

Growth Hacking 101

How To Build Virality Into Your Business



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Introduction

Growth hacking began as a trend but is quickly becoming a necessity. With the ever-expanding growth of the Internet, growth hacking is absolutely vital when bringing products and services to customers.

For years, marketers were in charge of pushing products while coders were fully responsible for entering and building code, or a platform. Now, however, these words have merged to create a single system of true growth, known as growth hacking.

Marketing will always be an essential element, but it's important to have a single individual or handful of employees who focus solely on the narrow growth of the company.

The Internet has truly created a new way for businesses to grow, seemingly overnight in some scenarios. Consumers no longer have to feel tricked in terms of product, because product features can be directly involved in growth.

In addition to these elements, growth hackers also understand that channels of distribution are no longer A to B, and any sale is a positive note.

Instead, channels are now moved or even created due to the channels created by social media. This could include new websites or even popular blogs from trending individuals outside of the entertainment arena. While growth hacking is currently implied to resolve around startups, it will soon be implemented into even the largest organizations.

In this guide, I'll go in detail on how you can grow your business, build your portfolio and brand using the power of the Internet.

If you would also like to learn how to grow your business, check out this link :

https://www.digistore24.com/redirect/402291/just_lay7/

Internet Marketing Basics

Essentially, convincing others to visit a particular site, download a specific app, or purchase a certain product all comes down to Internet marketing.

Whether a business or individual decides to hire a certain person or small group of people, those within the Internet marketing field usually consists of those with backgrounds in either business or even the IT department.

With the rise of technology, however, marketing and programmers have merged to form growth hackers, who expand businesses quicker than ever before.

Internet marketing no longer requires long hours in stuffy classrooms or in the back of crowded offices. Instead, the basics can be learned from simply being an avid Internet user. All the degrees in the world will not really help if individuals hate spending time on a computer.

Great examples of individuals who have the potential to become a successful growth hacker include those who truly enjoy being on up-and-coming social media outlets, those who are business-minded, those who enjoy buying and selling online, and individuals who enjoy blogging. These examples of hands on experience quickly help newcomers rise above the rest.

When entering the world of growth hacking, one of the initial factors to consider would be to establish a portfolio. When building a portfolio, there are several aspects to consider, but the main idea is to feature your best and most relevant work.

This comes into play when applying to a particular job or simply preparing a portfolio to extend to other professionals. Ideally, the goal is to focus on a marketing portfolio to sell yourself—through both past examples and promise of future excellence in a chosen field.

In addition to establishing a reputable portfolio, Internet marketers who wish to become growth hackers also need to find a specific niche to focus. There are many methods and techniques to consider when searching for a niche to enter, and most experts recommend focusing on a niche where the party involved already show interest.

In addition to learning the ins and outs of a particular subject, it's also important to use the benefits of the long tail of keywords, which focuses on several small units rather than one large or overly popular unit, or product.

After understanding the initial aspects of a reputable portfolio and locating a specific niche to focus study, there are four methods of success to begin the preliminary steps of growth hacking.

Among these four methods, businesses must first establish relationships with their potential customers in order to create lasting wealth. The other methods are direct response copywriting and content marketing, both of which are key to learning the ins and outs of growth marketing.

Finally, and perhaps the most important step, is to have a valuable product; one worth sharing and having others want to share. With the understanding of the four methods of success, growth hacking becomes more realistic and the next steps involve more direct commitment.

True growth hackers understand that going viral is no accident, but rather, it is an engineered response to tactical and analytical growth. Growth hackers actually have the ability to make users want to spread the word about their business or product by asking favors that do not seem like favors. This collaboration will specifically discuss methods used by daily deal giants Groupon and LivingSocial.

Within the realm of a growth hacker, it's important to remember that these individuals only focus on actionable, realistic goals. These goals are then highly scrutinized using top-notch analytics, where strengths are leveraged and weaknesses are assessed to find optimal results.

