



12

SOCIAL MEDIA HACKS THAT WORK
GROWTH HACKER GRANNY

SRINIDHI RANGANATHAN

12 SOCIAL MEDIA HACKS THAT WORK: GROWTH HACKER GRANNY

WHEN GRANNY REVEALS IT ALL

SRINIDHI RANGANATHAN



12 Social Media Hacks That Work: Growth Hacker Granny

Copyright © 2017 by Srinidhi Ranganathan. All Rights Reserved.

This E-Book has been published by First Look Digital Marketing Solutions Pvt. Ltd.

www.firstlookai.com

www.facebook.com/firstlookai

#TheFutureIsNow

No part of this publication may not be reproduced, stored in a retrieval system, or transmitted, in any form or by any means, electronic, mechanical, photocopying, recording or otherwise, in whole or in part, without written permission from the publishers except in the case of brief quotations embodied in critical reviews and certain other non-commercial uses permitted by copyright law. For permission requests, please email the publisher at srinidhi@firstlookai.com

Although every precaution has been taken to verify the accuracy of the information contained herein, the author and the publisher assume no responsibility for any errors or omissions. No liability is assumed for damages that may result from the use of information contained within.

The price of the tools that are detailed in the book are subject to vary from time-to-time.

All the trademarks, tools and brands detailed within the book are for clarifying purposes only and are owned by the brands themselves.

The character “Growth Hacking Granny” is a fictional character and the story narrated in the initial chapter is fiction. Any resemblance to actual people living or dead, is purely coincidental.

I dedicate this growth hacking book to everyone who taught me digital marketing. Thank you for helping me build my skills in this amazing field. Here I shine for you in a comical fashion with Growth Hacker Granny..

THANK YOU ALL

I would like to take this opportunity to thank people who turned my dream into reality.

Special Thanks to my parents N.Ranganathan and T.Rama for the support and encouragement to help me start my own digital marketing training company.

Thanks to Jayanti and Vijay - my uncle and aunt for the support and guidance provided.

Thanks to T.Padma - my aunt for providing me support and encouragement, again.

Thanks to the people, bosses and friends who really supported me back then, when I was starting to learn digital marketing.

Thank you to my grandfather who evoked the writing spirit in me. I wish you were alive, but your spirit lives on.

A final note of thanks to all my fans, students whom I taught and of course - online students on Udemy. You gave me the confidence to surge ahead and experiment on new projects like “**Growth Hacker Granny**”. I always believe that if we have the passion to learn, we can just go places..

- Srinidhi Ranganathan

HI THERE - I'M GROWTH HACKER GRANNY.

Ok - what's up, dear digital marketer? They call me Growth Hacker Granny. Want to know how I got my name?

The story goes on like this. I was a housewife initially - you know doing the chores and stuff everyday. I lived in Bangalore, India at a middle-class home. My hubby was already dead before Rahul - my son was born. Rahul Sharma worked as a Marketing Manager at a startup company for years here in Bangalore. (True - he isn't as brilliant as me, now also, I guess..) But, one day Rahul got a job at a multi-national company in the US and he flew there. Drat! He never returned to India at all and I didn't get a phone call from him, either. He didn't show up to meet me - his beloved mother at all.

Sources like the lady next door told me that he is living happily settled in California with his 2 new-born kids.

Now, when this initially happened - I knew that I got to make money for a living. I am not bring paid any kind of pension, I knew. What can I do now, was the question.

One day, when I was browsing the book-shelf casually, I found a book on Digital Marketing. I was briefly exploring and reading the pages and then I was engrossed in the subject of social media, SEO, SEM, ASO, Lead-Gen etc. and it all made sense suddenly. Even though I haven't studied marketing in the past or digital marketing, the subject was too good to read. I finished reading the book and new ideas and thoughts came to me.

Then I thought that I should be experimenting some strategies from the book and lo and behold! Who would know that I would start an online e-commerce business and become successful selling millions of products to customers and driving insane sales every hour? Now, they call me growth hacker granny. Now wait, how did my story finish?

Rahul came back to India once he came to know that I was a millionaire, officially by reading the local newspapers or online publication or websites like Google News Portals where they had my photo in the first page, obviously - mind you. Now, I am really

happy with all the stuff I do and what's more? I am willing to share my actionable strategies here in this book.

Forget any growth hacking ebook, course or video you've ever seen till now. They all are simply stupid. I am Growth Hacking Granny and I am going to bring in new digital marketing ideas or growth hacks to skyrocket your product through this book series.

