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GROWTH HACKING AND ITS POTENTIALS IN THE DEVELOPMENT OF START-UPS

– Cases: Loogup Ab – Smart Home Search Company

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In the entrepreneur society, the expenditure for advertisements always cost a certain amount in the budget of companies. However, when the digital era enhances our living condition, the way founders advertise and promote their business has been increased to higher level which will be more cost-effective. These new methods of marketing are known as growth hacking which helps start-ups conduct inexpensive ads or marketing campaigns based on its target audiences which then could be improved according to feedbacks of users.

The thesis is based on growth hacking theoretical and practical concepts that are collected from both theoretical and practical sources. Theoretical sides are based on academic sources whereas companies' cases will be in assistance with practical ones.

Finally, the thesis concludes practical suggestions for implementation of stacking growth by representing useful tactics and potential tools for start-ups. Start-ups can exploit the potentials of growth hacking metrics as well as avoid their pitfalls in conducting promotional campaigns.

CONTENT

Bachelor's thesis in International Business
Tran Thi Truc Nghi (1502259)

1 INTRODUCTION

The thesis will concentrate on the growth hacking from theoretical and practical sides that are proven from real companies' cases. Likewise, this thesis will represent the advantages of growth hacking in the development of start-ups or small and medium sized companies.

Furthermore, this thesis aims to provide readers with an insightful understanding of growth hacking that can be employed for the development of start-ups.

Last but not least, the thesis will answer one main research question and three sub questions as follow:

Research question:' **How can Loogup take advantage of growth hacking in its first launch?'**

- Sub question 1: How can growth hacking affect the growth of one start-up?
- Sub question 2: Which types of businesses would need growth hacking?
- Sub question 3: What elements will build a successful growth hacking campaigns?

1.1 Thesis motivation

Before September 2017, I knew nothing about the Growth Hacking or any terms related to it and just focused on studying and working mainly in digital marketing area. During September 2017, I received the placement offer from Loogup Ab which use Artificial Intelligence Platform for Swedish real-estate market which utilize growth hacking as a main strategy to boost its growth. After this point, the term 'growth hacking' left a big impression on me and pushed me to learn more about it which elevate both my knowledge of digital marketing and working experience into a higher level. I got to know about this useful method that can boost the growth of start-ups and small companies by only using growth hacks. At a personal level, this is one crucial field of knowledge for modern marketers/ growth hackers if they work in either small or medium sized companies among the pool of companies having similar ranges of products and services.

Therefore, the main motivation of this thesis is to understand what and why growth hacking are used in modern marketing which can be expanded into a new but potiential fields of teaching or conducting researches in the future. Another factor that will be explained in the thesis is to focus on which criterias to build one successful growth hacking campaign which then leads to its potentials to apply for small companies.

Besides, choosing this topic also opens a path of doing more research about what I have done for Loogup Ab as well as my successes and failures. During the time I worked at Loogup Ab, I recognized that big brands can pay an enormous amount of money for a nice ad position in press while start-ups cannot afford that. Due to that reason, these small and new companies change to use growth hacking as an accelerator tool to get followers and generate leads at first stage of launching by using automated email marketing, bots or analytics. Generally, one growth hacking campaign will request much creativity and flexibility in testing many different growth hacks; however, mostly the growth hacking engines are cost-effective and do not require the founders to pay as much money as traditional big brands but still get same or more audience 's attractions.

1.2 Thesis objective

The main thesis objective is to study the case company – Loogup in preparing and developing its launch strategy by providing:
  (1) The theories and metrics that contribute to the success of growth hacking campaigns.
  (2) The growth hacking tactics that are used previously by famous companies including Dropbox or Airbnb, etc., as the prominent examples.
  (3) The growth hacking plan implemented and constructed for the launch campaign based on the current situation of Loogup.

More specifically, the thesis will start explaining most important (1) theories and metrics that strongly contribute to the success of growth hacking plans. This will set up as the beginning step for readers since they might not have enough knowledges or understandings about this field yet. Readers will get to know what growth hacking is

about as well as differentiate between the growth hacking and digital marketing. During a long decade, people have acknowledged and changed thinking from traditional marketing period which mainly promoted via Tv or magazines ads to digital marketing era that mostly takes place in the Internet. And now, their thinking has been once changed again because of the existence of growth hacking which is proven as cheaper and more effective than previous methods of marketing. Although considered more cost-effective than traditional marketing, digital marketing just ends at customer acquisitions whereas growth hacking more concentrates on developing whole sales funnel which is considered as one important supplementation for the marketing plans (Kajabi, 2018).

Furthermore, the next objective is to study the (2) related metrics and tactics that are previously used and proven to be effective by famous companies. In this case, both positive and negative sides of each tactic will be shown in every company's example. Through these examples, readers can understand how these companies have implemented to hack the growth which then could help them clarify and choose the suitable hacks for their own company and at the same time to lay the foundation for their future development.

As a forward step, assisting the case company Loogup in (3) formulating and implementing the launch is the final objective of this thesis. Based on the theoretical and practical findings, Loogup team tried to find best hacks that fits our current situation before entering into the real-estate market. Because of being a small – sized company and having no previous reputations in both real-estates and artificial intelligences fields, we decided to get the high traffics and generate leads as much as possible by taking advantage of growth hacking tactics. This means that we would not invest in a large amount of money for advertising in Tvs or banners as other big or well-known real-estate companies but still keep in touch with potential users based on their locations and preferences. Besides, we aimed to establish a start-up which focus on the real-estate field by using artificial intelligence technology which has never conducted by anybody previously; therefore, we agreed that taking advantage of growth hacks which

mainly take place in the Internet is the one and only method of both delivering our images to clients and ensuring our future development.

1.3 Thesis limitation

The thesis faces with certain limitations when going to the further in-depth study. The first obstacle is the shortage of traditional and academic sources. Due to this reason, a numbers of e-articles, presentations, blog posts and electronic sources which are credible will be a replacement and explanation for the theoretical part of this thesis. Secondly, although the thesis is written based on the inspiration from the Loogup case, the data approved to publish in this thesis are still much less than those committed not to show up according to our confidential agreement. Therefore, readers might not explore all hacks that Loogup choose to use as expected. Thirdly, as Loogup was still at the early-stage of development, there would be still some limitations of its launch's successes. In fact, Loogup changed the publishing date for their app at the last minutes although announcing to registers before. This somehow reduces the impression of our launch later. Lastly, though there is a pool of growth hackings tactics that could deliver similar successes, the writer only picks a handful of hacks that are considered to be viable for the above-mentioned case company.

1.4 Thesis methodology

The data collection and methodology of this thesis are based on the onion diagrams which is introduced by Saunder in 2012 (Mark Saunders, 2012)
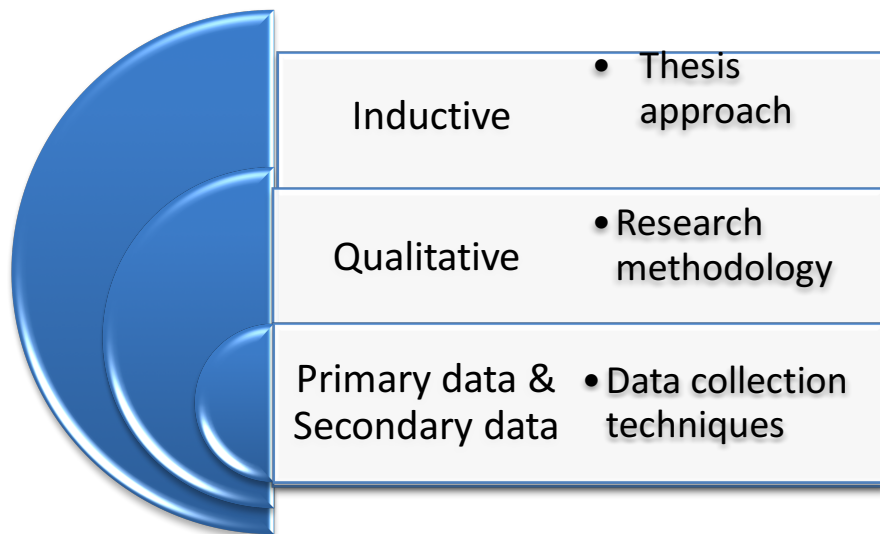
Figure 1; Onion diagram of this thesis (Mark Saunders, 2012)

- The first layer: Research approach

As for the research approach, both the deductive and inductive approaches will be applied for this thesis. Since the topic 'growth hacking ' is pretty new and the numbers of theoretical frameworks are still limited, the induction approach will be more selected to use than the deduction ones. More specifically, the induction approach will be helpful in generating, analysing and finally reflecting datas that are collected from previous theoretical studies. Besides, this piece of research also needs to be investigated deductively although having a limit of literatures. From this approach, the frameworks and mechanisms of datas will be explained and pointed out in the purpose of assisting for the induction one.

- The second layer: Research methodology

The thesis will be approached quantitatively and qualitatively. The quantitative method will show the data analysis of taking advantage of growth hacking in the real examples of case companies, including Loogup Ab. The next quantitative method will present the depth and richness of topic thesis in relation with previous case studies and other authors' knowledges and real experiences. In assistance with these two methods. At first, survey is considered to become one of the main quantitative research. However, when conducting the survey, the author recognizes that there are not many people who

have known about growth hacking as well as never had chances to experience it before. Due to this reason, the survey's result is so low and cannot assist with the thesis. However, the author accessed to some other case companies to exploit and use their data as a supplementation for the quantitative research.

- The third layer: Data collection

The data collected for this research will be divided into two types which are primary and secondary. Primary data will be collected from the results and statistics that author did the job at Loogup and from other real case companies while the secondary ones will be observed and gathered from previous researches, for examples theoretical books and previous thesises, in order to showcase the outcomes beneath the thesis topic.

2 GROWTH HACKING CAMPAIGN

2.1 Definition and Its importance in the development of start-ups

Growth Hacking is a new term in digital marketing area that was first coined in 2010 by Sean Ellis (Patel, 2007). According to Sean Ellis who is the father of growth hacking, the growth hacking was actually based on what growth hacking is not. According to his explanation, growth hacking is a marketing strategy which takes the growth as the first priority over than any other thing else's. Sean thinks that it is crucial for start-ups to succeed if embracing growth hacking to promote their products to customers at the first step (Hunckler, 2017). In a larger meaning, the main goal of using growth hacking is to get the substantial growth in the quickest time within the limited budget or tactics (Jonathan, 2017). Besides, the most popular definition of growth hacking is a process of marketing experiments that will be used in all channels from social medias, for examples Facebook, Instagram and LinkedIn to the email marketing campaign (Jenny, 2017). Being considered mind-set rather than toolset, Growth hacking is much used in start-ups rather than traditional companies since they need the fast growth at the stage of launching (Payne, 2017). Obviously, it is said that 39% traditional marketers nowadays believes their strategies become ineffective and begin to consider more about the importance of growth hacking but usually they mostly are approaching it in the wrong manners (Patel, 2017). Therefore, reaching right manners to enhance the growth is the desire of companies which is even more intense to the situation of start-ups as growth is the key element to affect the future of start-ups (Ginn, 2012). Start-ups have to do and think out of the boxes if they do not want to be out of market; therefore, growth hacking helps them to innovate and generate leads at the beginning by testing or trying instead of wasting marketing plans in paper and whiteboards like marketers in big companies might do (Ellis, 2017)

As a matter of fact, start-ups or young companies are those who lack of finances at the first stage but needs rapid growth when launching their products or services into the market. This is the reason why growth hacking is much being used these days in the

start-up community since it provided start-uppers with marketing campaigns at the lower cost per customer acquisition that leads to long-term sustainable growth. Growth hackers will generate more leads and conversion rates by using email marketing, website analytics, search engine optimization, A/B tests, automatic bots and viral marketing instead of following the old and traditional methods of marketing. According to Aleksandar Bibovski, growth hacking is seen as a part of digital marketing system since most of activities will relate to the content marketing and data analytics (Bibovski, 2016). Due to the lack of financial supports and tight budget at the first stage of development, start-ups have to think out of the boxes if they do not want to be out of market; therefore, growth hacking helps them innovate and generate leads at the beginning by testing or trying instead of wasting around marketing plans in paper and whiteboards like marketers in big companies might do (Ellis, 2017).

