New Media Management

Lesson 3

Growth Hacking – 4 Steps

- Product Market Fit - Evaluation

- Grow the Growth - Preparation

- Going Viral – Deployment

- Retain and optimize - Monetization

Growth Hacking – Let's practice

- **Analyze current situation**
- Do We have Product Market Fit?
- What is the conversion rate?
- What is the bounce rate?
- How many new vs existing users ?

Growth Hacking – Let's practice

- **Set goals**
- Should we focus on Product Market Fit before?
- More conversions?
- More users?
- Brand image\awareness establishment?

Growth Hacking

- **Find the growth & Deployment**
- Stunt?
- New user acquisition strategy
- Online vs Offline initiatives
- Engineer virality (what behavior we expect from users)

# Growth Hacking – Let's practice

- Retain and optimize
- User\customer retention strategies

Growth Hacking – User Acquisition strategies

- Go Find Your Users (identify and get into their circles)
- The Viral Loop (create viral content to get their attention)
- Word Of Mouth (invest on user experience)
- Free (give aways)
- Referrals
- Content (become thought leader)
- SEO
- Press
- Guerrilla Marketing (unconventional marketing)

Growth Hacking – Retention

Why focusing on user retention?
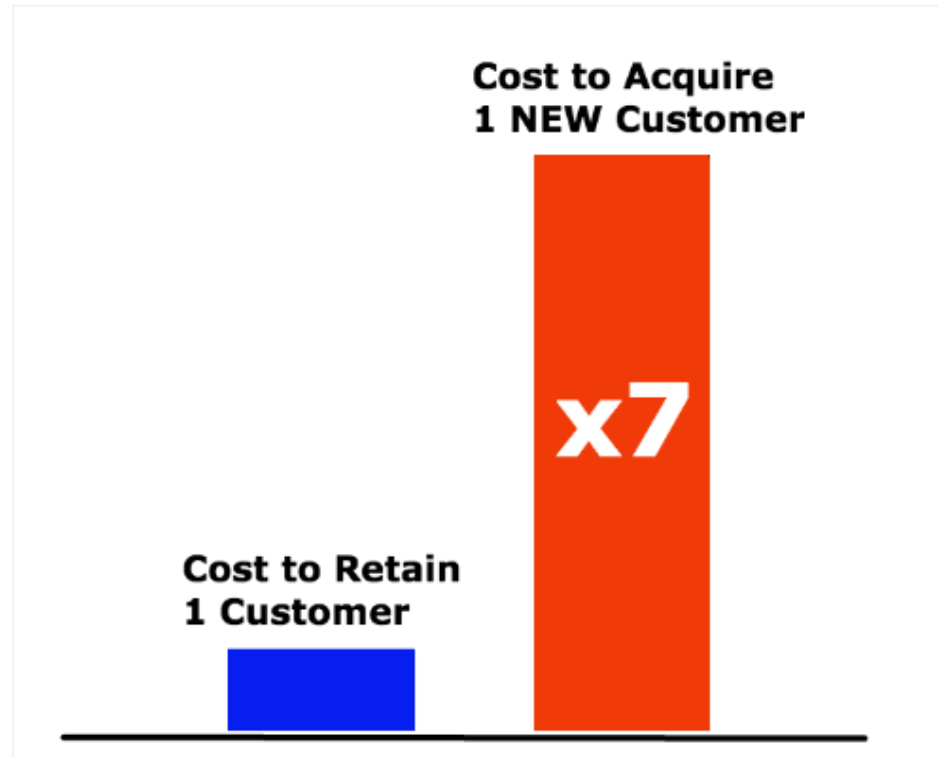
Growth Hacking – Retention

