Growth Hacking
La ciencia y el arte del crecimiento gestionable.

Luis Amón Castro

Growth
Hacker

HOW TODAY'S FASTEST-GROWING COMPANIES DRIVE BREAKOUT SUCCESS

HACKING GROWTH

SEAN ELLIS
FOUNDER OF GROWTHHACKERS.COM
& MORGAN BROWN
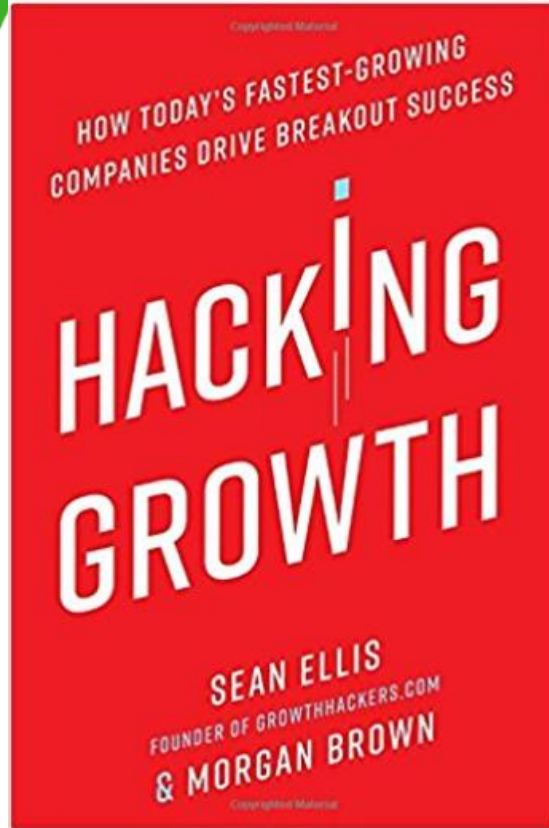
Sean Ellis ✓

@SeanEllis

Author of Hacking Growth. Coined the term "growth hacking" after using it in early days to ignite breakout growth for Dropbox, Eventbrite, LogMeIn and Lookout.

📍 Newport Beach, CA

🔗 SeanEllis.me

📅 Joined April 2008

CLOSE CATEGORIES

JULY 26, 2010

← Previous   Next →

STARTUP
MARKETING

A blog about unlocking startup growth.
BY SEAN ELLIS
Linked in
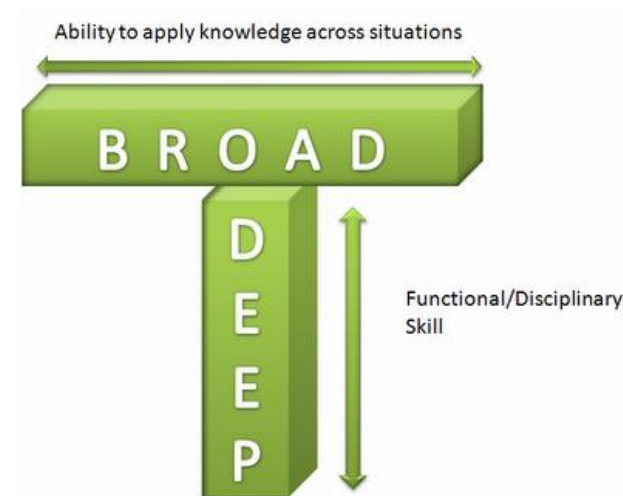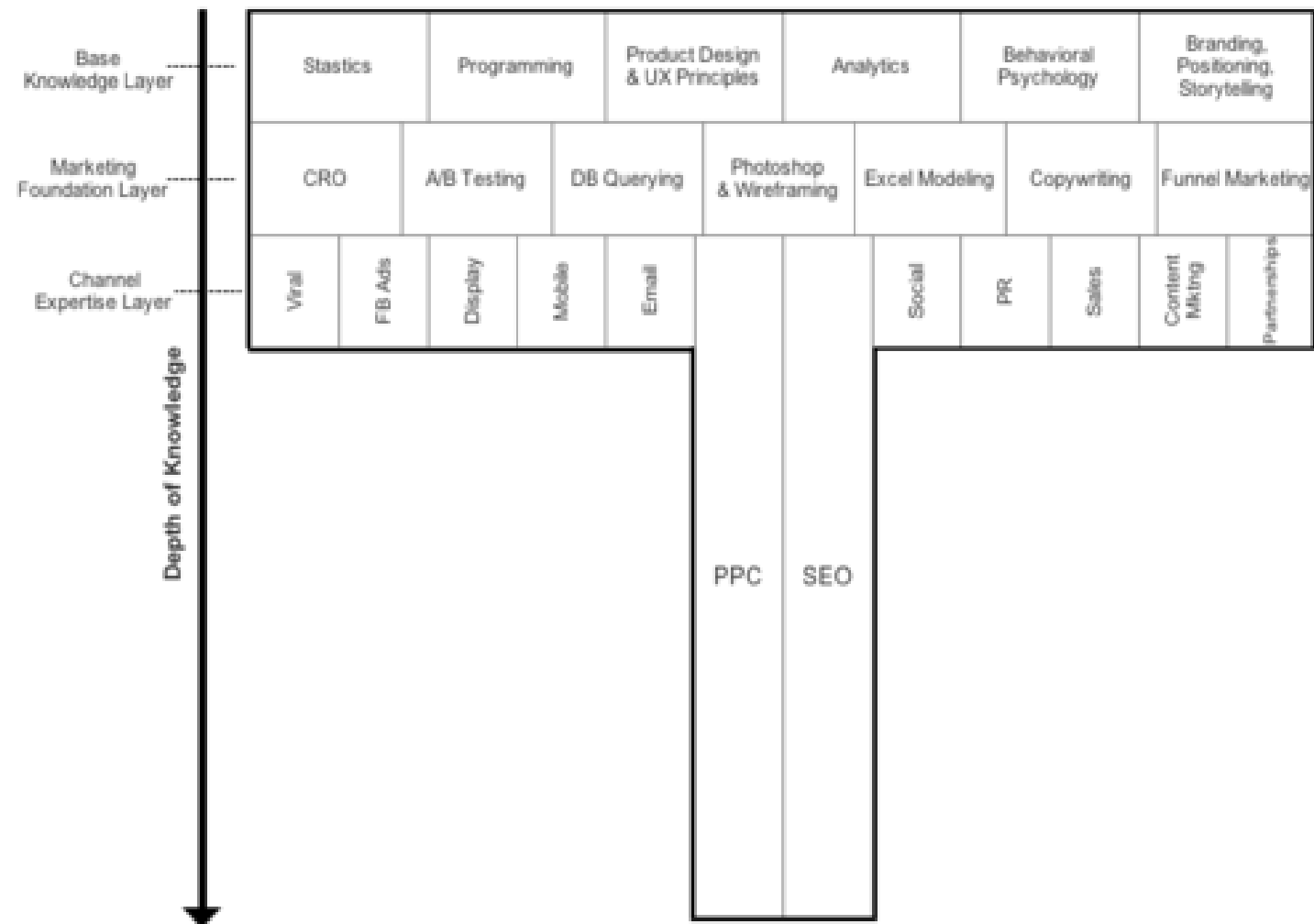
Find a Growth Hacker for Your Startup

