

GROWTH-HACKING CHECKLIST

Growth Hacking means bringing viral growth to your company fairly quickly. Growth hackers can make an impact through engineering, product management or marketing. This checklist outlines the most important growth-hacking channels to address when building your user-base.

SEO - SEARCH ENGINE OPTIMIZATION *Hire a good engineer to build your site in a way that makes your company show up at the top of search results. Include popular search terms in the copy, tag and meta-tag all assets on your page, and include hyper-links out to other sites whenever possible.*

SEM - SEARCH ENGINE MARKETING *Find out what are the most common search terms related to your company, and buy them on Google Ad Words. This is the best paid strategy to help your business and its URL show up higher in search results.*

PRODUCT MANAGEMENT *The intersection of user experience, technology and business. Product management involves closely monitoring user experience/behavior, and editing the technology in response to this behavior in order to best achieve the desired business goals. Google Analytics is the most accessible product management tool.*

A/B TESTING *Offering your customers two versions of a product and monitoring which one they prefer. Once you find which version they prefer, you can accelerate your marketing efforts to get more bang for your buck.*

FACEBOOK/INSTAGRAM ADS *Facebook has the capability to track activity across multiple devices (phone, computer, tablet) and best target the users for your product, Facebook ads may seem annoying, but they are the most effective for converting fans into paying customers. Facebook can almost guarantee you customer acquisition, it is up to you to determine whether the price of acquisition makes sense for your business.*

EMAIL CAPTURE *Capturing an email from a customer is a sign that they are willing to engage with you beyond just passively observing. Capturing emails allows you to deepen the relationship with your prospective clients through survey questions, distributed content, and calls to action that drive them back to your site, or convert them into paying customers.*

LIST BUILDING *Break your fans and customers into differentiated lists so that you can target them differently from one another, and more accurately play to their preferences.*

INFLUENCER MARKETING *Collaborate with high-profile brands to tap into their audience.*

SOCIAL MEDIA STRATEGY *Be consistent with posting new content so that you stay fresh in people's minds. Time your social media posts to early morning or early evenings to reach the most eyeballs possible. Engage with other brands to raise your visibility, and create consistently branded content across all channels.*