The Hourglass Model
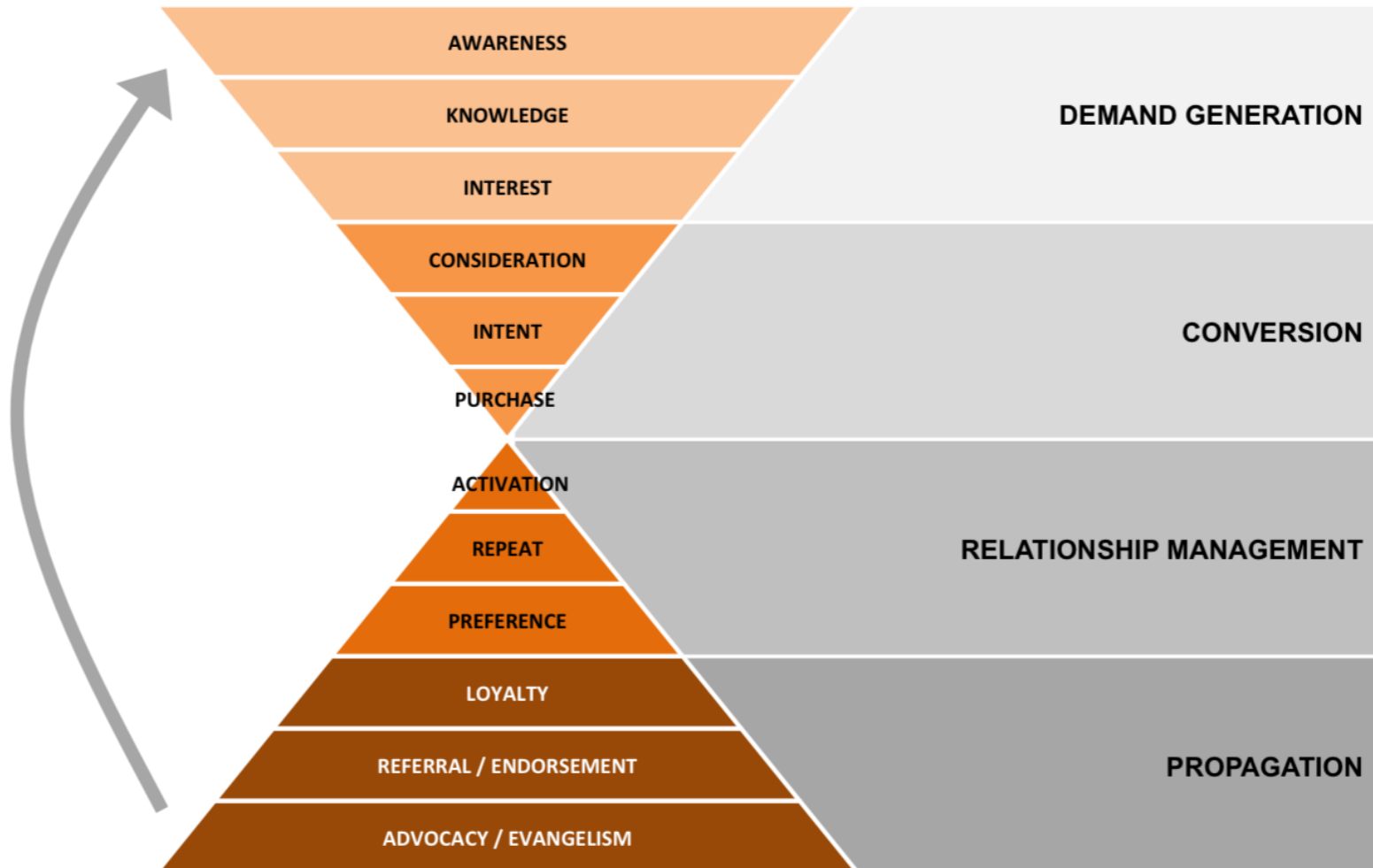
Growth Hacking – Retention

Why do customers leave?

- Product
- Price
- Message/Communication
- **Customer experience**

Growth Hacking – Retention

Customer Retention Strategies

- **Email Marketing**
- Community
- Push Notifications
- Peer Pokes
- **Gamification**

Growth Hacking – Retention

E-mail marketing – E-mail lifecycle

- Activation e-mail

- Getting Started e-mail

- Follow up email

- "Come back we have a gift for you e-mail"