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GROW FAST TIPS FOR BUSINESS OWNERS

- UNDERSTAND "MUST HAVE" BENEFIT
- DETERMINE KEY GROWTH METRIC
- BUILD CROSS FUNCTIONAL GROWTH TEAM
- OPTIMIZE FULL CUSTOMER JOURNEY
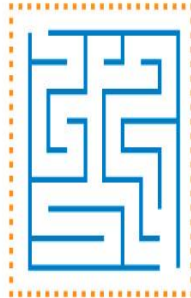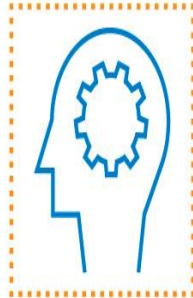- TEST ACROSS ALL GROWTH LEVERS

MSNBC

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Base Knowledge Layer	Stastics	Programming	Product Design & UX Principles	Analytics	Behavioral Psychology	Branding, Positioning, Storytelling

| Marketing Foundation Layer | CRO | A/B Testing | DB Querying | Photoshop & Wireframing | Excel Modeling | Copywriting | Funnel Marketing |

| Channel Expertise Layer | Viral | FB Ads | Display | Mobile | Email | Social | PR | Sales | Content Mkting | Partnerships |

PPC   SEO

Depth of Knowledge

Ability to apply knowledge across situations

BROAD

DEEP

Functional/Disciplinary Skill

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TOP 10 SKILLS IN 2020

1 Complex Problem Solving
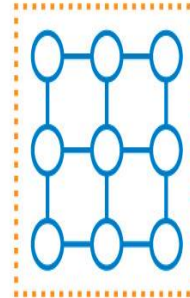
2 Critical Thinking
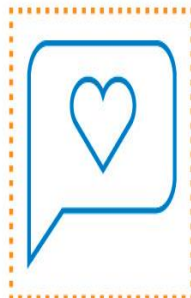
3 Creativity

4 People Management

5 Coordinating with Others
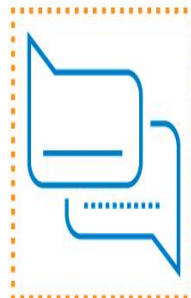
6 Emotional Intelligence

7 Judgement and Decision Making
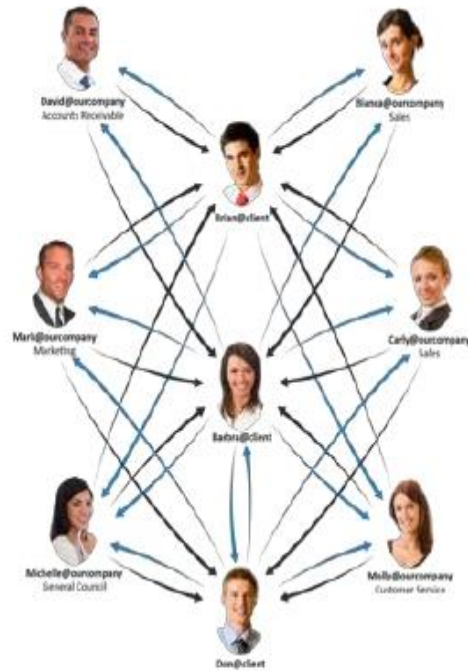
8 Service Orientation
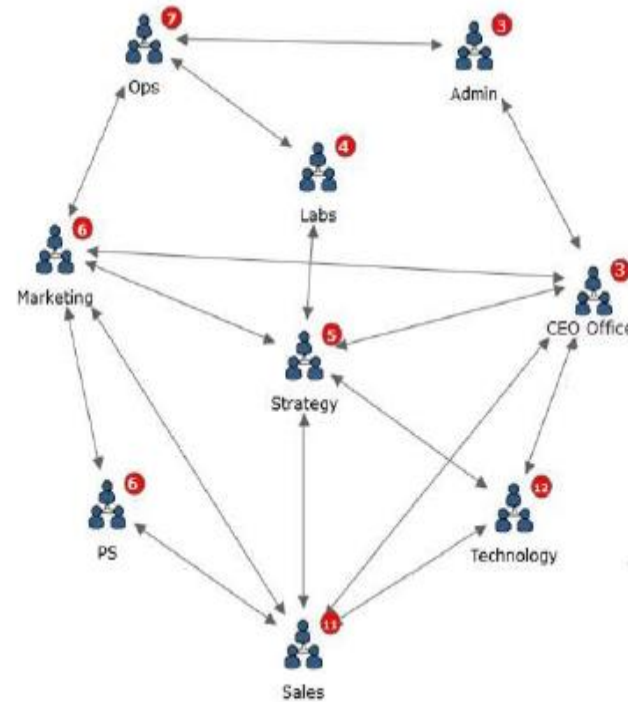
9 Negotiation

