Growth Hacking

Roel Engel | Sanoma

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Quick introduction

Roel Engel

~5 years

~5 years

Pragmatic

Digital

Development
(managing IT, UX & Design)

Business Developer

Mobile

Product launches (Smart) Marketing

NU.nl Growth

Corporate strategy

M&A Asset strategies

Strategy & Execution Manager

Digital growth

Marketing improvements

Manager Online Performance

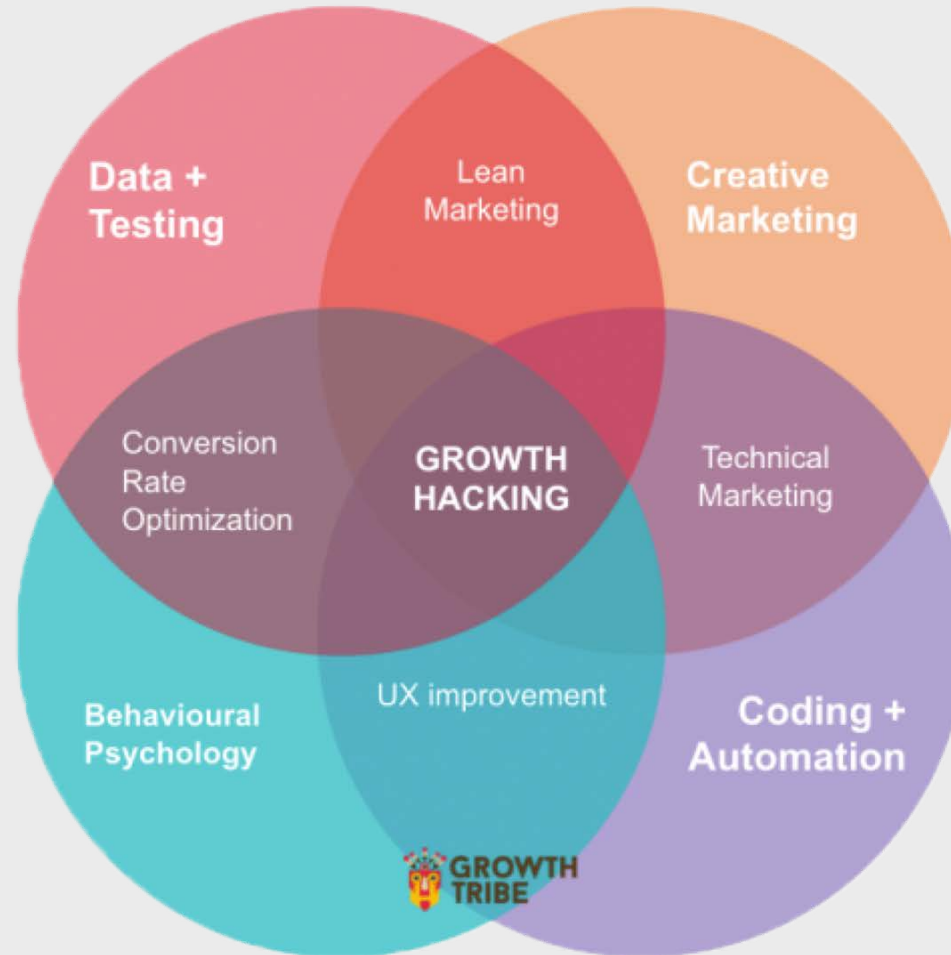**Manager Data Science**

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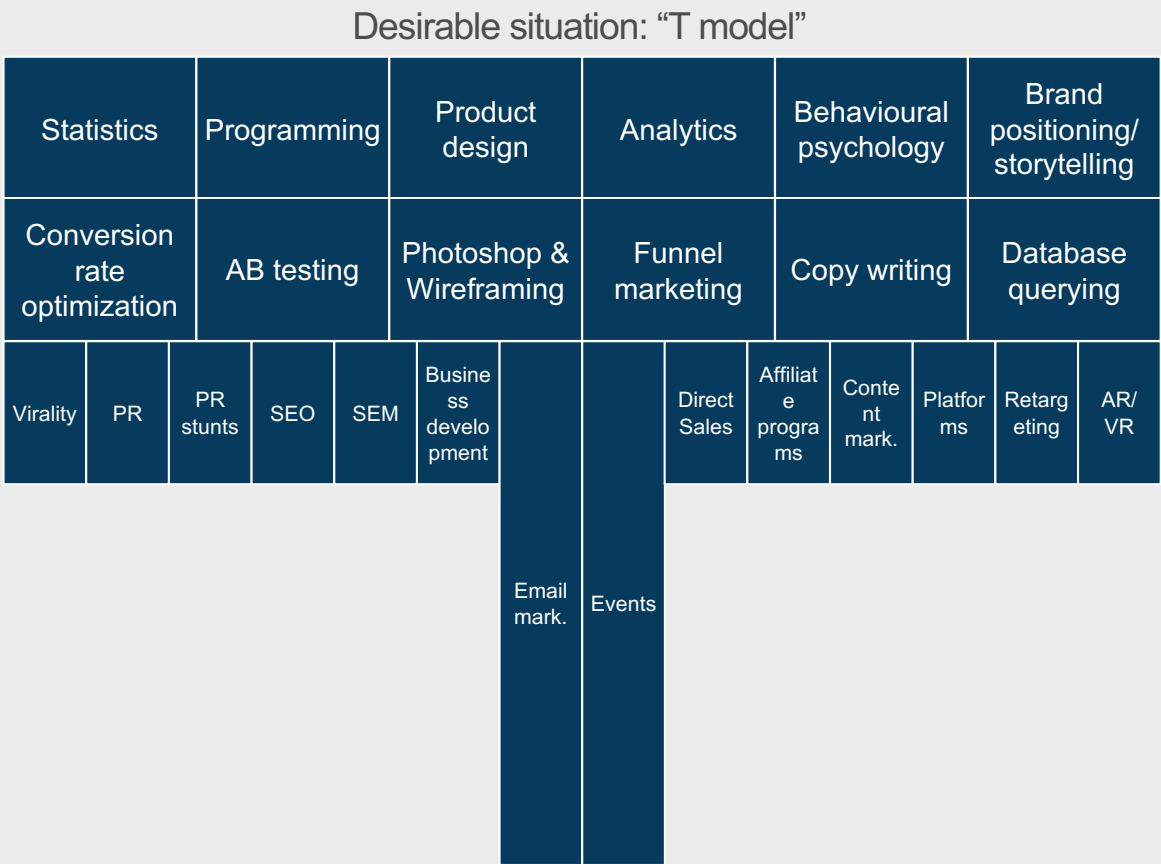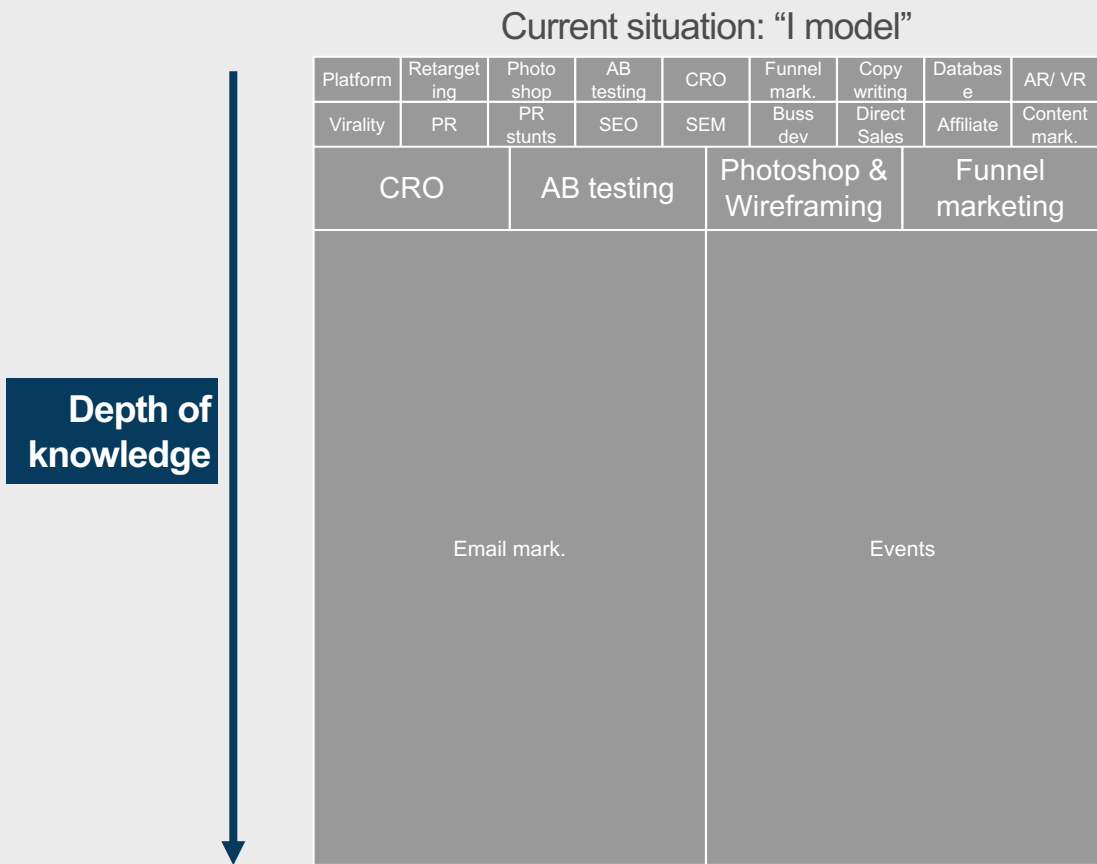What is the definition of a Growth Hacker?

Let's say it is the new hands-on & pragmatic marketer – figuring out how to scale the business

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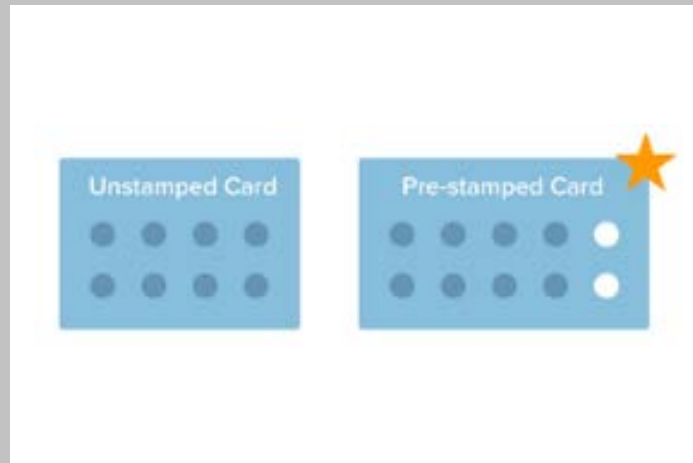# It is the hands-on/ multidisciplinary role of the future

Current situation: "I model"

Platform	Retargeting	Photo shop	AB testing	CRO	Funnel mark.	Copy writing	Database
Virality	PR	PR stunts	SEO	SEM	Buss dev	Direct Sales	Affiliate

AR/ VR

Content mark.

CRO	AB testing	Photoshop & Wireframing	Funnel marketing

Email mark.	Events

Depth of knowledge

Desirable situation: "T model"

Statistics	Programming	Product design	Analytics	Behavioural psychology	Brand positioning/ storytelling
Conversion rate optimization	AB testing	Photoshop & Wireframing	Funnel marketing	Copy writing	Database querying

Virality	PR	PR stunts	SEO	SEM	Business development			Direct Sales	Affiliate programs	Content mark.	Platforms	Retargeting	AR/ VR

Email mark.

Events

Some examples

Pre stamped cards +178% more repeat business

Skinny mirrors can improve sales with +18%

A Dutch bike manufacturer reduced shipping damage by 70–80% by printing a flatscreen TV on their boxes.

