

Growth Hacking



People's business

PIM SCHELVIS

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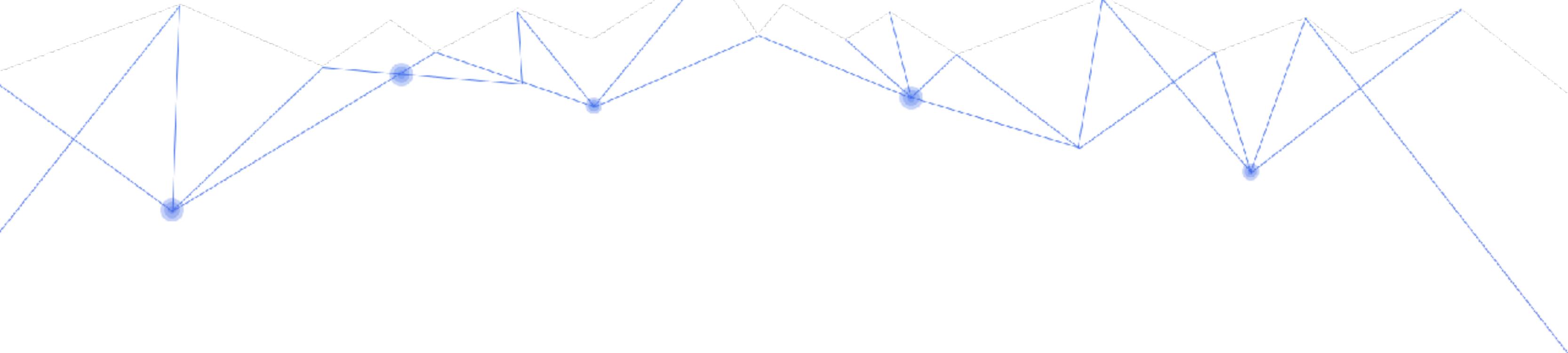






Growth Hacking

BUZZWORD



GROWTH WITH TEAMWORK

There is one word missing

HACK:

Finding the **weak spot** in a system
and exploiting this weakness

 craigslist

EXAMPLE



 airbnb



🕒 craigslist



airbnb





Ⓜ craigslist

airbnb



🕒 craigslist

airbnb

#C

MARC ANDREESSEN





#CFFH

- 7 OPTIMISATION
- 6 TRACTION
- 5 PRODUCT MARKET FIT
- 4 LISTEN TO YOUR MARKET
- 3 MEASUREMENT
- 2 TEAM
- 1 MINDSET



TRADITIONAL MARKETING IS BROKEN

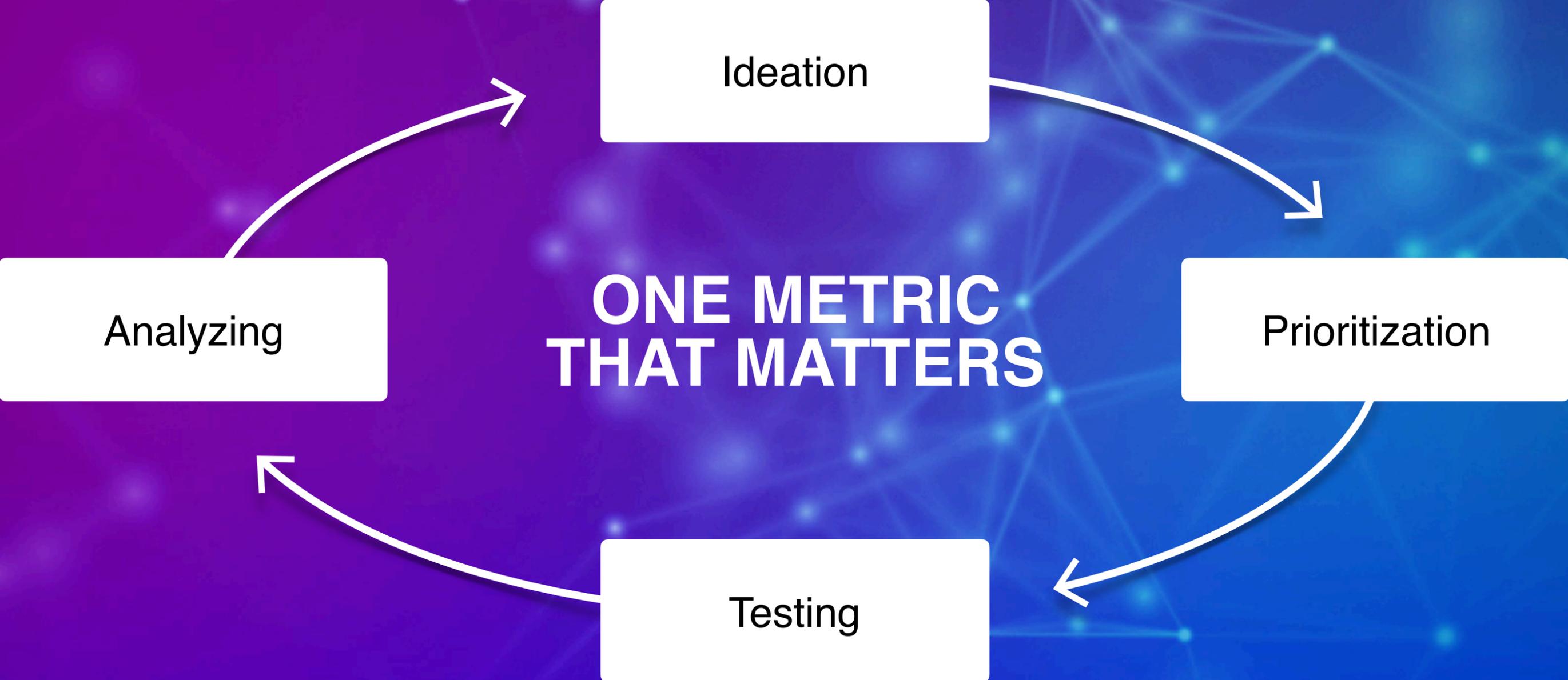
- Product team
- Marketing team
- Sales team

