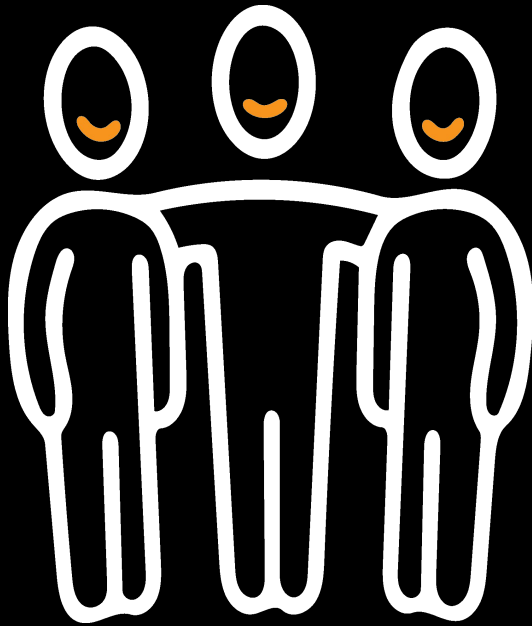# GRO.TEAM

the b2b growth hacking playbook

Rorie Devine
founder and growth hacker

GRO.TEAM

The Business Growth Agency

All
Business Growth
Services
Joined Up

our aims

1 to share what you need to know
to b2b growth hack successfully

2 share any growth ideas or
experiences you might have

3 get feedback and
improve this playbook

contents

1) what is growth hacking?

2) setup and tools

3) growth channels

4) growth sprints aka measure-act-measure

5) targeting

 i) Google ii) Facebook iii) LinkedIn iv) Twitter

6) influencing

7) interacting

8) converting

9) follow on

1) what is growth hacking?

traditional marketing

lots of stuff thrown at a lot of people hoping to hit your target...

growth hacking

precise targeting with more potent weapons...

1) what is growth hacking?

growth hacking is "**hacking** social media, SEO, incentives, product features, traditional marketing techniques and anything and everything as part of a singular focus on **growth**."

a growth hack is something that delivers growth but is cost effective, can be edgy, and ideally is quick

to growth hack is attack growth in a cross-functional way using skills traditionally found in Marketing, Sales, Product, Digital/Online, Technology and so on...to growth hack is to address the whole customer lifecycle from Top Of Funnel to successful conversion

there is no such thing as a free lunch...growth hacking is a hungry beast...it takes time and devours content...

Sean Ellis (IPO'd LogMeIn and Uproar.com, first marketer at DropBox) coined the phrase Growth Hacking in 2010 and it really started to get traction in 2012
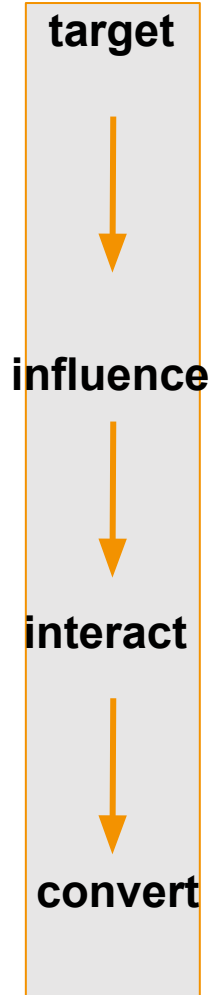
bad news good news

bad news

b2b growth hacking is hard. Really hard. There is probably a relatively small number of people you need to talk to in a b2b marketing context and they are probably difficult to reach. In b2c growth hacking the addressable market may be millions or even billions of people. In b2b growth hacking we may be targeting only thousands or tens of thousands of people. To reach them we're going to need to use laser guided bombs rather than the blanket bombing approach typically applied in b2c growth hacking. A lot of the "go to" approaches in b2c growth hacking (such as competitions/referral programs) don't work so well in a b2b context when people are normally procuring on behalf of their organisation.