Pirate model – 7 buckets to define what buttons to push

(P) Product
A Awareness
A Acquisition
A Activation
R Retention
R Referral
R Revenue

Data is integrated in all (buttons within the) optimization buckets

data			data		
	data				data
		data		data	
data	data			data	
data			data		
	data				data
data		data			

Data specific slides are coloured green in this presentation

bucket

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Every additional second of loading time results in a drop-off in page views of 11%

3 seconds of loading time

-11%

1 additional second

-11%

1 additional second

-11%

1 additional second

-11%

1 additional second

-11%

1 additional second

(P) product

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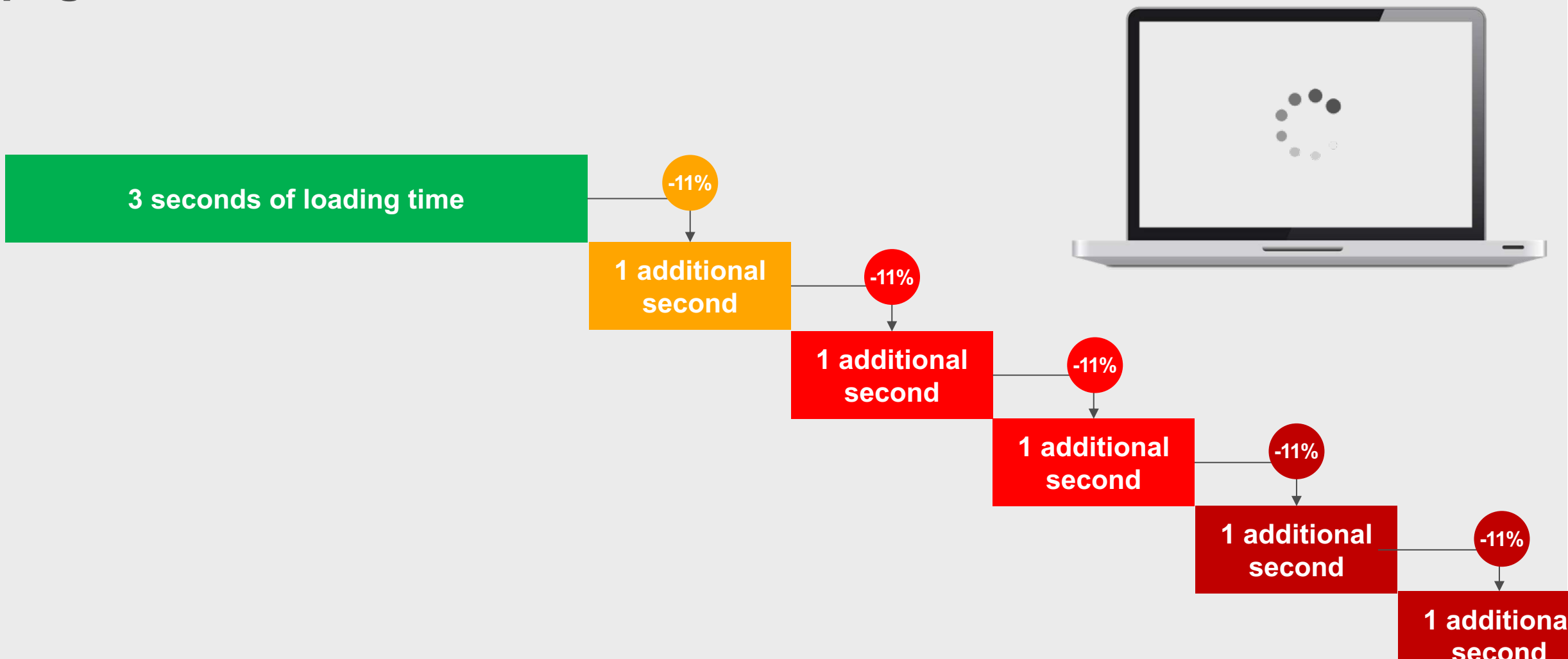
Today a product should work flawless – the bar is set high

(P) product

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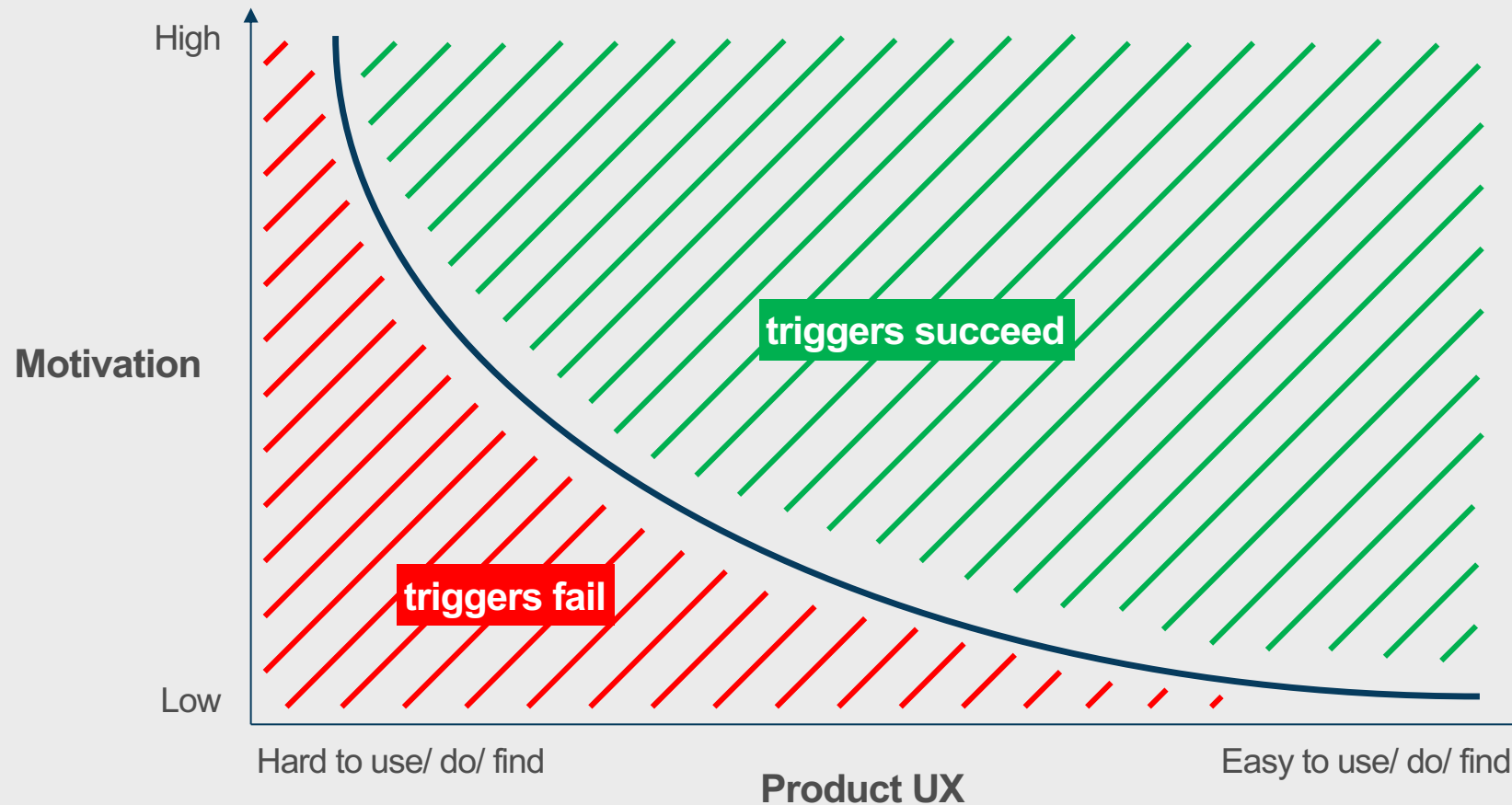
Know what users want and think