THE NEW GROWTH SYSTEM

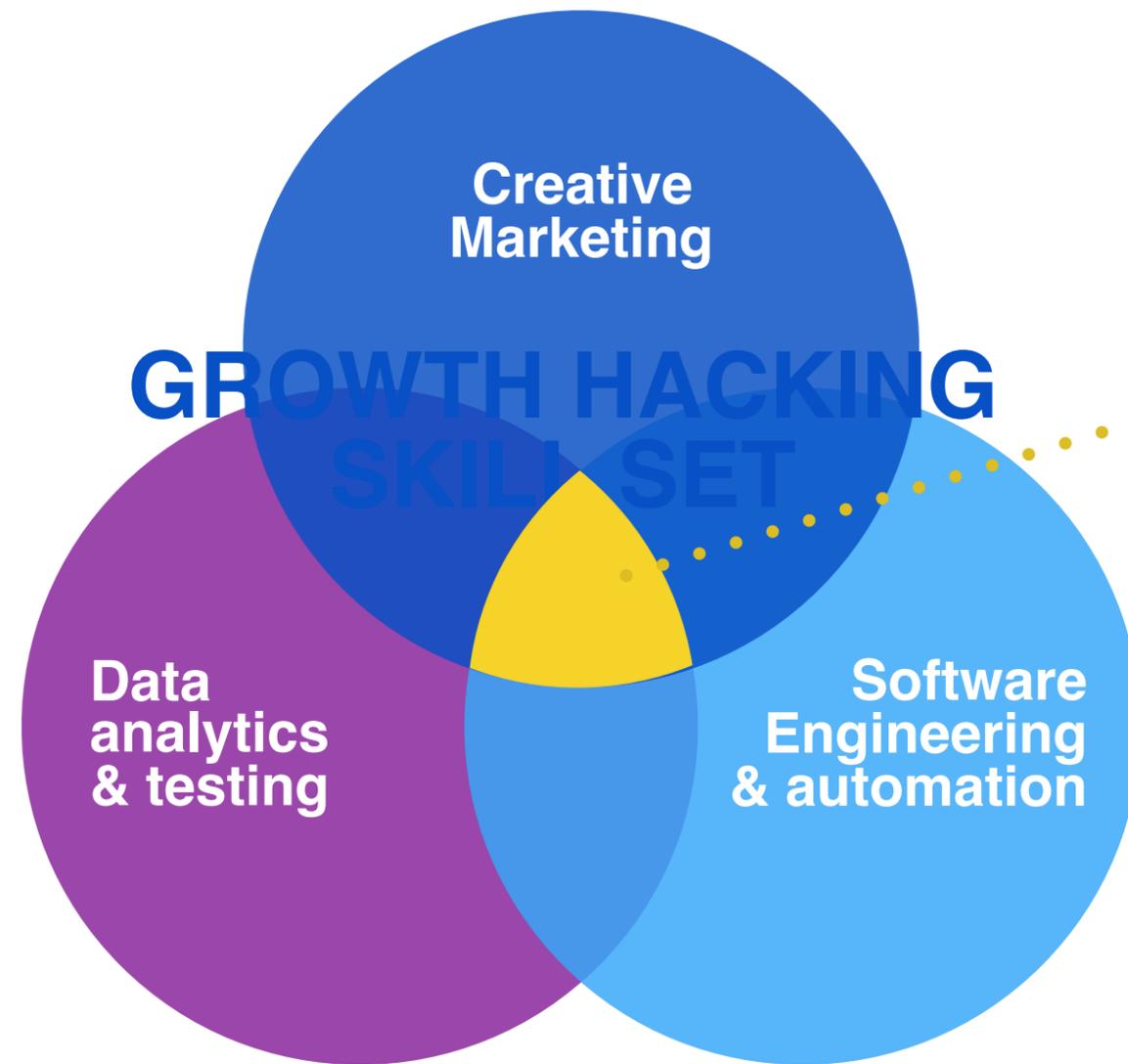


 GrowthHackers

GROWTH HACKING PROCESS







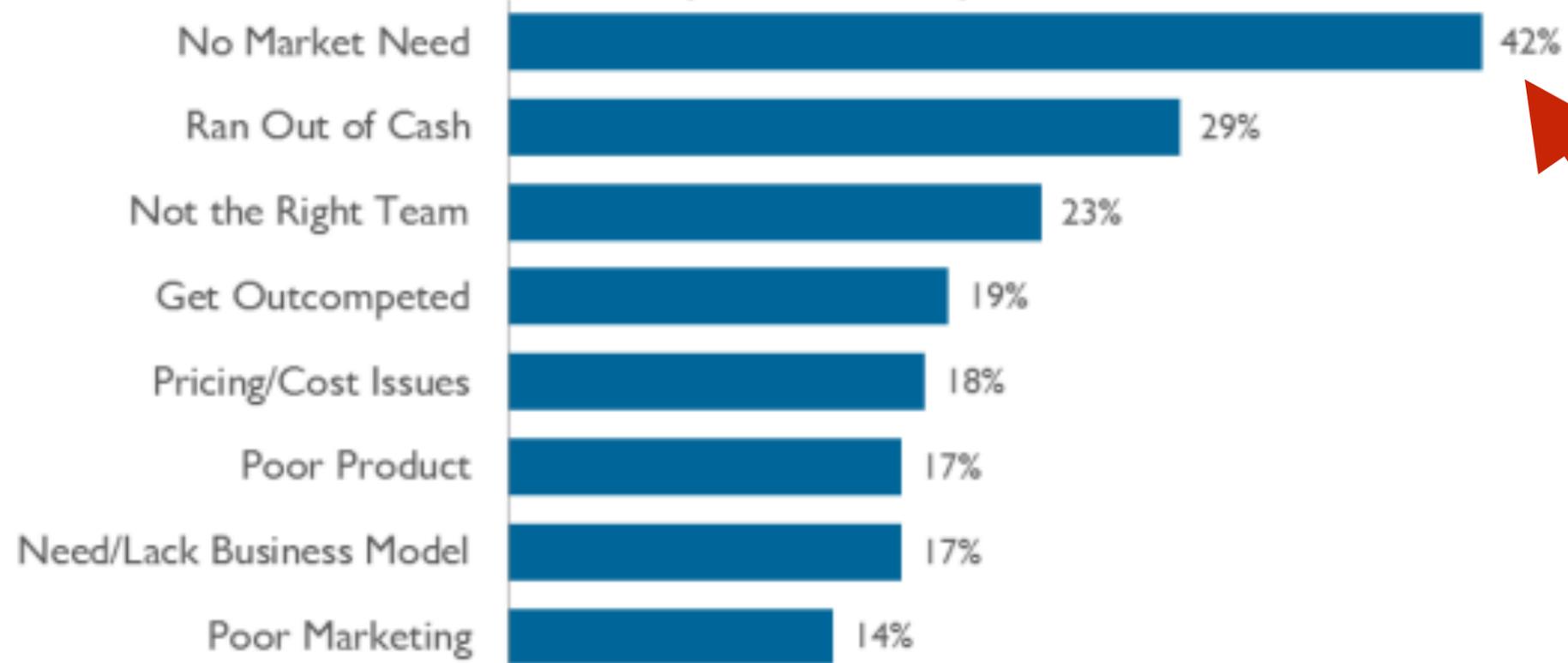
GROWTH HACKER

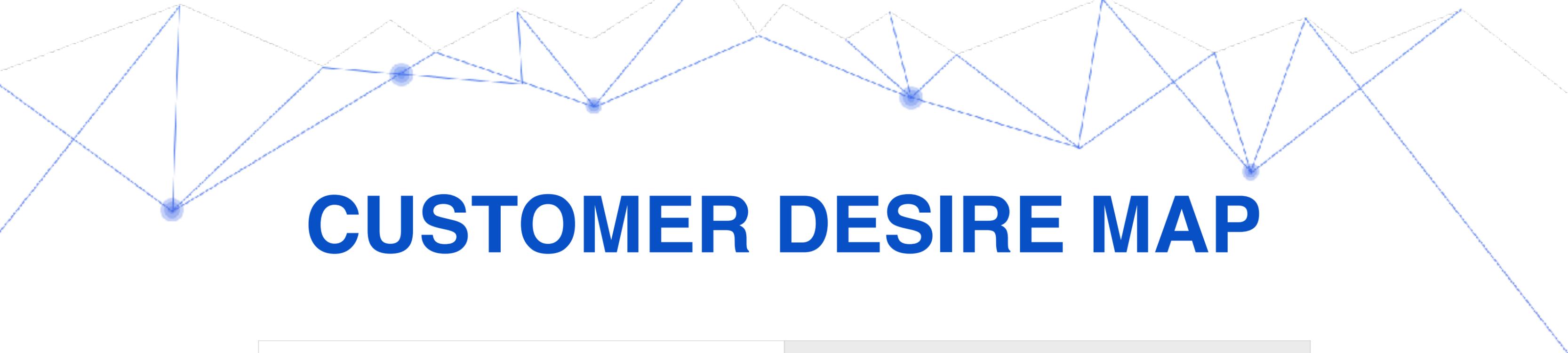
SO WE NEED MR. T

FAILURE

Top 20 Reasons Startups Fail

Based on an Analysis of 101 Startup Post-Mortems





CUSTOMER DESIRE MAP

Hopes & Dreams	What does your customer want to attain or achieve above all else?
Pains & Fears	What are customers wanting to avoid or get away from?
Barriers & Uncertainties	What is preventing or getting in the way of what customers want?

AMAZON MINING

★★★★☆ **A Creativity Boost**

By [TurboFantasticMan](#) on April 24, 2014

Format: Kindle Edition | **Verified Purchase**

If you're looking for specific advice, this isn't the book for you. But there are some great anecdotal accounts that really got my creative juices flowing. It's short enough that I read it in an hour or so. Then I was up half the night coming up with crazy marketing ideas for one of my projects. None of them are even remotely related to what the author was talking about, but the book just got my brain working at a different wave length than my normal boring marketing approach. Thanks Mr. Holiday for the inspiration.

