eastlabs

A Short Course in Growth Hacking (version 2.0)

By Ken Leaver
February 2014

Disclaimer

I am a relatively novice growth hacker.

Who is learning from titans.

Therefore I did not create almost any of this content myself. Most of it was made by established growth hackers like Sean Ellis and Andrew Chen. I have tried to label the sources as accurately as possible (apologies in advance if there are mistakes).

So again, I did not create this stuff but rather gathered various great stuff I found on the web and organized it.

So I don't take credit for any of the great ideas in this deck.

-Ken Leaver

"Most startups don't fail at building a product.

They fail at acquiring customers."

gabriel weinberg
http://intly.me/XFf69t

The growth hacker is the warrior that guides his troops to avoid this tragic end.

Traditional marketing sucks for startups

Traditional Marketing

Expensive

Slow

Traditional marketers try to buy the attention of prospects. *This is too slow, risky, and expensive for high growth focused companies.*

Traditional Marketing

- Direct Mail
- Email Blasts
- Print
- TV & Radio
- PPC
- PR
- Events
- Cold Calling

Dropbox Lesson

In 2009 Dropbox launched with paid search
Cost per acquisition: $233 – $388
Price of product: $99. FAIL.

Dropbox Lesson

Adwords didn't create a lot of new users
Very few searches for relevant keywords
Very slow user acquisition channel

Growth Hacking is…

- ✅ Cheaper
- ✅ More efficient
- ✅ Iterative
- ✅ Practical
- ✅ Scalable

So what is it?

Behavior Economics
Decoding user motivations to inspire and create viral growth.

Creative Growth Hacks
Out-of-the box solutions to rapidly acquire users with high retention

Funnel Optimization
Obsessing over testing, measuring and moving funnel metrics

Product Fit & UI
Constantly refining product experience for conversion and growth

RAPID GROWTH

Market Dynamics
Pairing market trends, supply, demand and pricing to product fit and strategy.

Data Analytics
Rigorous, empirical, scientific approach to driving conversions and growth

Who is growth hacking?

So who is Growth Hacker?

DEVELOPER GROWTH HACKER MARKETER

Typically it is an analytical person who knows a bit of everything and believes in testing and measuring everything.

Curious. He is excited about learning and tries to learn every day.

Obsessive about growth.

At a small startup a growth hacker typically has a front-end and back-end developer in his team.

Step 1: Define actionable goals

Example:

Too broad = Increasing your DAU (daily active users)

Just right = Educate members about content creation through email.

How to think about it? Keep going a level deeper until the goal is an actual task that can be completed once and for all.
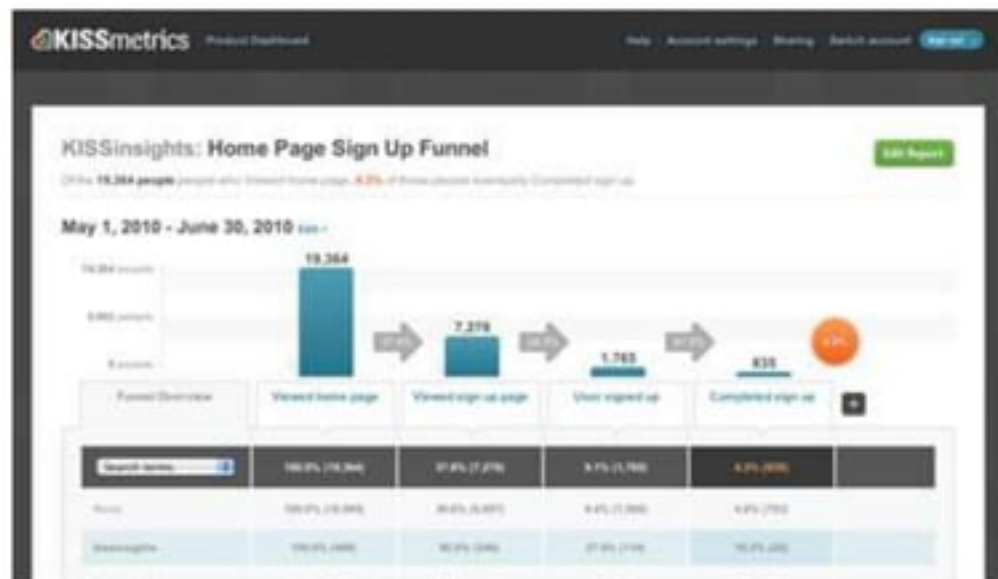
Step 2: Track your goals with analytics

Without analytics you have no way of knowing if you've achieved your goal

Decide what you're going to measure

Find the best tool to measure it (eg. Google Analytics, Kissmetrics, Mixpanel, etc)

Step 3: Leverage existing strengths first

Every startup has inherent strengths or assets

Do the things that take the least effort and have most result first

Send email list	VS.	Add "What's New" category to product

- Already have large mailing list
- Have strong system of email distribution
- Takes 1 day

- Requires at least 2 weeks of planning, mockups, programming, etc.
- Engineers very busy at the moment

Do this first!!!!!

Step 4: Execute experiment

1. Write down hypotheses before experiment

- This email will have higher click rate than previously because of xxx
- Content creation will increase by x% because xxx

2. Don't get discouraged by initial results

3. Learn from success and failure

THERE IS NO SUCH THING AS BAD DATA!

Step 5: Optimize the experiment

1. Try to have a control group

	GROUP A (TEST GROUP)	GROUP B (CONTROL GROUP)
CONTENT CREATION +/- (AFTER EXPERIMENT)	-10%	-15%

2. Utilize A/B Testing

3. Give up on experiment only if you don't believe it can give better results or if it requires huge resources

4. Repeat

ACME WIDGETS
BUY NOW

ACME WIDGETS
BUY NOW

ORIGINAL - 1%

VARIATION 1 - 4.5%

ACME WIDGETS
Thanks for purchasing!

Growth hacking is about eventually achieving Product – Market Fit

product/market fit

When people who know they want your product
are happy with what you're offering

... then you're ready to shift your focus from product to
distribution and "win the market."

What does Product-Market Fit Look Like?

pre P/M fit

post Product/Market fit

traction.

what P/M fit looks like

Consumer products:
Usage 3 out of every 7 days
Organic growth of 100s of signups/day
30% users are active the day after signup
Clear path to 100,000 users