| 5-10 Second test – quick feedback of users. Ask ~4 questions | Get screen recorders of people using your site + voice over | Easy access to NPS |

| ▶ www.usabilityhub.com | ▶ www.whatusersdo.com | ▶ www.qualaroo.com |
| | ▶ www.hotjar.com (no voice over) | ▶ www.promoter.io |

product

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And analyse everything

product

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Let's start with competitor piggybacking

Awareness

Competitor piggybacking
It is difficult to find/ grow your own audience. Start by borrowing someone else's

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Examples of piggybacking – smart or nasty

airbnb

Airbnb approached all Craiglist users (automatically with a bot) to promote their apartment on Airbnb as well. And basically got al their customers from Craigslist.
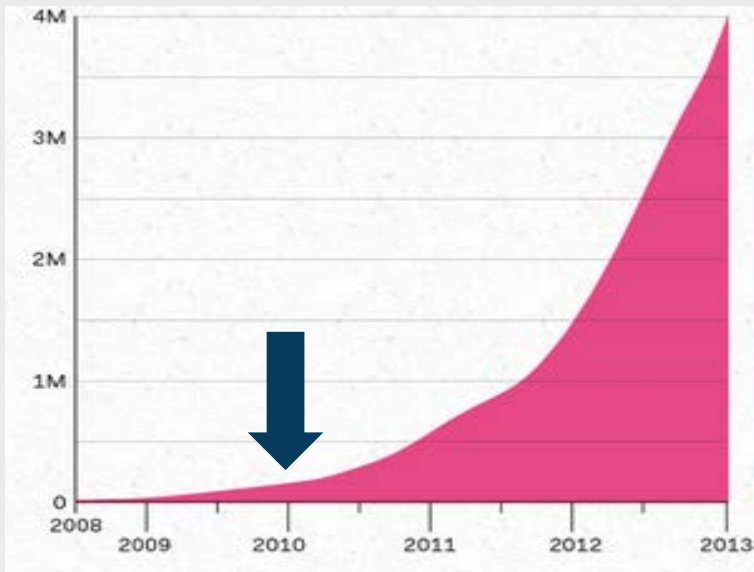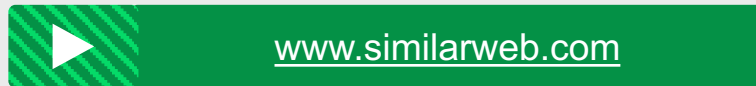
UBER

Uber ordered fake taxi rides at Lyft and Gett (their competition) and convinced the drivers to come work for Uber

PayPal

Paypal used many 'fake orders' to boost amount of Paypal orders on Ebay. Convincing Ebay store owners that Paypal is the payment method every shop should support

In the end Paypal had a warehouse full of goods Which they eventually sold through Ebay ;)

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So where can you find your audience?

www.similarweb.com

www.owler.com

type "related: www.nu.nl" in Google

Find similar sites and all kind of data about these similar sites. Keep in mind that the data (amount of users and revenue estimate are not 100% valid – often even way off – however you can find your competition)

Find data of your competitors (same applies as similarweb.com; data is nog 100% reliable)
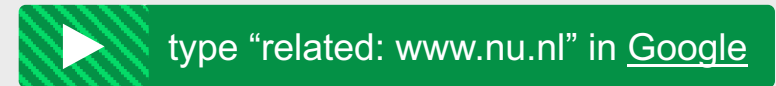
Just use Google. Type "related: www.site.com" in the Google search bar and find all sites that are alike www.site.com

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A pretty nice to trick to find what your audience is into and where you can find them (elsewhere) on Facebook

Step 1: go to the competitors or your Facebook fanpage

https://www.facebook.com/oudersvannu/photos/a.219699321373422.64204 122764794400209 /1147926471884031/?type=1&theater

└ Look at the ID after the second dot till the slash

Step 2: click on profile picture and get the ID out of the URL

Step 3: go to www.facebookcom/pages/?frompageid=<vul hier het ID in>

Pagina's vergelijkbaar met Ouders van Nu

WIJ Jonge Ouders

Zelfmaak ideetjes

Prénatal

Zwitsal

Woezel en Pip

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Let's move on to the Acquisition bucket

(P) Product A Awareness **A Acquisition** A Activation R Retention R Referral R Revenue

18
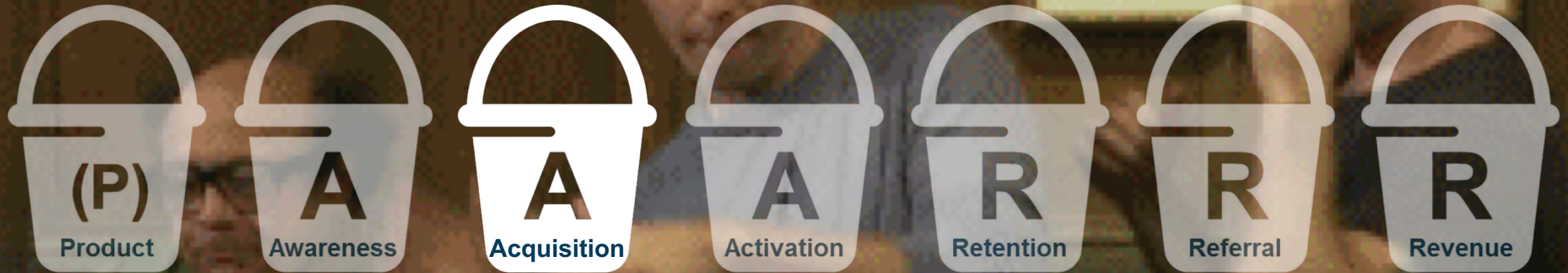
A acquisition

We define 6 traffic sources

| Direct traffic | Email & Push not. | Organic search | Organic social | Paid traffic | Other/ referrals |

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AB test everything in your acquisition marketing

Length of your title	Type of title	Time and day	Frequency

Name of sender	Amount of content	Use of emoticons

E.g. use a female name

E.g. A smiley can do the job

Anne van Zalando
O kom er eens kijken... wat jij in deze selectie vindt! ••
Nog een Sintcadeau nodig? Bestel en print nu de Zalando-cadeaubon | Gratis verzending & retour |

SCOUPY   08:15
Er zijn nieuwe Cashback-acties beschikbaar in deze winkel. Check ze snel!