Much like the scientific method, growth hackers begin with a hypothesis and continue to analyze and re-attempt experiments in order to find the best answers for ever-expanding growth in business.

In order to truly hack growth, one must completely understand the mindset of the consumer. Imagine those visiting a site as a filter or funnel. Growth hackers invite all sorts of visitors to the site, but then filter these individuals until they find which ones are capable and willing to make a purchase, sign up for a mailing list, or reach other profitable material.

From the initial beginnings to the final point of checkout, growth hackers make sure nothing is left on the table in terms of profit or growth.

Once the filter has been properly analyzed, it can then be dissected. The funnel begins with the expanded open mouth, where all visitors are invited to be pulled in by various levels of enticement.

These types of pull tactics include everything from free materials to prizes and invite users to come in from their own free will. Gaining visitors is not an accident and growth hackers understand how to properly entice, incentivize, and make a sale.

In addition to pull methods, there are also push tactics, which will be discussed in greater detail throughout the book. These push tactics are different in that they go after the consumer rather than sit back and wait for a visitor to stop by.

These methods can best be summarized as an ad playing before a video on a viral website. While these methods are both effective, neither is quite as effective as the possibilities that exist within the product method.

Product tactics are types of growth where users are actually using the interface when sharing the message of a product or service. This would include all social media outlets such as Facebook, Gmail, LinkedIn, and Twitter.

Essentially, these types of products sell themselves in the respect that your friends need to be on the same type of service or plan in order to communicate and exist within the world of that particular social plane.

Building Your Portfolio

When debating the best time to begin a portfolio, the answer is always immediately. Even for those who are brand new in a field, it's never too early to start and there is nowhere to go but up.

Whether individuals are seeking a portfolio for either writing, graphic design, or even internet marketing, the basic idea is to begin a portfolio with plans to consistently update and revise the work, in order to always show off an individual's best performance.

In terms of marketing portfolios, it often depends on what type of future work the individual wishes to acquire. For some people, marketing will begin with a personally managed website, and while it seems insignificant to begin a portfolio, it's important to remember that while others are browsing the managed site, it's possible that outsiders will seek advice and it's always best to be prepared for an opportunity.

For those who are actively seeking employment, consider the type of internship or job you will be applying to when creating an updated portfolio. Generally, it's always best to collect the most outstanding work in a format to impress the majority of employers in a format that is truthful, sincere, and simplistic in the most functional manner imaginable.

Putting Your Best Foot Forward

Writing is as important in Internet marketing as it is in any field. Writing well separates those who excel and those who seem to be stuck in a particular field or level.

Proper grammar and tone are often a representation of patience as well as education. Having an improper sentence or phrase within the dialogue of a portfolio is much like misspelling a word on an application or resume when searching for employment.

In addition to writing well, it's important to demonstrate strategic thinking. While this may seem difficult to encompass in a portfolio, consider using ways to set yourself above the rest.

Analyze the situation, whether it is a campaign, collaboration, or new form of business strategy. Not only is it important to create new, it is equally important to understand current conditions to understand the ins and outs of Internet marketing.

Finally, make sure to represent the quantity and quality of work within the portfolio. Whether you have just graduated from college and only have work from school or whether you have been working freelance for a month or decade, make sure to highlight the amount of work in your best products by showing off the best work.

By showing off the best you have to offer, you can then move on to define what you want to do within the future of marketing and advertising.

Defining the Future

While it's simple to highlight the past, the main idea within a marketing portfolio is to display the steps being taken to define a future career. When employers view a portfolio, anything less than spectacular will represent a lack of commitment.

As you grow and succeed as a professional, consider even updating previous work to your current standard of perfection, using any tips and tricks you have acquired along the way.

Rather than only rely on current work, consider even creating work that you wish to one-day deliver. For example, a writer focused within the realm of nonfiction could work on fiction pieces during his or her free time to display both types of work in the portfolio.