SaaS products:
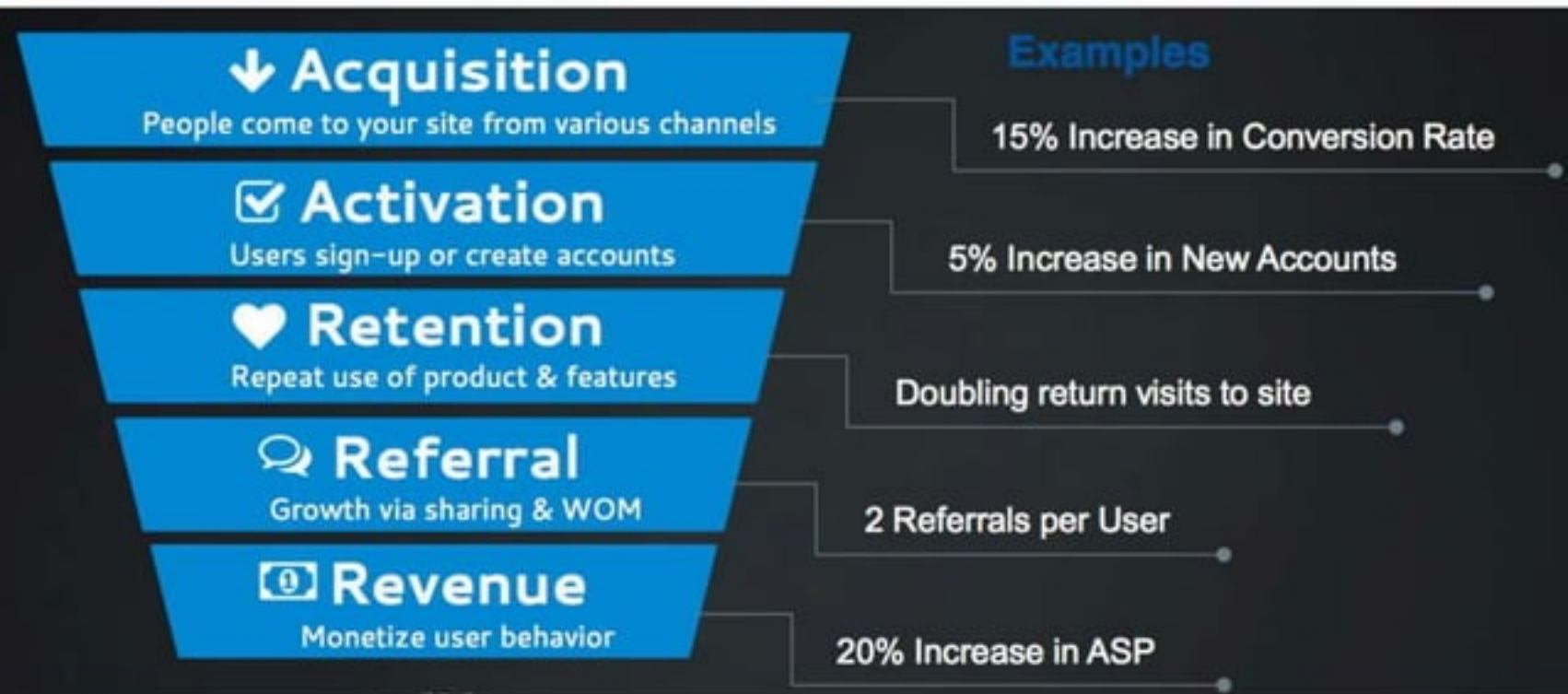5% conversion rate from free-to-paid
3X CPA to LTV ratio
<2% monthly churn rate
Clear path to $100k MRR

The Growth Hacker Funnel is how you achieved P-M Fit

↓ Acquisition
People come to your site from various channels
— Getting People to Your Site

☑ Activation
Users sign-up or create accounts
— Getting Users to the AHA Moment

♥ Retention
Repeat use of product & features
— Delivering Product Value Early and Often

💬 Referral
Growth via sharing & WOM
— Getting Users and Advocates to Share

💲 Revenue
Monetize user behavior
— Turning Users and Activity into Revenue

The job of the growth hacker is to optimize the funnel

Acquisition
People come to your site from various channels

Activation
Users sign-up or create accounts

Retention
Repeat use of product & features

Referral
Growth via sharing & WOM

Revenue
Monetize user behavior

Examples

15% Increase in Conversion Rate

5% Increase in New Accounts

Doubling return visits to site

2 Referrals per User

20% Increase in ASP

Optimize the funnel by optimizing specific metrics

↓ Acquisition	Unique Visitors # of Pages # of Clicks	Time on Site Visitors by Source & Cost Best Performing Source
☑ Activation	Unique Visitors – Sign-up Sign-up Conversion	New Account Creation Opt-in Conversion
♥ Retention	Email Click-Through Conversion Logs in 3 Times of More Returns to Complete Profile	Returns to Share Returns to Use X Feature Length of Use
💬 Referral	Shares via Email Shares via Social Posts to FB, LinkedIn, Twitter	Invites Referral Conversion Viral K Factor > 1
💲 Revenue	Paid Conversion Leads by Source Leads to Sales Conversion	Activation to Sales Conversion Sales Revenue

Pull

Give visitors a reason to come to you (incentivize them, entice them, etc.). They key is that you are providing something of value.

Example: You find a great Slideshare presentation when Googling for a topic

Cost of these tactics are typically measured in time or personnel, but you don't directly pay for a visitor

Pull tactic #1: Blogging

Key to SEO: Blog posts are keyword rich and easily indexed by Google

Typically distributed through RSS, so there is an inbuilt mechanism to deliver to others

Great at educating people and pushing them through your funnel

Can position you as a thought leader

Guest blogging is a great inbound linking strategy as blog owners are always looking for new guest posts

Pull tactic #2: eBooks, Slideshares & Whitepapers

Hard to ignore a detailed document on a niche you care about

Have high perceived value and can ask for email in exchange for downloading

Can spread well through social media

Pull tactic #3: Infographics

Display both expertise and nice design

Spread very well through social media

Guidelines:
1) Pick something that is clever or noteworthy
2) Find the right data
3) Analyze the data
4) Build the narrative
5) Put into nice design
6) Distribute via all channels

Pull tactic #4: SEO

High Level

If you are creating a lot of content Google will recognize that you are an authority on the topic

SEO is a very deep topic and will take time. But you should at least understand the basic high-level stuff.

Two main areas of SEO: Code & Content. Many resources available to do technical audit of your site (eg. Moz) and tell you which coding elements to change.

Need to decide which keywords you are targeting. This will depend on 3 factors: Traffic, Conversion, and Competition

Pull tactic #4: SEO

The strategy in 90 seconds

Make sure your site is crawlable, has good information architecture and loads quickly. Eliminate duplicate content.

Do keyword research and target high volume, low competition, low cost phrases.

Create consistent, compelling, evergreen content targeting long tail keywords.

Link internally to other relevant content pages.

Optimize headlines and meta descriptions for clickthrough. Use video xml and Google authorship to get thumbnails into results.

Find out who's linking to your competitors and try to get links to you as well.

Build links through guest posts, product reviews, directory submissions, etc.

rand fishkin
http://intly.me/YdXAsX

Pull tactic #5: Social Media

The general playbook

Engage with people who might be using your product.

Provide value at any chance. Answer questions, etc.

Don't just take... but give. Become a hub of interesting content.

Social media takes time.

Tweets have a half-life of 1 hour, Facebook 1 day. Create a schedule accordingly.

Don' buy followers of any kind.

A Facebook post from my startup, uGift

Pull tactic #5: Social Media

Niche platforms

Answer questions on Quora. Create new questions around the topic of your product.

Post relevant posts to Reddit, Hacker News, etc.

Find potential users on Followerwonk.

Pull tactic #5: Social Media

Appeal to vanity

One of Ankur Nagpal's biggest viral successes on the app store was an app that asked people to rate which of their friend's profile picture was the best

After a pic was chosen this sent a message to that friend

Of course the friend opened it. Because we are all vain.

It spread so viral Ankur had to slow it down

Pull tactic #6: Contests

Traditional contests

Give away prizes that are meaningful to your audience. Experiences make a great prize.