SCOUPY   08:15
Nieuwe actie; probeer Rivella koolzuurvrij nu gratis! 💰🎉 Check hier

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Use smart segments in your marketing strategy

Target zombies

Find users that are inactive and target them to use the app again.
Import email base in Facebook Advertising and show them the best 'try for free' product ad

Target golden girls

Find users that are (really) active and target them as a reminder (e.g. boost 2 cashbacks per week to 3).
Also an email base in Facebook advertising and show relevant ad

Find new users

Exclude current Scoupy users (mail addresses) in Facebook selection and trigger them to download the app/ create an account

A acquisition

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E.g. Not retargeting all site visitors but only the ones that are "most likely to buy"

Mass marketing ————→ **Retargeting** ————→ **Smart segmenting**
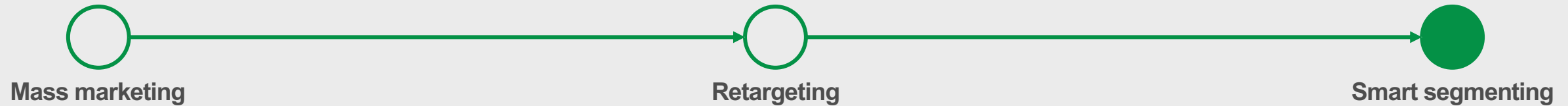
1 **Lenova** knows that **3% of visitors** is responsible for **50% of future revenues** Instead of retargeting on all site visitors they wanted to **reach the 3%** (smart segment)

2 Their Data Science team built an **algorithm to find this 3%** - based on historical data (e.g. visits per session, time spent, scroll behaviour etc)

3 By retargeting on the 3% they get the same results by **only spending 10%** of their former online retargeting budget

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So how about Activation?

(P) Product   A Awareness   A Acquisition   A Activation   R Retention   R Referral   R Revenue

A activation

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How the giants activate consumers

Dropbox

Put at least 1 file in folder
(in order to use Dropbox)

Follow 30+ people
(in order to use Twitter)

facebook

Get 7 friends in 10 days
(goal of Facebook)

activation

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How to come up with AB tests

Persuasive principles

Clarity	Focus	Relevance	Social Proof	Fear of loss	Credibility & safety

How to gather insights

E.g. Research with eye tracking

Qualitative

ask colleagues/ friends

expert review

usability research

psychology

customer service

competitive analysis

visitor recordings

People say

People do

card sorting

E.g. NPS tracker or feedback tool

feedback tool

eye/mouse tracking

E.g. Web analytics and heatmaps

How would you rate this

online survey

web statistics

Quantitative

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activation

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A next step in activation is algorithm based (machine learning) optimization

Launch a site

Rule based optimization
CRO/ AB testing

Algorithm based optimization
Personalized experiences
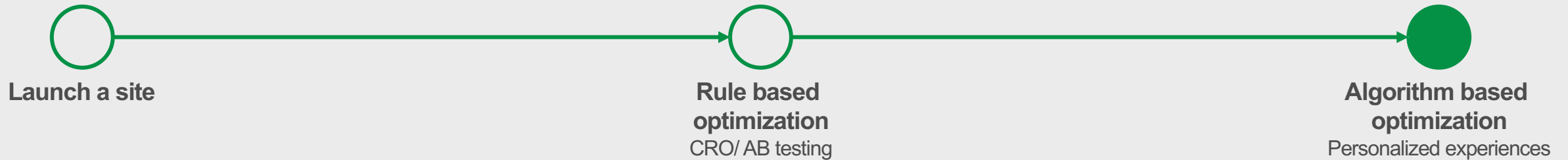
1 You can AB test a **button**; **red or blue** and go for the **best performing** one

2 Or you can **show the red button to people that** (according to an algorithm) **tend to click on red** and **the same for the blue button**

3 And this works for everything; **elements of the sites, copy, recommendations** etc

Make sure people are coming back

(P)
Product

A
Awareness

Acquisition

A
Activation

R
Retention

Referral

Revenue
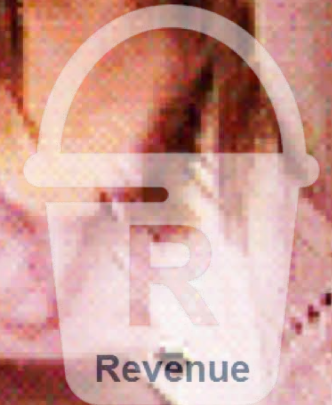
R retention

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How loyal are consumers?

