion-upgrade-emails.html

The way to boost your SaaS revenue instantly

Raise your price. SaaS success is all about cutting churn, improving retention, lowering the CAC (cost to acquire a customer), and improving the quantity acquisition. One simple way to gain the best possible customers is to bump up your prices, thereby eliminating those who won't pay, can't pay, and won't stay. Boost prices, and you boost the quality of your customers.

Source: https://blog.kissmetrics.com/6-saas-marketing-techniques/

Fixing conversions and killing the business

Conversion "from a visitor to a registered user" means nothing. It can be doubled, but at the end of the day it can end up with declining Lifetime Value. And this means a lot. Increasing myopic conversions is "winning a battle but losing the war."

Track conversions for each channel, for each growth hack from the perspective of the main strategic KPI - ROCA.

ROCA (return on customer acquisition) = (Lifetime Revenue Per Customer - Cost Per Customer Acquisition) / Cost Per Customer Acquisition

Source: http://growthhackingidea.com/?ref=gh18

What is it to have a free plan for your SaaS?

Free users bring more free users, eat up support, take advantage of free accounts. This ends up losing money and stunting the growth! If someone values a product, they'll pay a fair price for it. If they value your product just because it's free, go back to achieving product/market fit.

Source: http://blog.hubstaff.com/saas-pricing-free-plan-mistake/

How to drive more value for your SaaS?

Let Manual job happen. Then offer automation for payment

. Once the user has unfollowed 25 people by hand, for example, remind them that they can easily and quickly unfollow everyone that doesn't follow them back with just ONE click for only $9.99!

Source: http://www.slideshare.net/lincolnmurphy/growth-hackingb2bsaasmarketing

When is $9 better than $9.89?

If your purchase is based on emotion, then leave out the cents.

If your purchase is based on rationale, then add some cents.

Source: http://www.nickkolenda.com/psychological-pricing-strategies/

The 5 "Must Have" metrics for your SaaS

1. Monthly RECURRING revenue
2. Churn
3. Cost Per Acquisition
4. Average Revenue Per Customer
5. Customer Lifetime Value

Source: https://blog.kissmetrics.com/5-metrics-for-saas/

One Growth Hacking Idea a Day to your Email

You have exclusive access to invitation-only growth hacks: bit.ly/GHPlan

Referral

1. [+114% to shares](#)
2. [602% more shares](#)
3. [Infographic + Egobait hack](#)
4. [How to find your perfect influencers](#)
5. [How to create an expert roundup blog post](#)
6. [Facebook link image [A/B testing]](#)
7. [WhatsApp vs Twitter as a sharing channel](#)
8. [TOP 10 growth hacks for 2016](#)
9. [From 150K users to 2M in 5 months](#)
10. [+71% to referral activation](#)
11. [How to make influencers share your content](#)
12. [Case study. Hack word of mouth.](#)
13. [How to encourage sharing on LinkedIn](#)
14. [Accelerating viral growth](#)
15. [How to optimize referral programs](#)
16. [From 0 to $400M in 2 years](#)
17. [Unlock viral marketing](#)
18. [Get a nuclear viral mechanism](#)
19. [An easier way to share emails with friends](#)
20. [A giveaway. From zero to 500K subscribers.](#)
21. [Referrals program: self-interest vs altruism](#)
22. [Simple hack to get 4x more shares](#)
23. [Hack offline word of mouth](#)
24. [How to automate your feedback and sharing](#)
25. [A 474% conversion increase](#)

+114% to shares

Hubspot analyzed 6,192 of their blog posts and found:

1. When you add **"eBook" to the title**, the post is shared 8.08% more.
2. "How" added 9.1% more tweets.
3. "Infographic" achieves 100.05% more.
4. **"Template" achieves 114.60% more**.

Who is going to be the first to write a blog post: "31 templates + infographic on how to boost eBook sales by 500%"? :)

Source: http://blog.hubspot.com/marketing/seo-social-media-study

602% more shares

Venngage analyzed all blog posts of the top MarTech companies for **a six-month period** and here's what I liked most about their findings.

Let's imagine you have the same amount of followers on Facebook, Twitter and LinkedIn.