This first book of 12 social media growth hacks is not a marketing or a growth hacking book for social media ideas; it's a step-by-step-hands on guide to getting users, traffic, and revenue to any business - whatsoever.

It will play a crucial part to break down every channel in order, telling you exactly what you need to succeed -practically.

LIGHTS! CAMERA! ACTION!

Growth Hacking Granny to the rescue..

THE CTA ON ANY LINK HACK

Details of the Hack:

This hack will teach you how to insert a custom call-to-action or your own advertisements on any article or video that you find in the internet. Once done, you can share it on social media networks and bring in traffic with the links you share. Analytics of how your target audience is engaging with your link with in-depth statistics is also shared. Co-embed generates unique links for you to share and schedule to the top social media platforms to help you get tons of traffic to your website through influencer articles.

Usage Phase: Content Marketing

Usage Difficulty: Medium

Tools Used: Coembed.com

Paid/Free: Paid Tool (Current Price: \$35 - Onetime)

Free Alternatives: snip.ly, back.ly

Hack it with Granny:

1) Purchase the tool at coembed.com
2) In the dashboard, get a link of any article that you want your CTA to appear in.

3) Paste the link to the article and click on Embed.

4) Create a Call-To-Action Message that you want to appear in the articles you share - by clicking on edit selected CTA.

5) Choose the type of Call-To-Action message to display - be it Bar/Slider/Modal/Take-Over. Granny recommends Take-over to fill the whole screen and placement is full screen by default.

6) Choose the theme of your choice

7) Fill in the headlines, Description and the CTA url and you're through. Don't forget to also write the text for the button text field.

8) Choose the colours of your choice for headlines and background colour etc. (Note: Deluxe Users will be able to edit the CSS code and set-up retargeting pixels for Facebook/Twitter tracking.)

9) Click on Save Call-to-action

10) You will get a co-embed link at the end which you can copy and share on social media platforms

Bonus Tip:

You can also post the co-embed link on lots of Facebook groups related to Marketing Business etc. to drive more traffic.

Freebie Gift:

To learn about how the process of tools like snip.ly and back.ly works, you can join my free Udemy Course to learn. I am giving it away for free to my fans. Click the link below to enrol in the course:

<https://www.udemy.com/influencer-content-marketing-killer-tactics-for-2017/?couponCode=KINDLEFREEBIE>

Your free access pass to join Digital Marketing Chathouse - A portal for digital marketers to meet and discuss about new marketing & growth hacking ideas. Join here by clicking https://digital-marketing-chathouse.mn.co/share/Jh2kRRLOpp5ktVSO?utm_source>manual

Connect with me on LinkedIn - <https://www.linkedin.com/in/srinidhiranganathan/>

Connect with us on Facebook -
<https://www.facebook.com/firstlookai/>

Follow me on Twitter -
<https://twitter.com/srinidhi000>

Reach out to me srinidhi@firstlookai.com for any queries.

PROMOTE YOUR VIDEO TO MILLIONS HACK

Details of the Hack:

Using Promolta to create Ad campaigns for your YouTube videos will help you reach passionate people looking to discover you. If an AD campaign is created using the Promolta dashboard, then your video will be displayed within social networks, blogs, websites, news, and mobile apps.

Usage Phase: Video Advertising

Usage Difficulty: Easy

Tools Used: Promolta.com

Paid/Free: Paid Advertising tool (Budget can vary at all times according to campaign-to-campaign)

Free Alternatives: None

Hack it with Granny:

1) Head over to promolta.com

2) Choose the video you would like to promote by clicking on “Promote Video”. You can do this by inserting the URL of the video and clicking on select as your video thumbnail would show.

3) Next is to select the video category of your choice - be it auto, beauty, business etc.

4) You can choose what best you would need among the following:

- Like & Comment
- Subscribers
- App Installs

Granny recommends “Subscribers”.

5) Choose the gender of your audience and the age and global locations.

6) Choose the budget. (The minimum budget is \$100) and then click launch.

7) You will start seeing results very quick once the campaign is approved.

Bonus Tip:

You can also promote your Facebook page using Promolta. All you have to do is to click on “Promote

Thank You for previewing this eBook

You can read the full version of this eBook in different formats:

- HTML (Free /Available to everyone)
- PDF / TXT (Available to V.I.P. members. Free Standard members can access up to 5 PDF/TXT eBooks per month each month)
- Epub & Mobipocket (Exclusive to V.I.P. members)

To download this full book, simply select the format you desire below