Average Retention Curve for Android Apps

drop-off **80%**

After 3 days only **20%** of the users will remain using your app

drop-off **97%**

After 90 days only **3%** of the users will remain using your app

Percentage of Users Still Active

Days since App Install

retention

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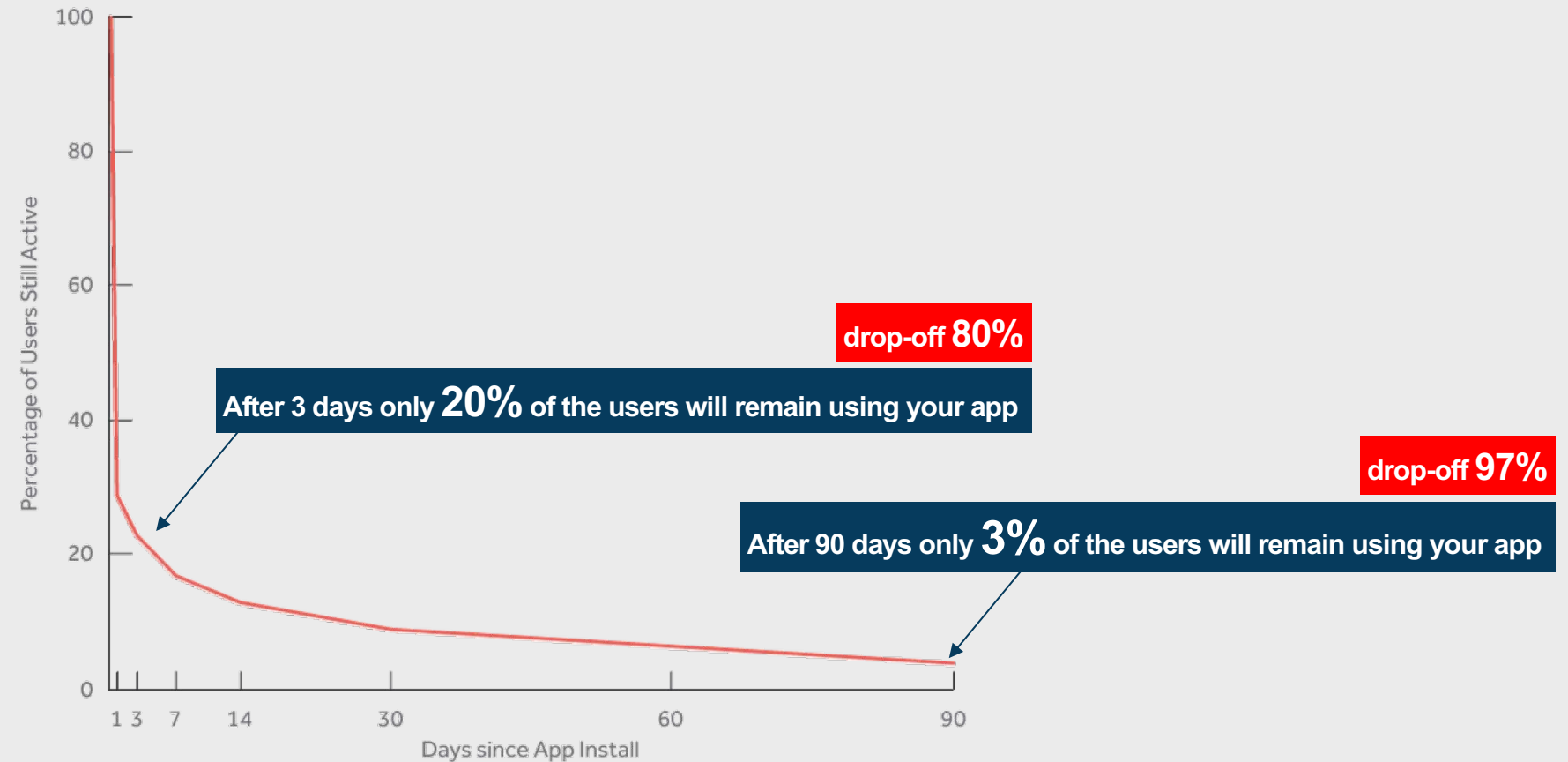
Use last years mail addresses to retarget consumers for this years event – via e.g. Facebook

2016

2017

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Drip campaign – target consumers with an abandoned basket

retention

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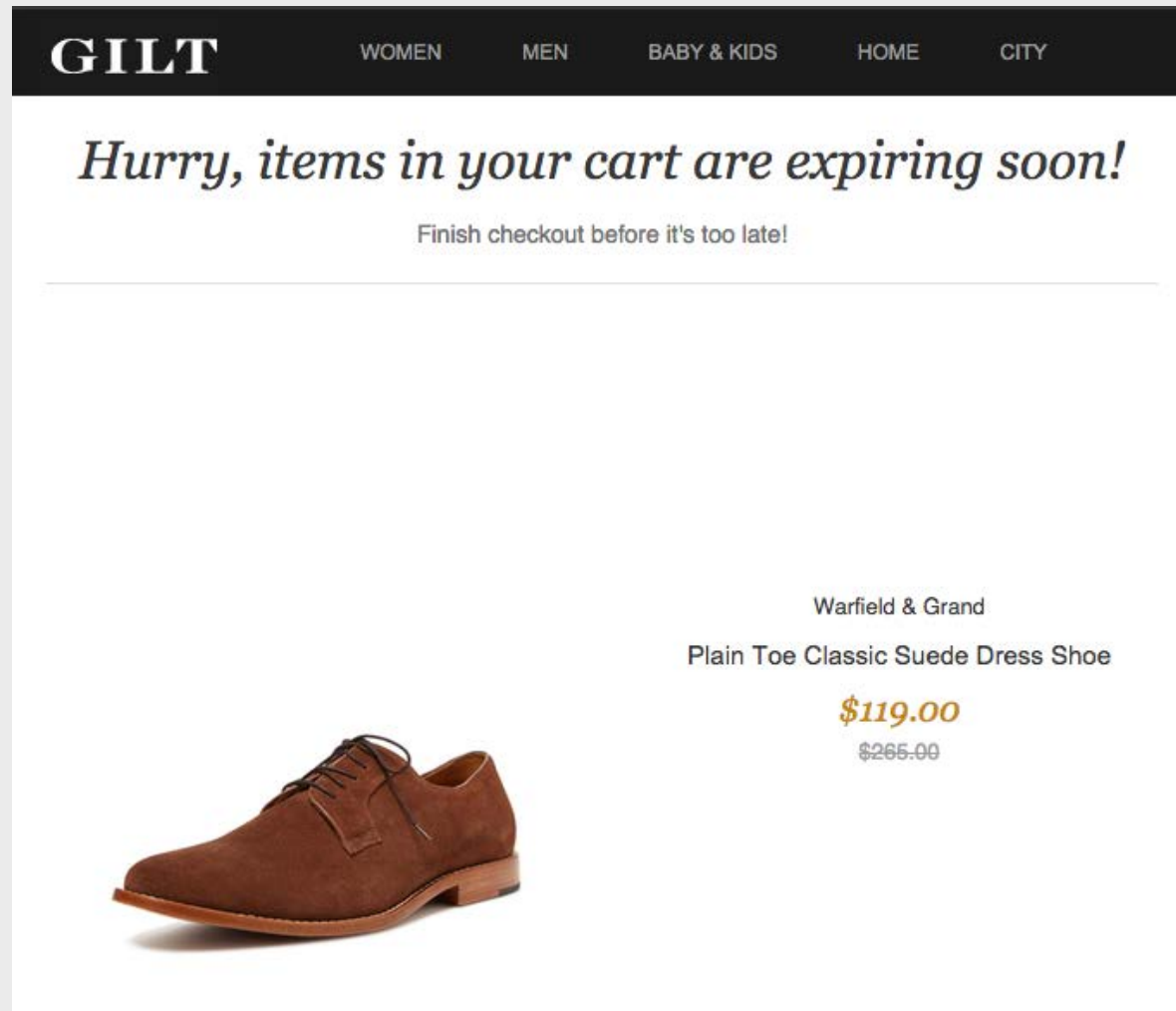
Or make sure they come back with personalized content

retention

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How to create actual fans/ ambassadors?