If you publish the same post to your followers on these social networks, you will get this amount of shares (according to this research):

Facebook - 0.35%
Twitter - 0.46%
LinkedIn - 2.77% - Surprise :)

Looks like there is 6-7 times bigger incentive to grow your LinkedIn page/group.
Or even piggyback on existing LinkedIn groups and gain new users in 5 minutes :).

Source: https://venngage.com/blog/content-marketing-benchmarks/

Infographic + Egobait hack

1. Create an infographic like you normally would
2. **Add your CTA**

Egobait hack:

1. At the bottom, **reference authority sites** in your niche
2. Reach out to those authority site owners: "Subject: I Heart (Their Site)

   Hey (Name),

   I'm a huge fan of (Their Site).

   I love your stuff so much that I recently referenced (Their Site) in my latest infographic: (Infographic Title/URL). …"

KISSmetrics released 47 infographics, which gained 2.5 million visitors.

Source: http://pointblankseo.com/4-unique-link-building-ideas

How to find your perfect influencers

How to find influencers, who`d love to share your content:

1. Visit app.buzzsumo.com.
2. Input keywords of your content/product.
3. Click on "**View Sharers**" near the most similar content.
4. View previous links, shared by an influencer, and Tweet/email to a bunch of the most related.

Source: http://inbound.org/discussion/view/i-am-brian-dean-founder-of-backlinko-ask-me-anything

How to create an expert roundup blog post

1. Visit "[Search Twitter bios](#)" on FollowerWonk.

2. Input your keyword (SEO, cars, etc.)

3. See the list of the **most influential** experts in your niche.

4. Find their emails.

5. Send a **VERY short** email: "I'm doing a roundup of X experts ... As one of X gurus, can you please reply to my short question ..."

6. At the end say thanks to every expert and send them a link to your roundup (don't ask them to share).

[Jon Cooper](#) followed this sequence and **gained 1,450 shares**.

Source: https://www.quicksprout.com/university/how-to-create-an-expert-roundup-blog-post/

Facebook link image [A/B testing]

I A/B tested an image that is shown on Facebook when people **share my link**.
If you haven't A/B tested Facebook link images yet, do it immediately :).
My conversions increased **by up to 4 times**.

But there is one problem. Facebook **caches an image** as well as title and description almost forever.

Here is a solution. When you have a new image/title/description:

1. Visit Facebook debugger
2. Input your link and press "Fetch new scrape information".
3. Done! Now your data is updated.

As a bonus you will see recommendations from Facebook.
Bonus #2: Refresh image on Twitter

Source: https://growthbug.com/from-zero-to-1700-subscribers-3-weeks-7-growth-hacks-0-marketing-cost-5e212b5e9a61

WhatsApp vs Twitter as a sharing channel

BuzzFeed tested WhatsApp's share button and found that **38% more people share via WhatsApp** than via Twitter!

[Aviary said](#) that WhatsApp shares were almost the same **level as Facebook** and Instagram.

Maybe that`s because WhatsApp has 900M users (vs Twitter`s 300M), plus the open rate is over 90%. Pretty impressive, yeah? :)

How to embed the share button:

1. [WordPress plugin](#).
2. [AddToAny widget](#).

After reading this I decided to add [share via WhatsApp](#) too :)

Source: http://digiday.com/publishers/publishers-see-big-sharing-numbers-via-whatsapp/

TOP 10 growth hacks for 2016

I published an article, "TOP 10 proven growth hacks »" on my Medium blog. I included best of the best and easiest of the easiest case studies that increased conversions, revenue, and sales by 23% - 19,000%. Feel free to follow their path ;).

As a bonus, here is what I did to increase shares of the article (tricks for Medium bloggers):

1. Generated share links on ShareLinkGenerator.com.
2. Downloaded "Share" and "Tweet" images.
3. Uploaded 2 images **at the same time** into my Medium post.
4. Clicked on each image and pressed **Ctrl+K (Command+K)** to insert my share links.
5. Uploaded other images on Twitter and inserted them as **embedded Tweets**.

Source: https://medium.com/p/top-10-proven-growth-hacking-ideas-for-2016-bcd3c126de63

From 150K users to 2M in 5 months

Social Tools had 150k users and ARPU $67.

1. Instead of spending money on marketing, they **acquired** a simpler competing freemium product - Postcron (20K users, ARPU $7).
2. Then they focused on one Postcron`s strong side: genuine **word of mouth**. They **multiplied** it by offering 6 months of paid version for free in exchange for a video/blog review.