10 Coginitive Flexibility

IN 2015

1 Complex Problem Solving

2 Coordinating with Others

3 People Management

4 Critical Thinking

5 Negotiation

6 Quality Control

7 Service Orientation

8 Judgment and Decision Making

9 Active Listening

10 Creativity

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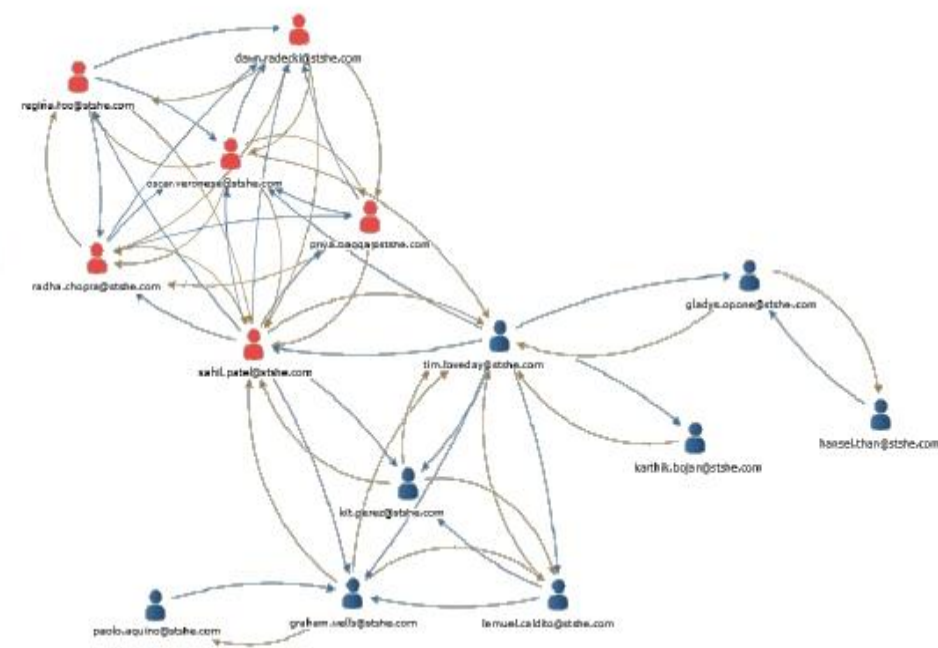
Equipos Multidisciplinarios
De Crecimiento

Equipos

Departamentos

La Empresa

VIRAL GROWTH

Landing Page Optimisation

UX

Email Marketing

PR

Analytics & Data

Onboarding

Oboarding

SEO

Product tweaks

Behavioural economics

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" Growth hackers are people whose true north is growth"

    - Sean Ellis, Startup Marketing Blog

" Growth hackers are a hybrid of marketer and coder. "

    - Andrew Chen, andrewchen.co

"Growth hacking is a mindset more than a toolset."

    - Dan Martell, Clarify

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Think about what sales was like **before the internet existed.**

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Make yourself **easy to find** when someone needs your help.

MOMENTO ZERO DE LA VERDAD

BUSQUEDA

VER VIDEOS

ZMOT

ESTIMULO

LEER REVIEWS

REFERENCIAS

COMPRA

*Fuente: Google E-Book "ZMOT"

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4 New Moments
Every Marketer Should Know

Consumer behavior and expectations have forever changed in APAC. With powerful phones in our pockets, we do more than just check the time, text a spouse, or catch up with friends. We turn to our phones with intent, and expect brands to deliver immediate answers. It's in these I-want-to-know, I-want-to-go, I-want-to-do, I-want-to-buy moments that decisions are made and preferences are shaped.

In many countries, including Japan, more Google searches take place on mobile devices than on computers.[1]

I-want-to-know moments

58%
of mobile searches in Malaysia are a result of coming across something interesting and wanting to know more.[2]

84%
of mobile searches in Singapore lead to further action.[3]

I-want-to-go moments

70%
of Thai online consumers turn to their smartphones when they need information about a local business, compared to 43% in the U.S.[4]

2X
increase in "near me" search interest in India in the past year.[5]

I-want-to-do moments

56%
of online consumers in the Philippines watch online videos to learn something new, compared to 21% in the U.S.[6]

20M+
hours of how-to content have been watched in Australia on YouTube so far this year.[7]

I-want-to-buy moments

51%
of online consumers in South Korea compare products on a smartphone prior to a purchase, compared to 36% in the U.S.[8]

67%
of all online purchases in Indonesia were made on a smartphone, compared to 10% in the U.S.[9]

Sources

1 Google Data, for 10 countries including the U.S. and Japan, April 2015.
2 Google/Intuit research, "Mobile Search Moments Study," 2014, n=9,208.
3 Google/Intuit research, "Mobile Search Moments Study," 2014, n=6,904.
4 The Consumer Barometer Survey 2014/2015, n=2,375.
5 Google Trends, India, August 2015 vs. August 2014.
6 The Consumer Barometer Survey 2014/2015, n=2,885.
7 Google Data, Australia, January 1–August 11, 2015, "How-to" video classification based on public data such as headlines, tags, etc., and may not account for every "how-to" instructional video available on YouTube.
8 The Consumer Barometer Survey 2014/2015, n=2,930.
9 The Consumer Barometer Survey 2014/2015, n=545.