(P) Product
A Awareness
A Acquisition
A Activation
R Retention
R Referral
R Revenue

R **referral**

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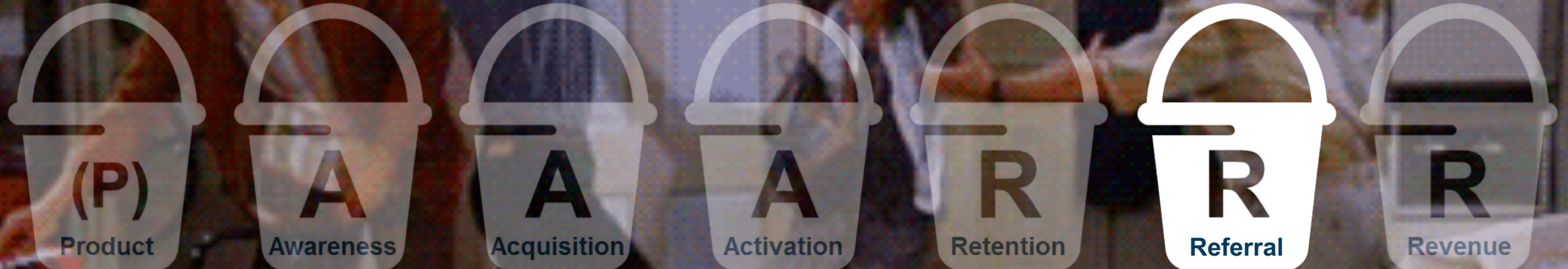
It all starts with having a great product

"What's better than viral marketing?"

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Looking at my latest new installed apps

	I searched it	Saw it on an online ad	Saw in it on Facebook	Saw in on TV/radio/print (campaign or non spot)	A friend told me
Snapchat		V	V	V	V
Untappd					V
Hardlopen met Evy				V	V
Remote Mouse	V				
Hypem					V

referral

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But creating ambassadors is challenging…

referral

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Inspiring cases: the success of Hotmail (footer) and Dropbox (sharing = free MB data)

PUT 'PS: I LOVE YOU. GET YOUR FREE E-MAIL AT HOTMAIL' AT THE BOTTOM OF EACH E-MAIL.

Invite your friends to Dropbox!

For every friend who joins Dropbox, we'll give you 500 MB and your friend 250 MB of bonus space (up to a limit of 16 GB)!

1. Share this link on Facebook or Twitter

http://www.dropbox.com/~~referral/NbwDkkOfR~~

Dropbox FTW ht~~tp://db.tt/pFGkX~~

108 characters remaining

[f] Share on Facebook   [t] Tweet on Twitter

2. Invite by email

Invite your contacts (Gmail, AOL, Hotmail, Yahoo, etc.)

Your Email

Email Password

Retrieve your contacts

or invite email addresses:

Type a list of invitee email addresses.

Send invites

Once your friend registers and installs Dropbox, you'll both get extra space. Hooray!

Briefly about revenue optimization

(P) Product A Awareness A Acquisition A Activation R Retention R Referral R Revenue

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Example: Lonely Planet added a "shitty" option which boosted the revenues with 30%

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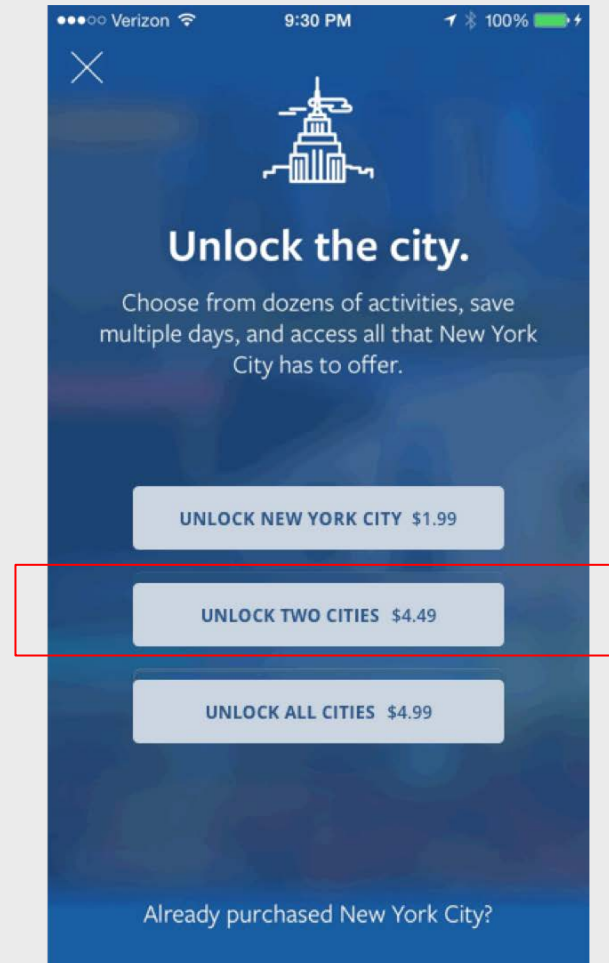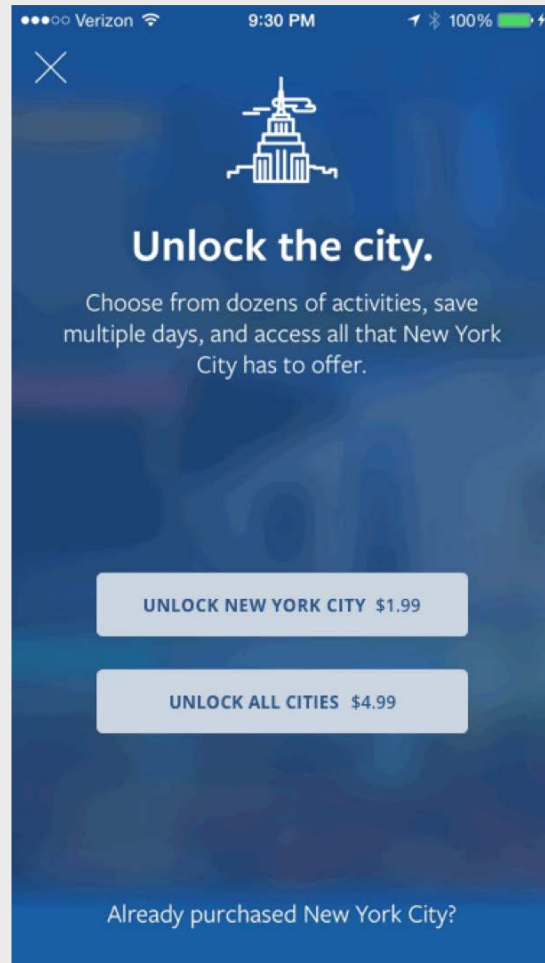
Or the McDonalds model; offer 3 options