Result: Postcron`s userbase exploded. And those who wanted more features switched to "Social Tools". In 5 months 2 products had 2M users.

Source: http://500.co/social-tools-growth/

+71% to referral activation

[Gogobot app](#) decided to personalize each download that came from an invite. In each message that went out to other users, they inserted a **Branch link** *embedded with the original user's name, profile pic and user ID.*

When a new user receives the link and downloads the Gogobot app, Branch passes that original user's name, profile pic and user ID to the new app session and populates a **personal welcome** modal prompting a sign up.

Result.
Users who saw a personalized welcome from their friend signed up at a 71% higher rate.

Source: http://500.co/mobile-growth-engine-branch/

How to make influencers share your content

Giving input always makes someone care more. Get them to contribute to your content.

How?

1. Tell them that you create content **for XX,XXX** subscribers/followers/readers.

2. Ask for their **opinion** or advice.

3. Your question has to be specific, so they can answer it in **under 50 words** (the less, the better).

4. After they contribute, **don't ask** them to promote your content. Just thank them for helping you out and send them a link an hour or so before you publish it.

Source: http://www.quicksprout.com/2015/12/18/5-content-creation-tactics-that-will-amplify-your-contents-reach/

Case study. Hack word of mouth.

The founders of the candle company Diamond Candles discovered that 98% of their customers are women. They decided to try to get women to talk about the product. The idea was to include something in the product that was already naturally discussed by women (jewelry).

In every Diamond Candle a ring was included. The founders made sure that these rings weren't cheesy and that once in a while a real diamond ring (worth up to $5,000) was included in a candle!

Results?
$1 million in revenue in 12 months.

Source: http://www.helpscout.net/blog/viral-marketing/

How to encourage sharing on LinkedIn

Links to YouTube videos play directly in the LinkedIn feed and usually result in a 75% higher share rate.

Source: http://www.slideshare.net/LImarketingsolutions/15-tips-for-compelling-company-updates

Accelerating viral growth

Don`t ask your members to invite a lot of friends to unlock something valuable. Start with a simple task. Ask them to invite just one friend. Result: +250% increase.

Source: https://growthhackers.com/videos/video-10-proven-hack-tics-to-optimize-your-invitations-at-wmd-2015-conference-by-adelyn-zhou-from-nextdoor

How to optimize referral programs

1. Personalize referral codes (startup.com/r/username).

2. Personalize landing pages (photo + name).

3. Create a referral competition among users.

Airbnb team created personalized referral codes and landing pages with a photo of the inviter. Referrals increased booking by over 25% in some markets.

Source: https://medium.com/@inaherlihy/how-to-optimize-182250e499d7

From 0 to $400M in 2 years

Utilize your users as a channel + branding **Call to action** branding. Hotmail added "Get your free email account at Hotmail." at the bottom of every email sent and in 2 years was sold for $400M. If your service helps users to create videos, images, design, widgets, cookies, etc. add **CTA** branding on it. If your service is about sending something to Social media, text (SMS), notifications, etc. add **CTA** branding on it. And let your users promote you.

Source: http://www.growfastlabs.com/viralhero/types-of-viral-marketing/viral-communication-marketing/

Unlock viral marketing

Buying user actions (i.e. zero value, compensated with by ultra-strong incentives) might give you some nice vanity metrics to show investors or brag about in the press, but the users you acquire won't be active.

Instead, viral marketing should unlock **more of the value they came to you for to begin with** – just for spreading your site or service to others.

Source: http://www.growfastlabs.com/viralhero/viral-marketing-basics/user-experience-viral-marketing/

Get a nuclear viral mechanism

Create embeddable widgets for your product. YouTube became a household name, with regular Internet users, because of their embeddable video player. Slideshare also totally rocked this tactic with their PowerPoint viewer. Who knew that a pretty ugly, quite pixelated experience of browsing a PowerPoint slide within someone else's webpage would allow Slideshare to land a $119 million exit (LinkedIn acquired them).

Source: http://blog.trak.io/39-actionable-growth-hacking-tactics-part-4-of-5/

An easier way to share emails with friends

1. **In your emails** (not on your website) add a simple link "mailto:?subject=paste encoded subject here&body=paste encoded body here" so that your readers can easily click and it`ll make a new templated email for them to send to a friend.
2. Take the text you want for your subject and your body and separately drop them into Eric Meyer`s handy free URL Encoder.