While there may not be the same pressure to deliver as to the pressure to deliver to an editor, it will better display the portfolio's range and highlight the individual as an all-around freelancer.

Internships and Freelance

While hoping to enter the realm of paid work, internships and freelance can help everyone starting out; even those who didn't attend a university or perhaps those who decided to switch careers post graduation.

It's possible to begin a freelance career with only a handful of samples or one could apply for an internship and work on professional level work in a fast-paced environment

Working in an internship can help sell as individual as someone who delivers on their word within a timed deadline. Whether you are working as an individual on a project or working in a group, any completed work will help build a portfolio.

If you find yourself in a situation where you are working a group setting, make sure to include which portions of the work you specifically contributed to the project in a professional manner.

After building your portfolio, you will find yourself much more confident within meetings. Consider a situation where you will be asked a question, knowing that you have a sample directly in your portfolio. Having this type of material on hand will help you land jobs and prove yourself within the first few minutes of any interaction.

Remember, always build your best portfolio and keep it up-to-date to land unexpected jobs and continue to build upon your career as a professional Internet marketer.

Finding Your Niche

More often than not, consumers will find themselves rolling their eyes and taking a big sigh at the latest and greatest infomercials about the new must-have gadget of the season.

It can be difficult to imagine the ideal product for the masses and many times, creating the ideal gadget is nearly impossible so predicting the gadget of the season is up in the air. Rather than trying to create demand, consider filling demand by taking the time to conduct research and fill a niche area.

There is nothing more stressful than coming up with a new product only to discover that it has only been invented before, but marketed so poorly that you had simply never heard of it.

While many great products were created this way in the past, our current foundation for spreading the word on a new product is so great that it's difficult to be the best in any given field due to an array of constant competition. Instead, consider finding a market that already exists and creating a product to develop specifically for that demographic to purchase.

Consider working in a niche that interests you. For example, a male college athlete may be able to recommend the best workout gear for others in his demographic but probably knows little about what stay-at-home-moms need for the daily routines, despite his idea for a new baby sling.

The main reason to consider staying in your demographic would be that you would know what questions to ask and which problems to initially

avoid. Consider sticking to the habits of your target market, at least in the beginning of starting a business or when coming up with a new product.

Consider the Extremes

Think back on some of the most elaborate, yet specific businesses listed online or in a favorite magazine. Photo Finish Frames, created by a marathon runner, initially launched as a framing business but quickly moved to specialized frames for runners.

Basically, the owner developed a system to ship a specific size frame to a marathon runner in order to frame an image of the runner along with their racing number and finishing time.

No Film School is another example of a specific niche. Websites like this one send to-the-point, weekly emails. No Film School's emails show up as a list of twenty articles for the week.

Among these articles, each one is designed for aspiring filmmakers who are interested in the inner workings of script, camera, lighting, production and all the other areas that result in creating independent films outside of Hollywood.

This niche simply invites the idea of everyday film education without paying the staggering debts of tuition.

Finding Your Niche

Marathon running and independent filmmaking do not interest everyone, which is what makes these two companies so successful within their field.

Rather than continue to dream of creating a business that already exists, consider examining the social groups that you are already belong to in order to create a new business that you would be excited to be a part of, as either an owner or a member.

Start by taking a creating viewpoint at your current resume, social media page, hobbies, work experience, and daily physical habits. Think about all of the groups you have ever been a part of and consider joining new groups that interest you for further inspiration.

This may involve actual groups or even magazine subscriptions or websites that you often read. Then, consider other individuals like yourself and think of what you enjoy, why you enjoy it, and consider others who may value similar items.

Narrowing Results

After creating a detailed list of fields that interest you, narrow these down to two specific fields that most interest you. Sometimes, a product may overlap into both categories, but it's best to start with two in order to brainstorm a wider range of results.

Once you have chosen two categories, conduct additional research. Begin by searching online for websites that focus on specific categories or visit a local bookstore to find out more information on a particular field of interest.

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