

EIMS 2019

The Best Growth Hacking Guide to Boost Conversions

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What is **Growth Hacking**?



- **Data driven** full funnel marketing based on **Rapid experimentation**
- Strategies focused **solely on growth**
- **Acquire** as many **customers** as possible while spending as little as possible

- **Uses creative, low-cost strategies to help businesses acquire and retain customers**
- **Sometimes growth hackers are also called growth marketers, but growth hackers are not simply marketers.**
- **Anyone can be a growth hacker related with product or service!**



Growth Hacking Pyramid/ Stages of Growth Hacking

BREAKDOWN OF GROWTH HACKING FUNNEL

Find a cost effective channel to take your product or service to your target audience. **ACQUISITION**

Get people to try your product. **ACTIVATION**

Engage with them to form long lasting relationship. **RETENTION**

Involve existing customers to invite their peers to use your product. **REVENUE**

Build a constant revenue stream to make the business sustain **REFERRAL**



What next?

Growth Hacking Strategies to Boost Your Business

Let's see it

Focus on **website optimization and load time**

- You are not alone. **53%** of customers **quit** a website if it takes more than three seconds to load.
- In fact, just two seconds can increase the **drop rate by 103%**.
- **79%** of your customers **will not visit** your page a second time if the slowness of it has caused them stress



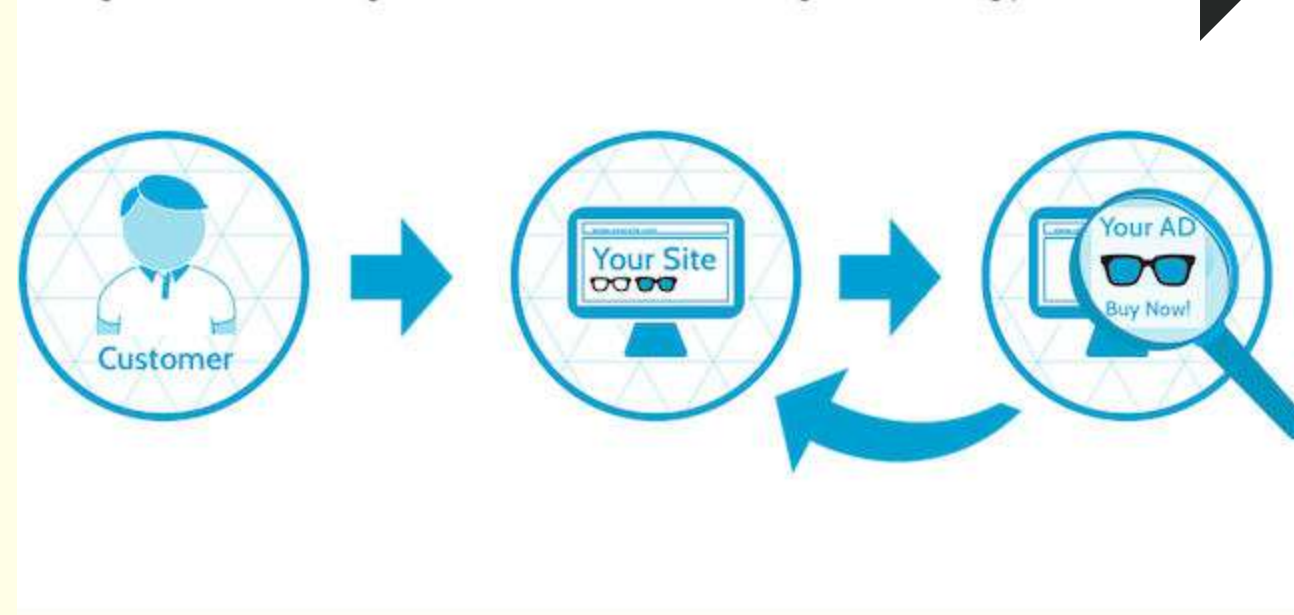
Pay attention to the user experience

If your user experience is poor, not only will it hurt your overall chance of getting the sale, but it will decrease your visibility when it comes to SEO. Google pays acute attention to the user experience. Don't destroy it by flooding the pages with ads or making it very difficult to navigate around your site.



Re-engage and re-market with pixels

98% visitors never return. Facebook retargeting gets them back! In a nutshell retargeting brings visitors back to your website and turns them into buyers.



For *SM* ads use **Custom and Look a like Audience**

Advertising campaigns which use look a like audience in Social media, on average they see upto 21% increase in conversions, while also decreasing their cost-per-action by 14%.



Build an irresistible offer

One of the most powerful growth hacking strategies you could employ is to focus on building the irresistible offer. Of course, you need to know your customer. Otherwise, if you don't know them down to the very last detail, how can you expect the offer to be irresistible to them!