Give them more entries to win the contest based on how much they give you in exchange.

Make a big deal when you announce the winner

Be careful not to use this too often. The people that respond to promotions tend to often not be the "right" user profile

AppSumo built an email list of over 700k emails by running contests.

AppSumo

Get More Entries When Friends Enter

STEP 3: Share it on Facebook ·
STEP 4: Tweet it on Twitter ·
STEP 5: Share it on LinkedIn ·
STEP 6: Copy & Paste your lucky url to friends
Special: Get 10 entries for every 1 with your lucky url

http://appsumo.com/~u0U_

STEP 7: Follow @appsumo to find out if you won
STEP 8: Like us for more ways to win

MacBook Air
WIN ONE FOR YOU & ONE FOR YOUR FRIEND

Pull tactic #6: Contests

Non-Traditional contests

Try some crazy ideas

Ankur Nagpal ran a promotion that
gave away a Pacman arcade game
to the winner

It created tons of buzz and free PR

People were actually buying ads to
try and win

Pull tactic #7: App Marketplaces

B2C (iTunes, Google Play, etc.)

Publish your app to ALL app stores (not just Google Play and iTunes but also niche networks like inMobi)

Reviews matter a lot so make sure you have good ones. Use tricks to ensure this (eg. on app ask "Do you like my app?" If they answer yes, then ask them for a review.)

Screen shots are very important. Make sure yours are great.

Put a lot of thought into the name. It should be easy to find.

Use other tactics besides just people finding you on the marketplace as it is too competitive these days.

Use **Multiple Points of Entry**: Udemy creates lots of apps on the various topics that their classes cover so that they can be found across a wide range of topics on the appstore

Pull tactic #7: App Marketplaces

B2C (iTunes, Google Play, etc.)

Account for the differences between the major appstores

Apple determines ranking mainly by velocity of downloads (and little else)

Google Play more sophisticated. They use reviews, quality of downloads (ie. low uninstalls) and numerous other factors like keyword density, which are common to SEO.

You can growthhack your reviews (and therefore your ranking) by first asking "Love my app?" and then only asking the user to review it.

Pull tactic #7: App Marketplaces

B2C (iTunes, Google Play, etc.)

Apps with a keyword in their title get about 10% more downloads on average (eg. Whisk's app is called "Whisk – Ride Service"

When submitting your app you can change the keywords. You should be monitoring this with a service like

Over 20,000 companies use Sensor Tower:

App Store Optimization   Competitor Analysis   Review Analysis   App Intelligence

Pull tactic #7: App Marketplaces

B2B (Salesforce, Mailchimp, etc.)

Less crowded = easier to stand out

Ask the marketplace to promote you on their blog or email

Reviews and screenshots also matter

Pull tactic #8: LOPA (Leverage Other People's Audience)

Guest blogging is one example

Tweet a review or complement about a site or blogger with an audience. Try to get them to retweet you.

GrowthHacker.tv asks the people they interview to promote the interview on their own social channels.

Reach out to group leaders on Meetup.com and ask them to write about you

Offer free accounts to leaders in your industry

Create a YouTube video targeted to a specific writer and wait for them to Google themselves

A Special Ford Invitation for Brian Solis - YouTube
youtube.com
Dec 12, 2010 - 48 sec - Uploaded by FordFocus
Ford's Scott Monty with a special invitation for Brian Solis to join the Ford Focus Global ... You need Adobe ...

A Special Ford Invitation for David Rubin - YouTube
youtube.com
Nov 26, 2010 - 57 sec - Uploaded by FordFocus
Ford's Jennifer Brace with a special invite for David Rubin at A81040.com for the Ford ... You need Adobe ...

Pull tactic #9: PR

PR IN 90 SECONDS

Target individual writers, not publications. Do your homework.

Start with small blogs and work your way up.

Be brief with your pitch.

Craft a compelling story. No one cares about product specs.

Build relationships before you need them. Send reporters tips.

Have 1-3 key points you want to get across during an interview. Hit those hard.

Follow up immediately with logos, headshots, product screens, etc. Make their lives easier.

sean blanda
http://intly.me/Yx3lNN

Pull tactic #10: Scraping

" Data scraping is a technique in which a computer program extracts data from human-readable output coming from another program. "

http://en.wikipedia.org/wiki/Data_scraping

Without knowing much coding you can scrape valuable user data from popular community sites and create great email lists from it.

Pull tactic #11: Use others' great content to get signups to your product

Check out this blog post if you want to know more about how this one works:
http://www.kenontek.com/2014/01/14/the-brilliance-of-tweetganic/
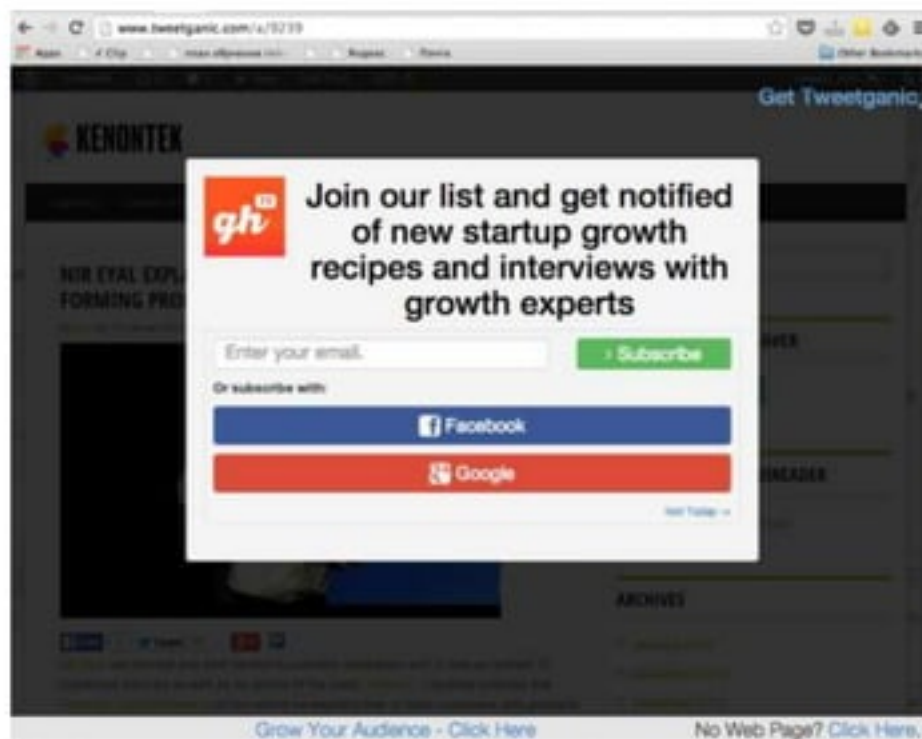
Push

Instead of enticing, you push people to your site, often interrupting whatever they were doing.

Example: Someone is waiting to watch a Youtube video but not until they see your ad

To understand whether 'Push' works for you, you typically need to understand 'LTV' (Lifetime Value of a Customer).

If LTV is higher than your CAC (Customer Acquisition Costs) you can scale extremely quickly.

