Growth Hacking Strategies

Growth hacking is a subfield of marketing focused on the rapid growth of a company.
This infographic contains growth hacking strategies provided by multiple experts for the research carried out by Code Inspiration team.

Read and choose a strategy suitable for your business!

Created: November 5, 2021

→ Address Real Problems

Basic enough growth hacking technique that means defining users' or customer's pains to be able to address them as well as possible by means of products or services offered.

→ Adjacent Marketing

Adjacent Markets are those markets which are close in proximity to what a company already does. Adjacent marketing means you export your skills and capabilities, not the products and services. This is like optimizing your core competencies in order to create new value for new customers.

→ In-app currency

A widely used growth hacking method that means creating some essence that can be earned by doing something in the given application. Basically it's main idea is to engage users. Having in-app currency benefits it: users like to be rewarded.

→ Sharing Options

Provide users with a possibility to share your content with no effort. In fact, it has already become a default marketing action.

→ Social Media Marketing

Social media is a great tool to promote any product or service. A great challenge is to find, address and attract relevant traffic from socials.

→ Build a community around a brand

The task is to create, manage and maintain a community related to a brand. Sounds simple but it is more complicated than creating a group in Facebook and Instagram profiles and posting links to new blog posts. Users expect to see interesting and useful content and not only promotional one. Which, by the way, should be no more than 30%.

→ Micro Communities

Tapping into micro communities is the most effective and budget-friendly growth hacking technique today. A micro community is essentially a small group of people highly passionate about a specific topic.

→ Social networks competitor analysis

Didn't you forget about competitor analysis, did you? – If so, competitor analysis has a section dedicated to the online presence of your competitors and in particular, their presence in social networks. Or their *non-presence*.

→ LinkedIn

Being a major social network for business professionals, many experts use it as a great source of leads, connections, insights, discussions and so on. In other words, for the needs of growth hacking, mainly for B2B companies.

Growth Hacking Strategies

→ Networking in Social Networks

A strategy is to look for relevant contacts and network with them via establishing connections and discussions in socials. The strategy is more relevant for B2B projects. Indeed, Linkedin is the most suitable social network for this, however, possibilities of Xing, Twitter and surely Facebook shouldn't be underestimated.

→ Messengers Networking

In fact this is almost the same growth hacking strategy as described above: it's all about looking for necessary contacts in messengers and trying to network with them.
The thing is that messengers also have some "power" you can use. Is there a sectoral chat in WhatsApp, Telegram where specialists, business owners of your niche/region take part and discuss latest news and share insights?

→ Advertisement

A simple and, in fact, default strategy to pay for traffic and show some information to a wide audience.

→ Content Marketing

It is a constant activity to create and publish content which helps users engage with a company. Usually it is carried out via articles in blogs, but there are many other types of content: presentations, videos, infographics, schemes, guides, reviews, research and so on.

→ Blogging

Publishing stuff on a certain topic constantly.

→ Guest Writing

Write articles and publish them on third-party platforms – they publish your content and mention you. As a result, you boost online presence and get backlinks.

→ Video Marketing

Video marketing has already become a default activity for many businesses. The idea of this is simple: make and publish videos related to your business, products and services.

→ Public Development Roadmap

Probably not a comprehensive growth hacking strategy, but still worthy activity. Have you got any development plan for your product? – Consider publishing it and inviting users to discuss and share feedback on it.

→ Creating Evergreen Content

The growth hacking technique means writing content that is always relevant to readers and search requests. Being challenging enough, this strategy is able to generate much traffic to a website. A worthy strategy, though requires many SEO and content production efforts.

→ Keywords' and Titles' Modification

This approach means adding necessary keywords to titles of your content. Sounds like it is complicated because it requires some significant SEO work, but everything is much simpler. Just add "free", "pdf", "2021/2022/current year" to your titles.

Growth Hacking Strategies

→ Podcasts

Creating podcasts means recording audio with some useful stuff, be it monologues, interviews, discussions or anything else and publishing them on podcasts' platforms.

→ Quizzes and Polls

Creating quizzes and polls is an engaging mechanic that attracts users to your brand. It doesn't expect to sell anything.

→ HARO press opportunities

HARO stands for Help A Reporter Out. It is a website – aggregator of journalists' requests who are looking for expert responses to prepare their materials. Sources – interviewees might get links if the reply is specific, useful, unique and educative by nature and was selected by a journalist.

→ Partnerships

Uniting efforts with similar companies or even with your direct competitors for some activities to reach a joint audience.

→ Building in Public

An approach to business development that means sharing news about the progress constantly. In other words, founders share achieved results, any news, success and failures with the public, usually in socials. This way people engage with a brand and become followers, and even potential customers.

→ Exclusivity and Restrictiveness

In some cases it makes sense to make your product available to a limited group of users. The most common practice is to make some service available only via invites from those who already use it.

→ Product Hunt Listing

This growth hacking method means submission a profile of your product on Product Hun t- a major aggregator of startups and innovative products where users vote for best ones.