► [Comment](#) | 9 people found this helpful. Was this review helpful to you? [Report abuse](#)

★★★★☆ **Very Informative**

By [Susan](#) on March 15, 2016

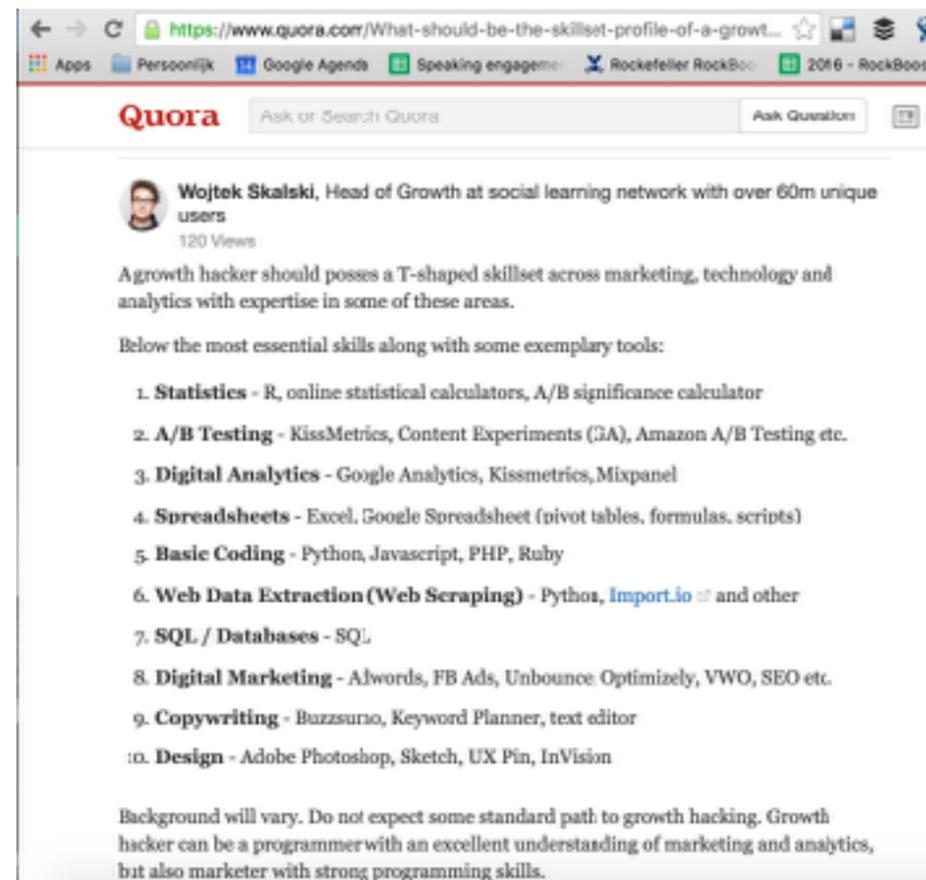
Format: Kindle Edition | **Verified Purchase**

I found this book very helpful in terms of providing a marketing formula that seems like it could help our tech startup get off the ground. Combined with some of the other product launch books I read, I think I have finally developed the mind-set needed to get the job done. This book is great for people who don't know much about how to market their own products, especially on the Internet. The book is a fast and worthwhile read.

► [Comment](#) | Was this review helpful to you? [Report abuse](#)

★★★★☆ **Great, but needs physical product examples**

FORUM MINING



The screenshot shows a Quora post from Wojtek Skalski, Head of Growth at a social learning network. The post discusses the essential skills for a growth hacker, listing ten categories with specific tools and techniques for each. The skills include Statistics, A/B Testing, Digital Analytics, Spreadsheets, Basic Coding, Web Data Extraction (Web Scraping), SQL / Databases, Digital Marketing, Copywriting, and Design.