HOTMAIL

In July 1996, Hotmail added one simple line to the bottom of all their users pages:

P.S.: I LOVE YOU. GET YOUR FREE EMAIL AT HOTMAIL

It meant **every** e-mail that Hotmail's users sent would be an **advertisement** for the product.

As a result, Hotmail reached **1 million members** within six months. Five weeks after that, membership had doubled again. By December 1997, with nearly **10 million users**, Hotmail was sold to Microsoft for **$400 million.**

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AIRBNB

At Airbnb the engineers coded a set of tools that made it possible for **every member** to seamlessly cross-post his or her Airbnb listing on **Craigslist**

BECAUSE CRAIGSLIST DOES NOT TECHNICALLY "ALLOW" THIS, IT WAS A FAIRLY INGENIOUS WORK-AROUND

As a result, **Airbnb**—a tiny site—suddenly had free distribution on one of the **most popular Web sites** in the world.

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INSTAGRAM

Instagram started as a location-based social network called Burbn (which had an optional photo feature). And yet the founders realized that its **users were flocking** to only one part of the app—the photos and filters.

SO THEY RETOOLED THE SERVICE AROUND THIS POPULARITY AND GROWTH EXPLODED.

One hundred thousand users within a week of relaunching. Within eighteen months, the founders **sold Instagram for $1 billion.** If that isn't **marketing,** what is?

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spotify

Spotify piggybacked on the **biggest social network** to hack their growth. By integrating with Facebook,

EVERY TIME A USER PLAYED A SONG, THE SONG TITLE (AND A LINK TO SPOTIFY) SHOWED UP ON THE USER'S FACEBOOK FEED.

How many of us saw that our friends were listening to it and thought, "Hey, maybe I should try it, too"?

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UBER

Uber, the car service start-up, gave out free rides during Austin's SXSW Conference. For **Valentines Day,** Uber users were able to request red roses be sent to their significant other **with a touch of a button** on the app.

IN THE **SUMMERTIME,** UBER ALLOWED USERS TO REQUEST A VISIT FROM AN **ICE CREAM DELIVERY TRUCK,** JUST AS THEY USUALLY USE THE APP FOR BLACK CARS AND SUVS

All these events **motivated thousands** of potential Uber customers, and **acclimate them** with using the app.

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AMAZON

Amazon implemented a **company policy** that before developing a new product

THE PRODUCT MANAGER MUST SUBMIT A PRESS RELEASE TO THEIR SUPERVISOR FOR THAT ITEM BEFORE THE TEAM EVEN STARTS WORKING ON IT.

The exercises **forces** the team to focus on exactly what their potential **new product** is and what's **special about it.**

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TWITTER

When Twitter rolled out the "**Suggested Users**" list, it was to keep new users from joining and then quitting. They found when **users manually selected** five to ten accounts to "follow" or "friend" on the first day,

THE USER WAS SIGNIFICANTLY MORE LIKELY TO STICK AROUND.

Remember: "**Retention trumps acquisition.**"

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Forms and lead flows

Join 48,000 Fellow Sales Professionals

Get expert sales tips straight to your inbox, and become a better seller. Subscribe to the Sales Blog below.

Email

Subscribe

Not using HubSpot yet?

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Ready to see this Live?

Schedule your live, personalized demo

One of our friendly experts can walk you through this Solution and explain how this would help your business.
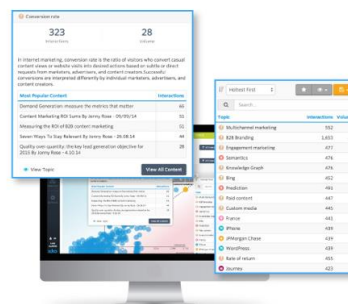No obligations whatsoever!

Show me what you've got!

No Thanks

Growth Hacker
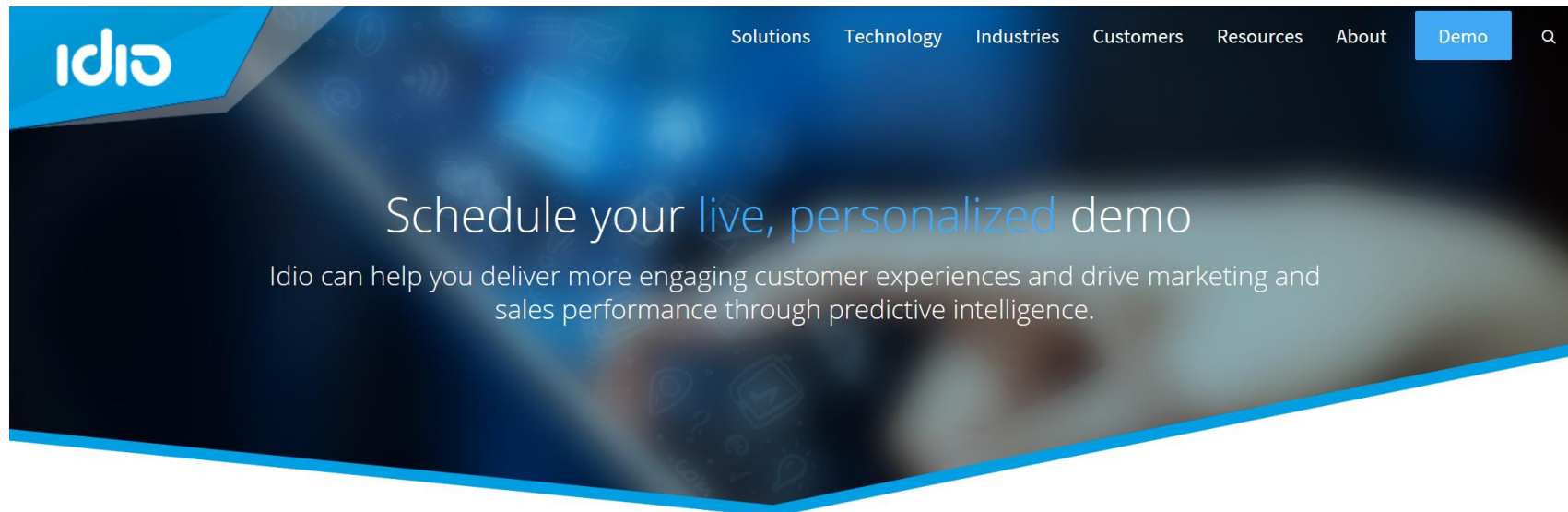
You will learn how to:

> Understand the unique interests and intent of each prospect and customer

> Improve content effectiveness through predictive content strategy and personalization

> Drive sales performance by passing digital intelligence to your relationship managers

Complete the form now and let's start on the path towards an effective and seamless digital experience.

Luis

Amon

Corporate Director, Sales & Marketin

Avantica

luis.amon@avantica.net
Not Luis Amon? Click Here.

506-70711592

What day would suit you best? *

yyyy-mm-dd

BOOK ME IN FOR A DEMO

We had an average increase of 15% over the first 5 months after implementing Idio – that was in unique visitors, but also month on month we had a 9% average increase in interactions per user on the website.

What do others say about us?

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BOOK ME IN FOR A DEMO

Good content. I actually had an "aha" moment during your webinar! Thanks!

Previous webinar attendee

What do others say about us?

WHAT DOES IDIO DO?

Idio understands the digital body language of your customers to drive insight, engagement and revenue.

+ Personalize 1-to-1 customer journeys, automatically and across channels.
+ Understand your customer's interests & drive content effectiveness.
+ Predict sales intent and arm your advisors with the conversations that win.

►► Let us show you how it works!

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United States
☎ (+1)646 237 5207

WHY IDIO?

Content
Intelligence
idio

JR

Jonny Rose, Idio <rose.jonathan@idioplatform.com>

Thank you for signing up to 'Demand Generation That Delivers Maximum ROI'