Find a different **Social Media** with less competition

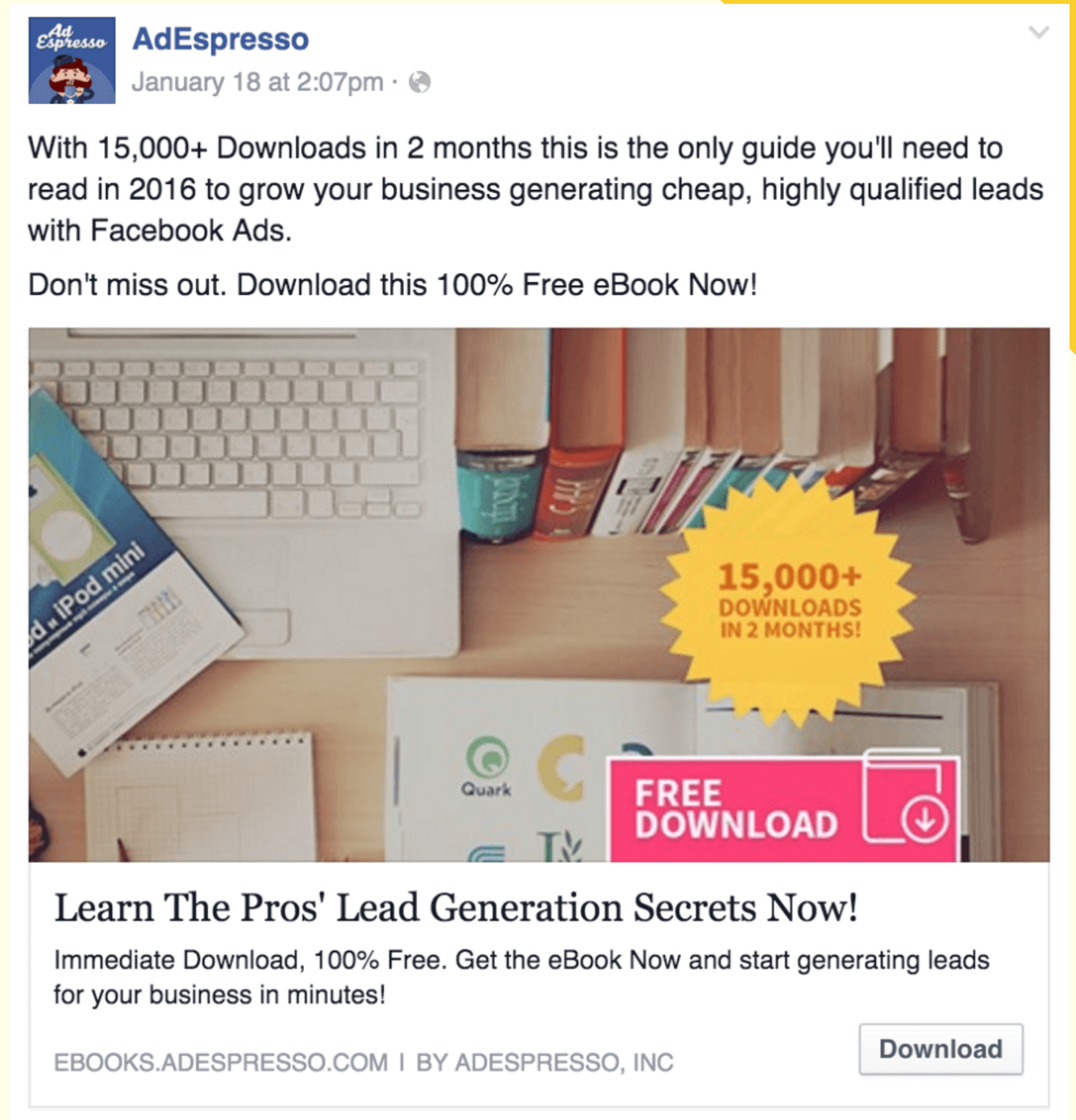
- In Malaysia we have **25 M** internet user!
- **100%** of them are using Facebook!
- Right now **5 M** people are using LinkedIn and **3 M** people are active in twitter!



Don't forget to use **Social Proof**

All smart marketers know that adding social proof can increase your conversion rate. That's why big brands like Amazon, WordPress, MailChimp, and just about every other company, use social proof on their site.


Types of Social Proof: Celebrity Endorsement, User Testimonials, Social Media Shares, Reviews etc



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A/B Test and Use of Simple form

- Removing one input field can increase 26% conversion
- To find the best result and to have a stable growth performance you should use A/B Test for your Landing page and Digital ads.







A Growth Hacking Example!




Dropbox

A Growth Hacking Example!

Get more space
You currently have 2.25 GB of Dropbox space.

	Upgrade your account Upgrade to Dropbox Pro to get the most space	50 GB or more
	Refer a friend to Dropbox Spread the love to your friends, family, and coworkers	16 GB 500 MB per friend
	Connect your Facebook account Share folders with your friends and family in a snap	+ 125 MB
	Connect your Twitter account Invite your friends to Dropbox with a tweet	+ 125 MB



A Growth Hacking Example!

Get up to 32 GB of free space by inviting your friends to Dropbox!

For every friend who joins and installs Dropbox on their computer, we'll give you 1 GB and your friend 500 MB of bonus space (up to a limit of 32 GB)! If you need even more space, [upgrade your account](#).

Send

More ways to invite your friends



Invite your Gmail contacts



Copy link



Share on Facebook

Once you've invited friends, you can [view the status of your referrals](#) or visit our [Help Center](#) if you have any questions.

What to remember?

Remember the Journey

- **Acquire**
- **Convert**
- **Retain**
- **Advocate**



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