good news

all we need to do is put something interesting/useful in front of potential customers. How hard can that be right? All we need to do is**…target, influence, interact, convert...**
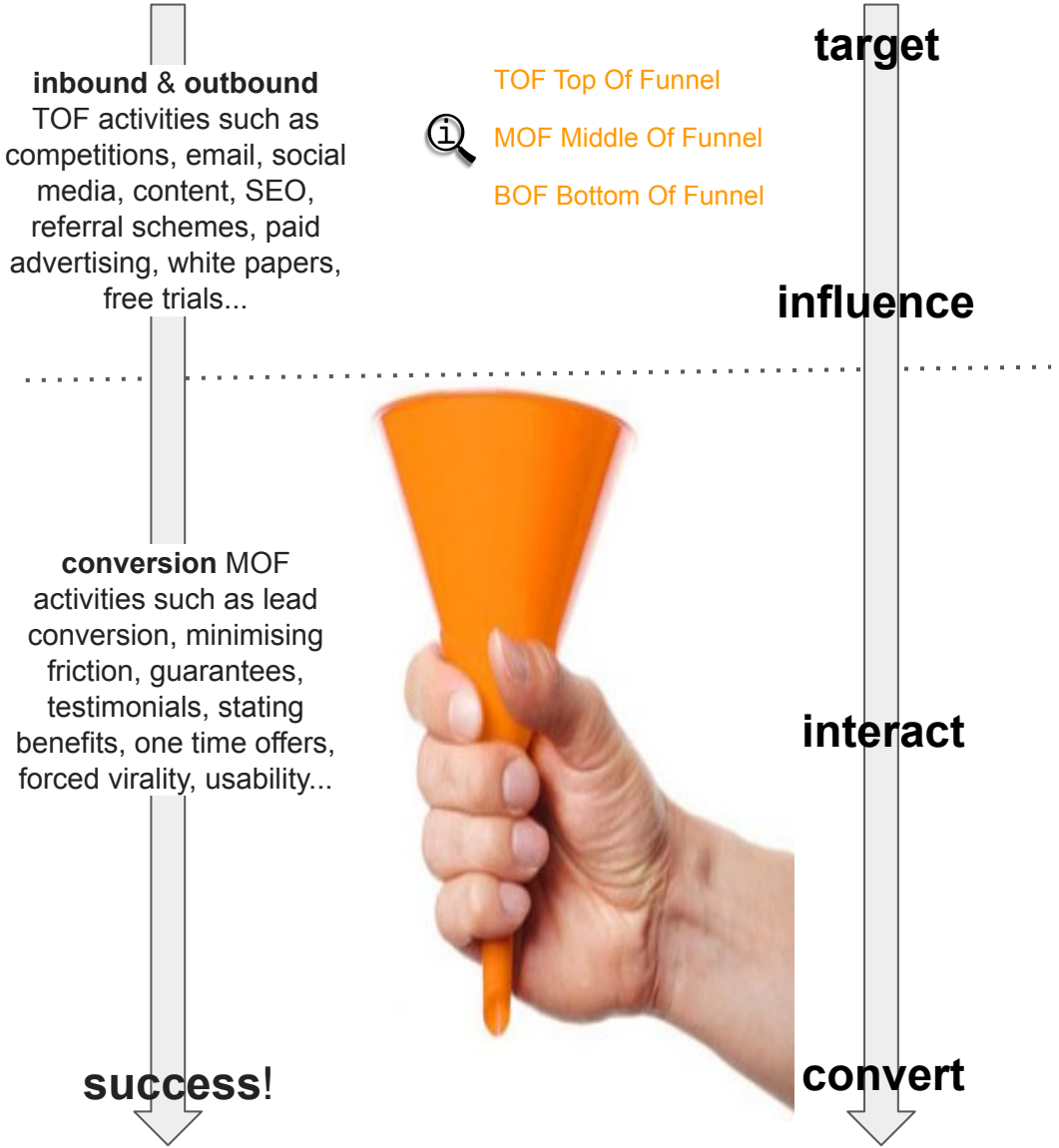
we're mostly going to be talking about what is now called "Content" or "Inbound Marketing". In inbound marketing we "earn" a potential customer's interest by demonstrating that we have something interesting/useful to them. This is opposed to old-style Outbound Marketing that involved a one way push to an large untargeted audience

don't be afraid to challenge any orthodoxies and try things that may not be "fashionable". For instance – As the number of advertisers in Yellow Pages style directories is falling the value delivered to remaining advertisers is going up and up. Good ROIs (Return On Investments) are possible if your target demographic includes people over 50 in particular

target

influence

interact

convert

8

the growth hacking funnel

target

inbound & **outbound** TOF activities such as competitions, email, social media, content, SEO, referral schemes, paid advertising, white papers, free trials...