Push tactic #1: Ad Platforms

Understand the different ad platforms

The standard ones: Google, Yandex, Facebook, Twitter

More niche ones: Linkedin, Carbonads.net, Decknetwork.net. Consider the persona of your customer.

Retargeting: Available via Google Adwords or thru specialized networks such as AdRoll

Push tactic #1: Ad Platforms

Everything is a function of your business model

How much you can pay? Is a function of your business model. If you earn more than your competitor, you can outbid them.

Groupon grew almost entirely due to paid advertising. Funded by an extremely lucrative business model.

Try to deal directly with content owners if you will spend a lot on a single platform

Push tactic #1: Ad Platforms

Test variations of your ads

Get good at Google Adwords. Understand how to change
copy, photo, keywords, etc.

Facebook's ad platform allows to test and optimize different photos

Push tactic #1: Ad Platforms

Understand what impacts the cost of ads

Target "Exact Match" long tail keywords on Google Adwords as it tends to be much cheaper click rates

Tactic: If you advertise blog posts on Facebook and rotate them every few days the per click costs likely to be much lower than advertising a static landing page for an extended period of time.

Example of ads from my startup, uGift

Push tactic #1: Ad Platforms

Improve the targeting of your ads

Crazy Egg
www.crazyegg.com?

The Astonishing Power of Eye Tracking Technology...Without the High Costs. Start Now!

If you have the budget, buy targeted display ads driving to your landing page. CrazyEgg collected over 20k emails by targeting CSS gallery sites.

neil patel
http://intly.me/12SKJUB

Push tactic #2: Promo swap

SWAP TWEETS
Each company sends out a tweet to their followers about the other company.

SWAP FACEBOOK POSTS
Each company writes a post on their Facebook page about the other company.

DEDICATED EMAIL SWAP
Each company send out an entire email about the other company.

SPONSORED EMAIL SWAP
Each company puts a "sponsored by" link in their existing newsletter, linking to the other company.

AD SPACE SWAP
Each company allows the other company to place a banner ad on their website or blog.
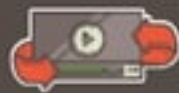
PRE-ROLL VIDEO SWAP
Each company gives away video ad space to the other company.

Push tactic #3 Affiliates

This is when you pay someone (ie. a different site) for achieving a goal (eg. sending you a visitor)

Essentially the affiliate does the hard work of thinking how to achieve the goal and allows you to focus on the product.

Affiliate sites will work best if they target a niche that is relevant to your product.

Best to use an established affiliate solution like Commission Junction or DirectTrack rather than trying to create your own.

One type of affiliate are those that that charge "Cost Per Action", which typically means a sale or filling out a form. Its typically quite expensive and therefore works best when you have a relatively high gross profit.

Source: quicksprout.comcc

Push tactic #4 Reach out offline

Make a list of all your friends, with their follower count.
Send people cookies. Take them to breakfast. Reach
them one at a time. Don't worry if it isn't scalable yet.

noah kagan
http://intly.me/Xe6s4q

Push tactic #5: Target specific audiences and write them direct

Use Twitter search to find people who fit your target audience and reach out to them directly. Do the same with forums targeted to your audience.

See what's happening **right now**

#ilovefashion

Tip: use operators for advanced search.

Search

Trends

#FishFriday [P] Promoted   #RussianMeteor   #sharktank   #WaysToMakeMeMad   #oneofmyexes   #Blackhawks   Brandon Knight

Kyrie Irving   Henrik Sedin   Kevin Hart

Push tactic #6: Purchase email lists

A common practice here in Ukraine is purchasing of email lists. You can often get 500,000+ emails for peanuts.

The trick of course is then adding them to a high-quality email platform like Mailchimp without raising red flags

This takes a bit of art and a bit of algorithm

But I know of a startup that was getting 7,000 unique visits per day after just a few months of operations as a result of this storeroach.
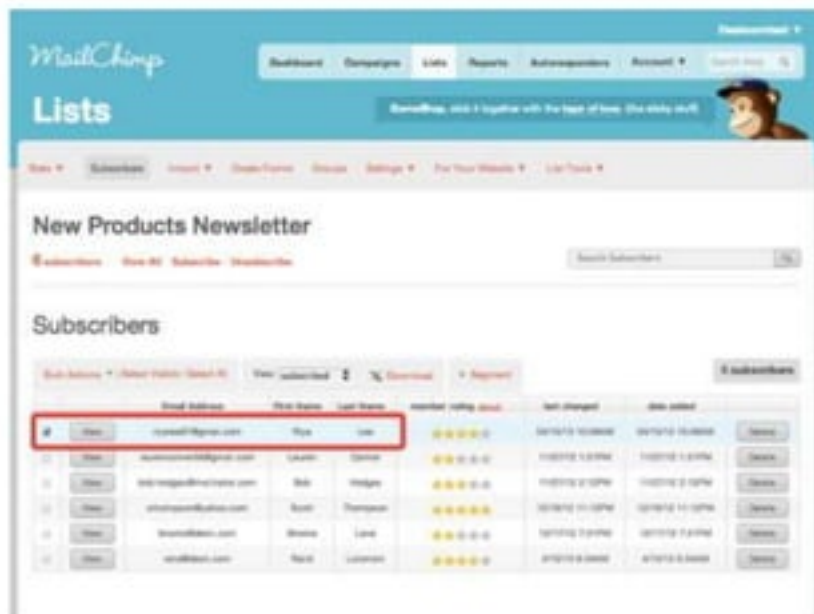
Chapter 1: What is Growth Hacking

Chapter 2: The Growth Hacking Process

Chapter 3: The Growth Hacker Funnel

Chapter 4: Acquisition - Pull

Chapter 5: Acquisition – Push

Chapter 6: Acquisition – Product

Chapter 7: Activation

Chapter 8: Retention

Chapter 9: Referral

Chapter 10: Revenue

Chapter 11: Summary

Product

People wind up on your site because of the product itself. Example: A social network gets everyone that uses existing users to get more users.

If you can use a product tactic in which each visitor brings along more than one person, than you have a K factor of 1. You've created a viral loop!

But, most products DO NOT go viral. Especially B2B.

Product tactic#1: Network invitations

Email Contacts
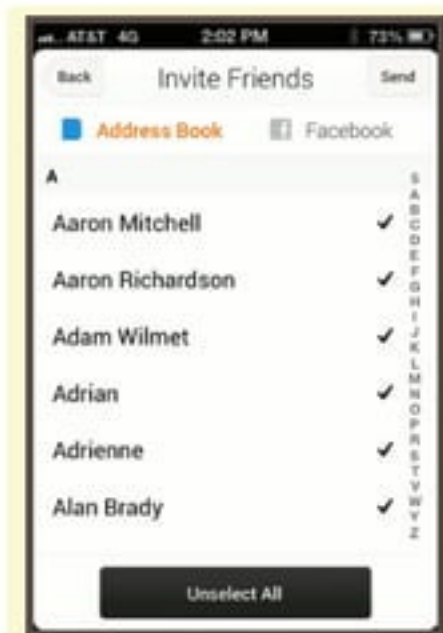
Allow for importing of your address book.

Social Contacts

Allow for easily sharing your social contacts. Make it the default option.

Product tactic#2: Social sharing

Make sharing your product (and important updates) extremely simple and available (ie. everywhere!)

