

What Growth Hacking Really Is.



Mindset, mindset and mindset.



What Growth Hacking Really Is

Growth Hacking is the mindset and process of chasing growth for your company no matter what. You should be creative and execute like a pro.

What Growth Hacking Really Is

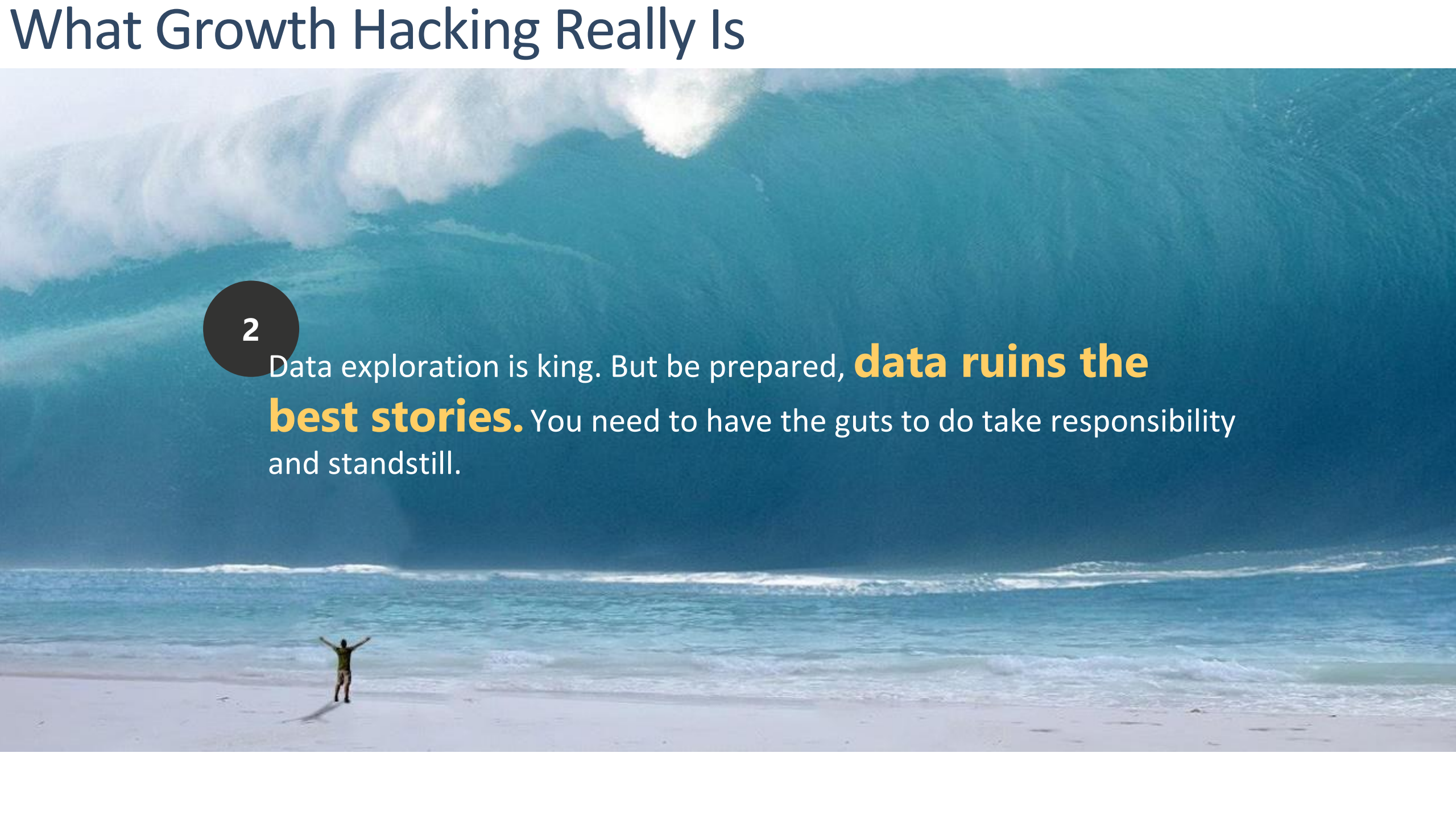
1

Love your company's growth as much as you love your product or service you offer to your customers/users.

What Growth Hacking Really Is

2

Data exploration is king. But be prepared, **data ruins the best stories.** You need to have the guts to do take responsibility and standstill.



What Growth Hacking Really Is

2

Be relentless and get used to fail. There will be times when you will be continuously failing for months without growing at all. **Growth Hacking is for hustlers.**



What Growth Hacking Really Is



Andrew Chen
Uber

“ Growth is not a bunch of small, tactical growth hacks. (Make a button this color, etc.) It is a full model and system with linked parts and loops that align with your business.

Modelling Growth

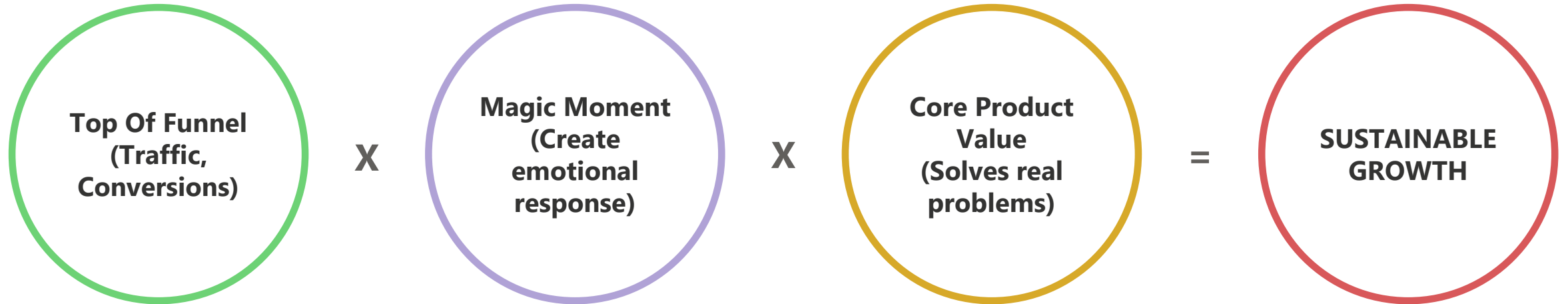
Modelling your product's growth is the only way to understand what it takes to reach your goals.



Growth Modelling

Ask yourself how you'd build a model for your company's main product to grow at scale. It can be basic, but should capture the core levers that explains how your company will grow.

Growth Modelling



Growth Modelling


$$A \times B \times C \times D \times E \times F = \text{Amazon's Growth}$$

A = Vertical Expansion

B = Product Inventory Per Vertical

C = Traffic Per Product Page

D = Conversion to Purchase

E = Average Purchase Value

F = Repeat Purchase Behavior

The Process

Focus on inputs rather than outputs.

For example, when you want to increase the revenue of an e-Commerce store, focus on number of orders, new customers or avg basket value.

Word of mouth is the primary factor behind 20% to 50% of all purchasing decisions .



Word of mouth is 10x more effective than traditional advertising .



By increasing virality, you decrease your CPA .



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