GROWTH HACKING STRATEGIES

Spark Engagement, Grow Revenue & Build Mega-Supporters
MARKETING IS SHARING

➤ I teach small brands how to use big marketing strategies to get impactful results.

➤ Brands I’ve worked with:

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TODAY’S PRESENTATION

➤ Build mega-supporters through brand clarity
➤ Spark engagement via your most powerful sales tool
➤ Learn growth hacking framework
Artfully integrated no-no words

“product” or “customer” = “service” or “registered user” “donor” etc.

If you need more clarity on the concepts, download the free workbook at heyawesomgirl.com/grow
EFFECTIVE BRANDING =

YOUR PRODUCT
+ COMPANY WHY
+ “UNSPoken promise”
+ “SPOken promise”
+ strategic marketing

BUILD MEGA-SUPPORTERS

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YOUR “WHY”

We say WHAT we do, we sometimes say HOW we do it, but we rarely say WHY we do WHAT we do.

In Start With Why
By Simon Sinek

SIMON SINEK, “START WITH WHY”
YOUR “WHY”

“PEOPLE DON’T BUY WHAT YOU DO; PEOPLE BUY WHY YOU DO IT.”
–SIMON SINEK
YOUR “WHY”

. . . BECAUSE PRODUCT POSITIONING

(HOW YOU DISTINGUISH YOUR PRODUCT OR SERVICES FROM SIMILAR PRODUCTS OR SERVICES)

BUILD MEGA-SUPPORTERS
YOUR “WHY”

...VS ALL Y’ALL

BUILD MEGA-SUPPORTERS

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“EVERYTHING WE DO, WE BELIEVE IN CHALLENGING THE STATUS QUO. WE BELIEVE IN THINKING DIFFERENTLY. THE WAY WE CHALLENGE THE STATUS QUO IS BY MAKING OUR PRODUCTS BEAUTIFULLY DESIGNED, SIMPLE TO USE AND USER FRIENDLY. WE JUST HAPPEN TO MAKE GREAT COMPUTERS. WANT TO BUY ONE?”
YOUR “WHY”

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YOUR “WHY”

“WHY POSITIONING STATEMENT” FORMULA:

WHY YOU DO WHAT YOU DO...
THEN HOW YOU DO IT...
THEN WHAT YOU DO.
YOUR “WHY”

ENGAGEMENT IS ABOUT RISK-ASSESSMENT.

WHAT’S AT STAKE?

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YOUR “WHY”

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YOUR “WHY”

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YOUR “WHY”

MAKING YOUR “WHY” CORE TO YOUR BRAND STRATEGY WILL MAKE IT EASIER FOR YOU TO CREATE MORE MEGA-SUPPORTERS
“SPOKEN PROMISE” AKA BRAND IDENTITY

VISUAL AND VERBAL EXPRESSION OF YOUR BRAND

Your why

Brand Identity

Everything else

BUILD MEGA-SUPPORTERS

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“WHY POSITIONING STATEMENT”
+ YOUR “BRAND IDENTITY STATEMENT”
= BRANDING STRATEGY

Vision + positioning
+ guidelines for identification
= bombassness!

BUILD MEGA-SUPPORTERS
YOUR PERSON

DON'T 'HUNT' WITH A SHOTGUN.
BE A SNIPER.

Specificity is key.
YOUR PERSON

YOUR "WHY," YOUR "BRAND IDENTITY STATEMENT" AND PRODUCT DETERMINE YOUR AUDIENCE.

YOUR CLEAR COMMUNICATION AND MARKETING RESEARCH FINDS THEM AND CONVERTS THEM.

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YOUR PERSON

WHAT ARE YOUR USPs (UNIQUE SELLING POINTS)?

WHAT PROBLEMS DO YOU SOLVE FOR PEOPLE?

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YOUR PERSON

BASIC DEMOGRAPHIC INFO:

Age
Gender
Income
Nationality
etc.

BUILD MEGA-SUPPORTERS
YOU WANT PEOPLE TO FEEL LIKE
“THIS IS FOR ME AND FOR
PEOPLE LIKE ME”
YOUR PERSON

WHAT DOES YOUR TARGET PERSON SECRETLY WISH WERE TRUE ABOUT THE WORLD AND/OR THEMSELVES THAT YOUR PRODUCT CAN ADDRESS OR SOLVE FOR THEM?
YOUR PERSON

SECRET WISH =
A WAY YOU CAN
PROVIDE
COMFORT, AN
ESCAPE OR HELP

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YOUR PERSON

CUPCAKE SANDWICH!

BUILD MEGA-SUPPORTERS

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YOUR PERSON

YOUR PRODUCT
+ COMPANY WHY
+ "SPOKEN PROMISE"
+ STRATEGIC MARKETING
+ "UNspoken promise"

SECRET WEAPON!