Source: https://zapier.com/blog/marketing-tools/

A giveaway. From zero to 500K subscribers.

A giveaway is giving away something (Premium account, etc.) to people in exchange for a visitor signing up for your newsletter.

1. Smth Premium Giveaway! Enter your email.
2. You have 1 entry. Get X more entries for every friend you refer. And a list of sharing buttons.
3. Set up the timer. It will encourage urgency.
4. Seed the initial users in hoping it goes viral.

Some exact statistics from AppSumo doing over 25 giveaways:
528,238 total subscribers
$866,265.69 in revenue

Source: http://andrewchen.co/early-traction-how-to-go-from-zero-to-150000-email-subscribers-guest-post/

Referrals program: self-interest vs altruism

Airbnb ran one interesting A/B testing about communicating very different value propositions for the same product. In one email, they emphasized that you can earn $25 for inviting a friend (self-interested). In the other email, they emphasized that you are sharing $25 with your friend (altruistic).

Result: The altruistic email performed better globally.

Source: http://nerds.airbnb.com/making-referrals-work-for-airbnb/

Simple hack to get 4x more shares

Most of your readers won't read your content and think "I want to share this." That's why you should encourage them to share it. Simply ask people to share your stuff. "Please share" generates 4 times as many shares as shares without the phrase did.

Source: http://www.quicksprout.com/2012/02/13/10-ways-to-get-more-traffic-attention-and-higher-rankings-through-social-sharing/

Hack offline word of mouth

People hold up their Shazam app to define the song and others ask "What are you doing?". Another app is Urbanspoon. You shake it to make it work. People ask "What are you doing?". You can't ignore the symbolic pink mustaches that you see on the front of every Lyft car. All of that is about hacking curiosity, that evolves into natural word of mouth.

Source: https://youtu.be/9PTT5Kb6610

How to automate your feedback and sharing

Ask your customers "How likely is it that you would recommend [your service] to a colleague?" with a 0-to-10-point rating scale.
You`ll get:
Promoters (score 9-10). Ask them to share your stuff.
Passives (7-8). Ask them one thing you can do to get them to score you a 9 or 10.
Detractors (0-6). Ask them about one thing you should fix first of all.

Source: https://baremetrics.com/blog/automating-customer-feedback

A 474% conversion increase

Replace your "Powered By". A 474% conversion increase by switching away from "Powered By" to an actual CTA

Source: http://www.forbes.com/sites/sujanpatel/2015/05/06/how-to-use-the-powered-by-growth-hack-to-boost-conversions/

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Psychology

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How to increase prices insensibly

When it comes to price hikes [Weber's law](#) shows that **approximately 10%** is the average point where customers are stirred to respond.

It means that you can insensibly change your price if it's by less than 10%, **without causing extreme reaction** from your current customers.

Source: https://www.helpscout.net/blog/pricing-strategies/

The Apple positioning formula

There are two formulas for how companies position their product:

"Usual formula" (not inspiring):

1. **What we do**. (100% say this)
2. **How** we do that. (~25% communicate this)
3. **Why** we do it (our dream we believe in). (<1% know this)

"Winning formula" (Apple utilizes it):

1. Why we do it (**our dream we believe in**). This catches the hearts of people who have the same dream they believe in.
2. How we accomplish the dream.
3. What the "dream-come-true" product does.

I highly recommend you watch this **TED video** about this concept: https://youtu.be/sioZd3AxmnE

Source: https://youtu.be/sioZd3AxmnE

2.5 times more persuasive

A classic Kahneman and Tversky experiment presented treatment options for a hypothetical disease in two ways, **one emphasizing the positive outcomes and one the negative**.

Positive:
"Saves 200 lives"
"A 33% chance of saving all 600 people, 66% possibility of saving no one."

Negative:
"400 people will die"
"A 33% chance that no people will die, 66% probability that all 600 will die."

Result:
72% of the subjects chose positive framing. Though the actual outcomes were identical.
That meant - Positive framing is 2.5 times more persuasive than negative.