2.2 Growth Hacking Vs Digital Marketing

As mentioned in section 2.1, growth hacking is seen as a combination of digital marketing and IT engineering. However, growth hacking comprises of a larger concept than digital marketing. During a long time, marketers are just those who stop at promoting and pushing products to customers but rarely have any methods to analyze the customer's engagement. Meanwhile, IT engineers only have one responsibility to build code or platform for software development and do not have any relations with marketers. But at present, with the huge expansion of the Internet, the works of marketers and IT engineers have merged to build a united system of true growth which is called as growth hacking (R.Bowden, 2018). In a more specific way, growth hacking is the process of marketing experiments which is really about science and data (Wilson, 2015). Besides, Sean differs growth hacking from other types of marketing by figuring out the main point that growth hacking relates to sciences, data and process (Holiday, 2014). Digital marketing focuses on the customer acquisition only whereas the all stages of sales funnel besides customer acquisitions are what growth hacking aims to achieve. More specifically, growth hacking will conduct tests on various kinds of tactics to

improve the database of users. Through these tests, growth hackers will decide which growth hacking method works best for the products and services they are offering. Furthermore, marketers pursue the long-term path of brand buildings and connections enhancement while growth hackers mostly focus on one and only targets which are scalable growth (Holiday, 2014). Due to the purpose of developing accelerated growth only, the key of growth hacking is to fit products to the right people which then to obtain user base for finding right communicative channels (Kissane, 2015). However, growth hacking campaigns sometimes contain more risks than digital marketing campaigns as they do not provide straightforward guideline that could well adapt into any types of start-ups which requires the growth hackers a flexibility to change hacks all the time. Growth hacking must be applied with a scientific process of creativity that is measurable, scalable as well as repeatable (Ratcliff, 2014); furthermore, growth hackers are allowed to make decisions without assistance or permission from others like traditional marketing which prove the flexibility to change to another metric if finding it unsuitable with products or services.
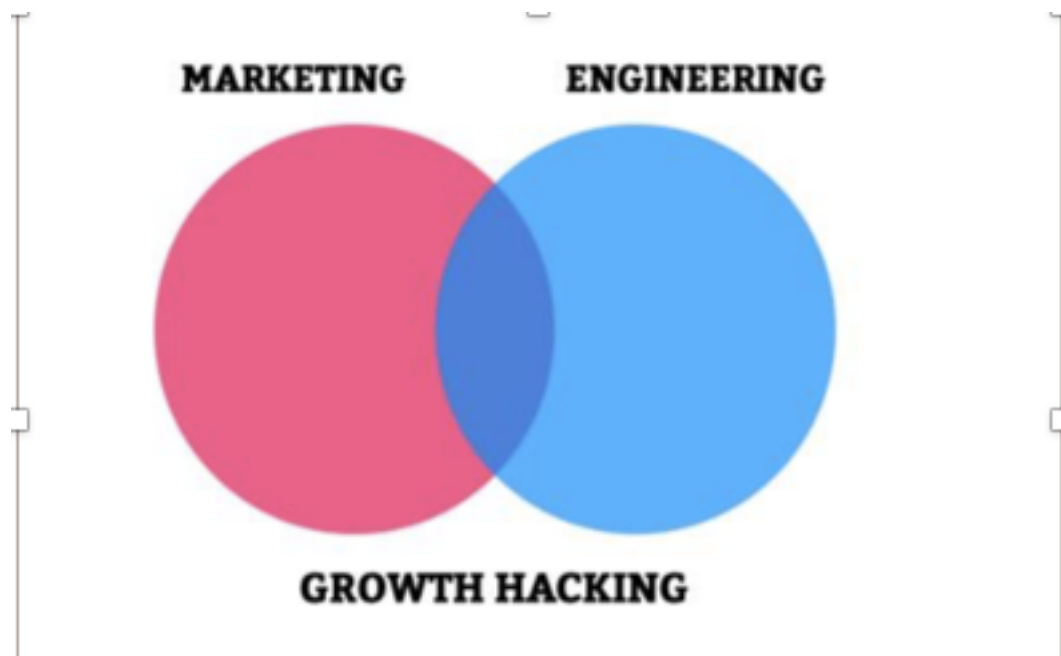

Figure 2: A Fusion between marketing and IT engineering (Brody, 2012)

2.3 What strategies make a growth hacking campaign

While people working in digital marketing field are seen as digital marketers, growth hacking brings a new term for its people which can be called as 'growth hackers'. Growth hackers under the definitions of (Ellis, 2010) can be seen as those whose true north is growth. This means every marketing strategy of growth hackers is for the aim of scalable growth exploitation. The working rules of growth hackers are defined by Holiday in his '' Growth Hacker Marketing'' book as someone who has thrown away the playbooks of traditional marketing and replaced them with what is only testable, trackable and scalable (Holiday, 2014). Under his definition, Holiday also clarifies that growth hackers mainly use marketing tools such as emails, blogs and APIs instead of paying money for commercials. As the end goal of every growth hacker is to build a self-perpetuating marketing machine that reaches millions by itself (Ginnt, 2013); therefore some of their growth hacking strategies are mostly complex and technical which can be changed constantly and even just be useful in one time. Growth hackers are those who concentrate on the mind-set tools rather than the heavy concepts and analysis like the traditional marketers are following (Holiday, 2014).

Back to 1996 when Hotmail was still figuring out how its first marketing campaign would be, the two founders who are Jack Smith and Sabeer Bhatia suggested with Tim Frapper that if they could put their works on billboards or just write an email to every user in the Internet (Holiday, 2014). However, they eventually felt that these marketing methods just made users see their products untrustworthy or even as the spams.After that Drapper had come up with an idea to put a message in a place that everybody will notice, which is the bottom of their computer's screen when they were online. More specifically, one sentence which is'' P.S: I love you. Get your free e-mail at Hotmail'' would appear as an advertisement whenever Hotmail's users sent their email. This was extremely a revolution at the time since just using one cute and meaningful sentence, the number of Hotmail's users escalated many times after that which was 1.000.000 million members during six months and had doubled again in five weeks later (Out,

2016). And of course, this idea has become one of first and famous growth hacking examples for years (Papineni, 2014).

Since the success of Hotmail which was then followed by Google, Pets.com and many other tech companies, many marketers have broken through the limits of marketing and transformed themselves into growth hackers. Also, from this point, some marketers begun to seriously learn what growth hacking is and what contribute to a successful growth hacking campaign (Holiday, 2014). These following steps are what a growth hacker from beginners to professional ones must keep in mind when designing any growth hacking campaign.

The growth hacking funnel can be compared with a layer cake which the traffic or demand generation will be on the top (Borden, 2014). The first layer is called as acquisition which comprises the segmentation of audiences that indicates where or how people know about your sites. The next layer is the activation stage which means these audiences will convert to your users after becoming aware of your sites or not, for examples, if they sign-up for a demo/trial or buy your products. The third layer is retention in which the most powerful method is email. When collecting emails from users through second layer, it is the time to start the email marketing campaign and develop the relationship with them. This is the step-by-step process which can start by welcoming emails and keep going with follow-up ones. The follow-up emails aims to increase the engagement of users from second layer via promotional offers or newsletter which lead to the last stage called as refferal. Obviously, the last one is to increase viralilty for your products which requires different growth hacks (Holiday, 2014). Also, Google Chrome extensions are advised to be taken into practices in the purpose of spreading to both targeted and lookalike group of audiences. In real practices, the order of retention or refferal stages can be switched to each other which depends on the current situation as well as ambition of that start-up.
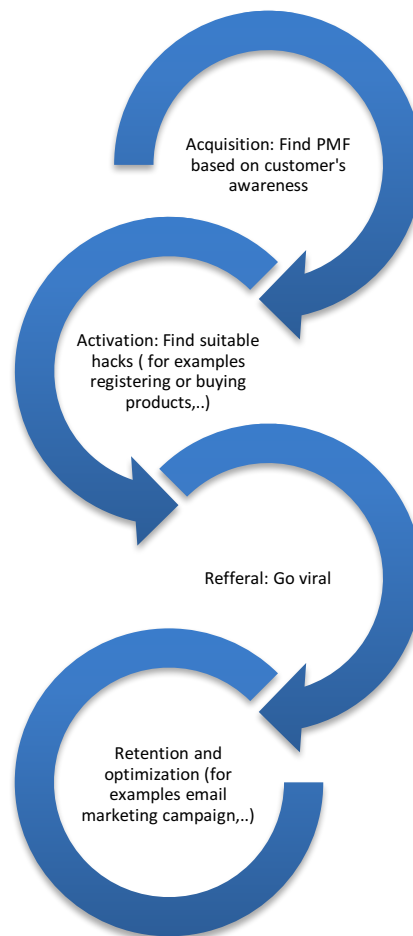
Figure 3: Growth hacking as a layer cake (Borden, 2014)

2.3.1 Acquisition: Find Product Market Fit

The very first and biggest failure that a growth hacker might face is to begin with a product that nobody wants or needs. In other words, the priority of growth hacking campaign is to have one product that satisfy the compelling and real need for a defined segment of customers. The best approach to the product market fit is to begin with a '' minimum viable product'' and then improved it upon feedbacks and get ourselves away from conservative path of thinking with what finally launched will be our final or perfected products (Ries, 2011) .

