



# GROWTH HACKER GUIDE

## GROWTH HACKING DEFINED

A growth hacker is a person whose true north is growth. Everything they do is scrutinized by its potential impact on scalable growth. -Sean Ellis

## 3 IMPORTANT CHARACTERISTICS OF GROWTH HACKERS

1. Growth Hackers Love Data They love tracking and metrics.
2. Growth Hackers are Creative Problem Solvers
3. Growth Hackers are Love to Test their assumptions validate via metrics.

## GROWTH HACKING FUNNEL (WITH TACTICS)

### ACQUISITION

#### HOW DO USERS FIND YOU?

Using any and every channel to get to your website and product. It basically involves getting people to your product that don't know about you.

#### TACTICS

Blogs, Guides, Infographics, Webinars, Videos, Presentation Decks, SEO, Social Media, Promos and Contests, Podcast, Display Ads

### ACTIVATION

#### DO USERS HAVE A GREAT EXPERIENCE?

Once people are on your site, list down actions they need to do to get to the next stage of the funnel. Structure your website in a way that guides user experience.

#### TACTICS

Landing Pages, Call To Actions, Gamification, Onboarding, Deals, Free Trials, UI/UX

### RETENTION

#### HOW DO USERS COME BACK?

Keep your visitors by providing value

#### TACTICS

Email Marketing,(Transactional Email) Apps Alerts & Notifications

### REVENUE

#### HOW DO YOU MAKE MONEY?

Build a product that solves a problem something people want/use

#### TACTICS

Customer Development, Product / Market Fit

### REFERRAL

#### DO USERS TELL OTHERS?

Encourage your users to invite their friends to join

#### TACTICS

Affiliates, User referral Incentives, Pay by Tweet