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“UNSPOKEN PROMISE” AKA BRAND ESSENCE

YOUR UNSPOKEN PROMISE

= 

YOUR BRAND ESSENCE
“UNSPOKEN PROMISE” AKA BRAND ESSENCE

Self-actualization
desire to become the most that one can be

Esteem
respect, self-esteem, status, recognition, strength, freedom

Love and belonging
friendship, intimacy, family, sense of connection

Safety needs
personal security, employment, resources, health, property

Physiological needs
air, water, food, shelter, sleep, clothing, reproduction

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“UNSPOKEN PROMISE” AKA BRAND ESSENCE

YOUR BRAND ESSENCE GUIDES THE EMOTIONAL EXPERIENCE WITH YOUR BRAND

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“UNSPoken Promise” AKA Brand Essence

Effective Marketing = Art + Science

Build Mega-Supporters
“UNSPoken Promise” Aka Brand Essence

You better know who you’re talking to!

Who the fuck are you talking to, first of all.

Build Mega-Supporters

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“UNSPOKEN PROMISE” AKA BRAND ESSENCE

BUILD MEGA-SUPPORTERS

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CLEAR BRAND STRATEGY INCLUDES:

➤ YOUR PRODUCT
➤ COMPANY WHY
➤ AN UNSPOKEN PROMISE OR BRAND ESSENCE
➤ A SPOKEN PROMISE OR BRAND IDENTITY
➤ AND STRATEGIC MARKETING
The best way to “spark” engagement for your organization is to trigger it yourself.
WHY EMAIL?

It’s yours.
And it gives you the power.
Are you ready?
HAVING YOU...

➤ Heard of “growth hacking?”

➤ Heard of the term “marketing funnel?”

➤ Used a defined marketing funnel in your business?

GROWTH HACKING 101

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WHAT IS GROWTH HACKING?

➤ A process of rapid experimentation across marketing channels and product development to identify the most efficient ways to grow a business.

➤ In growth hacking, the focus is growth.

➤ Typically used in startups or technology companies to grow users.
WHAT IS A MARKETING FUNNEL?

➤ A marketing model that outlines a theoretical customer journey towards the purchase of a product.

➤ *Pirate Metrics framework by Dave McClure:*

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Awareness

Acquisition

Activation

Revenue

Retention

Referral

AAARRR!
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BENEFITS OF GROWTH HACKING

➤ Organize your work
➤ Track impactful results
➤ Break down silos between departments
WHICH NUMBERS MATTER TO YOU?

GROWTH HACKING 101

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WHAT GETS MEASURED, GETS MANAGED...

➤ *Metrics and KPIs are key*
➤ *Experimentation optimizes your funnel*
➤ *Numbers guide your work*
PERMISSION TO SIMPLIFY

➤ Relentless focus on growth
➤ Undivided attention
➤ Growth hacking funnel is optimized to achieve one specific goal
PLEASE NOTE:

➤ Depending on your brand, your funnel may look different from this example

➤ With each section in the funnel, we’ll discuss:
  ➤ What it is
  ➤ What you could/should measure
  ➤ Tools and tips
  ➤ And a general tip for success

➤ DON’T do everything I discuss. Choose what works for you.

➤ Stay tuned for an example
AWARENESS

➤ Brand-building aspect of your efforts

➤ Can be hard to measure

➤ Measure:

➤ Reach

➤ Impressions

➤ Use:

➤ Social media

➤ Advertising
ACQUISITION

➤ Identify your customers as individual users and people.

➤ Measure:
  ➤ Likes
  ➤ Followers
  ➤ Subscribers

➤ Use:
  ➤ Social media
  ➤ Email marketing

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ACTIVATION

➤ User tries a smaller version of your product. They get a taste of what’s to come.

➤ Builds a tolerance for risk

➤ Measure:
  ➤ Downloads
  ➤ Engagement

➤ Use:
  ➤ Email marketing
REVENUE

➤ Dollar, dollar bills, y’all!
➤ The “net” matters
➤ Measure:
  ➤ Revenue
  ➤ Expenses
  ➤ Profit
➤ Use:
  ➤ Accounting systems
RETENTION

» Incremental revenue that you can generate from a given person

» Measure:
  » Churn
  » Reviews
  » Happiness surveys

» Use:
  » Audience tracking spreadsheet

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REFERRAL

➤ Other people spread the word about your company

➤ You’re leveraging the trust they have built.

➤ Measure:
  ➤ Email forwards
  ➤ Social shares

➤ Use:
  ➤ Social proof

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LET'S LOOK AT AN EXAMPLE!
ADRIENNE’S AFTER-SCHOOL PROGRAM

➤ Awareness
  ➤ Clear brand strategy
  ➤ Partners with complementary orgs
  ➤ Positions her company as a resource
  ➤ Leverages other people’s audiences

➤ Acquisition
  ➤ "Promotions" position her as an educational resource

➤ Activation
  ➤ 3 activation offers

➤ Revenue
  ➤ Per child and grant funding

➤ Retention
  ➤ Parent communication and engagement strategy
  ➤ Leveraging happy “users” to produce more happy “users”

➤ Referral
  ➤ Use social media for referrals

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ANY QUESTIONS?
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FOR FREE GROWTH HACKING RESOURCES!