Considering to the Airbnb from the first day, founders took a long time to turn their first mediocre idea into a 10 billion-dollar valuation business. At first, Airbnb was still under

the name of '' Air Bedandbreakfast'' which meant that there were only air mattresses on the floor and free homemade breakfast to those who booked their rooms. Their first need of finding someone to hire their rooms during vacation had exploded more and more when founders realized that it was definitely possible for them to reposition their current services into a networking alternative for attendees when hotels' bookings were full (Brown, 2014). This opened a bigger market but founders thought this could be better if beginning with the travelers who wanted to find a comfortable space to stay but not as much expensive as in hotel; and through this work, they got the feedback gradually and until one day, they decided to change their current name into the Airbnb and gave up the breakfast and networking services and limited their segmentation for just those who want to book or rent any kind of accommodations that spreads from rooms to private islands. This switch has proven that founders of Airbnb find a right market and turn it to be a kind of businesses that fit with people's needs by narrowing it down but still exploiting its potentials according to people's feedback (Brown, 2014). Another prominent example was Instagram which started at first as a location-based network called Burbn (Holiday, 2014). The first idea of Burbn is just a social network app that allows users to use optional photo filters and of course, the idea of photo feature is just an optional. By the time, founders recognized that users just mainly use only one part of the app which is photo filters. This changed their minds and visions accordingly and they realized that why not creating one app which users can use photo filters to share their pics instead of competing with the big company like Facebook or Twitter. After seizing down the market, Burbn mainly concerned on developing that ''optional feature'' into their main unique thing to influent users from Facebook and other social networks which then attracted a group of investor to have §500,000 in funding. And from the point of changing their market size, they decided to change their branding name into Instagram which then followed by one hundred thousand users in one week of launching under the new brand name. Consequently, this cannot let the tycoon of social medias network - Facebook stay outside this game. After such negotiations, Instagram was agreed to be sold to Facebook with the price of 1 billions dollars. Besides, the success of Instagram has just been continued then by Snapchat when they seized

their market segmentation down to the young people by innovating its mobile photo filters before turning to be a 3.5-billion-dollar business (Holiday, 2014).

These examples have been the prominent evidences what and how companies including small and big ones struggled and seeked out the right market for them which is called as Product Market Fit (PMF). The idea of Product Market Fit is eventually to begin with the 'minimum viable product'' and then to use the feedbacks from users for its improvement instead of being stopped once launching (Holiday, 2014). The final goal of identifying the Product Market Fit is to sync the clients with the products in order that products can be received perfectly by customers. And that will be what the growth hackers need to do at the first stage of designing a growth hacking plan.

2.3.2 Activation / finding suitable growth hacks

After segmenting and choosing the right market fit, the next step of growth hackers is to test all the growth hacks until finding the most efficient ones for customers' awareness of products. The nature of marketers and growth hackers generally are the same which is to pull the customers into their products or services (Holiday, 2014). However, the main difference between growth hackers and marketers is the level of efficient methods and the cost-effectiveness that each method might bring back. One of the traditional ways that marketers will choose to sell T-shirts with company brands or buy a nice position in the famous magazines when announcing the launch. This method might work for a while but will become ineffective then and even cost more money to re-marketing it again. In fact, when preparing for the launch, growth hackers might not need to spend enormous budget on ads like traditional marketers do. Instead, they must be strategical in planning from the first step which then lead to the cost-effectiveness for their start-ups. Back to the example of Drop Box, founders use the strategy to ask for people to sign up which then automatically add themselves into the waiting list for the file-sharing service provided by Drop Box. This has brought two huge benefits for Drop Box at that time. The first advantage is that Drop Box can collect a huge number of registered emails from users which then turn them from potential to loyal users. The

next and also biggest advantage is that they can make a hit at the first stage of launching even though file-sharing service had not opened to public at that time. Founders just use a fun demo video that leads viewers into users by leading directly to the main page of Dropbox to register without hiring any productions company or spending huge budget on marketing and advertisements. And as a results, this video became enormously popular which then drove the waiting list from 5000 to 75 000 users within one, approximately hundreds of thousands of visits in their front page (Trinath, 2014). The key point in their strategy is to create the right hacks which in this situation is the demo video and sign up procedure for the right people and public in the right place which the traditional marketing hardly even fulfil that thousands of people to know about their company at the same time (Brown, 2017). On the other side, this hack was once again used by the Mailbox when it launched its own email app and got a big success with over a million users who had both signed up and put themselves into the waiting list.

However, it does not mean that this hack will be effective again if applying in other start-ups since the circumstances of each company are different. But the main point is that every growth hacker should be flexible in finding one or some hacks that can be a good start and become the main energy in whole next periods of promoting your products. And the principle is always: 'Right hack, right place, right people' as growth hackers do not try to be everywhere but end up at nowhere by the last. Consequently, some popular hacks could be used in this stage are spreading with small groups of users and then spreads widely like Facebook or using influencers and investors to get through their audiences, etc.…

2.3.3 Referral: Go viral

As Berger said, virality is not a luck or magic but a recipe or even a formula (Berger, 2013). In the past, word-of-mouth virality is believed to contribute to the success of one traditional marketing plan; however, it takes only 7% to happen successful via online whereas majority percentage comes from social media platforms, for examples Twitter, Facebook or LinkedIn. Virality will be measured on the number of views to decide if it is

a success or failure that can be called as referral program. Therefore, the purpose of referral program is to get people notice, share and then promote to their network. The first ingredient in this recipe is that the products must be worth sharing with others. Once it is considered as a worthy, campaigns and tools to enable them go virally will be added. The campaigns could be various and unique enough to let customers think that it is so beneficial to spread to their friends or relatives. This is a bit similar to word-of-mouth marketing but mostly relates to technical sides. For examples, Groupon use the button ' Refer a friend' so that users can get automatically 10 USD when one of their friends make the first purchase (Tunney, 2013). This both lead them to sales funnels and get more new customers. Mostly people like to have benefits or barely some discounts or even free when sharing these products to friends; therefore, besides encouraging sharing from users, having a powerful incentive to use is a must. Having a good incentive for users means that we can take advantage of people's networks to make products be public by free advertising. At that time, we can get more traffic in our website whereas customers feel happy with our irresistible bonuses by just sharing our products to their network (Gainor, 2018).

On the other hand, Dropbox also followed the hack to offer a 150-megabyte package as a bonus if its customers linked their accounts of Dropbox and Facebook or Twitter together. Moreover, Apple and Blackberry used another hack by turning their devices into a self-advertising tool so as to get benefit by their own customers. Specifically, they added a line 'Sent from my IPhone/Blackberry' under every message that customers sent to friends. As a result, people receiving messages automatically realized that there had been phone brands like Apple or Blackberry which became enormously popular eventually (Faber, 2014).

2.3.4 Retention and Optimization

After building a product or services that fits the people's need and pull them to the right places and then share enormously, the next stage is to keeping people or come back. Generally, every companies from start-ups to big ones recognize this small but powerful

step. The Facebook's team of growth hackers realized that users adding seven friends within 10 days are the most active and engaged ones which then make growth hackers to design a campaign with specific features for this group of people (Stancil, 2015). Or at Dropbox, if at least one file is added by a user into the Dropbox folder, that person will become an active and targeted one to focus in growth hacking plans.

Main roles of growth hacking people at this stage is to optimize incoming traffic successfully. Growth hackers refers to maximize ROI (Return of Investment) by having activated clients coming back to buy or use products or services than paving for other more potential customers.

2.4 Growth Hacking Tactics

2.4.1 Paid acquisition

Content and blogging creation which is known as display ads are main points to engage and convert visitors into leads. Growth hackers mainly use these tactics to get attractions from potential customers (Camera, 2017).

Display Ads

Display ads including the banner ads such as blogging and content creation that will take place in websites or social media networks are mostly bought directly from the website owners or ad networks, for examples AdBlade or Google's display network. Google's display network gets more than 700 millions visitors per month and 4 billion page views every day (Le, 2016). This is the standard method that growth hackers mostly use for customer acquisition (Mares, 2015). Growth hackers mainly take advantage of display ads to draw attentions from customers and support the brand awareness.

Social Ads

With the expansion of social networks, Facebook, LinkedIn and Twitter are the most popular places for promoting businesses, especially start-ups via ads. As the purpose of social ads is to build customer's relationship instead of converting them to leads right

away, most of social ads is to begin with the compelling marketing posts, like the blogging and content creation or guest posting (Talyor, 2018) . The critical vision when rolling your sleeve up to create a blog or even a small content in social media networks is to know who are being approached and attracted to read contents. The first start to reach users' interest is to go with empathy map to figure out audience thoughts, attitudes and current feelings about present society (Farnworth, 2014). Besides reaching these from audience, blog or content marketing should offer a solution for them not just posing out the problem without solving it. This is seen as inbound marketing which meant to build the relationship with loyal readers and probably most of them will be the one to bring revenue back in the future (Jahandarpour, 2016). In another sides, guest posting is also a favorite hack of growth hackers for making good use of other bloggers' audiences while still raising reputation or influences of their start-ups in other sites. Guest posts could comprise of interviews, blogs or just a comment or repost from the guest's blog which can lead to a huge boost in audiences. The more well-known guests, the more reputation that your social ads can achieve (Holliday, 2016).

Limitations:

When doing the paid acquisition ads, growth hacker can meet one failure which is low in conversion rate as the potential users might refuse or be not ready to do certain actions like we wish. In the worst case, customers might not pay attention to the ads. Therefore, it is recommended to devote time to pursuit the paid acquisition ads campaign as it will be a long sales process.

2.4.2 Email marketing

Among all growth hacking plans, email marketing is proven itself as one of the best hacks and never gets out of date as people rarely change their email address. Growth hackers usually start with the list of their customer's emails by using the tools, for examples subscription bar or exit-intent popups to increase the number of new emails. As a matter

of fact, lots of marketers try to promote and sell products via popups which can become spams in customers' inbox and even get them frustrated. This is a good lesson for growth hackers to avoid bothering their customers with huge number of emails in one time but giving away exclusive tips or promotion codes so as to make subscribers have good feelings and remember about that company.
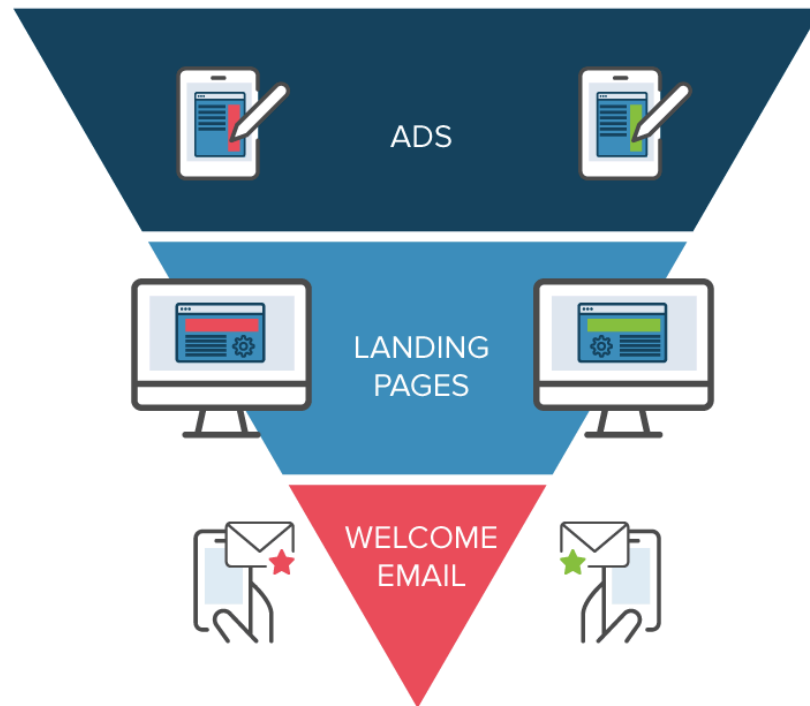

Figure 4: The process of email marketing (Optimizely, 2016)

Besides, the email marketing process can be explained according to the above mentioned upside down triangle. People will firstly get attracted by seeing the ads in Google or social media which push them to click on them. Once clicking these ads, people will be drawn to the landing page of websites for the next step of signing up. It is obvious that the number of people drawn to the landing pages will be lower than the views of ads in reality. This can be explained by how much impressive that ad can lead them to the landing page for examples if viewers see the ad unattractive or unrelated to their needs or preferences. After signing up, the first welcome email will be automatically sent by using Mailchimp or Hubspot which then will be followed up by weekly or monthly emails known as newsletters. This final step is to maintain or enhance

the relationship between customers and start-ups that provides benefits to both parties.