Source:
http://www.uta.edu/faculty/richarme/MARK%205342/Articles/Tversky%2081.pdf

Convincing loyal customers of a competitor

Supportive bias makes loyal customers of your competitors defend their current product tooth and nail. Otherwise they will **look like idiots** who bought a crappy product.

How to overcome it? Ask these magic questions (let's imagine your product is about sending email campaigns):

1. Suppose a **new co-worker joined your team** and you wanted to help them get up to speed with sending email campaigns. What advice would you give?

2. If you had to pick just one element of your email campaign process **to improve**, what would it be?

3. If your manager decided unilaterally to pick a new email marketing tool, what would you dread most about learning the new tool?

When people think about **giving advice**, their desire to be helpful outweighs their supportive bias.

Source: http://firstround.com/review/build-your-user-base-with-these-human-behavior-hacks/

"Tetris hack" to boost retention by 370%

Psychologist Bluma Zeigarnik found that people forget completed tasks but **remember uncompleted** ones. Your brain will keep bugging you about it until it's done.

Do you remember Tetris - a sticky game from the 80s? You play until the blocks stack up and fill up the screen. It looks simple, but they leveraged the infinite **"need to complete" loop**.

Feed your users with new uncompleted missions, tasks, progress bars, etc.

When [Ghost](#) implemented **the progress bar**, they [saw](#) **a 370% increase** in conversions from trials to paid subscriptions.

Source: http://www.appcues.com/blog/3-fundamental-user-onboarding-lessons-from-classic-nintendo-games/

More persuasive without facts

The Eaton-Rosen phenomenon states that a saying is judged as being more truthful when it is rewritten as a rhyme.

In experiments, subjects judged variations of sayings which did and did not rhyme, and tended to evaluate those that **rhymed as more truthful**.

The effect could be caused by the fluency heuristic, according to which, things could be preferred due their **ease** of cognitive processing.

Looks like a nice reason to test rhymed CTAs this season ;).

Source: https://en.wikipedia.org/wiki/Rhyme-as-reason_effect

How to find motivation to write blog posts

Writing is hard, especially in the beginning.

Here is a psychological **trick**.

How much time does it take you to answer a question from some random dude? 2-5 seconds? Yes, it is way **easier to answer**. questions than to write posts.

So, turn your blog post headline into a specific question. And answer it. In an hour you will have a blog post.

Done :).

Source: http://blog.videofruit.com/suck-at-writing/

Will you read this hack?

[Vicki Morwitz](#), a professor of marketing at NYU Stern, demonstrated the "mere measurement effect" in 1993 when she showed that **simply asking questions** about people`s intentions to buy a car, or a personal computer, led to **increased purchasing rates** for these items.

In 2008 [a study](#) recruited a sample of 4672 registered blood donors. The first part of this group was asked about their intentions of giving blood within the next 6 months. The second one was not.

After 6 months the first group showed **8.6% higher registration**.

Will you share this hack with your friends? ;)

Source: https://www.psychologytoday.com/blog/quilted-science/200910/will-you-read-post

22 times higher chances to grab attention

A research by Nielsen Norman Group found that content above the fold **represents 80.3%** of the viewing time.

"Above the fold" means "viewable without further action."

The **next 100px below** the fold are responsible for only 3.5% (22 times less!).

If you put the most resonating information above the fold your chances to grab attention are not simply higher, they are **22 times higher!**

Also, researchers discovered that the most viewable part above the fold is the area **between 37.5% and 50%** from the top.

Source: https://www.nngroup.com/articles/scrolling-and-attention/

Increase your product`s value by 360%

In a study, subjects were given the task of finishing self-assembly IKEA furniture.

Researchers then priced the objects the experimenters had assembled as well as already assembled IKEA furniture.

Results showed that the subjects were willing to **pay 360% more** for furniture they assembled themselves, as opposed to pre-assembled furniture!

Do you want your customers willing to pay you 360% more too? Let them take part in creating their final product, **BEFORE PAYING YOU**, so they can say "I created it" (set their own settings, upload, publish, fill smth, etc.).

Source: http://beyondphilosophy.com/ever-heard-of-the-ikea-effect-increasing-perceived-value-while-reducing-costs/?-increasing-perceived-value-while-reducing-costs

How to boost motivation by 75%

In a study, actors were instructed to use one of the following sentences to try to get in front of a line of people waiting to use a Xerox (copy) machine:

#1. "Excuse me, I have 20 pages. May I use the Xerox machine?"
#2. #1 + "**because** I'm in a rush?"
#3. #1 + "**because** I have to make copies?"