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Growth Hacking – Retention

Gamification - Achievements

Growth Hacking – Retention

Gamification - Countdown
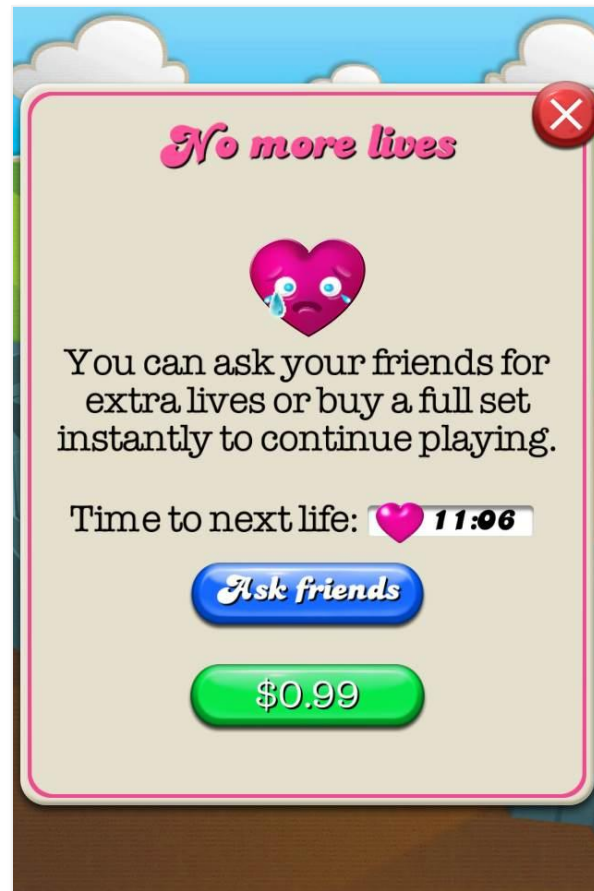
Growth Hacking – Retention

Gamification - Reward

Growth Hacking – Retention

Gamification – Progress Bars
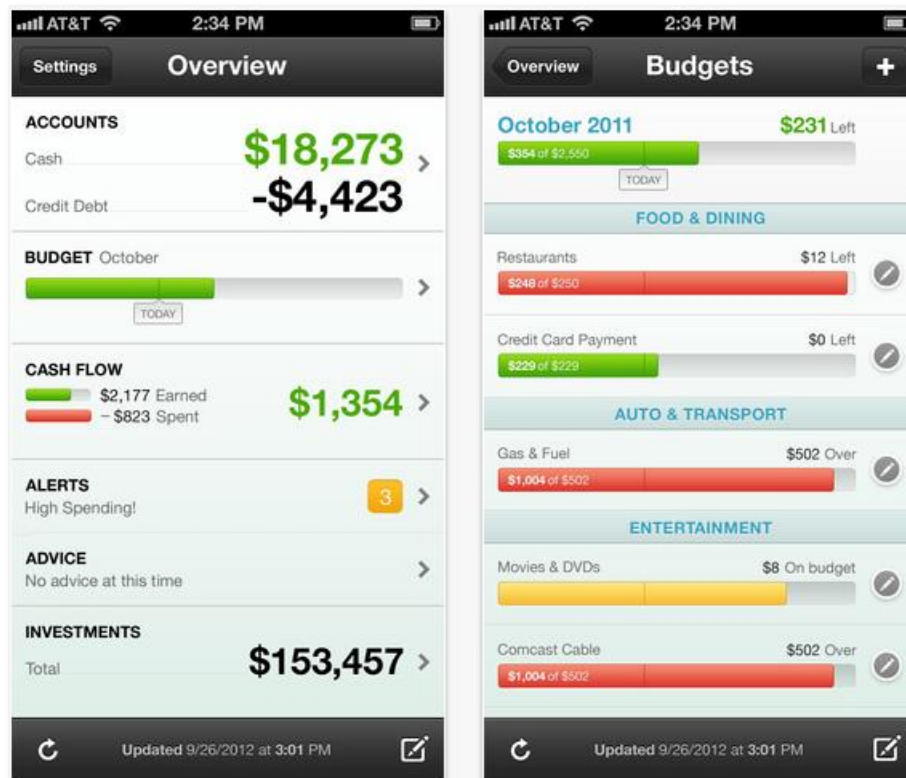
Growth Hacking – Retention