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e.g. 1% price increase

You sell 1 million red shoes a year
Revenues: € 80m

€ 80,-

Your cost base is **€ 72m**
to sell 1 million shoes

Profit: € 8.000.000

You sell 1 million red shoes a year
Revenues: € 81

€ 80,80

Your cost base is **€ 72m**
to sell 1 million shoes

Profit: € 9.00.000

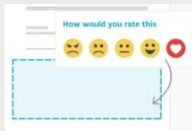Profit **+10%**

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(P) Product

A Awareness

A Acquisition

A Activation

R Retention

R Referral

R Revenue

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So regarding data…

1

So we talked about using **consumer data…**

2

…and about **optimizing marketing…**

3

…and **optimizing products**

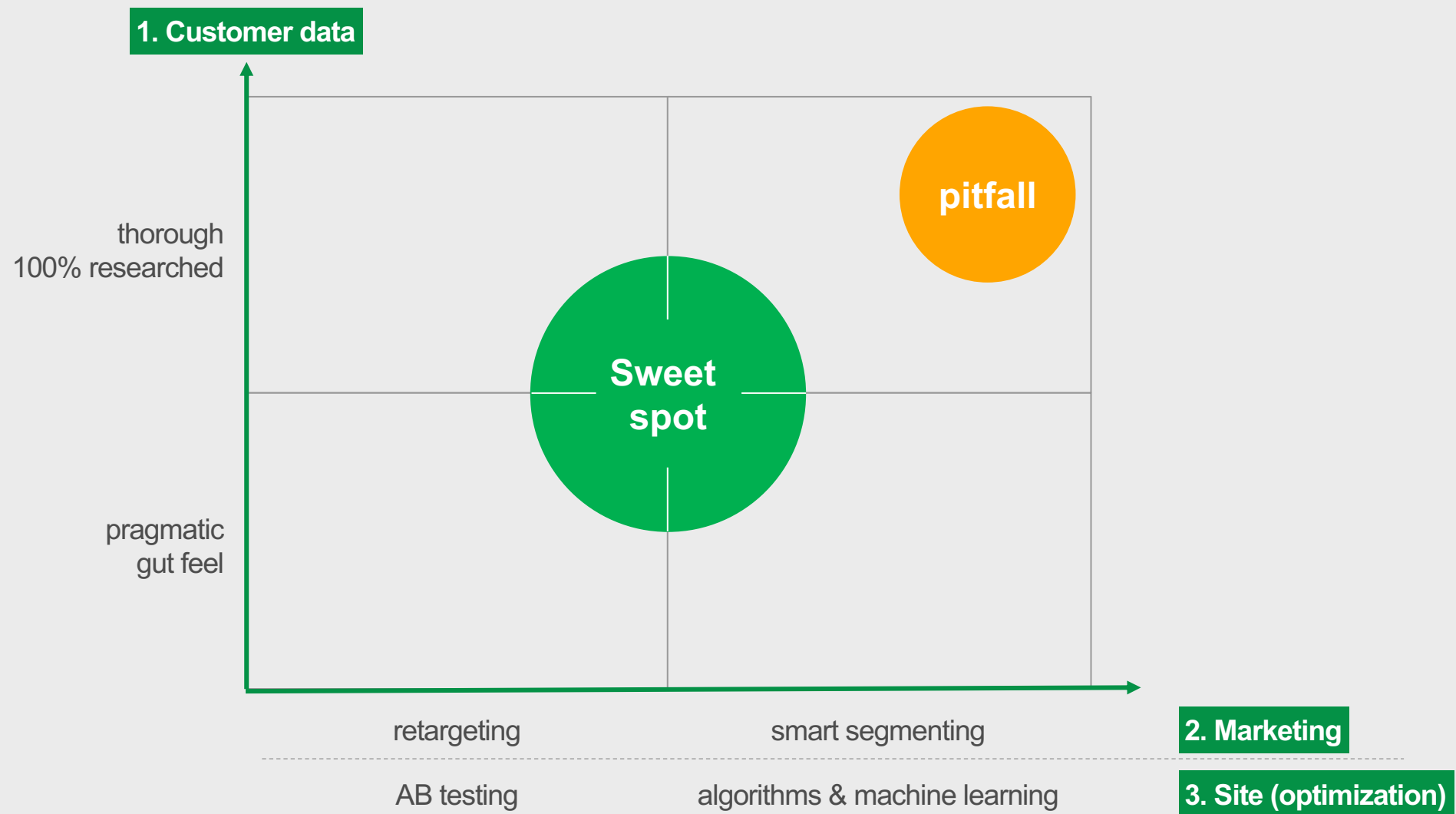
Machine learning

Algorithms

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But do not make the following mistake

Thanks for listening

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Pauze – Foyer
(naast zaal 2/3)

Jasper Oosterman

16:20 – 17:20 uur in het Theater.

Data Science

Tijdens deze sessie leer je meer over Big Data. Hoe gebruikt Sanoma Data science om haar gebruikers beter te bedienen? Je leert meer over de recommending engine van NU.nl en Churn modeling. Mochten dat termen zijn die je nog niet kent, geen probleem. Na deze sessie weet jij hier alles over!

Marketing Automation

- Control Your Data: registreer wat er gebeurt.
- Know Your Customer: gepersonaliseerde data op basis van bijvoorbeeld interesses en voorspelbaar gedrag.
- Boost Your Sales: hoe kun je het gedrag van prospects beïnvloeden en hoe verhoog je de leadconversie.
- Future proof: hoe zorg je ervoor dat je over 10 jaar nog relevant bent. En wat zijn de wettelijke kaders (GDPR).

Joris van Wessem

16:20 – 17:20 uur in zaal 2/3.