

Viral and New Media Strategies

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Content & Goals

- **Theoretical Lessons:**

Acquire concepts about perception and psychological aspects of Marketing

Basic marketing overview

Planning, Deployment and Measurement of Campaign\Strategies

Growth Hacking, Campaign Planning, Context Analysis

Review Success Case Histories

- **Practical Works:**

Strategy development

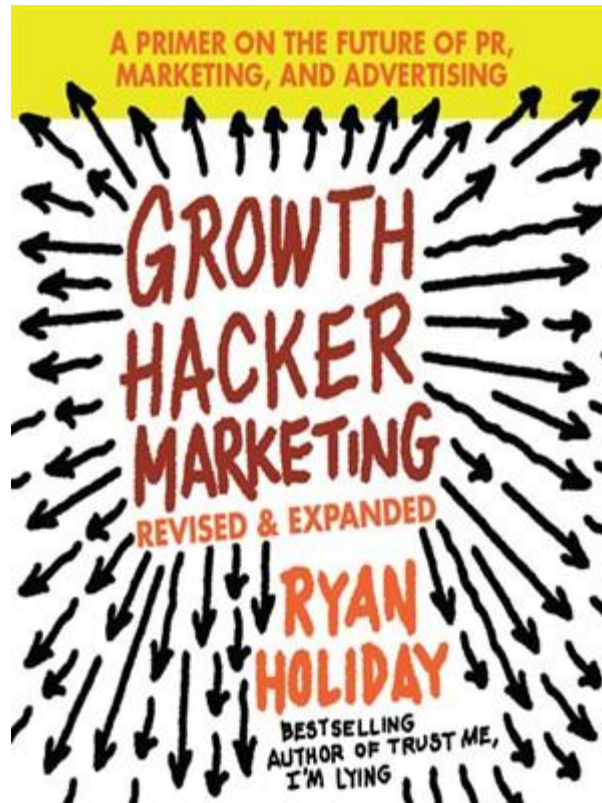
Growth Hacking plan Deployment

Growth Hacking tools usage

Exam and evaluation

- Continuative evaluation
- Context Analysis and Deployment
- Theoretical evaluation

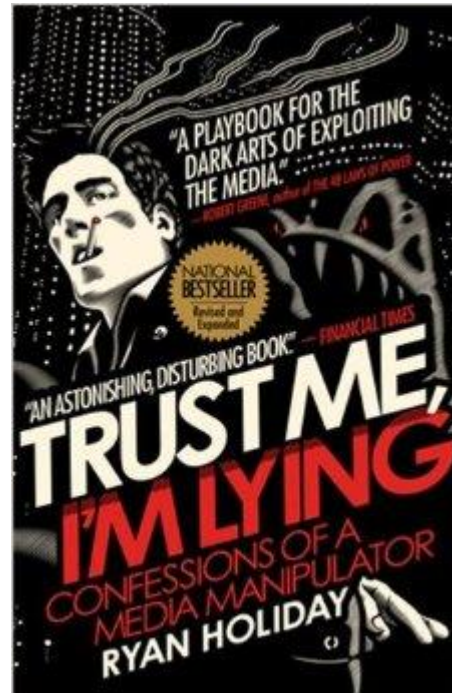
Reference text



Ryan Holiday – Growth Hacker Marketing

ISBN 978-1-59184-738-0

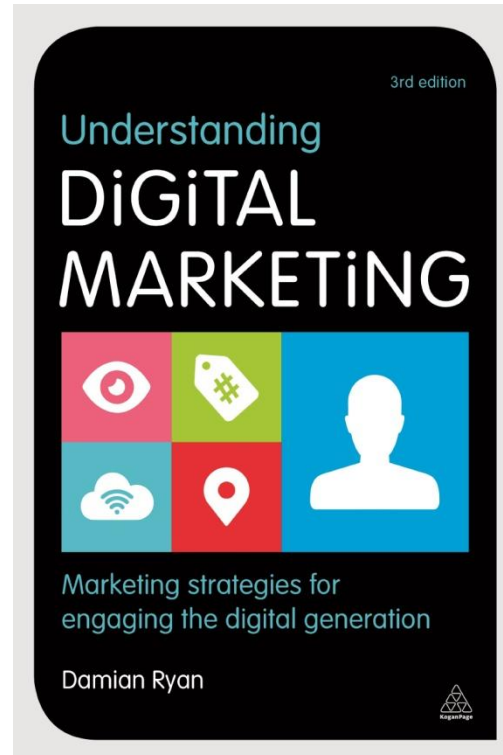
Suggested text



Ryan Holiday – Trust me I'm lying

ISBN 978-1-59184-628-4

Suggested text



Damian Ryan – Understanding digital Marketing

ISBN 978-0-7494-7102-6

Marketing

- **Marketing:**

Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.