Gamification – Progress Bars
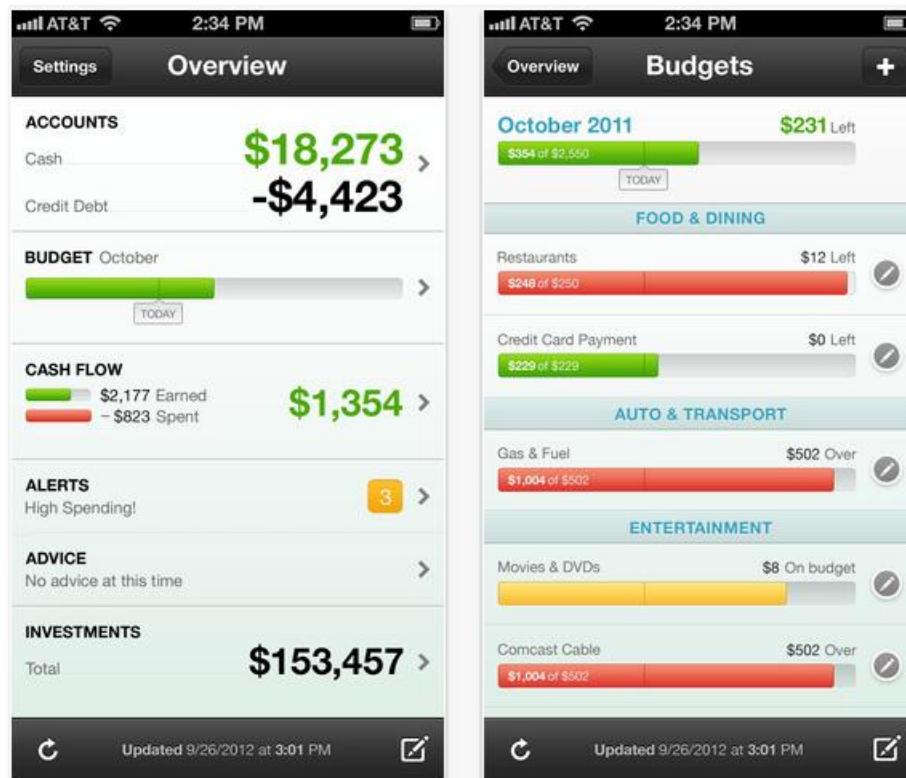
Growth Hacking – Start the funnel
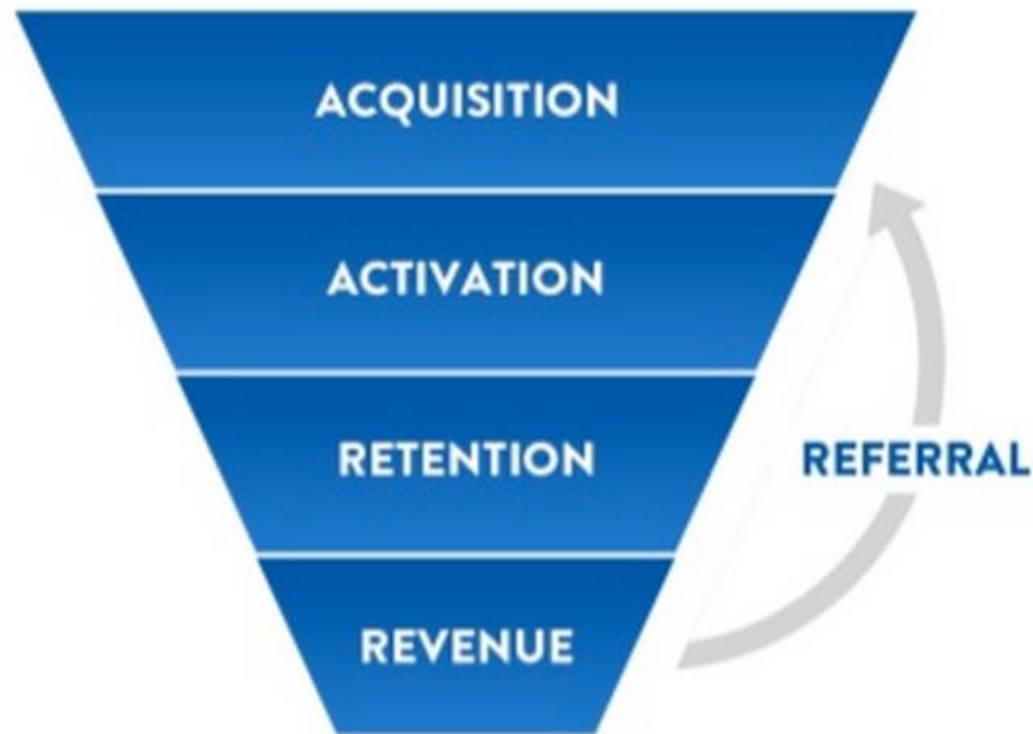
Growth Hacking – Let's practice