Results:
75% more times, people let them skip ahead when using sentence #2. Equal results were for #1 & #3.

How about trying to add **a meaningful** reason to your CTAs and boost conversions by 75%?

Source: https://www.quicksprout.com/2015/08/26/be-a-better-copywriter-7-lessons-from-4-legendary-books/

Keeping vs Losing. [43%].

In a study, all subjects were given $50. And then they were asked to choose:

#1A. Keep $30.
#2A. Have a 50/50 chance of keeping or losing $50.

And later:

#1B. Lose $20.
#2B. The same as #2A.

Result: #2B was chosen at a 43% higher rate than #2A. People hate losing.

Try to test "get $20 off" vs "buy now or lose the opportunity to save $20."

P.S. Did you notice that mathematically "keep $30" is the same as "lose $20"? ;)

Source: http://www.quicksprout.com/2016/01/01/8-psychological-principles-thatll-double-your-sales/

The Ben Franklin effect

A scientist split subjects into 2 different groups and gave everyone some money upfront. But then:

Group #1. He asked for **a favour**. For them to give the money back.
Group #2. Didn't ask for money back.

Then they were asked to score how much they **liked** the scientist.

Results:
Group #1 - gave the **highest likability** score.
Group #2 - the lowest. (still want to give away something for free? ;))

The Ben Franklin effect states: "Doing a favor for someone will make you like them more."

Source: http://youarenotsosmart.com/2011/10/05/the-benjamin-franklin-effect/

You made a mistake. What to tell?

#1. We made a mistake, it`s our **full responsibility**, and we work hard to make things better.
or
#2. It`s **not our fault**.

A social psychologist, Fiona Lee, established a study to find out how the way a business presents its faults would affect the favorability of the business.

She studied **hundreds of real reports** focused on explaining why the company performed poorly over the previous year.

Lee found that the companies who had reports like the **#1 example had higher stock prices** the next year.

Source: http://www.quicksprout.com/2016/01/01/8-psychological-principles-thatll-double-your-sales/

Never do this. Results drop down to 0%.

[Thinking Fast and Slow](#) mentions an experiment, cited in the Proceedings of the National Academy of Sciences, with eight parole judges in Israel. The judges devoted an average of 6 minutes deliberating on each case and 35% of requests were approved. But after eating, the judge's approval score increased to 65%. The approval rating steadily dropped from the longer the time since eating to about 0% right before a mealtime.

Looks like you can let your sales team work only one hour a day right after breakfast and boost your sales :).

Source: https://medium.com/@inaherlihy/9-ways-behavioral-economics-can-help-increase-conversion-retention-and-roi-3e245a2604e3

Increase value without changing your product

In an experiment, participants first tasted a $5 wine, then progressed to tasting up to a $90 bottle. Apparently, the more expensive the wine, the better the wine tasted. In fact, participant's brains reflected their voiced opinions, as areas of the brain associated with pleasure showed higher spikes. But in reality, participants were tasting the same wine.

Source: https://medium.com/@inaherlihy/9-ways-behavioral-economics-can-help-increase-conversion-retention-and-roi-3e245a2604e3

This A/B test increased sales by 82%

1. A cupcake and 2 cookies package for $10.
2. A cupcake for $10 + 2 cookies for free.

A study showed that people buy option #2 at an 82% higher rate than #1.

Source: https://www.scu.edu/media/college-of-arts-and-sciences/psychology/documents/Burger-JPSP-1986.pdf

How to increase desired outcome by 7 times

In 2011, the New York Times reported on a study of 1,100 legal decisions by judges over the course of a year.

The goal of the study was to find out whether there was any link between decision outcome and time of day.

Prisoners who appeared before the judge in the early morning received parole at a 700% higher rate than those who appeared in the late afternoon.

A good reason to help your prospects make their decisions in the morning ;).

Source: http://blog.getrooster.com/5-scientific-reasons-exit-popups-freaking-effective/

Get testimonials without asking for them

Instead of asking for a testimonial, start a conversation about their experience.
"Hey Bob, looks like things are going great… what's your experience with [our product] been like so far?"