As for limitation, receivers might see our emails as spams and easily to put them into trash folder. This will definitely cause a bad image of start-ups since it is likely that the followed-up emails will never get any attraction on them. Besides, people will have the tendency to skim the emails when opening, therefore we should make the good impression right from beginning. Lastly, email marketing requires the frequent updates from companies; therefore, the shortage of topics as well as ideas to keep them consistent for followed-up emails might happen someday.

2.4.3 A/B Testing and analytic

In the growth hacking community, A/B test (conversion rate optimization) is considered as one of the most amazing techniques till now since it offers growth hackers to conduct a set of different experiments on landing pages to optimize the conversion based on viewer's responses (Gallo, 2017). Actually growth hackers like to use A/B testing because certain hacks can work well for one company but might become ineffective for another. Consequently, there is no term 'best practices' in growth hacking community since growth hackers might have the risk of making wrong assumptions if using just one hack in one time (Kolowich, 2018).

The critical idea of A/B testing is to lead audiences into variation of tests in one growth hacking campaign. In a specific way, thanks to a set of metrics which are click rate or views on page for examples, growth hackers will be able to measure the efficiency of each contents (Niap, 2017). At this stage, the conversion rate can be significantly improved if growth hackers make any changes or add new figures into their webpage that could attract the customer's attention (Laja, 2017) this stage, the conversion rate can be significantly improved if growth hackers make any changes or add new figures into their webpage that could attract the customer's attention (Laja, 2017).

A/B Testing

Figure 5: A/B testing process (Laja, 2017)

There is a list of features in the websites that can be tested according to growth hackers. However, so as to start and succeed in the A/B testing campaigns, the goals must be clearly defined to achieve by growth hackers. For examples, increasing the number of people signing or conversion rates to lead people to become users are what growth hackers aim to when using A/B testing.

In order to measure the success of A/B testing campaign, the conversion rate will be taken into account. In the above-mentioned figure, the conversion rate in A/B testing is the final results of two different experiments (version A and B) in which 100% of visitors will be divided equally and lead to. The formula of conversion rate is the number of total visitors divided by the number of those who already registered and became as the members. Based on the result of each variation's conversion rate, growth hackers will decide which one has better result will be continue for generating more leads in the future. As for the formula, it can be found as below:

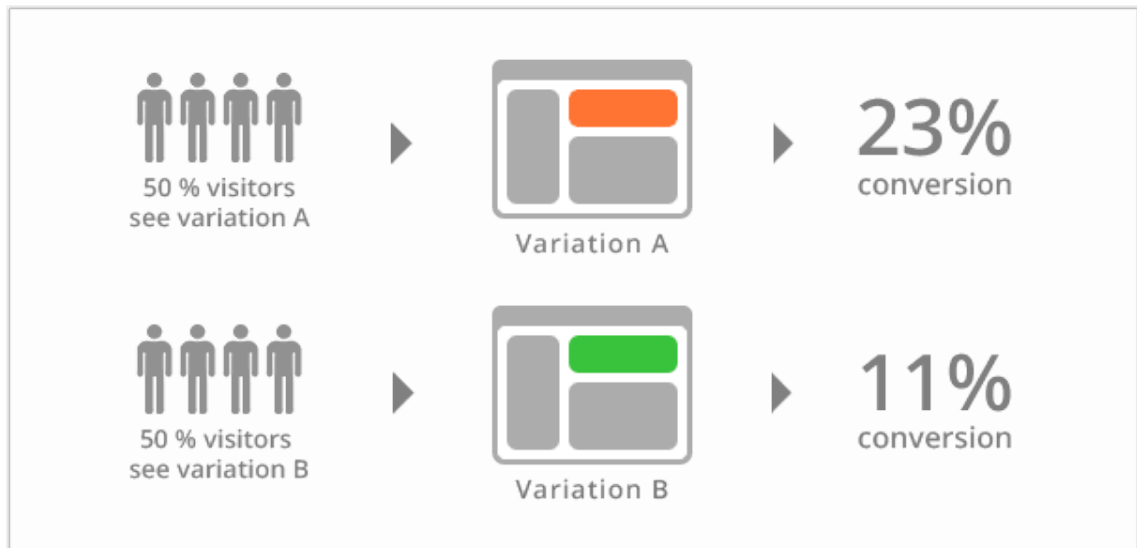Conversion rate = number of registered visitors/ number of total visitors

Figure 6: An example of how one A/B testing perform (VWO, 2017)

- Limitation:

One of the main downsizes when doing A/B testing is the amount of time that start-ups spend on experiments to find the best variation. Another drawback is that the data collected in this A/B testing might become inefficient and cannot re-used in the next tests. Besides, if just testing only two different variables at the same time, this will be easy enough to compare the data. But in case doing multiple tests at the same time, it should be carefully when analyzing the results and figuring out which factors create the failures as well as good performances. Last but not least, A/B testing is just good for optimizing the conversion rate; therefore, the results of A/B testing just show how users interact with the experiments but not point out if they are the right users that we aim to reach.

2.5 Growth hacking metrics

Once conducting a growth hacking campaign, it will be crucial to measure and track how successfully or badly it goes. Growth hackers pursue the growth of their businesses besides strongly focus on the customer's satisfactions and experiences. In order to

measure how successfully one growth hacking campaign goes, growth hackers will track each of changes based on different features in which feedbacks from users are one of most important things to take into consideration.

Due to these critical needs, growth hackers use their own metrics to measure both the growth of products and businesses and customer's satisfaction which include daily net changes, core daily actives and cohort activity heat map (Elezovix, 2017).

2.5.1 Daily net change

Daily net change will be the first metric that growth hackers take into notice after stacking the businesses' growth. Daily net change is illustrated via a graph that shows the acquisition of new users, re-activated users, churned users and finally the net change that can be assessed to evaluate the impacts of each component on the present growth rate of businesses or products.
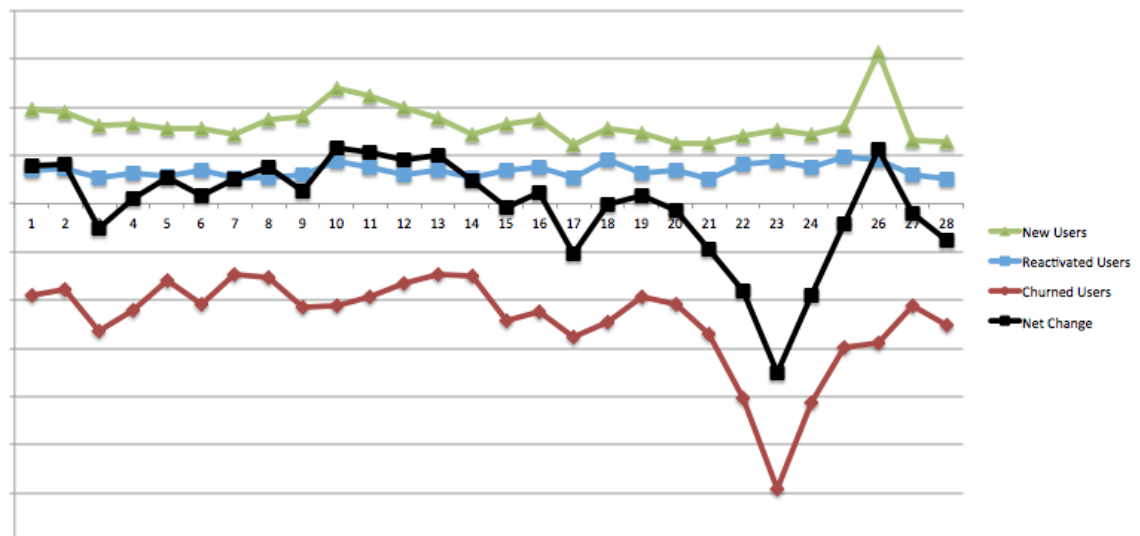
Figure 7: Daily net change graph (Egan, 2013)

Net change = new users + re-activated users – churned users (Egan, 2013)

To explain the graph more specifically, growth hackers will access to how many new users clicked or signed up for the products or services today. The vertical axis represents for the level of engagements, for examples visiting website or buying products, whereas horizontal one illustrates the specific time within a month. If the rate of new users has

increased or decreased today, it meant that the website or the ads get high/ low traffic that needs some actions to get more hacks for acquisiting new users. The next figure – re-activated users indicates how many current users has interacted or used the service as the first time within the period of first 28 days whereas the last usage of service exactly 28 days ago by existing users will be shown as the churned users. These figures are pretty different since the churned users could be those who either use the service many times or just be the first-time users but happened exactly more than the period of 28 days.

2.5.2 Core daily actives

Core daily actives is to calculate how many users visited the business within one day or used it for more than 5 times in the period of 4 weeks. This metric is to provide growth hackers the concept of both retention and quality users that Daily Net Change cannot replace. More specifically Daily net changes often jumps in among ongoing acquisition campaigns but unable to illustrate if those users are sticking around or dropping off (Egan, 2013). Due to these reasons, core daily actives are much more used by growth hackers since its main focus will be on the repeated users (Egan, 2013).

3 HOW LOOGUP AB USES GROWTH HACKING IN ITS DEVELOPMENT

Loogup AB is a smart home start-up based in Sweden. As using the artificial intelligence to search houses and apartment, Loogup main target is to reach housing market in Umeå, Sweden. In the founder's belief, the real-estate industry has not changed for decades and now it is the time to use technology to change the buying habit. Due to this reason, Loogup's vision is to design real-estate app which fits the customer's needs and meet full criteria of one 'minimum viable product'. This meant that this app will provide the apartments, houses or office for sales based on the location and preferences of users. Sellers and buyers will meet together and discuss about properties via this app by matching function like Tinder. When using this app, they can 'swipe' to right for the favorite one or left for those who do not feel interested in. Because of just being launched in January 2018, this company is still now on the way to change buyers' behavior on the real-estate areas by using growth hacking tactics thanks to its cost – consuming benefits. Due to the privacy agreement, the company only agreed to provide certain screenshots during the time author had worked for them. Some pictures and data about their apps and projects will not be included in this thesis.