TOF Top Of Funnel

MOF Middle Of Funnel

BOF Bottom Of Funnel

influence

conversion MOF activities such as lead conversion, minimising friction, guarantees, testimonials, stating benefits, one time offers, forced virality, usability...

interact

success!

convert

email would normally be considered "outbound" because we are contacting potential customers whereas content would normally be considered as "inbound" because we put something out there and incentivise people to contact us

referral schemes are the bread and butter of b2c growth hacking and one of the ways a viral coefficient > 1 be achieved

A viral coefficient >1 is when each new customer in turn brings more than one new customer
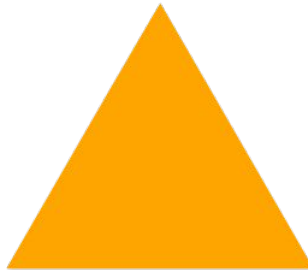
the growth hacking triangle

the x-functional and edgy nature of growth hacking means it might not be usable by everyone but it can deliver spectacular results and change business trajectories...

it's all about content these days. To growth hack we need to be able to regularly produce authentic, interesting or useful content. We need it for our own site/blog but also for guest blogging and so on...

content

what most people think of as being growth hacking. Hugely important in b2c growth hacking but less important in b2b because incentivising people when they are procuring on behalf of their organisations is less straightforward

still the most effective growth hacking approach. Some people report an ROI 40 times that of "Social". Tools like MailChimp make managing email lists and campaigns easy

referral   email

in an ideal world we would start with clearly identified customers and needs and *then* design the product/service to get product-market fit and an optimum growth hacking strategy. We can then think about optimum SEO/content/URL/referral approach before we build anything but in the real world we tend to get called (+44 (0) 800 246 5735) after the MVP has been built and customers are needed – now!

questions or comments on what is growth hacking?
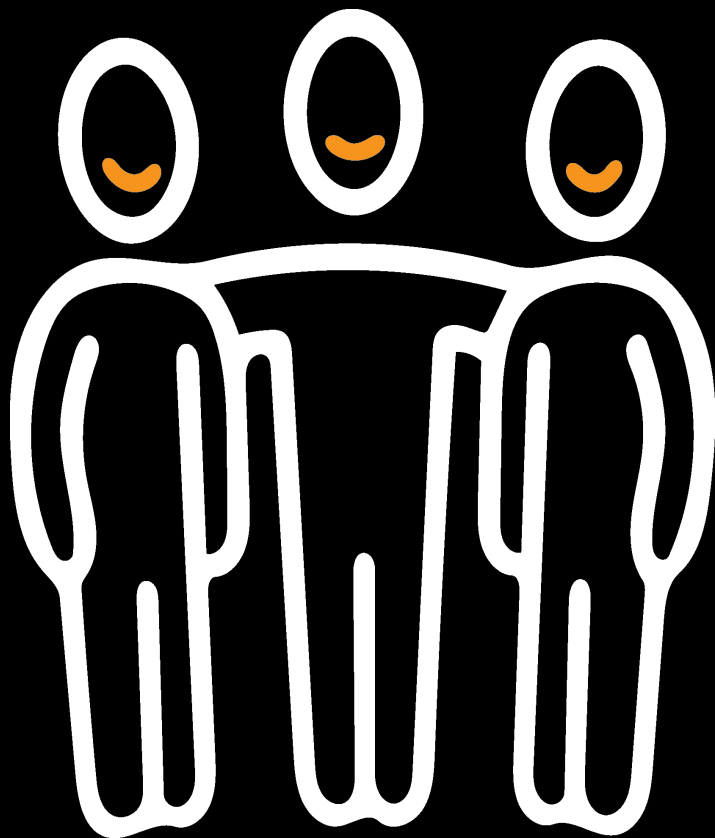
thank you

Rorie

Please give me a shout with any questions, comments, ideas, feedback...

hi@GRO.TEAM
+44 (0)800 246 5735