Be smart about how you get people to invite their friends. Use Facebook's social graph to ask them to invite those people who are most likely to join!

It is much easier to increase invite acceptance rates than it is to increase the # of invites!

Source: quicksprout.com

Product tactic#3: API Integrations

Imbed sharing into the product experience

Imbed sharing into the product experience (ie. it happens in the background without having to ask the user permission all of the time)

Spotify leveraged Facebook's API. After you "Facebook Connected" your activity on Spotify was automatically published to your FB feed and inside the app to anyone you are connected to.

Just be careful about depending on this too much because if Facebook changes its API it may cease to work

Product tactic#3: API Integrations

Another great example is Nike+'s integration with Path and Facebook, so that friends can see your activity.

Friends can even cheer you on from Facebook or Path which will sound an applause while you run.

Asks to share your results on Path

The Results on Path!

Source: quicksprout.comcc

Product tactic#4: Widgets

For backlinks

Widgets of any kind are a great way to get backlinks, which result in clicks to your site as well as improved SEO.

Widgets can serve many different purposes. Think of what you can offer which relates to your product.
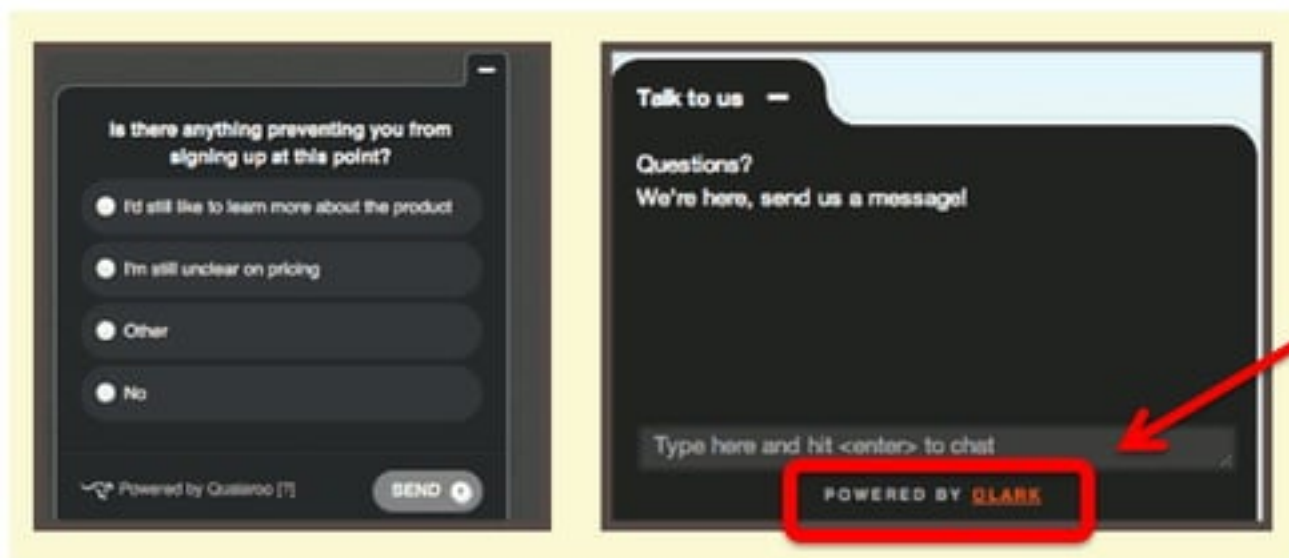
Product tactic#4: Widgets

Qzzr.co allows you to create quizzes that users interact with

They can be placed on blog posts, which can then be shared on social networks

Others that like the quizzes can also easily embed them on their own sites

Product Tactic#5: User becomes content creator

Always great when you can get your user to generate the content that will attract new users to your site (ie. via long tail SEO)

Quora = answering questions

Linkedin = creating profiles

Craigslist = listings

Slideshare = presentations
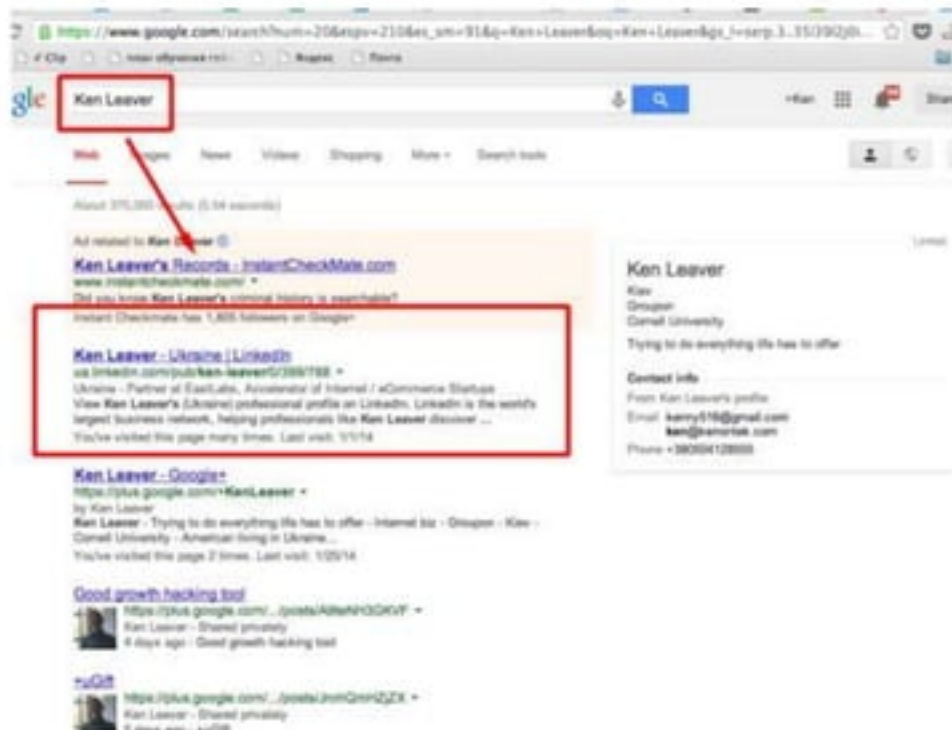
Product Tactic #6: Generate scarcity

If there isn't yet huge demand for your product than artificially create scarcity

When Gmail launched it was invite-only and they limited the number of invites people could send out

Some SAAS products launched and only allowed 3 customers to sign up per day

Limit the # of promo codes you give out to your app

First define what it means to "activate" a customer

Get their email address

Get them to create an account

Get them to read or comment on something

Get them to share something

Get them to buy something

Get them to fill out oa form

Get them to interact with someone

Get them to send a friend request

Activation Tactic #1) Make Strong Landing Pages

Link to other popular pages on your site

Headlines critical

Your unique value proposition

A few benefit statements

A big image or video

Call to Action that captures emails

Social Proof

Activation Tactic #2) Copywriting

Headline explains your value proposition

Subhead explains unique value propositions

Different audiences respond to different kinds of writing

Social proof is important (eg. testimonials)

A great place to find good examples of headlining and copywriting is offline publications

Activation Tactic #3) Calls to Action (CTA)

Needs to be one clear CTA

Keep things simple

Activation Tactic #4) Onboarding

Onboarding is the process of leading users to where you want them to go on your site

You may want o use a video as part of your strategy

People are impatient and will forget about you quickly unless you push them through the onboarding process.