Para   Luis Amón

ⓘ Si hay problemas con el modo en que se muestra este mensaje, haga clic aquí para verlo en un explorador web.

```
==============================================
```
Your seat is confirmed on this webinar:
'How to build demand generation programs that deliver maximum ROI'
```
==============================================
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Hi Luis,

We look forward to welcoming you to this practical and informative discussion on 24th October. Should you have any questions prior to the event, we'd love to hear from you (just reply to this email.)

We also welcome any topical questions you may have, which can be submitted throughout the webinar using the message functionality.
We're looking forward to a great discussion!

DATE: *Tuesday, October 24th*
TIME: *5PM BST, 12PM EDT*
DURATION: *40min + Q&A*
LOGINS: *You will receive login details from our webinar interface shortly.*

FREE DOWNLOADABLE WHITEPAPAPER:
>> *Marketing Without Rules*

In advance of October's *Demand Generation That Delivers Maximum ROI* webinar, please enjoy Idio's Marketing Without Rules report authored by B2B technology analyst David Raab on the problems with marketing automation and how to fix them..

**Download the
Whitepaper →**

--

idio **Jonny Rose**
Head of Content, and your webinar host
Phone: **(+44)203 540 1920**

Idio analyzes your customers' behaviour, and turns this dark data into structured interest profiles and predictions of next-best content, segments and products. Your customer gets a more relevant experience, and you get increased insight, engagement and revenue. With success projects at many global organisations, Idio integrates directly into your core tech stack and drives rapid improvement.

You can only scale relevance by using AI.
Let us show you how: **www.idioplatform.com**

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Búsquedas pagadas

Móvil

Social

SEO adaptativo

Marketing de contenido

Analítica

Automatización de marketing, IA y CRM

Sitio

Aplicación móvil

Realidad aumentada

AMP/ Aplicación móvil

SEO local

Búsqueda por voz

Focalización de campañas & Audience Matching

Pruebas y administración de campañas

On-SERP SEO

Revisiones en línea

Directorios en línea

SEO de página

Estrategia de vinculaciones

Análisis de palabras clave

Sindicación de contenido

Programática

Anuncios nativos

Pay-per-Click

Anuncios en display

Página de Aterrizaje

Calendario de Contenido

Creación de contenido

Chatbots

Hosting & SSL

Marketing predictivo

Marketing de influencer

Calificaciones de leads

Integración de ventas

Video Ads

Flujos de trabajo

Contenido curado

Marketing por correo electrónico

Generación de leads

Publicación social

Formatos de leads

Chat en vivo

Segmentación

Privacidad de datos

Cartera móvil

Contenido dinámico

Refocalización

Experiencia de usuario

Arquitectura de conversión

Distribución de contenido

Satisfacción del cliente

Rastreo multicanal

KPIs y objetivos

Comercio electrónico

SEO Ranking

Rastreo de campañas

Escucha social

Desempeño de contenido

Búsqueda competitiva

Administrador de etiquetas de Google

Pilares de contenido

Panorama social

Google Analytics

Reportes y dashboards

Rastreo de leads

Pruebas y modificaciones

UTMs y rastreo de eventos

Accesibilidad

Blog

Desarrollo de personajes

Casos de estudio

Boletines de prensa

Herramientas y tecnología

Diseño responsivo / adaptativo

Velocidad del sitio

Diseño y desarrollo con base en crecimiento

Gestión de leads y datos

Ciberseguridad

Gestión de reputación

Rastreo de llamadas

Podcasts/ contenido de audio

Anuncios en Facebook

Facebook

Administración de comunidades

Anuncios en Twitter

Twitter

Anuncios en LinkedIn

LinkedIn

Plantillas de marca

Marketing en video

YouTube

Códigos QR

Geofocalización/Servicios basados en la localización

Sindicación social

Compartir en medios sociales

Marketing por SMS

Inbound Marketing

Campañas de contenido

Leyenda:
- Búsquedas pagadas
- Móvil
- Analítica
- Automatización de marketing, IA y CRM
- SEO adaptativo
- Social
- Marketing de contenido
- Sitio

Aligned to customer decision making

Customer Experience

| Assess Pain | Develop Objectives | Initiate Project | Evaluate Alternatives | Prove the Concept | Negotiate & Sign Contract | Implement |
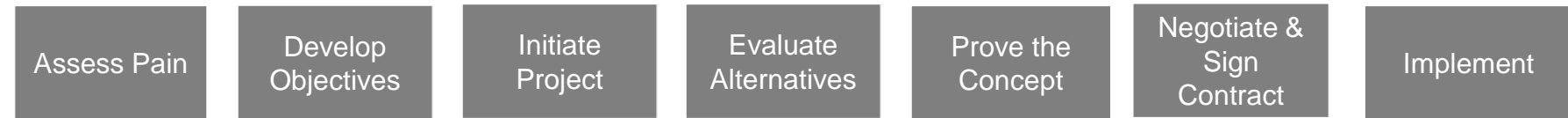
Solution Selling Process