Wojtek Skalski, Head of Growth at social learning network with over 60m unique users
120 Views

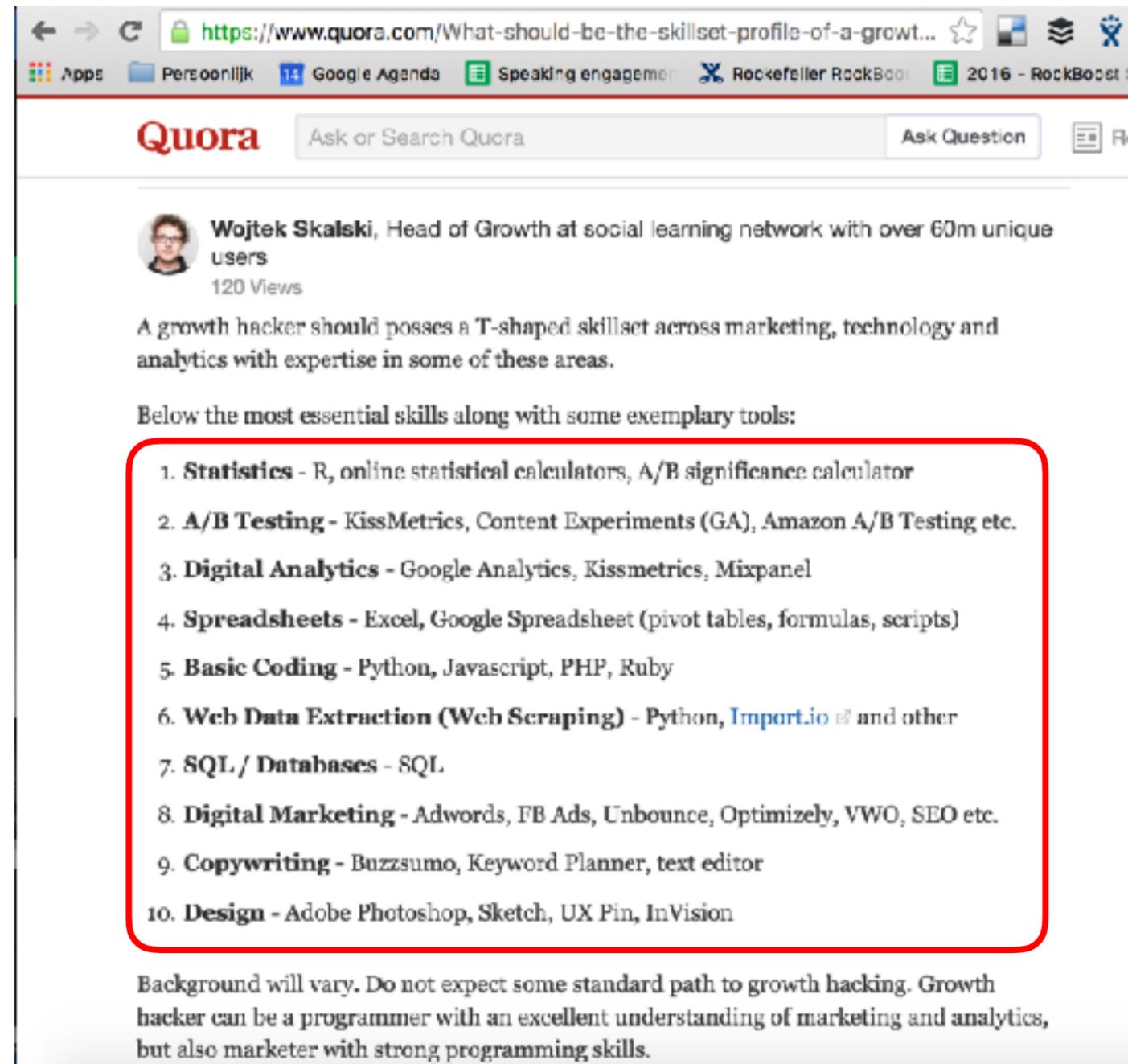
A growth hacker should possess a T-shaped skillset across marketing, technology and analytics with expertise in some of these areas.

Below the most essential skills along with some exemplary tools:

1. **Statistics** - R, online statistical calculators, A/B significance calculator
2. **A/B Testing** - KissMetrics, Content Experiments (JA), Amazon A/B Testing etc.
3. **Digital Analytics** - Google Analytics, Kissmetrics, Mixpanel
4. **Spreadsheets** - Excel, Google Spreadsheet (pivot tables, formulas, scripts)
5. **Basic Coding** - Python, Javascript, PHP, Ruby
6. **Web Data Extraction (Web Scraping)** - Python, [Import.io](#) and other
7. **SQL / Databases** - SQL
8. **Digital Marketing** - Adwords, FB Ads, Unbounce, Optimizely, VWO, SEO etc.
9. **Copywriting** - Buzzsuro, Keyword Planner, text editor
10. **Design** - Adobe Photoshop, Sketch, UX Pin, InVision

Background will vary. Do not expect some standard path to growth hacking. Growth hacker can be a programmer with an excellent understanding of marketing and analytics, but also marketer with strong programming skills.

Specific list of his idea of an ideal growth hacker skillset



Quora

Ask or Search Quora

Ask Question

Wojtek Skalski, Head of Growth at social learning network with over 60m unique users
120 Views