Twitter does this great.
Clearly guiding people from
creating to using an account

Activation Tactic #5) Gamification

People love progressing, getting awards, finishing tasks, etc. It is hardwired into our brains. Use this fact.

Progress

Awards

Leaderboard

Activation Tactic #6) Pricing Strategies

Pricing options, Free Trials and Discount Codes

Offer different pricing options with various functionalities

Free Trials & Money Back Guarantees

Discount Codes – Udemy sends out emails on a regular basis with discount codes that are only valid for a limited time. They drive huge sales.

Source: quicksprout.com
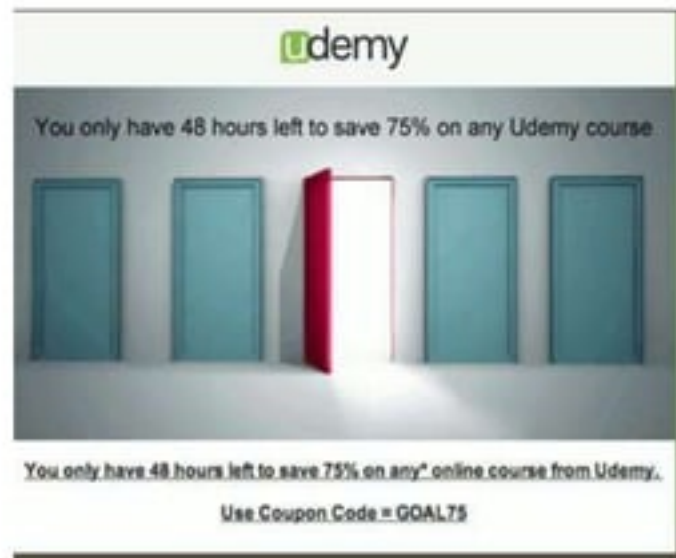
Activation Tactic #6) Pricing Strategies

Bundling

Opportunity bundle your product with other non-competitive, complementary products?
If so, try services like Hacker Bundle

Activation Tactic #7: Try exit services

Services like Exit Monitor can detect when a visitor is about to bounce from your website

They do this by tracking the mouse movements

You have an opportunity to make them a special offer right before they bounce

Retention #1) Test & Measure

Wrong = Focus on getting a lot of traffic before product-market fit.

Right = Put just enough effort into getting sufficient traffic to test your hypothesis. Do not exhaust your supply of beta users!

Source: quicksprout.com

Retention #1) Test & Measure

Use cohort analysis

Retention #2) Your "Aha" Moment

Identifying your "Aha" Moment

Do you know what your "Aha" Moment is? If it takes 2 days currently, can you make it 2 hours?

If its necessary to create an account to see your product in action is it possible to show them a sandboxed version of your product that will give them an "Aha" before they sign up?

Don't promote features which do not lead to the "Aha". It is just clutter.

Twitter's "Aha" occurs after you have followed a certain number of people. So they lead people thru the process to make sure that it happens.
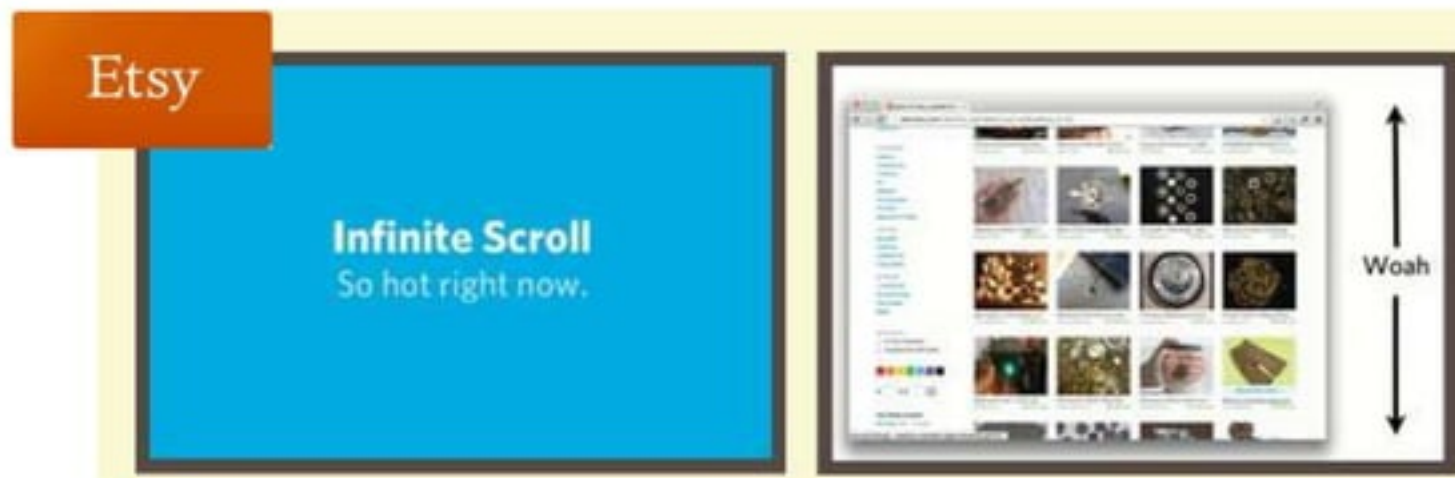
Retention #2) Your "Aha" Moment

Validate it with analytics

It's important to note that what you think may be your "Aha" moment may be a false alarm.

Use analytics to decide.

Everyone thought Infinite Scroll would be great for Etsy...

But it turned out people were buying less...

Retention #3) Use email <u>a lot</u>

Kinds of emails

Drip campaign = when you send pre-written emails at preselected intervals (eg. day 1, 3, 7, 14, ..) Use this to introduce people to your product, share testimonials, inspirational reasons to use your product, etc.

Event-based notifications = someone retweeted your post. A new friend request on Facebook. A new response to your blog post on Disqus. "You've been outbid" on eBay.

General Updates = new features, behind the scenes look of your company, etc.

facebook

Josh Bachman likes a photo you are tagged in

See Photo   Go to Notifications

Force people to click by not giving them all of the info in the email

Ex. Facebook sends an email that tells you that someone liked a photo was in, but I need to click in order to see the photo.

Retention #3) Use email <u>a lot</u>

1. Tutorial – about how to use your product properly

2. Educational – about the thing your product helps people with

3. Aspirational – inspirational use cases of other customers

4. Transactional – account credentials, daily status updates, invoices, etc. Way underutilized!!

5. Personal – come from an actual person

Retention #3) Use email <u>a lot</u>

Optimizing emails

A/B test every email – focus on subject lines

Segment your audience and see if they perform differently

Use Customer.io to follow up with people that bail out of the sign-up process

Focus your energy on the time period when they are most likely to convert

Retention #4) Alerts and notifications

Alerts that you send

Especially relevant to mobile apps

People can turn them off so you need to be careful not to abuse

Very effective to send notifications from friends that try to get user active again

Also very effective to send special offers

"Clash of Clans" Would Like to Send You Push Notifications

Notifications may include alerts, sounds and icon badges. These can be configured in Settings.