| Prospect 0% | Qualify 10% | Develop 20% | Solution 40% | Proof 60% | Close 80% | Win/Deploy 100% |

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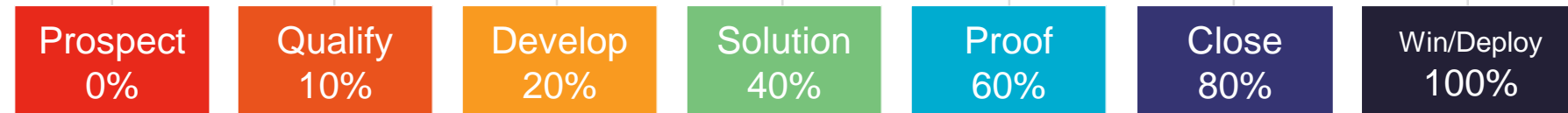
EL IMPACTO DE INVERTIR EN LA
EXPERIENCIA DEL CLIENTE
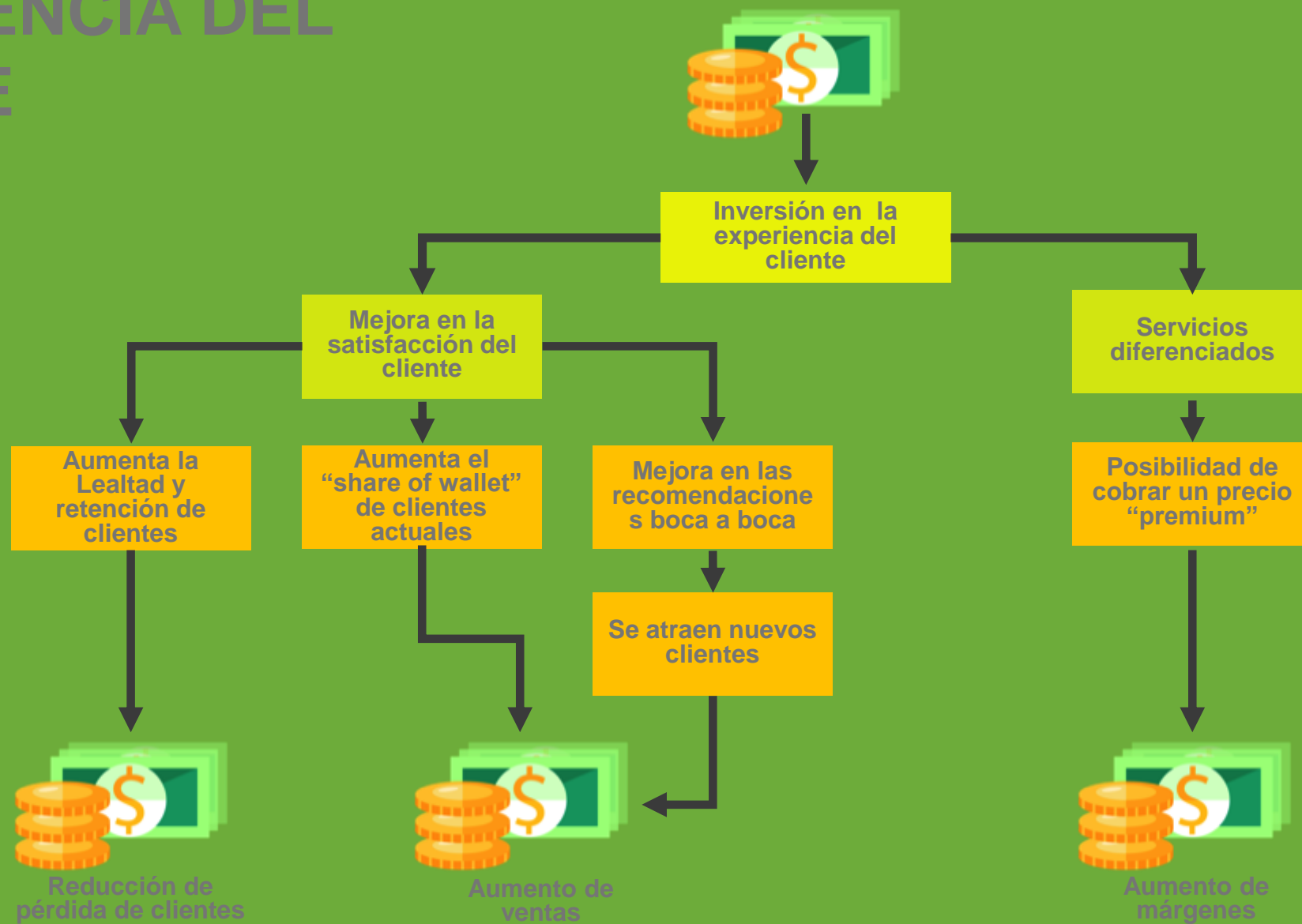
Inversión en la experiencia del cliente

Mejora en la satisfacción del cliente

Servicios diferenciados

Aumenta la Lealtad y retención de clientes

Aumenta el "share of wallet" de clientes actuales

Mejora en las recomendaciones boca a boca

Posibilidad de cobrar un precio "premium"

Se atraen nuevos clientes

Reducción de pérdida de clientes

Aumento de ventas

Aumento de márgenes

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Modelo de Segmentación RFM
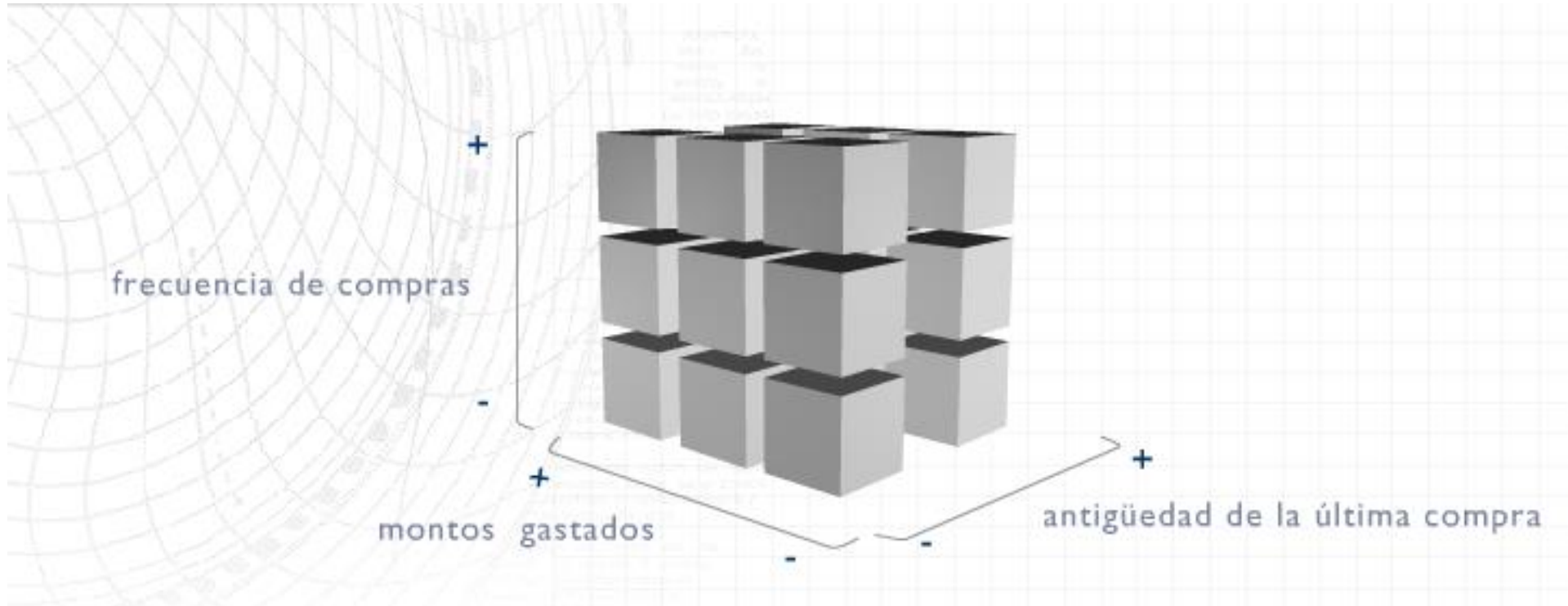
Maximize Analytics Use

High performers use tools to view real-time business analytics and make informed decisions in the most efficient manner. Their mantra is "accountability drives productivity" and they enforce best practices by measuring activities and pipeline.

Go Mobile

High performers are significantly more likely to use a mobile sales app, closing deals from anywhere at any time. They understand that mobility is imperative for any team that wants to win.

Break Down the Silos

High performers are significantly more likely to rate their sales team as a key differentiator and view sales as the entire company's responsibility. The power of selling as a team helps reps connect with experts across the company and keep deals moving.

Optimize with Tech

High performers meet the needs of today's customers by working smarter with tech solutions. They're significantly more likely to have already replaced all or most of their sales apps with cloud-based solutions. They supercharge their processes so they can spend time wisely – selling and making customers successful.

Find Ways to Innovate

High performers see growth opportunities around connected devices and wearable tech, and they consider how cutting-edge advancements can help reps stay connected and informed.
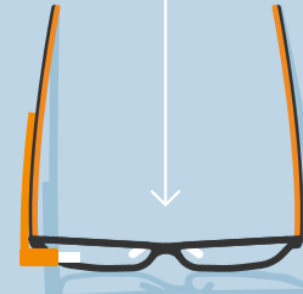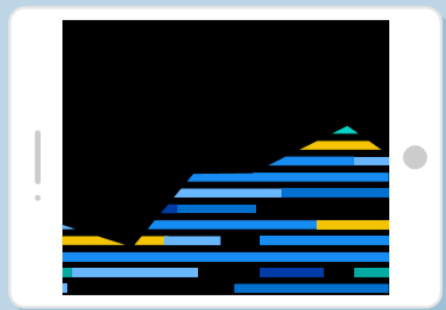
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Todos los departamentos son **responsables del Crecimiento**

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Curiosity: A Life Philosophy

THE DEFINITIVE GUIDE TO

GROWTH
HACKING

BY NEIL PATEL & BRONSON TAYLOR

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CHAPTER 1 SUMMARY

> Marketers are important, but early in a startup you need someone with a narrower focus on growth.

> The nature of internet products has produced a new way to think about growth. Product features can now be directly responsible for growth.

> Distribution channels are being redrawn, and those that understand the movement of people online will have control over where they end up.

> Growth hackers, using their knowledge of product and distribution, find ingenious, technology-based, avenues for growth that sometimes push the bounds of what is expected or advised.

> AirBNB is a great example of a company that embodies growth hacking.

> Growth hacking shows us a trend that will infiltrate more than the marketing department. Growth matters and multiple roles within companies will someday reflect that.

> Growth hacking is primarily found in startups, but it will eventually be found in larger organizations.

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CHAPTER 2 SUMMARY

> You don't have to be a programmer to be a growth hacker.

> Traditional marketers can become growth hackers if they narrow their focus and deepen their skill set.

> Most growth hackers are not unethical.

> Growth hackers rely heavily on analytics.

> Growth hackers are proficient at a number of disciplines, but must excel at some of them in order to do their work effectively.

> Despite their reliance on analytics, growth hackers are also right-brained, as they use creativity, curiosity, and qualitative research at times.

> Growth hackers are obsessive about growth. This allows them to persist until they uncover the tactics that will work, and it allows them to build upon minor successes as they slowly move their product forward.

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CHAPTER 3 SUMMARY

> Step 1: Define actionable goals

> Step 2: Implement analytics to track your goals

> Step 3: Leverage your existing strengths