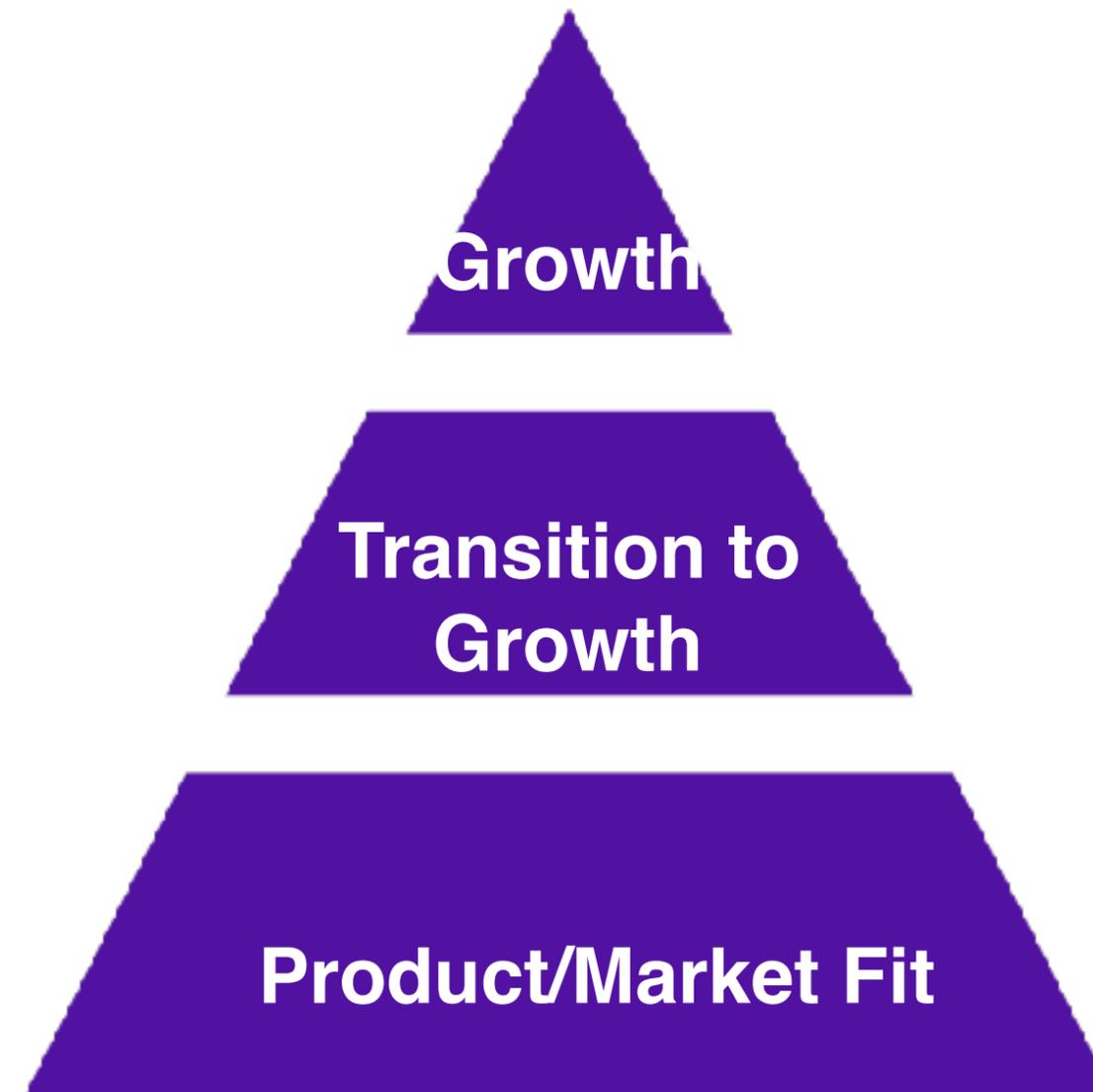
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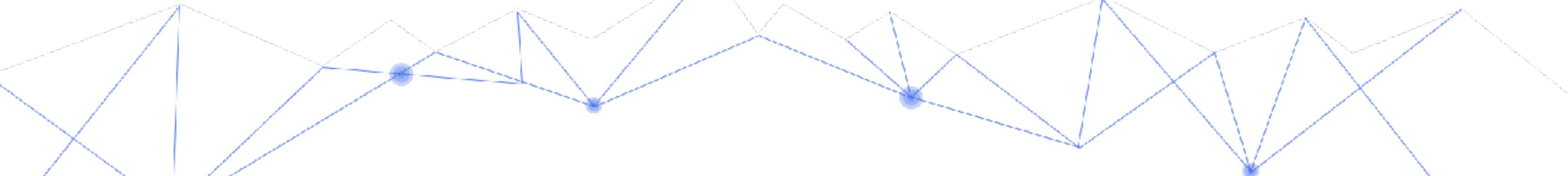
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STARTUP PYRAMID





More than 40% would be very disappointed if they can't use your product or service anymore