3.1 Sign-up bar

When trying to find suitable hacks to get attractions from potential users before launch, Loogup recognizes that real-estates is one difficult area to reach because of the differences in locations as well as buyer's behavior. Furthermore, buying houses or apartment is not like e-commerce shopping that can cost up to buyer's whole life properties. Due to this reason, Loogup plans to design a product that have minimum requirements which can be improved day by day based one customer's feedbacks. Also, product market fit will be chosen at first in only Umeå and Stockholm which means only people residing there will be the one to test its Beta trial version. As choosing people living in Umeå and Stockholm area as the target for product market fit, Loogup aims to

get attraction from these residents by collecting their contact information in which email is the most important one. Therefore, Loogup chose the sign-up bar as one of the first growth hacking tactics to attract and drive potential users to their customers. As being still a new start-up with having no big records in both technology and real-estate fields, Loogup has taken benefit from this tool in order to get as many potential customers as it could by asking them to sign up and leave their email address for the Beta trial version. Besides, in order to take advantage of activation stage in growth hacking funnel, Loogup used the simplest version of registering the email address instead of providing more complicated steps like other websites might as founders and coders realized that users might give up the signing up if the session goes to much difficult or takes long time. All they need is to have the email address from all people visiting their website.
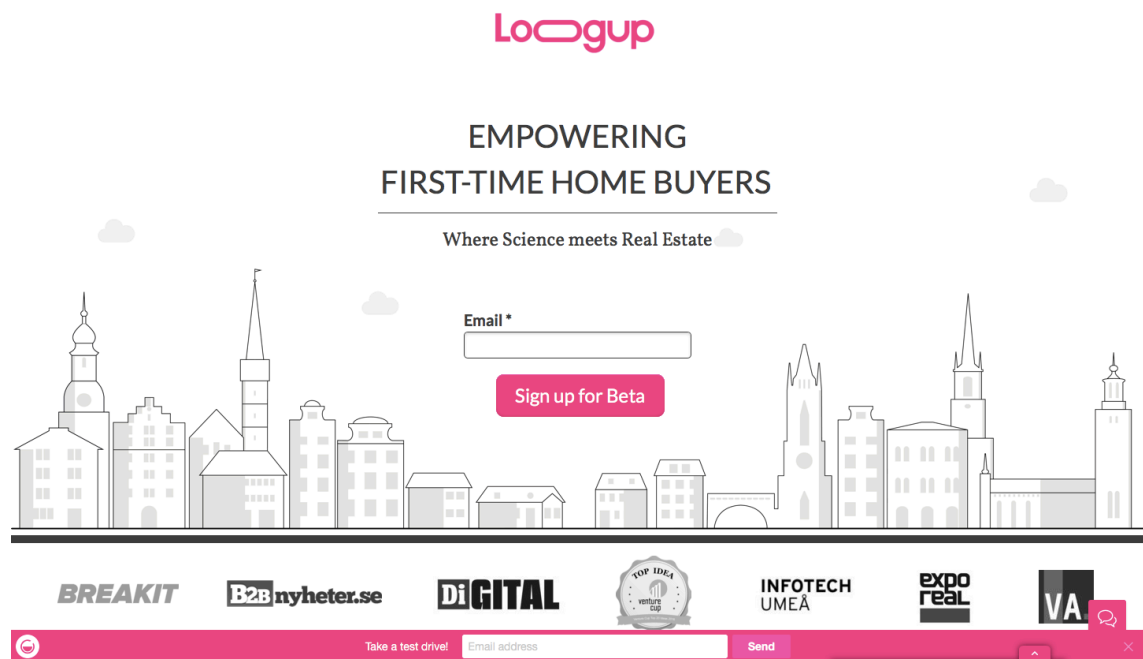
Figure 8: Sign-up bar on the Loogup's landing page (Loogup, 2017)

After successfully signing up, users will be asked to share this in their social medias accounts under a warm thank-you message. In this case, Twitter is the chosen platform to be asked for shares. Users of course have the rights to refuse but many other might have the willingness to do this work. This tactic helps Loogup go viral further than expected as a result.
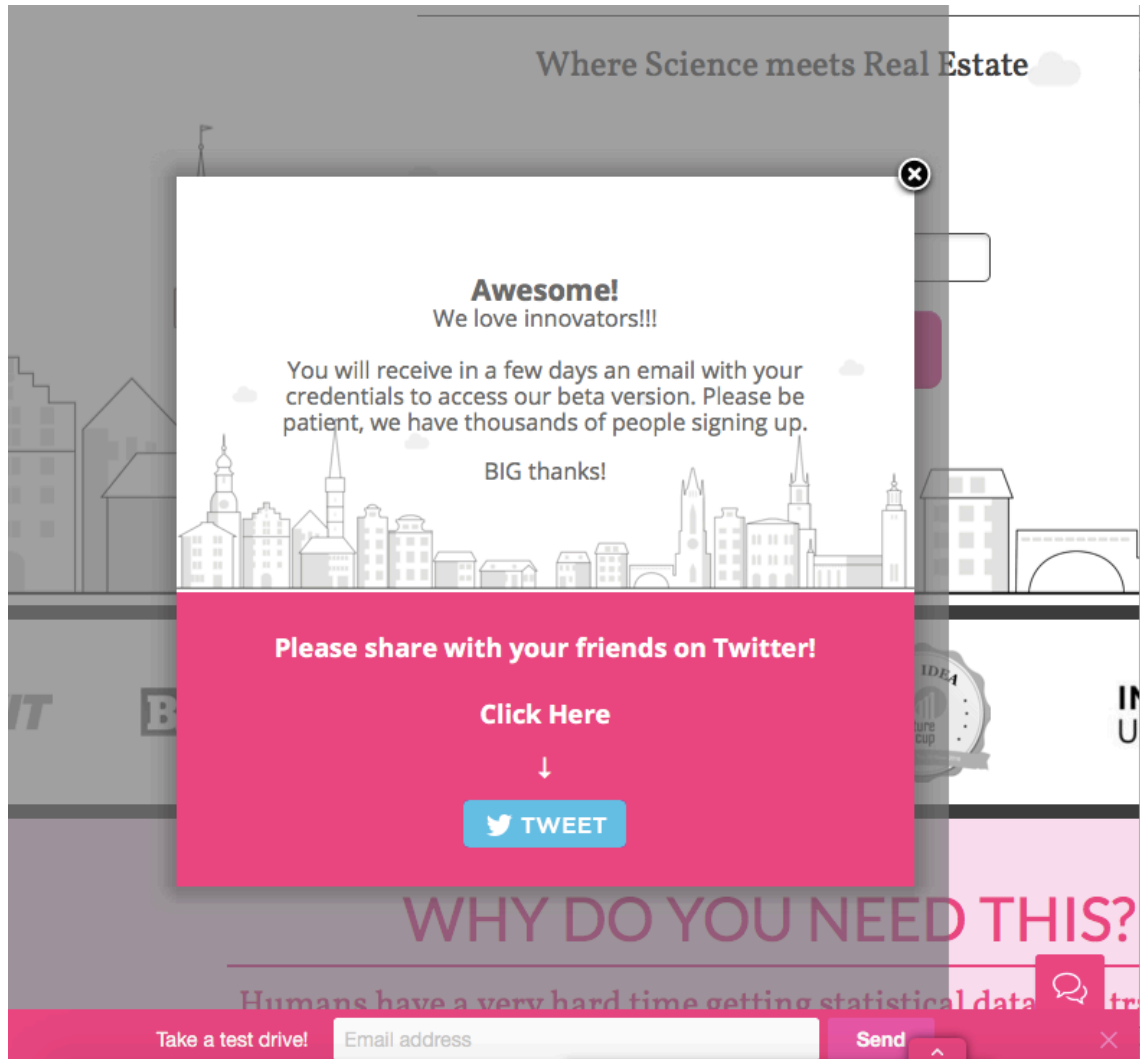
Figure 9: Viral hack used by Loogup

3.2 Email Marketing

Once the email address is collected from potential users, Loogup start to do the email marketing campaign as one of next tools to hack the growth. Mailchimp and Hubspot are two main email marketing channels that Loogup often uses when sending private emails to those registering our subscription.

Because, at first, Loogup planned to launch our Beta version on November 2017. So we use a strategy which comprises the first welcome email to Beta version before the launching around 7 days, and then 1-2 days ahead the official launch, another email will be sent.

M Gmail   Trúc Nghi Trần Thị <trucnghi.tranthi@gmail.com>

[Test] Welcome to the First Beta trial!
1 message

VC Study - Umeå University (Sweden) <raco0003@student.umu.se>   9 October 2017 at 17:37
Reply-To: us15-179c31bd8b-cb8677d351@inbound.mailchimp.com
To: trucnghi.tranthi@gmail.com

Loogup

The new journey of finding your sweet home is just beginning!

Watch out on 11 October 2017!!!

A great thank you from The Loogup Team,

Loogup will have a soft launch at Di Digital Startup Tour on Wednesday 11 October 2017.

Stay alert since an invitation of testing our Beta version will be in your mailbox really soon!

As you are our first priorty, we would like to give you all the best!

Figure 10: Welcome email from Loogup to all recipients

The first email was to send to all the recipients in the list of email addresses. This was to announce to those registering for the Beta version trial successfully. We added hyperlinks to lead the potential users back to the front page of our website.

Figure 11: Welcome email from Loogup to specific person.

The second email was to more specific person and included the name of our CEO in each email. This meant to provide the friendly atmosphere to people who receive this and

made them feel like they are special ones. The schedule for this email is after 3 days since the first welcome email.
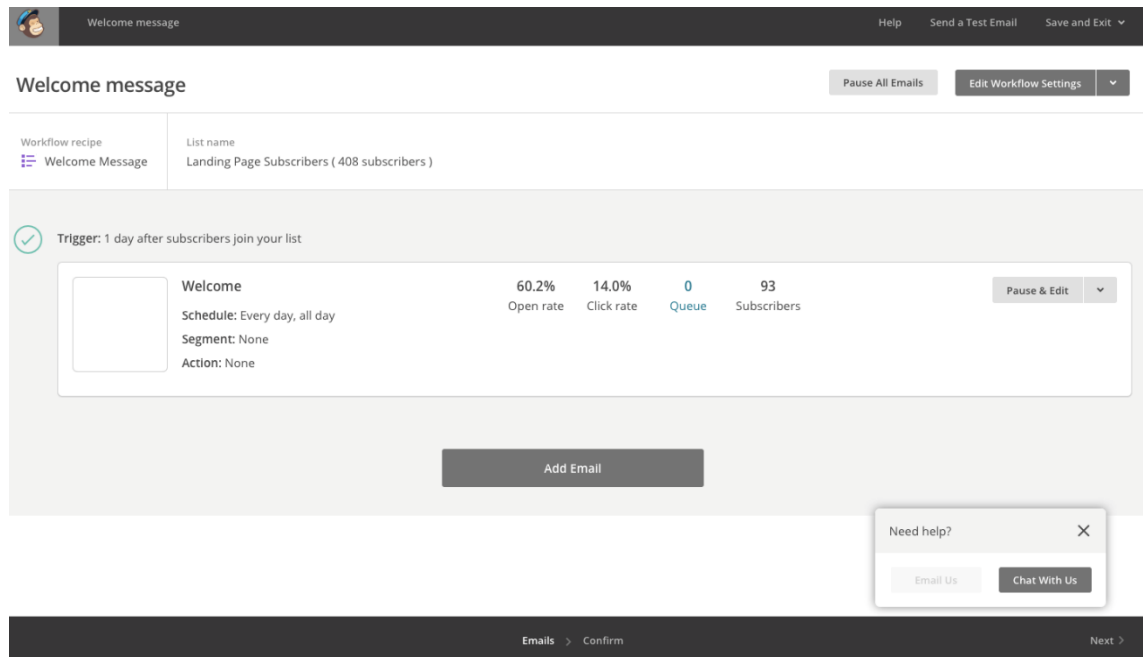

Figure 12: The open and click rate of Loogup's email marketing campaigns

This is the analytic from the second welcome email/ invitation email for Beta trial version after one day. As Loogup at this point mainly reaches new users, daily net change will be the main metric to calculate how many emails were reached and opened by new and re-activated customers in a day. According to the analytic, over 60% of people receiving this email opened it which includes both the old and new registers in our email database. Since we aimed to send the invitation email in some groups first in order to get the feedback from them for future improvements, this analytic was just the specific figures of the first group people receiving invitation email for Beta trial version.