> Step 4: Execute the experiment

> Step 5: Optimize the experiment

> Step 6: Repeat

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CHAPTER 4 SUMMARY

- *Funnels help guide things which are hard to control, like liquid or people.*

- *The growth hacker's funnel has 3 phases:*

  - *Get Visitors - finding ways for people to land on your product*

  - *Activate Members - helping people take predefined actions in your product*

  - *Retain Users - helping people become habitual users of your product*

- *It's hard to know what good conversion rates are for your product, but the following things help:*

  - *Always be improving relative to yourself*

  - *Find companies online who have published their conversion rates*

  - *Find allies that will let you see their numbers (and vice-versa)*

  - *Conversion rates affect each other within the funnel, so view the funnel as a whole.*

- *You should place your energy into places where you have weak conversion ratios.*

- *You need to grow some in order to find product-market fit, but you shouldn't focus on growth exclusively until you find product-market fit.*

- *This funnel is a simplified version of Dave McClure's framework.*

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CHAPTER 5 SUMMARY

> *Don't just focus on traffic. It's important, but it's not everything.*

> *There are three ways to get traffic to your site:*

>> *Pull - You entice them to come to you.*

>> *Push - You coerce them to come to you.*

>> *Product - You use your product itself to bring them to you.*

> *There are 12 pull tactics that we covered:*

>> *Blogging or Guest Blogging*

>> *Podcasting or Guest Podcasting*

>> *Ebooks, Guides, and Whitepapers*

>> *Marketplaces*

>> *Infographics*

>> *Webinars*

>> *Conference Presentations*

>> *Deal Sites*

>> *SEO*

>> *Social Media*

>> *Contests*

>> *LOPA*

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CHAPTER 6 SUMMARY

❯ A push tactic usually involves interrupting the content that is being consumed.

❯ Push tactics usually cost money.

❯ Since money is involved with push tactics you must understand the lifetime value of your customers (LTV) so that you don't spend more money on a customer then you'll make from them.

❯ We covered 4 push tactics:

  ❯ Purchase Ads

  ❯ Promo Swap

  ❯ Affiliates

  ❯ Direct Sales

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CHAPTER 7 SUMMARY

- *Most products don't go viral*

- *Product tactics have an amplifying effect on other tactics*

- *We covered 6 product tactics:*

  - *Network Invitations*

    - *Phone Contacts*

    - *Email Contacts*

    - *Social Contacts*

  - *Social Sharing*

  - *API Integrations*

  - *Backlinks*

  - *Incentives*

  - *Organic*

- *Getting traffic is a recipe, not a single ingredient*

- *Getting traffic is a recipe that is always changing*

- *Don't just copy the traffic recipes of other startups*

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CHAPTER 8 SUMMARY

> Getting visitors to your product is not enough. You need to activate them.

> Activation is when someone takes an action that you decided was necessary for the success of your product.

> You should only have one activation goal for any given section of your product.

> Activation goals will vary based on your product.

> We covered 6 activation tactics:

>> Landing Pages

>> Copywriting

>> Calls to Action

>> Onboarding

>> Gamification

>> Pricing Strategies

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CHAPTER 9 SUMMARY

> Retention might be the most important aspect of your funnel.

> We covered 8 tactics to retain users:

>> Staged Traffic

>> Speed to Aha

>> Don't Fear Email

>> Alerts and Notifications

>> Exit Interviews

>> The Red Carpet

>> Increase Value

>> Community Building

>> Make Them Happy

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CHAPTER 10 SUMMARY

- Growth hacking is a process, not just a set of tools, tactics and terminology.

- 7 terms were defined:

- We covered 6 product tactics:

  - Key Performance Indicator (KPI)

  - Viral Coefficient (K)

  - Cohorts

  - Segments

  - Multivariate Testing

  - Customer Acquisition Cost (CAC)

  - Lifetime Value of Customer (LTV)

- 4 Kinds of tools were covered:

  - General Analytics

  - Event/People Based Analytics

  - Niche Analytics

  - Custom Analytics

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