

Science of Growth Hacking

A concise 3-page overview of the science of growth hacking

gh^{TV} Science of Growth Hacking

This section of the behind growth hacking

The Errors - There are three types of errors:

1. Accident - It is not your fault.
2. Afterthought - It is your fault, but you didn't know it.
3. Inevitable - It is your fault, and you knew it.

The Prerequisites - There are three prerequisites:

1. Idea - You need a good idea.
2. Team - You need a good team.
3. Solution - You need a good solution.

The Science - Growth hacking is a science.

1. Learned - Growth hacking is a learned skill.
2. Democratic - Growth hacking is a democratic process.
3. Methodical - Growth hacking is a methodical process.
4. Experimental - Growth hacking is an experimental process.
5. Calculated - Growth hacking is a calculated process.
6. Additive - Growth hacking is an additive process.

The Funnel - A growth hacker's funnel:

1. Get Traffic - Traffic is the lifeblood of a business.
2. Activate Members - Members are the lifeblood of a business.
3. Retain Users - Users are the lifeblood of a business.

The Disciplines - A growth hacker's disciplines:

- Marketing
- Coding
- Product

Method Question > Research > Hypothesis > Experiment > Data > Conclusion

Tactics

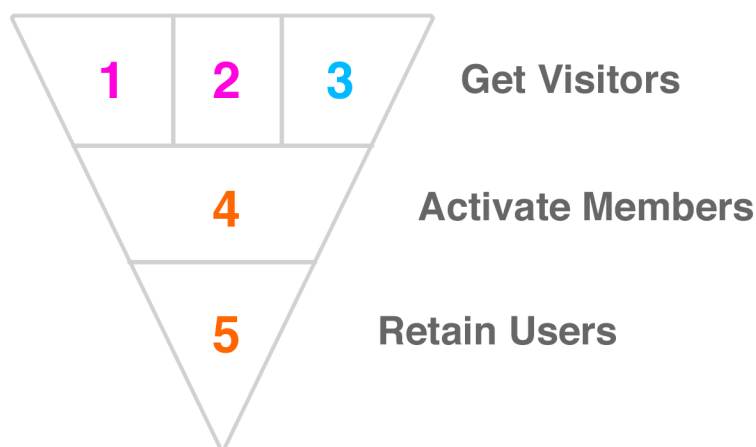
- 1 Inbound** Blogging, Guest Blogging, Podcasting, Guest Podcasting, Ebooks, Guides, Whitepapers, Infographics, Webinars, Conference Speeches, Mp3s, Videos, Slide Decks, SEO, Social Media, Contests, Marketplaces, Deal Sites, LOPA.
- 2 Outbound** Purchase Ads, Promotional Swaps, Affiliates, Direct Sales
- 3 Automated** Network Invitations (Phone Contacts, Email Contacts, Social Contacts), Social Sharing, API Integrations, Backlinks, Incentives, Organic.
- 4 Activate** Landing Pages, Copywriting, CTAs, Onboarding, Gamification, Social Proof, Pricing (Tiers, Discrimination, Naming, Trials, Discounts, Riskless).
- 5 Retain** Staged Traffic, Speed to Aha, Email, Alerts and Notifications, UI/UX, Exit Interviews, Red Carpet, Increase Value, Community Building, Happiness.

Errors Accident, Afterthought, Inevitable

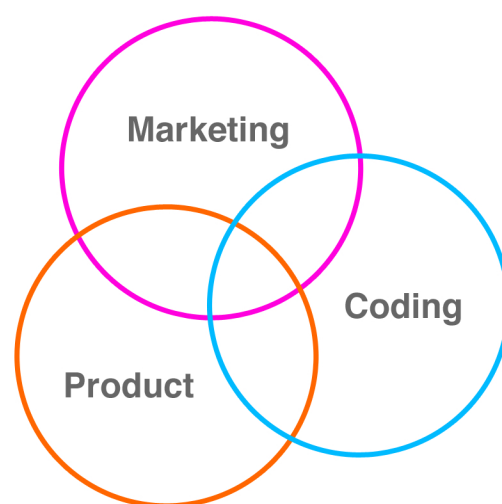
Prereqs Idea + Team + Solution

Science Learned + Democratic + Methodical + Experimental + Calculated + Additive

Funnel



Disciplines



Method Question › Research › Hypothesis › Experiment › Data › Conclusion

Tactics

- 1 Inbound** Blogging, Guest Blogging, Podcasting, Guest Podcasting, Ebooks, Guides, Whitepapers, Infographics, Webinars, Conference Speeches, Mp3s, Videos, Slide Decks, SEO, Social Media, Contests, Marketplaces, Deal Sites, LOPA.
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This section of the PDF is broken into two parts. This first page deals with the **Theory** behind growth hacking, and second page deals with the **Practice** of growth hacking.

The Errors - There are certain fallacies around growth that a startup must avoid:

1. Accident - It is an error to think that growth is an accident, rather than planned.
2. Afterthought - It is an error to think that growth is important only after a product launch.
3. Inevitable - It is an error to think that growth is inevitable because of your technology.

The Prerequisites - There are certain prerequisites for growth that a startup must have:

1. Idea - You need an idea that could potentially meet the needs of a real market.
2. Team - You need a team that is knowledgeable and passionate about a real market..
3. Solution - You ultimately need a solution that does meet the needs of a real market.

The Science - Growth hacking is similar to science in many fundamental ways:

1. Learned - Growth hacking can be learned. Anyone has the potential to do it.
2. Democratic - Growth hacking is democratic. It doesn't matter if you're a nobody.
3. Methodical - Growth hacking is methodical. There is a process in place to do it.
4. Experimental - Growth hacking is experimental. You must try many different thing.
5. Calculated - Growth hacking is calculated. Conclusions are based on data, not instinct.
6. Additive - Growth hacking is additive. You are always accumulating new knowledge.



Science of Growth Hacking

The Funnel - A growth hacker's primary goal is to move people through a defined funnel:

1. Get Traffic - This involves getting people to your product that don't know about you.
2. Activate Members - Once people are on your product they must take certain actions.
3. Retain Users - Once they have taken actions you must keep them as long-term users.

The Disciplines - A growth hacker moves people through this funnel by using 3 disciplines:

1. Marketing - Traditional internet marketing is used by a growth hacker to get traffic.
2. Coding - Engineering is also used to generate traffic through code-heavy solutions.
3. Product - Typical product level decisions are used to activate and retain people.

The Method - A growth hacker also moves people through this funnel in a scientific way:

1. Question - What are you trying to figure out? Ex: Why do people exit our registration?
2. Research - What information could inform you? Ex: Read a related psychology study.
3. Hypothesis - What do you think will happen? Ex: Less fields will improve completions.
4. Experiment - How can prove or disprove hypothesis? Ex: Run an A/B tests with fields.
5. Data - What did the study show? Ex: Less fields did increase registration completions.
6. Conclusion - What are you going to do with this data? Ex: Decrease registration fields.

The Tactics - A growth hacker's use of the disciplines and method above generates tactics:

1. Inbound - This is when you give people a reason to come to your product on their own.
2. Outbound - This is when you go out and actively push people towards your product.
3. Automated - This is when you create hands off systems via code that bring people in.
4. Activation - This is when you get people to take desired actions within your product.
5. Retention - This is when you get people to become repetitive users of your product.

The Definition - There is a lot of confusion about what a growth hacker is, but now we know:

- A growth hacker is someone that uses marketing, product, and coding skills to scientifically grow and retain a user base.