Don't Allow   OK

FF6 The Game   2h ago
Floor it into Fast & Furious 6: The Game and join the Trick Out Your Ride tournament. During the tourney, upgrades are on sale and upgrade purchases earn you double XP.

Clash of Clans   13h ago
Your village was raided by Gsus 15!

Hay Day   13h ago
A time limited event with a special bonus just started!

FF6 The Game   13h ago
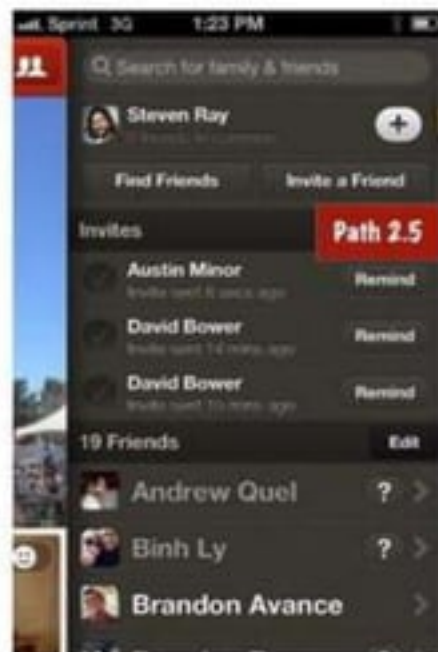Your fuel has fully replenished!

Retention #4) Alerts and notifications

Alerts that you encourage your users to send

Make it easy for your users to pressure their friends to come back in.

aaron ginn
http://intly.me/Z4reUx

Retention #5: Use surveys

Use surveys to home in on product/market fit. When you get 40% of users telling you they'd be very disappointed, it's likely you're on to something.

How would you feel if you could no longer use The Best Web 2.0 App?

- Very disappointed
- Somewhat disappointed
- Not disappointed (it really isn't that useful)
- N/A - I no longer use The Best Web 2.0 App

sean ellis
http://intly.me/ZhXBCZ

Retention #6) Exit Interviews

Your account has been canceled

lynda.com (email@c.lynda.com) Schedule cleanup 9/19/13 Newsletters
To: k_leaver@hotmail.com

lynda.com

Sorry to see you go

Hi, Ken,

We received your request and canceled your account.

| Membership type | Premium monthly |
| Membership will expire | 9/25/2013 |

You'll still have full access to lynda.com until your membership expires. Be sure to finish up any courses you're working on and check out our new courses before then.

If you come back and reactivate your membership, your certificates of completion, course history, and playlists will be waiting for you.

Until next time,

lynda.com

Learn from customers that leave you.

Save their data and use that as a draw to return.

Ask them the what made them cancel. Be funny about it.

Offer them a discount to come back... oftentimes they cancelled not because they don't like your product but because they didn't see that they were getting enough value to justify paying the full price

Retention #8) Continue to add value

Ensure your product continues to add value.

Some products have a network effect and do this naturally. In cases like this you can increase price to reflect the increased value.

If value is decreasing then look to add important features. But beware of "feature creep"

Subtract features. Sometimes the best way to increase value is to get rid of distracting features and focus on the things customers care most about.

You don't need more features. Spend 80% of your time on refining existing features, and only 20% on new development.
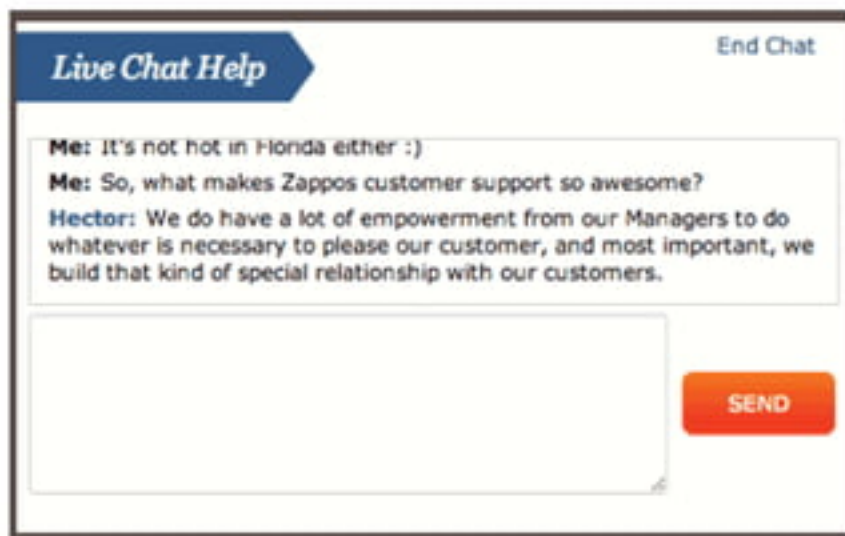
dave mcclure
http://intly.me/XWdGcF

Retention #9) Community Building

Customer support as a tool

People who feel they are part of a community stay longer. So work on building a community.

Customer support – provide great customer support. Eg. Zappos empowers their support to make sure customers are delighted.

Live Chat Help

End Chat

Me: It's not hot in Florida either :)

Me: So, what makes Zappos customer support so awesome?

Hector: We do have a lot of empowerment from our Managers to do whatever is necessary to please our customer, and most important, we build that kind of special relationship with our customers.

SEND

Retention #9) Community Building

Documentation & Social Features as tools

Documentation / FAQ – make sure support topics are easy to find and understand.

Social features – how can you let your users to interact with each other. Eg. One of the most valuable features of Growthhacker.tv is the ability to interact with the community.
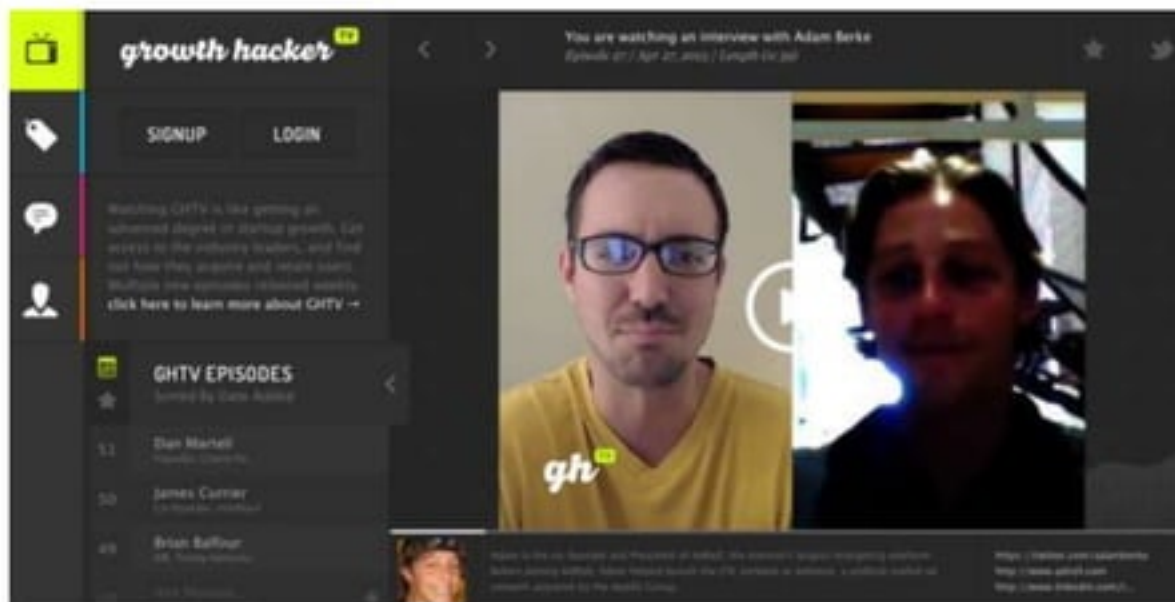
Retention #10: Follow up with a personal touch

Quick question...   ↑ ↓ ×

Debi Wexler (dwexler@whiteflash.com) Add to contacts 8:27 AM ⚐ Photos   Actions ⌄
To: Ken Leaver ☀

Ken,

I hope this email finds you well! Do you remember us? Just wanted to check to see that all is well with you in the Ukraine.