3.3 Targeted Facebook Ads

Because Loogup tried to minimize the budget for advertisements, Facebook ads are one of our main concentrations besides using its free updates function for content marketing.
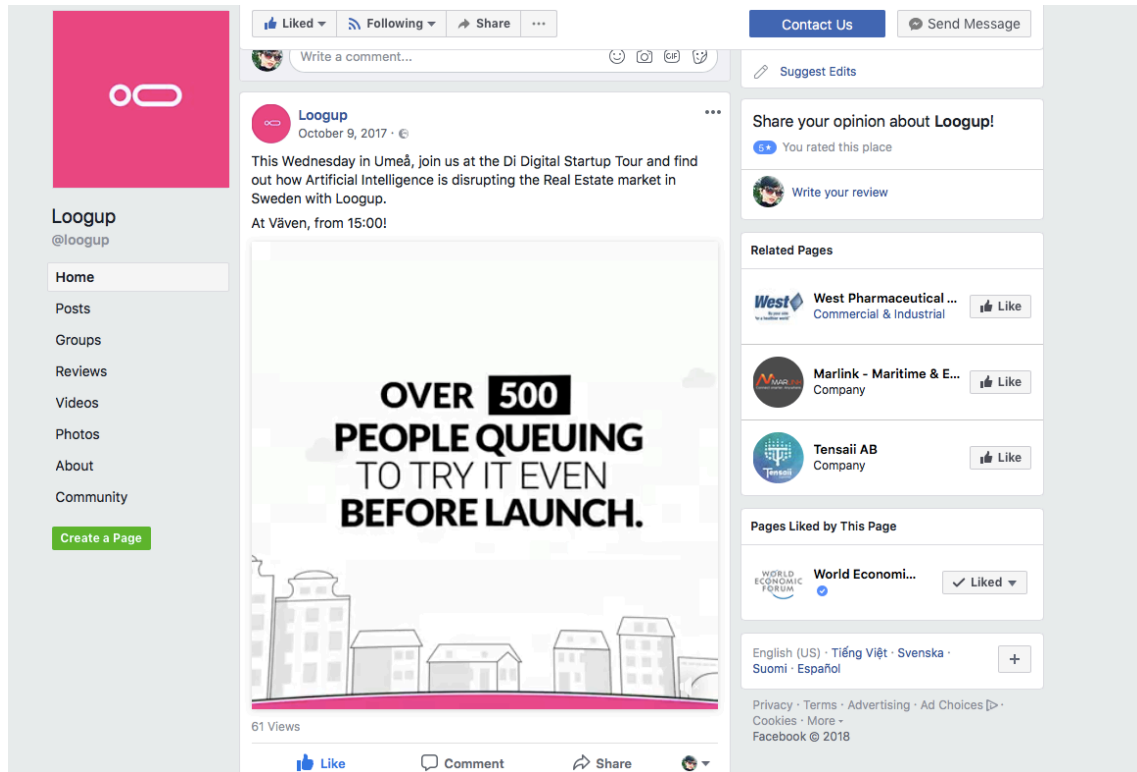
Figure 13: Re-targeted Facebook ads.

This is one typical Facebook ad that we promoted for our first crowdfunding event. We use the retargeted ad to make sure it happens many times in the new feeds of people who clicked like our fan page as well as in people having friends who clicked like our fan page. The retargeted ad was mainly focused on people living in Sweden at the range of ages from 25 to 55 years old. However, the specific insights were not agreed to provide by Loogup due to the confidential agreement.

Content marketing was the next one to be used in Loogup fanpage due to its cost-free but effectiveness. We scheduled posts based on the most trafficked time in Sweden that spreads from 1 to 4 p.m. in every Monday and Friday. However, at this point, we did not add the link to drive viewers to our website in this ad since we aimed to take it as an experiments for A/B testing with the another ad which can be found in Figure 14. But every post in our fanpage later was directly lead to the front page of Loogup website that contained registration link for signing up the Beta trial version. This link was aimed to those who both registered and unregistered for the Beta trial version.
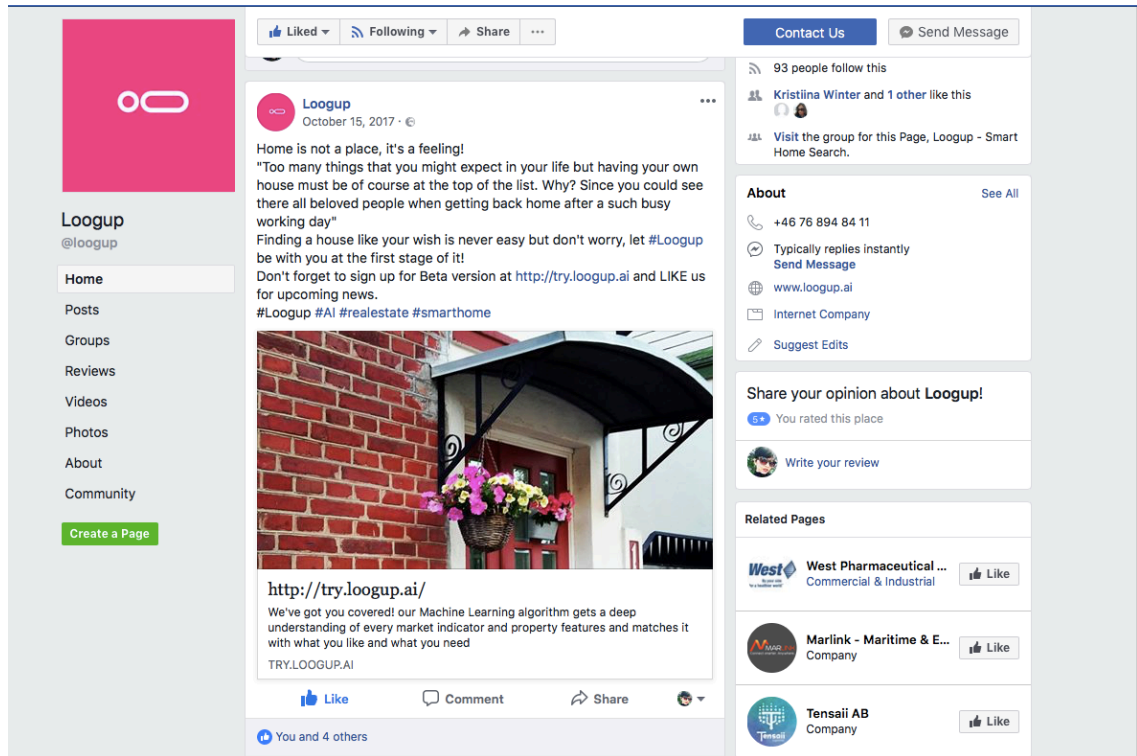
Figure 14: Weekly post in the Loogup's fanpage.

❖ *Analysing data and results*

Thanks to Facebook Ads manager and Google analytics, we collected and analyzed the data to compare the lowest and highest conversion rate for these two Facebook retargeted ads. Besides, we took these ads as a practice for A/B testing as we did not add the link to FrontPage of Loogup in Figure 13 but Figure 14.

	Impression	Reached	Viewed	Direct to homepage
Retargeted ad 1 (Figure 13)	598 (100%)	389 (65%)	222 (37%)	10 (1.7%)
Retarget ad 2 (Figure 14)	690 (100%)	598 (86%)	407 (59%)	168 (24%)
Comparison (Ad 2 compared to Ad 1)	15.4%	53.7%	83%	1580%

Table 1: The conversion rate of Facebook ads that leads people to homepage of Loogup

From the table 1, the data collected from retargeted Facebook ads illustrates how many views, reaches and then how many of visits to the Loogup's homepage by clicking to the ads. The 'impression' is how many times that the ad happened in the audience's screen. The ads can be even displayed multiple times to the same audiences. The 'reached' indicates how many times that the ads were shown to audience when they logging into Facebook. The 'viewed' is the number of times that ads were seen by audience whether they logged into their Facebook account or not. And finally the number of 'direct to homepage' is the total of actual visits to homepage of Loogup. As the result, the second retargeted ad with the impression of 15.4% performed much better than the first one. The reason why ad 1 did poorer than ad 2 is from the difference in content as well as the direct link that the first ad did not include.

As a matter of fact, the number of people reaching to the homepage of Loogup is pretty low in both ads which meant both of them are not persuasive enough to audience. Based on this reason, we planned to run a campaign that provides the same content to see if it still happened similar to this or probably there are any difference in percentage of people landing to homepage of Loogup.

3.4 Other hacks

Last but not least, we were ambitious to let Loogup appear in some popular websites in Sweden but in an inexpensive way. We designed and placed a good position for Loogup in one of the most well-known Swedish websites. The advertisement will appear in viewers' screens whenever they loaded this website which help to reach new groups of potential customers that have not known about Loogup yet. And this advertisement of course will lead viewers to our main website with the registration link for Beta trial version.
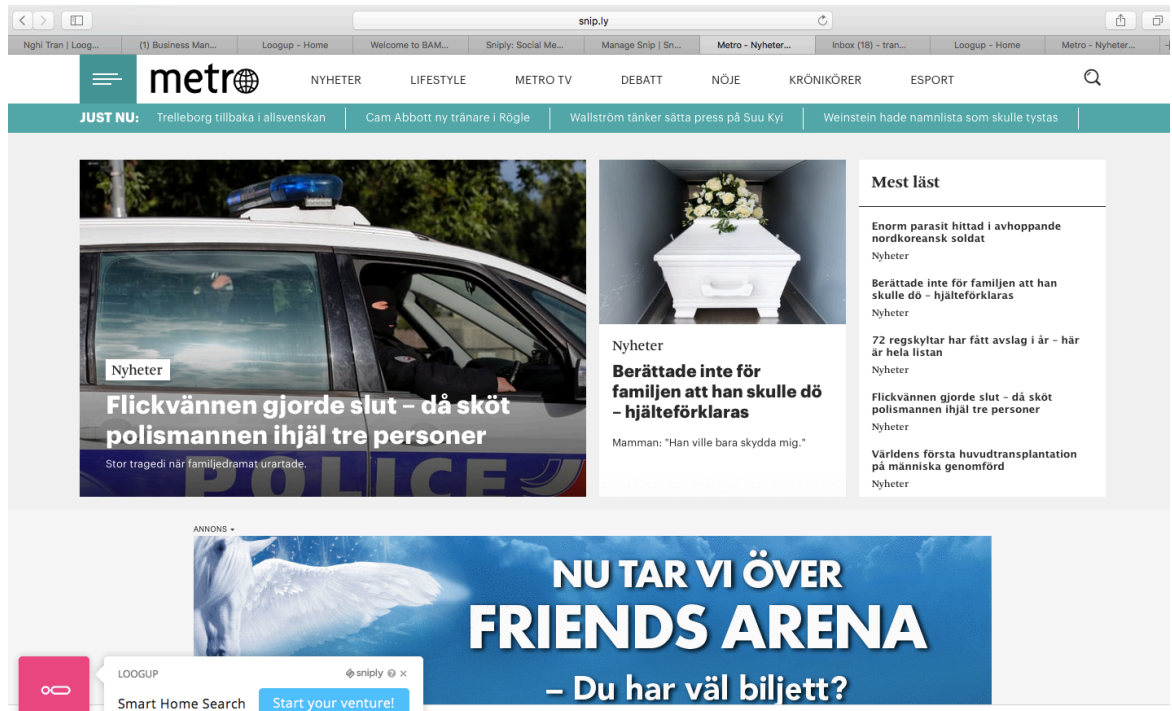
Figure 15: Another hack to make Loogup happen in other websites

After discussion with Loogup team, we decided that the best position for advertisements is at the left and bottom corner of the website since it will attract more notices from viewers but not hiding the main information in the website. Besides, we use the 'start your venture!' button instead of simply 'Click here' in order to accompany our principle of finding houses which is venture not a pressure. Our objective when using this phrase is to lead them to register for the Beta trial version via the landing page as well as to have a try on our product.