(Approved July 2013)

- **Marketing Research:**

Marketing research is the function that links the consumer, customer, and public to the marketer through information--information used to identify and define marketing opportunities and problems; generate, refine, and evaluate marketing actions; monitor marketing performance; and improve understanding of marketing as a process. Marketing research specifies the information required to address these issues, designs the method for collecting information, manages and implements the data collection process, analyzes the results, and communicates the findings and their implications. (Approved October 2004)

AMA (American Marketing Association)

Goals - Marketing

- Brand Awareness
- Brand Loyalty
- Customer Engagement

Digital Marketing

- Digital marketing is marketing that makes use of electronic devices such as personal computers, smartphones, mobile devices and game consoles to engage with stakeholders.
- Digital marketing applies technologies or platforms such as websites, e-mail, apps (classic and mobile) and social networks.

Digital vs Traditional

- Digital marketing allows to Track ROI more accurately than Traditional techniques
- Digital Marketing allows better stakeholder segmentation
- Digital Marketing allows multi-channel communications
- Digital Marketing allows accurate target analytics

Drawbacks

- Digital Marketing is not universal : not everyone can be reached
- Digital Marketing is way more complex than traditional marketing
- “Dark side”
- “User awareness” is limited

Digital Marketing Tools

- Blog
- Websites
- Social Medias
- Mobile Apps
- Video Games
- Videos
- Forum
- Mailing Lists
- PPC Advertisements
- Impression based Advertisement

ROI – Return of Investment

$$\frac{(\text{Return} - \text{Investment})}{\text{Investment}}$$

ROMI – Return of Marketing Investment

(Incremental revenue attributable to marketing

* Contribution Margin (%) – Marketing
Spending)

Marketing Spending

ROMI – Return of Marketing Investment

Analytics software to understand :

- Current Traffic
- Conversion Rate
- Average Sale.

ROMI based transition

Traditional Marketing

Digital Marketing

Growth Hacking

Growth Hacking

Growth hacking is a marketing technique developed by technology startups which uses creativity, analytical thinking, and social metrics to sell products and gain exposure.

It can be seen as part of the online marketing ecosystem, as in many cases growth hackers are using techniques such as search engine optimization, website analytics, content marketing and A/B testing.

Growth hackers focus on low-cost and innovative alternatives to traditional marketing, e.g. utilizing social media and viral marketing instead of buying advertising through more traditional media such as radio, newspaper, and television.

Growth hacking is particularly important for startups, as it allows for a "lean" launch that focuses on "growth first, budgets second"

Facebook, Twitter, LinkedIn, AirBnB and Dropbox are all companies that use growth hacking techniques.

Wikipedia

Growth Hacking

- Low budget (grow first)
- Highest possible ROMI
- Analytical thinking (A/B tests)
- Data Driven
- Unconventional techniques

Andrew Chen – Term introduction

Growth Hacker is the new VP Marketing

The rise of the Growth Hacker

The new job title of “Growth Hacker” is integrating itself into Silicon Valley’s culture, emphasizing that coding and technical chops are now an essential part of being a great marketer. Growth hackers are a hybrid of marketer and coder, one who looks at the traditional question of “How do I get customers for my product?” and answers with A/B tests, landing pages, viral factor, email deliverability, and Open Graph. On top of this, they layer the discipline of direct marketing, with its emphasis on quantitative measurement, scenario modeling via spreadsheets, and a lot of database queries. If a startup is pre-product/market fit, growth hackers can make sure virality is embedded at the core of a product. After product/market fit, they can help run up the score on what’s already working

Growth Hacking – Case History - Hotmail

The image shows a screenshot of the Hotmail website interface. On the left side, there is the Hotmail logo, which consists of a red envelope icon with a white 'H' inside, and the word "hotmail" in a bold, black, sans-serif font. Below the logo, the text "The World's FREE Web-Based Email" is displayed in a blue, sans-serif font. At the bottom left of this section, there is a small copyright notice: "© 1996-1997 Hotmail. All rights reserved."