→ Online Contests

Organize some online competition with clear terms of participation and definite prizes.

→ Digital Courses

For some businesses there is an option to create a comprehensive education center that offers both free materials and paid courses. Imagine how much trust to your business will the presence of such an educational center generate when customers find out about it: "Oh look, they not only sell goods/offer services, but also teach how to. This means they are professionals, isn't it? Definitely worth buying."

→ Email marketing

Email marketing is utilizing emailing and email automation services' capabilities to achieve marketing growth.

→ Reply to email newsletter

There is an idea to revise a default email newsletter strategy and invite recipients to a dialogue.

Growth Hacking Strategies

→ Pre-launch email list

It's all about preparation of emails of those who are interested in your content, product or service before the planned launch. In fact, almost impossible without a combination with other activities like creating a website or landing page with a subscription button and SMM.

→ Referrals

Referrals from your current clients toward their friends and acquaintances will be another boost in driving more clients to your business.

→ Focus on a Single Channel

Hyper-specialized knowledge of a single digital marketing channel can be worth infinitely more than mediocre knowledge of multiple channels.

→ Using No-code/Low-code

Today no-code tools offer really flexible and, in fact, advanced functionality. No code tools are great for testing hypothesis, ideas validation, launching projects with basic features for testing market demand and so on. It is much cheaper than custom software development services.

→ Give Something Away for Free

Probably there is no such person who would not have heard about the topic. And even participated. But this is a growth hacking strategy. Means carrying out a giveaway to gain attention to a brand.

→ SEO

Good old Search Engine Optimization, being the process of making a website compatible with search engines' requirements and relevant to users' requests might also be a growth hacking strategy.

→ Competitor analysis

Competitor analysis, being a basic marketing activity with the goal to define marketing positioning. It is an assessment of the strengths and weaknesses of current and potential competitors.

→ Ideal Customer Concentration

Define buyer personas and ideal buyer persona, then focus your marketing efforts on the ideal customer.

→ Focus on Decision-makers

Crucial decision-maker's real problem (not company-related) should be tackled for them so that you got the contracts.

→ Personal Brand

personal brand might become a great way to develop your business. In other words, to hack the growth.

→ Offline Events and Networking

Growth Hacking is not only about online, digital activities. Many experts underline that anyone who is interested in business growth should not forget about offline events. Let's have a look at what they say.

Growth Hacking Strategies

→ Webinars

A webinar is an event held virtually which is attended exclusively by an online audience. It is used to deliver some useful information to attendees. Holding webinars might be a growth hack.

→ Use TikTok

Being an extremely popular mobile app among the young, creating and publishing short videos on TikTok might be a growth hack. Both via a free way, trying to create videos and go viral, and paid way.

→ Use Reddit as a Source

Reddit is a major forum and a social network in the English speaking internet segment. Its monthly audience is about 1.2 billion users. Surely, it might be beneficial for your business.

→ Create an Online Tool

Create a (free) online tool to deliver some value of your services.

→ Pay Attention to KPIs

Tracking KPIs and metrics of a product is a growth hacker's primary goal, isn't it?

→ Charity

Charity as a growth hack means mentioning the fact that your business donates and does charity work. This way, users are more likely to deal with a company if they know that founders do something good and kind.

→ Capitalize on FOMO

An interesting growth hacking technique. Unlike any other, this strategy offers to experience fear. A Fear Of Missing Out.

→ Fake It Till You Make It

After all, this startup development approach is also a growth hack. It reflects the pursuit of founders not to spend much on development and at the same time to show something to investors, experts, potential users and clients to demonstrate that the idea is worthy.

→ Pivot

Pivot is basically a lean startup method for developing businesses and products by changing direction. This way, pivot means significant change, but for growth hacking, it is possible to say that small but impactful changes are required sometimes.

→ Create an Aggregator of Companies

An elegant growth hacking strategy that means creating some platform, marketplace, catalog or aggregator for companies like yours in the given country or region. Under your management.

→ Learn Failure Stories

Being an extremely popular mobile app among the young, creating and publishing short videos on TikTok might be a growth hack. Both via a free way, trying to create videos and go viral, and paid way.

Conclusion

Thank you very much for reading. Please check the <u>full research</u> to know more about the mentioned growth hacks, check how business professionals use them.

Get listed in the research

We are doing our best to form an <u>ultimate list of growth hacking strategies</u>. Do you have one? Let us know and tell about your growth hack. After some revision, we will add it to the research and mention the author.
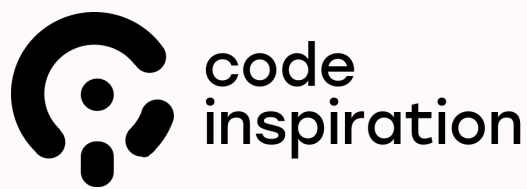
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We are happy if this research helps you.

Code Inspiration team