- Luisa Via Roma – E Craft (Nieche)
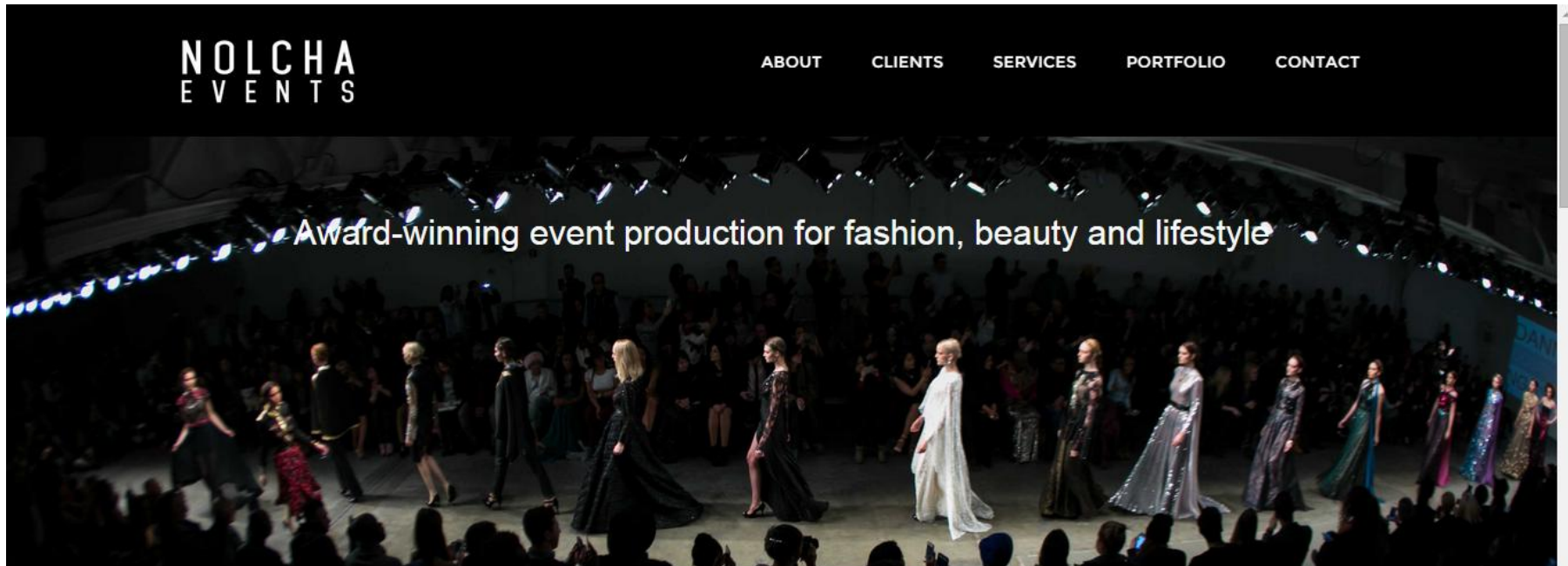- Nolcha Events Agency and PR (Services)
- COS – (Retail)

Let's practice – Luisa Via Roma E Craft

Let's practice – Luisa Via Roma E Craft

- This new section of LVR Store offers nieche products: high-end home items.
- We need to let the world know (especially potential customers) that this section is now live

Let's practice – Nolcha Events

Let's practice – Nolcha Events

- Nolcha is a well established fashion services agency

- They want to offer services for underdog designers, scouting them and offering angel-like incubation

Let's practice – COS

Let's practice – COS

- COS Online Store is not converting as expected

- Its customers are stick to the in-store experience

- We need to increase on-line store conversion rates