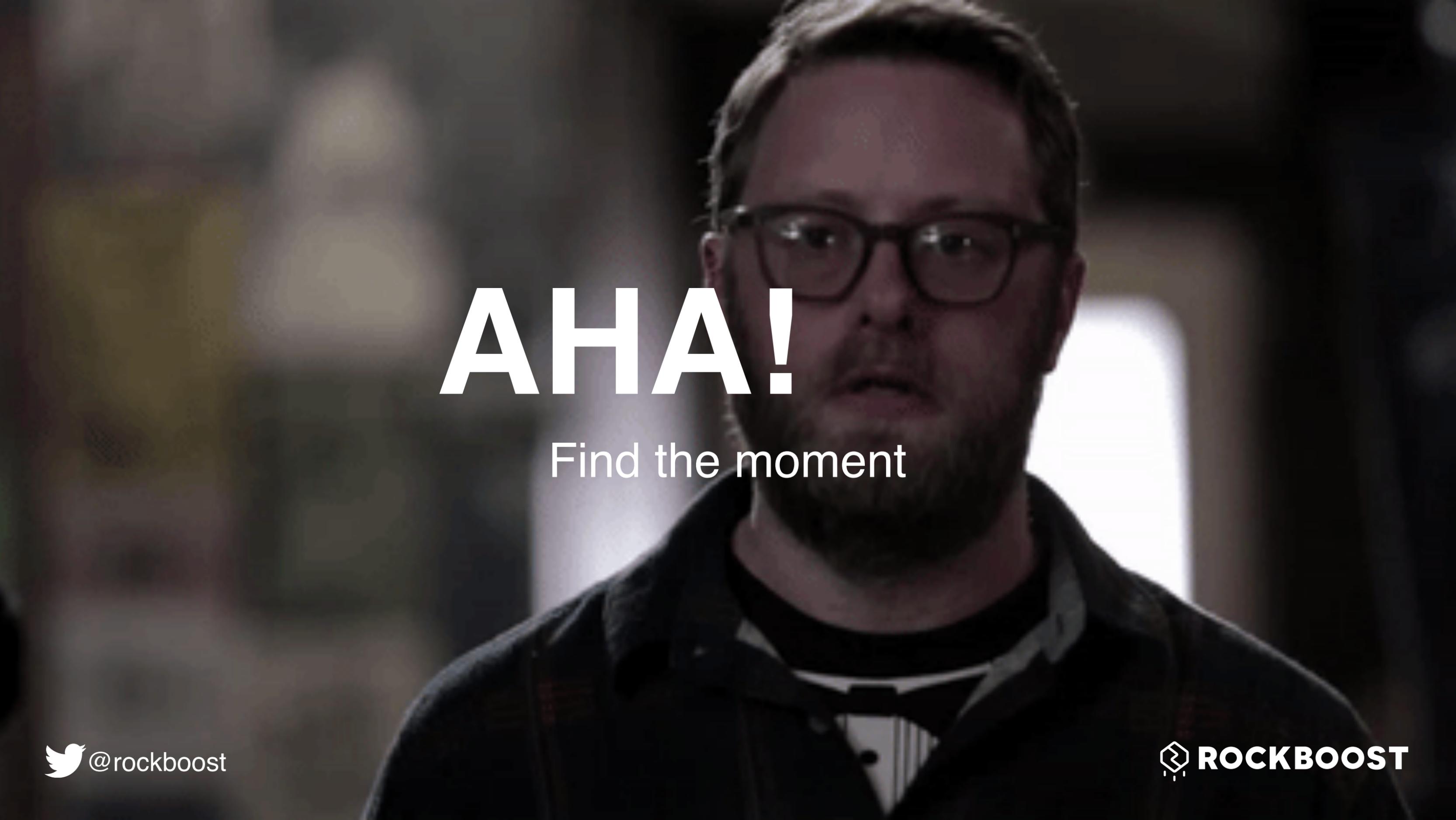
PRODUCT

**THE SERVICE OR PRODUCT THAT YOU
DELIVER + ALL TOUCHPOINTS WITH YOUR
CLIENTS OVER ITS ENTIRE LIFETIME**

An aerial night view of a city skyline, likely Hong Kong, featuring numerous illuminated skyscrapers and a harbor with boats. The text "SMART CITY TOUCHPOINTS" is overlaid in the center.

SMART CITY TOUCHPOINTS





AHA!

Find the moment

OUCH!

Find the friction



19 Traction Channels:

- 1 Viral Marketing
 - 2 Public Relations (PR)
 - 3 Unconventional PR
 - 4 Search Engine Marketing (SEM)
 - 5 Social and Display Ads
 - 6 Offline Ads
 - 7 Search Engine Optimization (SEO)
 - 8 Content Marketing
 - 9 Email Marketing
 - 10 Engineering as Marketing
 - 11 Target Market Blogs
 - 12 Business Development (BD)
 - 13 Sales
 - 14 Affiliate Programs
 - 15 Existing Platforms
 - 16 Trade Shows
 - 17 Offline Events
 - 18 Speaking Engagements
 - 19 Community Building
- 

CHANNEL STACKING

PR CHANNEL STACK



[Pricing](#) [Verifier](#) [☰](#)

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[Sign up](#)

volkskrant.nl

Find email addresses

82 email addresses found.

Email pattern: {f}{last}@volkskrant.nl

m ommer@volkskrant.nl ●

3 sources ▼

h raak@volkskrant.nl ●

1 source ▼

a aeggl@volkskrant.nl ●

1 source ▼

p iesen@volkskrant.nl ●

1 source ▼

c evries@volkskrant.nl ●

11 sources ▼

FOLLOWERWONK

volkskrant search Twitter profiles Examples: authors, PPC, inbound, producers, dads, mad scientists, moms, google

[more options](#)

Twitter users with "volkskrant" in their profiles

Showing 1 - 50 of 399 results (order by [relevance](#))

No filters

			tweets	following	followers	account age	Social Authority
Follow		de Volkskrant @volkskrant Het officiële Twitteraccount van de Volkskrant – dagelijks het belangrijkste nieuws en prikkelende opinie. Mail: internet@volkskrant.nl. Webcare: @Webcare_VK.	226,773	1,522	654,662	9.98 years	81
Follow		Teun van de Keuken @Teunvandekeuken Schrijver Goed volk en Puur en Eerlijk, Presentator De Monitor (http://nrv.nl/demonitor) en KvW, Columnist De Volkskrant, Zuurpruim des Vaderlands.	63,669	122	43,675	6.99 years	75
Follow		Ionica Smeets @ionicasmeets Hoogleraar wetenschapscommunicatie @UniLeiden, columnist @Volkskrant, @KekMama, @NewScientistNL, getallendiva en nog veel meer.	936	1,647	43,112	7.94 years	69
Follow		Kustaw Bessems @KustawBessems chef digitaal @volkskrant http://www.volkskrant.nl & http://www.volkskrant.nl/kijkverder	39,640	683	36,643	7.53 years	71
Follow		Wierd Duk @wierdduk Historicus Reizend politiek verslaggever AD/Regio Putinversteher 'David Attenborough van de hooi-bundel' (Mellifera) Tiscali: dukt@tiscali.nl	58,450	6,066	30,851	6.46 years	79

RUN ADS ON THEM!

- Create a custom audience in Twitter (either based on emails or Twitter handles) and run ads on that particular demographic

• Name your audience.

Give your audience a unique and descriptive name.

? Specify the type of data in your file.

Email addresses

Twitter usernames 

Twitter user IDs

Mobile advertising IDs

Phone numbers

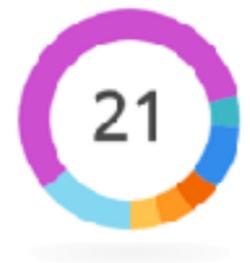
• Upload your data file.

Supported file formats are .csv and .txt. The maximum file size is 5 GB.
Your list can be separated by new lines or commas.



21 Trackers
gevonden op
rockboost.com



1 Geblokkeerd

Vertrouwen

Beperken

Pauzeren

[Erreg deze trackers in kaart](#)

Trackers

Alles blokkeren

Reclame
12 Trackers

- Acxiom
- AddThis
- BlueKai
- eXelate
- Facebook Custom Audience
- Google AdWords Conversion
- Google Dynamic Remarketing
- HubSpot
- LiveRamp
- Lotame
- ScoreCard Research Beacon
- Simpli.fi



RockBoost

Geschreven door Sean Filidis [?] · 26 januari · 🌐

Growth Hacking has no secret recipe, just follow these 7 steps rigorously. The importance of number 1 will surprise you.

NEW BLOG!