Generally, this hack worked pretty well in generating leads which drove around 10 viewers to our landing page per day. However, it still costs us a sum of money per month (20 USD for monthly membership). This amount of money is still affordable to Loogup but in the long run, we expected to find other channels or hacks that can work more effectively but do not take much expenses from us. At present, we decided to continue to the referral program and run the ads mainly on Facebook and Twitter which are free of charge to reach the targeted customers. When we fulfilled a certain number of loyal customers, we will change to focus on other hacks, for examples give-away or incentive bonus for customers.

Besides, at the point of launching, Loogup tried to find influencers via Twitter or LinkedIn to promote our products; however, because of our delay, we lately sent them our products which then broke the deal with influencers. Therefore, this hack is seen as the first mistake for us because of not predicting unexpected outcomes. However, we will still consider this hack for our next promotional campaigns since this can attract a huge number of followers once influencers found our product interesting and worthy of sharing.

4 CONCLUSION

The thesis will conclude based on two main sections. The first one is to present both findings and answers for the research questions as well as sub questions. The second section is to point out further expansion that could become the future researches of this topic.

4.1 Finding and answers

Throughout this thesis, readers can understand the definition as well as explore all functions or metrics of growth hacking which could help enhance their own start-ups. Furthermore, the thesis examines on the successful processes of one growth hacking campaigns based on the concept of start-ups in general and Loogup as a specific example. These knowledge are also aimed to answer the following one research question and three sub questions.

Sub-questions:

- How can growth hacking affect the growth of one start-up?
- Which types of businesses will need growth hacking?
- What components will build a successful growth hacking campaigns?

Firstly, Growth hacking is seen as the combination of digital marketing and engineering. However, growth hacking suits best with start-ups since it provides the cost-effective hacks and tools which just aims to maximize growth and profit.

Besides, most of businesses types will fit well with growth hacking if having a good growth hacking plan. However, it is highly recommended for those medium-sized companies and start-ups as they need one fast growth but not spending much expenditures on marketing like some other traditional marketing plans.

Lastly, there are certain components to make one growth hacking campaign successful that could be revised in part 2.3. Although it theoretically requires all these factors, growth hackers should be able in defining and choosing tactics (Appendix 5) for campaigns from the perspective of product development and marketing. Additionally,

the flexibility of growth hackers to change to other hacks for stacking growth if one tactic does not work is a must when conducting a campaign.

__Research question:__

' How can Loogup take advantage of growth hacking in its first launch?'

The writer will explain its process of setting objectives, choosing tactics and finally the evaluating its successes which then will be together an answer for the research question. The main objective of Loogup is to guarantee a remarkable launch for itself which could be a good starting point for future growth. However, Loogup did not have a really good launch as it might expect but succeeded in certain points.

Based on this priority objective, Loogup has set strategies that mainly use growth hacking that can be easily implemented if one hack does not work effectively. The first hack begins with sign-up bars which then followed by email marketing, targeted Facebook ads and finally other retention ads. It can be seen that Loogup has followed fully the growth hacking funnel although its limitation is the delay for launching that cause certain disappointment to its registers. But generally, Loogup still gets certain attentions from its product market fits that can be proven through the click and open rate during email marketing campaign. And obviously, whole data are analyzed throughout the process of growth hacking strategy so as to get more new potential customers and maintain the retention rate of current users.

However, since Loogup has delayed the time for launching their apps, the success of this growth hacking campaigns has not been shown up clearly compared to other company cases. As a matter of fact, the numbers of those registering for its trial version as well as the re-calling users which increase steadily per day could partly be seen as a good result of this launching strategy.

4.2 Future Researches

As Growth hacking is still a relatively new term for present marketing era, there is still such a limitation of qualitative materials for this topic till this point. However, growth

hacking is now becoming steadily popular which can be a promising future to well supplement the study itself.

Growth hacking differs itself from traditional marketing by presenting mostly on online channels and analyzing the successes of hacks via data and figures. Besides, based on the current theory and empirical evidences of real company famous cases, future entrepreneurs have more different choices in choosing methods of stacking growth and expanding their position which can best fit for their market segmentation. If companies establish the strong relationship among each stages of growth hacking funnels and the flexibility in changing key metrics in an easily scalable, fully trackable and measurable, this would potentially lead to the future resources of both qualitative and quantitative materials for the topic in the future.

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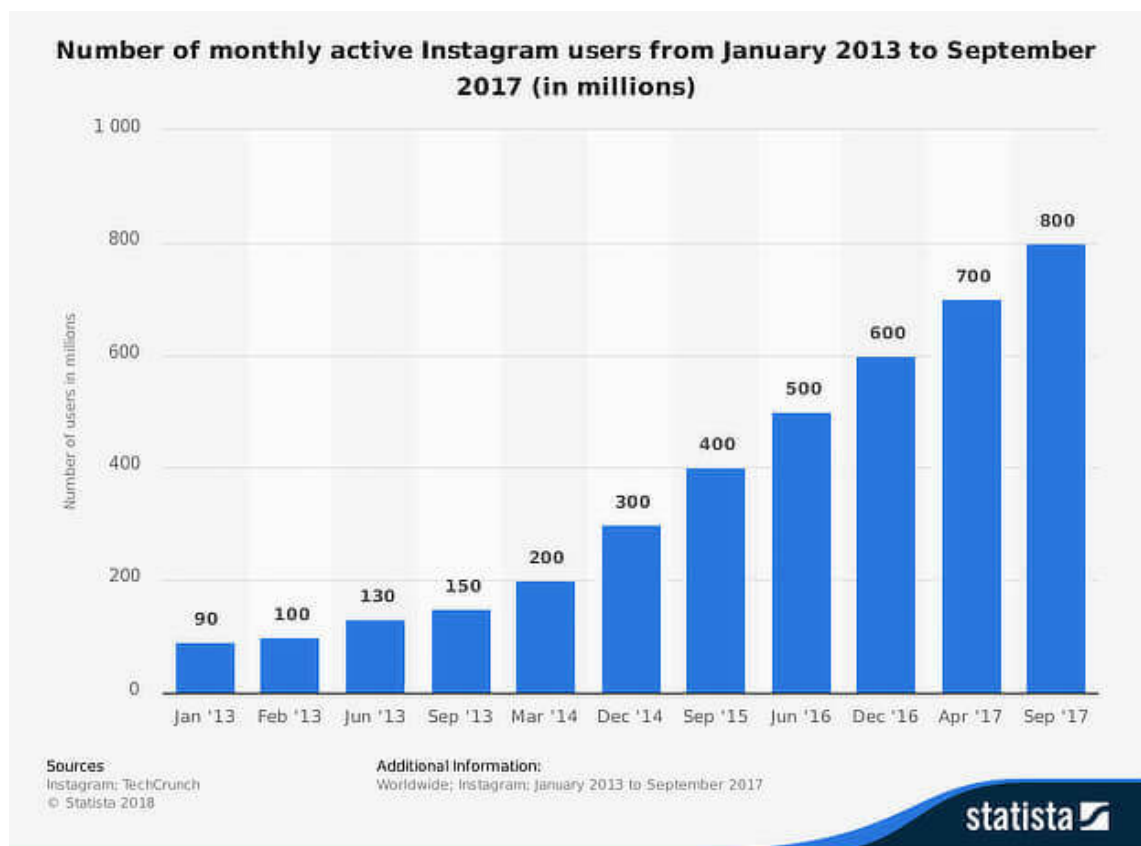Available at: https://vwo.com/ab-testing/
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6 APPENDICE

Appendix 1: Within first hour of launch, Instagram had 10,000 users and it has not stopped growing since then
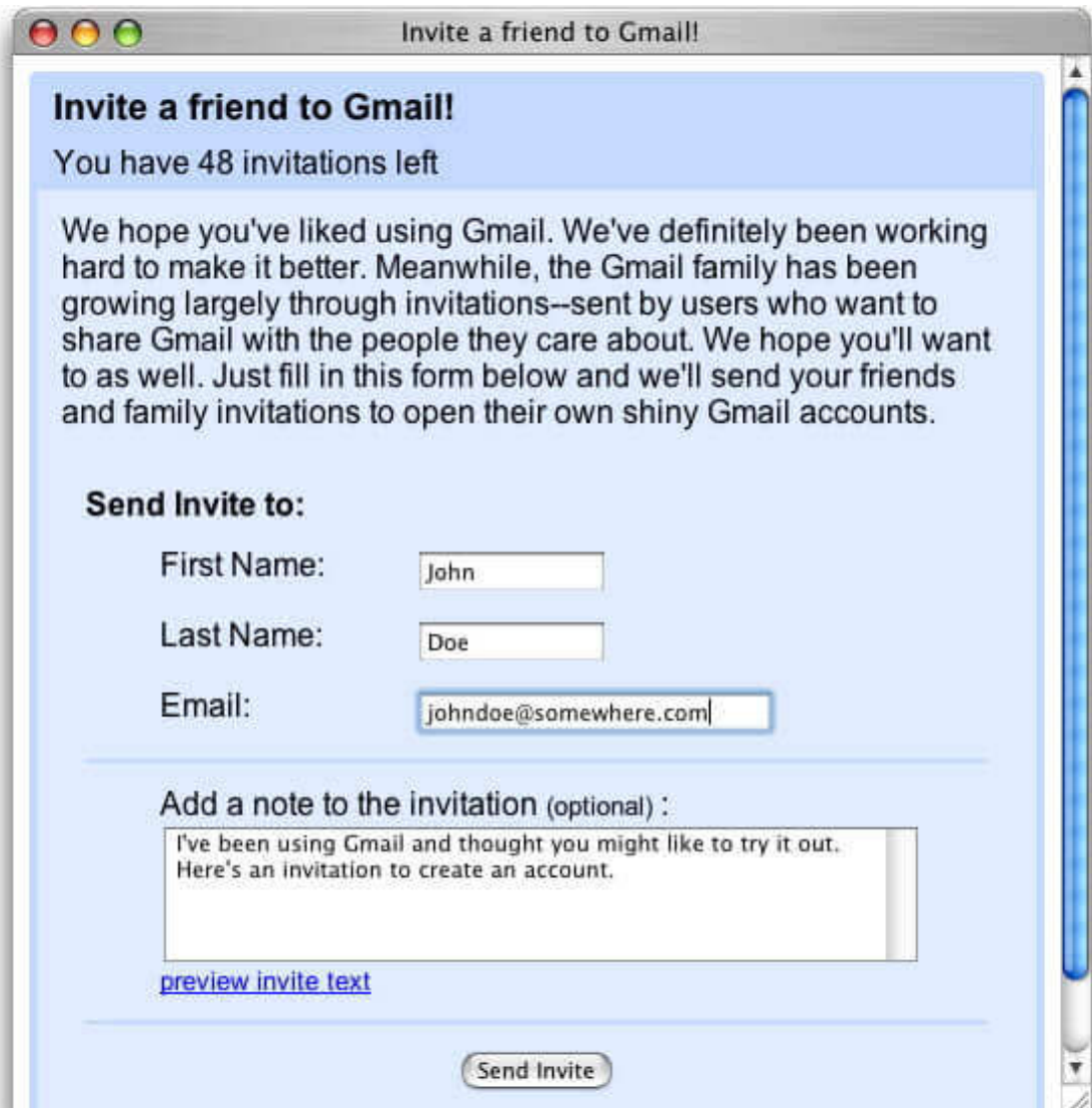

Appendix 1: Instagram growth hack

The main keys lead to the success of Instagram (Hail, 2018):

Great product with the exact features that users wished.