Big thanks for working with us last year on your engagement ring. Does your fiancee ever get compliments?
If you get a sec drop a line and share any magical experiences during your proposal.

Wishing you all the best!

Debi

DEBI WEXLER

Chief Executive Officer

Phone: 713.344.2554 Toll Free: 1.877.612.6770
www.Whiteflash.com

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Retention #11: Communicate with your users on apps

Tools like Apptentive allow you to collect invaluable feedback from your users as well as help generate positive reviews.

Referral Tactic#1: Build it into the product

Known as one of the "oldest" growth hacks in history.

Hotmail put this simple line at the bottom of every email back in the 1990's and were one of the first viral products in history.

--

Get your free Email at Hotmail

Referral Tactic#2: Incentives

Dropbox uses storage like a currency. It is relatively cheap to them but valuable to new users. So they trade it for getting new users.
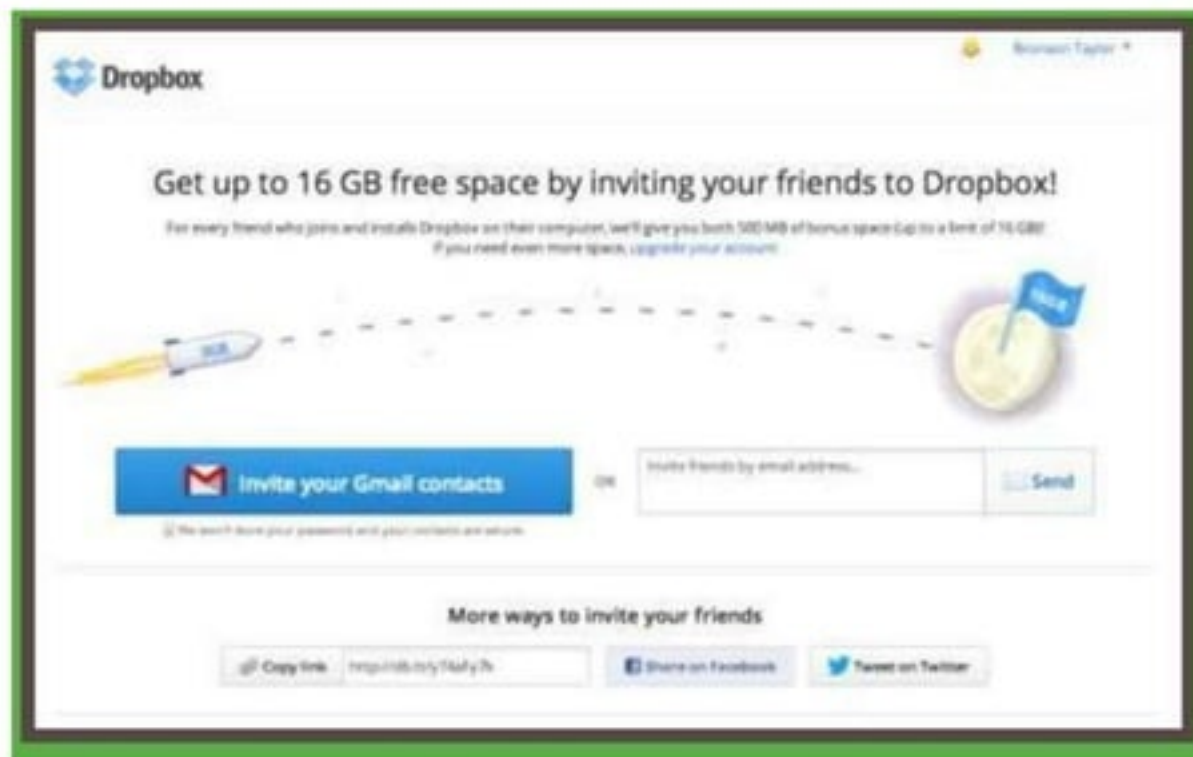
Referral Tactic #3) Roll out the red carpet

Send 100 free gifts to the first 100 customers

Provide backlinks to your best customers or mention them in your email

Keep a list of your best users and retweet them often

VIP access to exclusive content

I'm a paid monthly subscriber of GrowthHacker.tv and like the fact that they often retweet my Tweets

Ken,
You were mentioned in a Tweet!

Growth Hacker TV
@growthhackertv
RT @Kenontek: Founder of WP Engine, Jason Cohen @asmartbear, provides growth insights on @growthhackertv interview -> goo.gl/CIo1qo
09:59 AM - 28 Jan 14

← Reply to @growthhackertv   ♺ Retweet   ★ Favorite

Revenue#1) Free if you get others to buy

livingsocial

Living Social grew on the back of social sharing (eg. on Facebook)

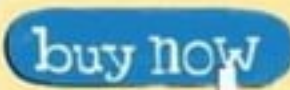Share a coupon. If 3 friends buy you get it for free.

the daily deal
Each day, we send you one deeply discounted deal to use at local businesses. Sign up to get our daily email.

click to buy
Purchase our daily deals with one easy click. You will receive a link to your voucher the next business day. It's that simple!

buy now

share for a free deal
After you buy the deal, you'll get a unique link to share. If three people buy the deal using your link, then your deal is **free**.

Me 1 2 3

Revenue#2) Incentivize others to get new users to pay

Udemy pays its instructors 100% of the revenues for students that they bring in through their own promotion efforts.

Result = instructors are highly incentivized to promote their Udemy course and bring new users to the Udemy platform

Are there any costs associated with creating a course on Udemy?

Nope! Creating a course is entirely free for our instructors and there are never any maintenance fees.

You keep **100%** of the revenue (minus payment fees) when you bring new students to Udemy. For every student Udemy brings to your course through our marketing efforts, you keep **50%** of the sale. Udemy handles all customer service, payment processing and hosting fees, and gives you access to the complete feature set of Udemy including the mobile version of your courses all for no additional cost. You can see more information on our revenue share here.

So to conclude, if you wanna be a growth hacker...

eastlabs

1 Keep experimenting and learning. Every day.

2 There are rarely huge breakthrough moments. Often you find lots of pockets of growth that eventually result in a big whole.

3 Be obsessed about growth. Live it, breathe it, dream it.

"A great deal of perseverance is required. There are a huge number of failed experiments before success. There is a fine line between failure and success."

michael birch
http://intly.me/Vw1xin