THE 7 PILLARS OF GROWTH HACKING

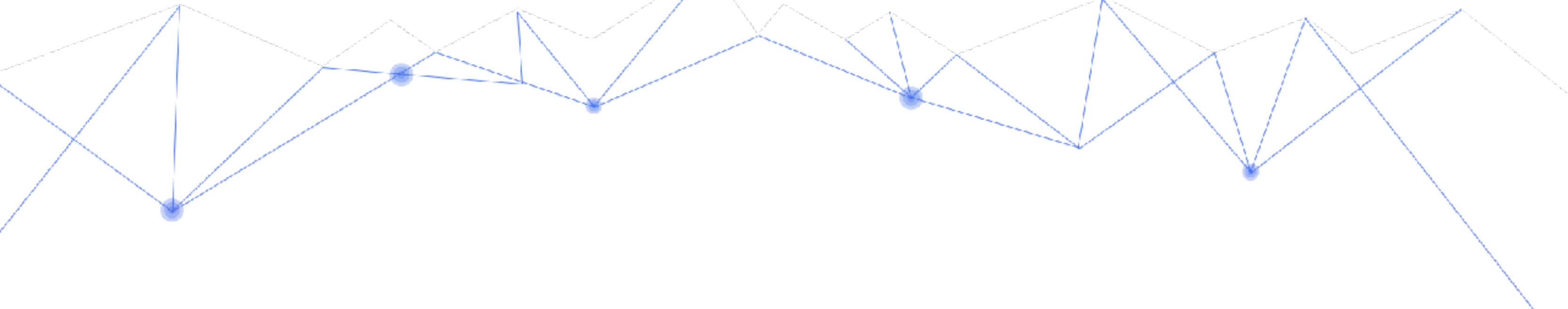
[READ NOW →](#)

- 1 MINDSET
- 2 TEAM
- 3 MEASUREMENT
- 4 LISTEN TO YOUR MARKET
- 5 PRODUCT/MARKET FIT
- 6 TRACTION
- 7 OPTIMISATION

Learn The 7 Pillars of Growth Hacking

This new guide will help you understand growth hacking and help guide your company towards achieving exponential growth.

ROCKBOOST.COM



CONVERSION = DESIRE- FRICTION

Hotel Metro

Bekijk kamertypes en boek...

Kamertype	Max	Prijs voor 5 nachten	Opties	Selecteer kamers	Bevestig uw reservering
 Tweepersoonskamer met 1 Tweepersoonsbed Zojuist gereserveerd! Erg gewild! Bed: 1 tweepersoonsbed   Airconditioning  Eigen badkamer  Flatscreen-tv  Gratis WiFi Prijzen zijn per kamer voor 5 nachten Inclusief: 14.75% Belasting, US\$ 3.50 Toeristenbelasting per nacht, ontbijt. Er zijn geen reserveringskosten op Booking.com		 € 1.463 € 1.318 Bespaar VANDAAG 22%! 	 Inclusief ontbijt   GRATIS annuleren voor 6 apr 2017  BETAAL BIJ DE ACCOMMODATIE - geen vooruitbetaling nodig	<input type="text" value="0"/> Erg gewild - slechts 3 over op onze site!	Reserveer het Wachten niet nodig - ontvang direct een bevestiging 3 personen kijken momenteel!
 Premier Kamer met Queensize Bed Bed: 1 groot tweepersoonsbed   Airconditioning  Eigen badkamer  Flatscreen-tv  Gratis WiFi Prijzen zijn per kamer voor 5 nachten Inclusief: 14.75% Belasting, US\$ 3.50 Toeristenbelasting per nacht, ontbijt. Er zijn geen reserveringskosten op Booking.com		€ 1.792 € 1.625	 Inclusief ontbijt   GRATIS annuleren voor 6 apr 2017  BETAAL BIJ DE ACCOMMODATIE - geen vooruitbetaling nodig	<input type="text" value="0"/> Laatste kans! Nog 1 kamer vrij op onze site!	



 Rotterdam Zuid-Holland, Nederland Dublin Ierland 21 mrt. - 23 mrt. di - do 1 passagier Economy

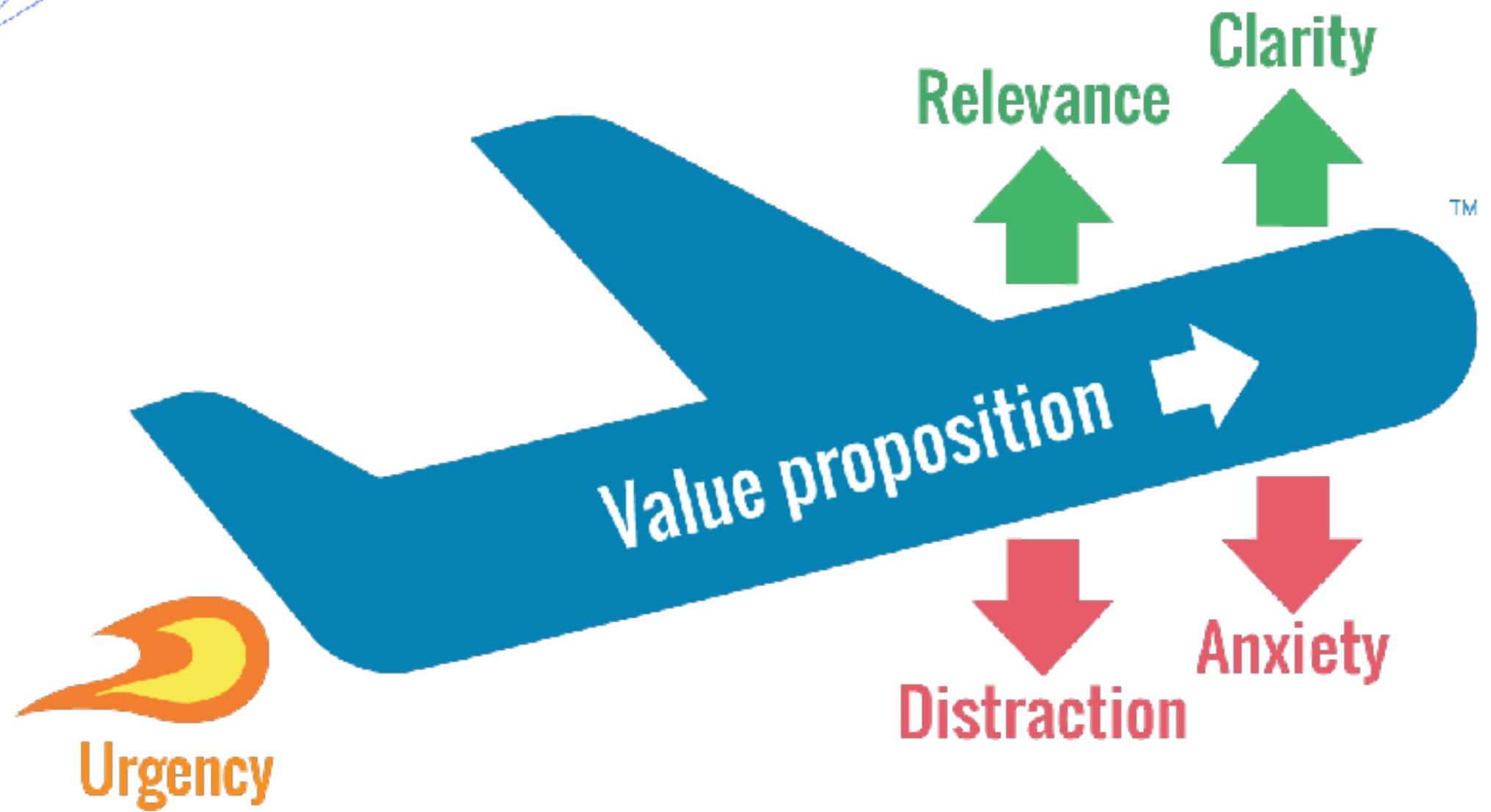
 **easyJet**

"Nummer 1 Travel Website van Nederland"

- ✓ Altijd de beste deal
- ✓ Eenvoudig en snel boeken
- ✓ Nederlandstalige klantenservice

 Goed: 8 
2222 klantbeoordelingen op [Trustpilot.com](https://www.trustpilot.com)

   **VISA** 





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Ongeveer 3.840.000 resultaten (0,66 seconden)

Canal Cruise Amsterdam 1 uur - Prachtige Rondvaart door Stad?