The first follow-up is critical: "Interesting… tell me more."
The final follow-up is critical, too: "You know… what you just said would make an awesome testimonial. I'd like to post this on our website if that's cool."

Boom! Easy.

Source: http://sixteenventures.com/get-testimonials

Logic vs Emotions

A [famous study](#) showed that "Our brain is not rational; our brain is rationalizing."

Your subconscious (83% of your brain: automatic, effortless and fast) decides to like or dislike something and your conscious (17% of your brain: controlled, high effort and slow) rationalizes the decision.

Emotions and instincts live in your subconscious and are 5 times stronger than your logical conscious. That is why appealing to emotions, rather than logic, is much more persuasive.

Source: http://conversionxl.com/emotional-persuasion-guide/

Case study. A sense of consistency: +15%.

1. After being casually questioned about their regular voting patterns, half of a group of participants were told that they were much more likely to vote since they had been deemed by the researchers to be more politically active. (This wasn't true; these people were selected at random.)

2. The other half of the participants weren't told anything. They were just asked to describe their voting patterns.

The Result?
The first group had a 15% higher turnout!

Our brain seeks to maintain a sense of consistency. This is why "gold" or "platinum" status works effectively as a customer loyalty program.

Source: https://www.helpscout.net/consumer-behavior/

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Other

1. [Easy way to define culture of the company](#)
2. [Boost LTV by 108%](#)
3. [Daily meetings hack](#)
4. [Level 80 (analytics tools)](#)
5. [The best question that drives insights](#)
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Easy way to define culture of the company

The way to define "A company's culture" was, for me, always kind of covered in fog.

Today I found how to clearly define the culture. It's as easy as asking myself (as CEO) these questions:

What are my strengths?
What am I outstanding at?
What sets me apart from the people around me?
What do I **value about the people** around me?
When I look at my friends, what are the characteristics they have in common?
What qualities **drive me crazy** about people?
How do I make my best decisions?
What am I bad at?

80% of culture of the company is the DNA of its founder.

Answers to these questions become a nice **filter for new team members**.

Source: http://firstround.com/review/80-of-Your-Culture-is-Your-Founder/

Boost LTV by 108%

HubSpot could not define a **target market persona** for years, instead trying to please everybody.

1. Their blog was overwhelmed with non-relevant content.
2. Their tools solved too many **non-relevant problems**.
3. Their pricing was kind of for an average un-existing persona.

"**Persona clutter**" generated clutter in all aspects of the business.

Recently they decided to forget about all other personas and **stick to only one persona**, "Mary Marketer": a marketer from a company between 10-1000 employees.

As a result:

1. Their retention increased by 26%
2. **LTV increased by 108%**

Source: https://readthink.com/hubspot-s-playbook-for-going-from-startup-to-scale-up-29ab85d3a3e1

Daily meetings hack

We do meetings with my team every day. Though there are only 3 of us, meetings sometimes can take up to an hour. It's a lot.

These guys (about 35 people in the team) run a **meeting in less than 7 minutes**, cover all topics, and stay on the same page.

Their secret is in the structure of the meeting. I found it super effective:

1. **Good news**. (Everybody shares good news)
2. Numbers. (What were last week's, what are this week's)
3. **What does it all mean?** (How well we achieved our global goal)
4. In the news. (Who accomplished goals for the week, who is in the process)
5. **Missing systems**/Opportunities/Frustrations. (Share problems that need to be solved)
6. Cheer.

Take a look at this amazing video with one of their meetings live.

Source: https://youtu.be/U1Do6tyffE0

Level 80 (analytics tools)

Everybody knows Google Analytics, Mixpanel, Kissmetrics.

As for me, for deep analysis I utilize **direct SQL requests** to my database. It's simpler and very flexible. I can analyze anything, using all those unique complicated connections between various pieces of data. Usual analytics tools completely lose when it comes to analyzing complicated databases.

But today **I was surprised**.

Turns out there are analytics tools that mix SQL-requests with awesome frontend: automated building of nice charts plus calculating and sharing key metrics with the team. What a beauty :).

Here they are:

#1. Periscope. I'm in love with how they describe their service: "**Type SQL, Get charts**. Periscope plugs directly into your databases and lets you run, save, and share analyses over billions of data rows in seconds."