The right side of the interface is a blue background with several sections:

- REGISTERED USERS**: A dark blue header bar. Below it, there are two input fields for "Login Name" and "Password", followed by an "Enter" button. Below the input fields, there are two radio buttons: "Frames" (selected) and "No Frames".
- VISITORS**: A dark blue header bar. Below it, there are two yellow buttons with blue borders: "Who Should Sign Up?" and "Sign Up Here!".
- INFO**: A dark blue header bar. Below it, there are three blue arrows pointing to the right, each followed by a link: "About Hotmail", "Email Safety", and "Privacy Statement".
- AWARDS**: A dark blue header bar. Below it, there are two award boxes. The left one is titled "The John C. Dvorak Telecommunications Excellence Award" and features a small image of the award. The right one is titled "PC Computing THE A LIST" and "PC Computing Top Pick for Internet Email" and features a small image of the award.

Growth Hacking – Case History - Hotmail

- Rather than blowing its marketing budget on advertising, groundbreaking browser-based email service Hotmail elected to leverage a free resource it already had— existing users.
- Hotmail already had about 20,000 users one month after launching in 1996 and it opted to market its service directly to the friends, family and colleagues of those users by employing a simple strategy: It added a tagline, “Get Your Free Email at Hotmail,” at the end of each existing user’s outgoing mail.

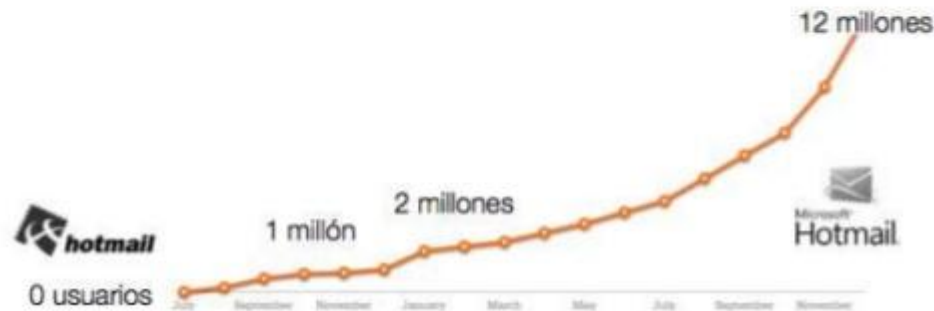
Growth Hacking – Case History - Hotmail

- When a Hotmail user sent out an email on his or her account, the recipient could click on the tagline link, which would direct them to a page where they could set up their own account. As a result, the company userbase not only skyrocketed to 1 million users within 6 months, but the email startup also executed one of the web's earliest growth hacks.

Growth Hacking – Case History - Hotmail

Hotmail - PS: I love you

- Launch in July 1996
- Marketing = buy billboards and radio ads
- PS: I love you. Get your free e-mail at Hotmail
- 18 months later, Hotmail had 12M+ users and got acquired by **M^CET**



McLean's Triune Brain Theory

Triune Brain



Survival Brain

- Reptilian

Emotional Brain

- Limbic

Thinking Brain

- Neo-cortex

Facts about People

- People make decisions emotionally
- People like to think they are logical
- People are egocentric
- People instinctively evaluate the value of whatever you offer
- People don't understand your business
- People love to buy
- Most people follow the crowd

The Psychology of Persuasion

Influence: The Psychology of Persuasion, Revised Edition

Robert B. Cialdini, 2006

The Psychology of Persuasion

- Reciprocity

People are most likely to return a positive action made to them.

Giveaways, like to download

The Psychology of Persuasion

- Authority

Most people naturally obey authority figures

Promote thought leadership of the brand

The Psychology of Persuasion

- Social Proof

People are likely to adopt belief or behaviours of groups they like, or that they perceive as similar.

“Me too” effect

The Psychology of Persuasion

- Liking

Positive emotions and evaluation towards a brand or company, are predictive of buying behaviours

This doesn't mean to be nice

The Psychology of Persuasion

- Scarcity

Supply and demand: the more rare the opportunity, content, or product is, the more valuable it is

Exclusivity

The Psychology of Persuasion

- Verbatim Effect

People are not likely to remember the whole information. Just a brief (and mostly emotional) summary

Above the fold