Adv. www.lovers.nl/amsterdam/canalcruise 
 3,9 ★★★★★ beoordeling voor lovers.nl
 Boek nu je rondvaart bij officiële site van lokale rederij online. Lage prijzen!
 In hartje Amsterdam · A Lovers company · Ruim aanbod rondvaarten · Culinaire Partner
 📍 [Leidsekade 97, Amsterdam](#) · 020 428 5547 · Vandaag geopend · 09:00–21:00 

Canal Cruise Amsterdam - Bekijk ons gevarieerde aanbod - stromma.nl

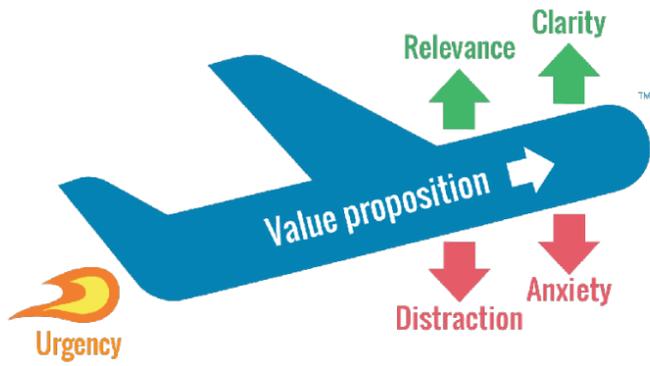
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 Vertrekt elke 15 minuten · Audiogids in 19 talen · 10% online korting! · The # 1 Canal Cruise
 Services: 100 Highlights Cruise, Canal Hop on Hop off, Dinner Cruise, Pizza Cruise, Dutch Candleligh...
 Groepsarrangementen? · Waterfietsen · Rondvaarten · Hop on, hop off Boot · Rondvaart in de avond

Amsterdam Canal Cruise - Your Amsterdam Guide

Adv. www.amsterdamcitytours.com/CanalTours 
 Best Tours Available in Amsterdam. We've Got Great Prices - Book Online Now!
 "Certificate of Excellence 2014" – TripAdvisor®
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Canal Cruise Amsterdam - Tours, tickets and activities

Adv. www.getyourguide.com/Amsterdam/Cruises 
 Book the best boat cruises through Amsterdam. Book online for the best prices!





Canal Cruise Amsterdam - Bekijk ons gevarieerde aanbod - stromma.nl

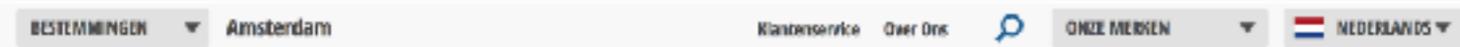
[Adv.] www.stromma.nl/Canal-Cruise/Amsterdam

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Services: 100 Highlights Cruise, Canal Hop on Hop off, Dinner Cruise, Pizza Cruise, Dutch Candleligh...

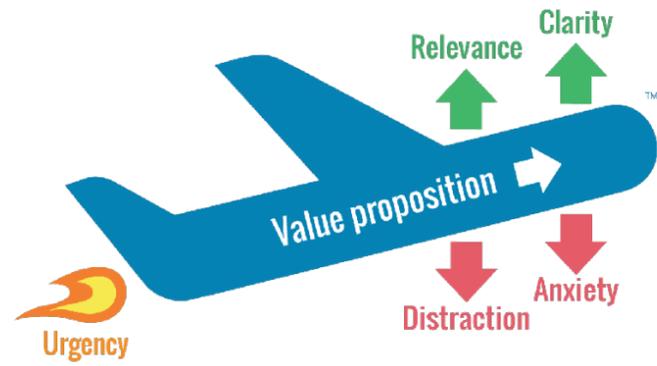
Groepsarrangementen • Vatersfeisen • Rondvaarten • Hop on, hop off Boot • Rondvaart in de avond

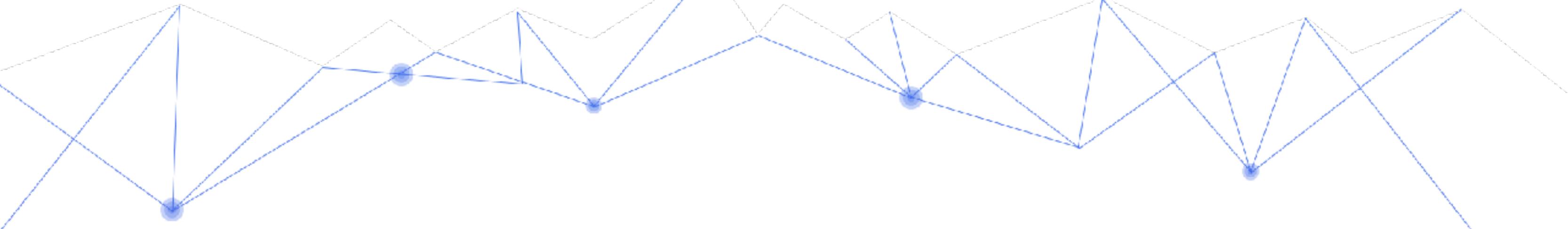


Amsterdam > Sightseeing > Rondvaarten > 100 Highlights Cruise



Amsterdam bekijken was nog nooit zo spannend. Met de 100 Highlights rondvaart mis je niets van deze prachtige stad en ontdek je zelf waarom de grachten gondel door UNESCO is bestempeld tot Werelderfgoed. Amsterdam kent vele bezienswaardigheden zoals grachtenpanden uit de Gouden Eeuw, de Westerkerk en het Anne Frankhuis. Rondvaarten over de grachten van Amsterdam zijn de manier om de stad te leren kennen.





BUILD GREAT SMART CITIES

- Smart cities are software companies
- Create amazing touchpoints
- Reach people in the right way

Get the slides!

get.rockboost.com/slides

People's business