#2. Mode

#3. Looker

Source: https://www.periscopedata.com/

The best question that drives insights

Any growth hacking begins with **deep insights** about your customers. There are a lot of techniques on how to uncover what motivates your target audience. I've shared some of them with you before.

Today, I stumbled upon an amazing question that I consider **the best one** to gain really deep insight about your customers/users/subscribers.

Here it is:
"What was going on in your life that **compelled you** to come looking for a solution **like ours**?"

I would also ask you, my dear friends, one quick question: "What is going on in your life that compels you to open and read emails **like mine**?" ;) Appreciate your answers. :)

Source: http://conversionxl.com/common-copywriting-mistakes/

How to overcome your team`s fear of failure

Old-school culture **punishes for failures**. As a result, people are afraid of failures: responsibility, judgment, etc.

But 80% of Growth Hacking tests fail. It`s impossible not to fail.

Joanna Lord from Porch shared their trick on how they implement culture of not being afraid of failures.

Every Friday during a meeting they call out the tests, both winners and losers (**& the insights gained from them**, there's clapping and celebration). The person who makes the worst failure gets a badge of honor for a week. And then the CEO walks around the room and high-fives the badge owners.

Source: http://conversionxl.com/nudges-culture-of-experimentation/

How to help your team feel customers

One of the cornerstones in establishing a growth hacking mindset for the whole company is to help your team "feel" customers.

Here is a pro tip by Susan Su from "500 Startups" accelerator on how to achieve this goal: *"Everyone — developers, growth, sales etc. — on your team should REGULARLY read and answer customer support tickets."*

Source: http://500.co/social-tools-growth/

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1 key point, how Sumome hit 1B people

Noah Kagan from SumoMe reached **1 BILLION** people starting at **ZERO** in just ONE year.

And the main reason for this success he attributes to a **focus on one** clear, ambitious **goal** - to achieve 1B people within a year.

SumoMe removed all distractions. **Before doing anything** they asked themselves, "Does this help us reach our goal?" If it didn't, they didn't do it.

And what is your **ONE** clear, ambitious goal for this year? ;)

Source: http://www.appsumo.com/0-to-1-billion/

A 23.8% lift was wrong. Was yours?

[Copy Hackers ran a usual A/B test](). After a week, the tool declared a 23.8% lift with 99.6% confidence.

But actually both the control and the treatment were exactly the same.

Possible reasons, worth checking:

1. A tool works wrong.
2. Load speed of your site is slow.
3. A code was placed wrong.
4. A test was stopped too early. Significance is not a stopping factor, sample size is.
5. You acquired for a test traffic from "unusual" sources.

Source: http://conversionxl.com/ab-test-validity-threats/

How to stand out & hire the best candidates

Your growth depends on a great team, but it's hard to compete with giants in the marketplace.

Try to include a "Who You'll Work With" section in your job posting as a personal touch that's rarely applied. It stands out and adds a human element in a meaningful way:

1. Highlight the 3-4 people they'll work closest with.
2. Place emphasis on why it's rewarding to work with them.
3. Include at least one person in a leadership role.

Bonus: Include articles from your peers about your company culture.

Source: http://www.helpscout.net/blog/writing-job-posting/

98% open rate

Did you know that 98% of text messages are opened and most text messages are read within 3 minutes?

Source: http://mobilesquared.co.uk/media/27820/Conversational-Advertising_SinglePoint_2010.pdf

The key to hack growth

This is the cornerstone of growth hacking.

Twitter`s growth began to slow down in 2010 to 10% per quarter. They decided to accelerate testing from 0.5 tests per week to **minimum** 10 tests per week. Result: +342% growth during next 2 years.

In 2014/2015 GrowthHackers.com stopped growing. They decided to accelerate testing to **minimum** 3 per week. Result: they saw +100% growth during next 3 months.

Define your minimum amount of tests per week and stick to it. More testing of different growth hacking ideas = More discovery/optimization = More growth.

Source: https://growthhackers.com/slides/agile-marketing-meetup-moving-beyond-the-marketing-plan-so-you-remai

How to get 10 times more growth ideas

Get ideas from full company.
Harness creative insights of full company to drive growth. Be transparent about all the things that you tried, what worked, what didn`t work. Avoid preliminary judgment and biases. Make it a part of your culture.

Source: https://growthhackers.com/videos/10-habits-of-high-growth-startups-by-sean-ellis/

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