User experience is the main focus for the improvement of being easy to use

Spread out the free trials before launch that can turning them to potential customers based on brand awareness

Appendix 2: The virality of Gmail

Appendix 2: Gmail went viral

The main keys contributing to the success of Gmail:

Using the fear of missing out in order to develop the invite-only system for stacking growth.

Good understanding the nature of Gmail which is basically the open tool and connects communities. Consequently, this meant users can send the emails to others using other platforms, for examples Hotmail or Yahoo.

Appendix 3: A/B testing by Fab
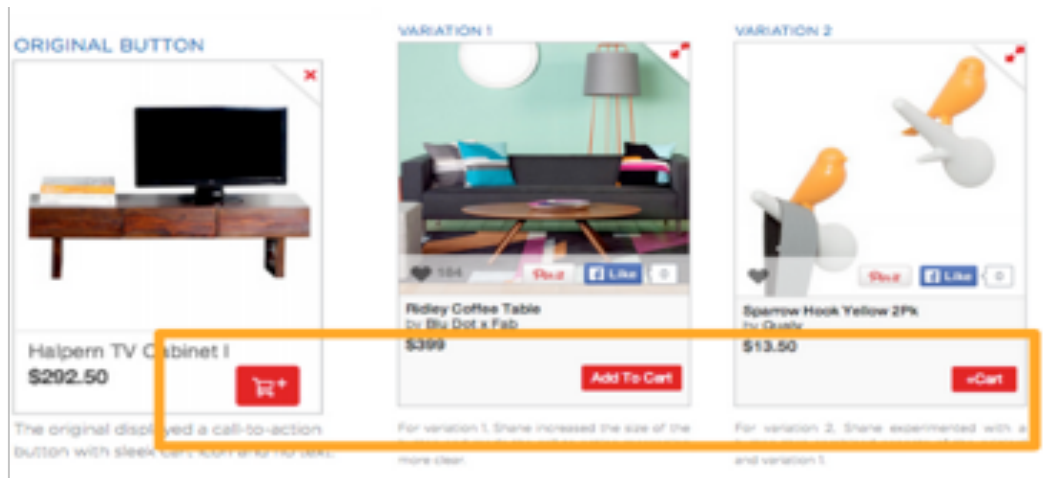
Appendix 3: Fab's growth hack

49% surge in CTR over the first version after adding text: ''Add to cart'

The first image is the original version with a simple small design of shopping cart without any text. The version A is tested with images and text while the last version B is just simple a '+' and text but not having any images. As a result, the version A has surged 49% in CTR over the other two versions (Abtasty, 2016).

Appendix 4: 5.84% increase in click through rate of Designhill.com

Subject	Sends	Opens	Opens (%)	Clicks	CTR (%)
Top 10 Off-Page SEO Strategies for Startups in 2015	27000	4235	15.68%	2832	10.48%
Check Out My Recent Post - Top 10 Off-Page SEO Strategies for Startups in 2015	27000	3540	13.11%	1253	4.64%

designhill

Appendix 4: Designhill.com conducts A/B testing

Designhill.com conducted A/B testing by sending two versions of emails with different subject line. The version A with 'Top 10 off-page SEO strategies for start-ups in 2015' gained more click through rate than the version B. Specifically, version A scored 5.84% higher in CTR and 2.57% of those who opened the emails than the version B (Abtasty, 2016).

Appendix 5: List of popular hacks

Stage	Hacks	Purpose	How it works	Difficulty level
Acquisitions:	Display ads	Customer's attention and brand awareness.	Developing the click-worthy content to direct customers to landing page. The place to set contents will be paid for the owner of ad space. The price is settled via bidding process between the ad space owner and growth hackers.	Simple
	Social ads	Customer's attentions and brand's awareness	Blogging, contents creation and guest posting are social ads that will happen in Facebook, Twitter or LinkedIn as social ads. These ads will aim to figure out the customer's behavior and raise the reputations of pages.	Simple
	Click to tweet	Customer engagement	Add the little link next to your post so that readers can	Easy

		and traffic increase.	share on Twitter. Tool to help: clicktotweet.com; hubspot, etc,..	
	Pre-filled form fields	Easier for increasing conversion	Potential users will fill out parts of forms which then will be as data to be passed through parameters in one link	Middle
	Content upgrades	Visitor's email address and promotions from them.	The bonus information should be highly valuable in order to ask for email address or for shares. Checklist, List of resources, quick start guide or podcast transcript are one of most favorites.	Simple
	Alt text to images	Improve the SEO of sites.	- ALT text should be descriptive - The complete image tag: `<img src="image.jpg" alt="image description" title="image tooltip">`	Middle
	Share button	Drive traffics massively	Embed the numbers of social medias butttons under every post to enhance shares. Certain tools for	Simple

			installing share buttons: • Share This • SumoMe • AddToAny • AddThis • Sharexy	
	Influencers	Modern consumers tend to seek advices through YouTube, Instagram, Twitter or Facebook and follows those who are experts and have credibility	Youtuber and Instagramers having high numbers of followers are the potential influencers. Segmented the influencers that are relevant to your business and offer them products to use for free. Things to get in exchange are their impressions to followers.	Middle
Activation	Email marketing	Enhance both new and current user's engagements	Sending frequent emails to the database of registers. The email content could be upgraded by the follow-up emails.	Simple
	Countdown timers	This is to fulfil the customer behavior in which the fear of missing is the main focus. Based on this, the sense of scarcity will be then turnt into an offer	Potential customers will be motivated to have real actions, for examples buying or registering because of their scarcity to be missed out opportunities. The time to get offer will be added and limited	Easy

		for customers.	The idea is to add the JavaScript into the landing page's HTML to set up and run the countdown timers. This could be installed though tools like Wishpond or Hubspot.	
	A/B testing	Splitting the traffic into 50/50 to compare the results	Sending 50% of visitors into one version of your site/products and half of them will go to another one. The results of two versions will be directly compared which then more powerful version will be considered to use.	Middle
	Sign up bar	Generate new leads and potential personal information.	Setting up a sign-up or pop up form in every page of your website in order that potential users will be able to register quickly. The sign-up form should be simple enough and provide necessary information for next email campaign.	Simple
	Automatic bots	Increase conversion rates.	Potential users will be lead to specific parts of your bots or personalized contents. After being lead into the bot, customers	Middle

			might get chances at watching other similar items which then be highly engaged. These customers will receive coupons or vouchers for similar items if they do not buy anything after all. Chat bots can automatically reply to customers comments or requests.	
	Walkthrough / Learn by doing	Increase users engagements.	Users will be welcomed with number of action-driven tooltip to help them walkthrough whole guides and function.	Middle
	Movie on boarding email	Increase users engagement and re-impress customers.	Similar to walkthrough hack, this is to send the customer's email before launching. Based on that, they will be guided on how to use products and definitely increase the engagements.	Simple
	Demo videos	Increase conversion rate and website's traffic.	Embed product overview video on landing page or product page. Embed videos in emails sent to users by creating thumbnail image which then lead to the videos	Simple but expensive

			embedded in home page.	
Go Viral	Referral program	Get more new clients through existing ones.	There are two ways: • One-way referral: refer in exchange for certain benefit • Two way referral: both referrer and referee will receive benefits	Simple
	Share buttons	As in the acquisition stage	As in the acquisition stage	As in the acquisition stage.
	Hashtags	Segmented direct audiences to contents.	Do the research for hashtags list according to what content offered. Direct hashtags to make sure not to get lost in the streams of other contents. Website can offer the hashtags research: hashtagify.me; ritetag.com	Simple
Retention and optimization	Gamification framework	Increase the customer's engagement.	Create the series of trophies and meaningful rewards when customers perform certain actions. Each reward will be accompanied with single actions for examples winning one trophy for	Simple

			adding a friend's email addresses.	
	Re-targeted ads	This is as the re-called ads for those who is not ready to convert yet when interacting with landing page.	Adding a retargeting pixel, for examples discounts or blog contents which aim specifically to unconverted users in order to get them back to the landing page.	Simple
	Search engine optimization – SEO	Outranking stronger competitors.	- Improve load speed of page in order to perform better searching results for customers, especially on the mobile. - Improve the title's description and keywords to get more traffics, etc....	Middle
	Giving back for least engaged users	Loyalty generating.	Identify users who haven not logged in for certain weeks and then offer a private discount or coupons as a thank you and reminding message.	Simple

	Create problems to be fixed quickly	Win the satisfactions of customers.	Intentionally create some problems which then inform to customers about fixing it quickly and transparently. This is to let customers know that they are always taken care by us.	Simple
Retention and optimization	'What to do next' email	Customer's engagement.	Send the on boarding email to new sign-up customers which provides certain actions to be performed next. The actions should demonstrate best features about your products and include immediate value to them.	Simple

Appendix 5 – List of popular hacks

Difficulty level: This is based on how much efforts that one growth hacker can spend for using hacks. However, this depends on certain circumstances of companies or start-ups. for examples financial situations and its purposes.

Appendix 6: Hacks used at Loogup

Stage	Hack	Purpose	Linking parts
• **Acquisition**	Sign- up bar	Collect user's information Optimize the conversion rate	Part 3.1
	Paid acquisition hacks	Build the brand awareness	Part 3.3
• **Activation**	A/B testing	Optimize the conversion rate Generate leads	Part 3.3

	Email marketing	Collect user's information Build customer relationship	Part 3.2
• **Go viral**	'Tweet' share button/ Referral program	Promote to user's network Generate leads and build the brand's images	Part 3.1
• **Retention and optimization**	Targeted and re-targeted ads	Build the brand's awareness Gain the customer's relation	Part 3.3 & 3.4

Appendix 6 – Hacks used by Loogup.