

Columbia Road

Growth Hacking in 10 min
13.1.2021



Hi, nice to meet you!



Toni



Matti



Henrik



Eero



Esa



Antton

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What is Growth Hacking?

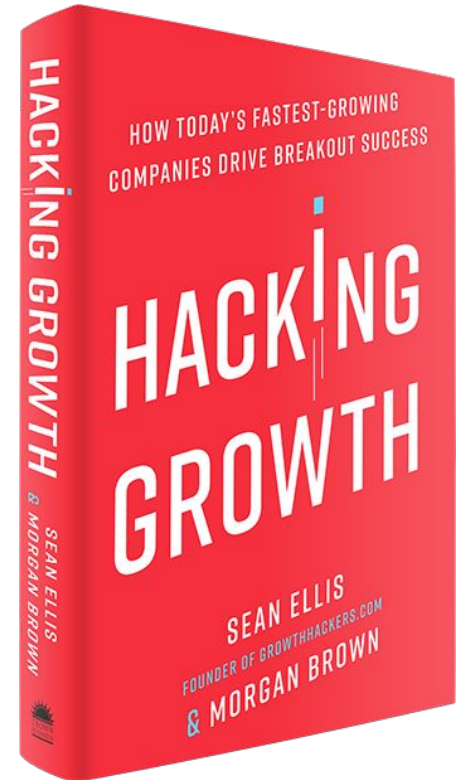


WHERE DOES THE TERM 'GROWTH HACKING' COME FROM?

Sean Ellis wrote a blog post using the term in 2010. It was initially a new way of driving growth in startups.

TYPICAL EXAMPLES ON FINDING THE WINNING SOLUTION

- AirBnB - integration to Craigslist
- Dropbox - share to get more space
- YouTube - embedding videos to increase views
- Spotify - Independent teams with a clear focus



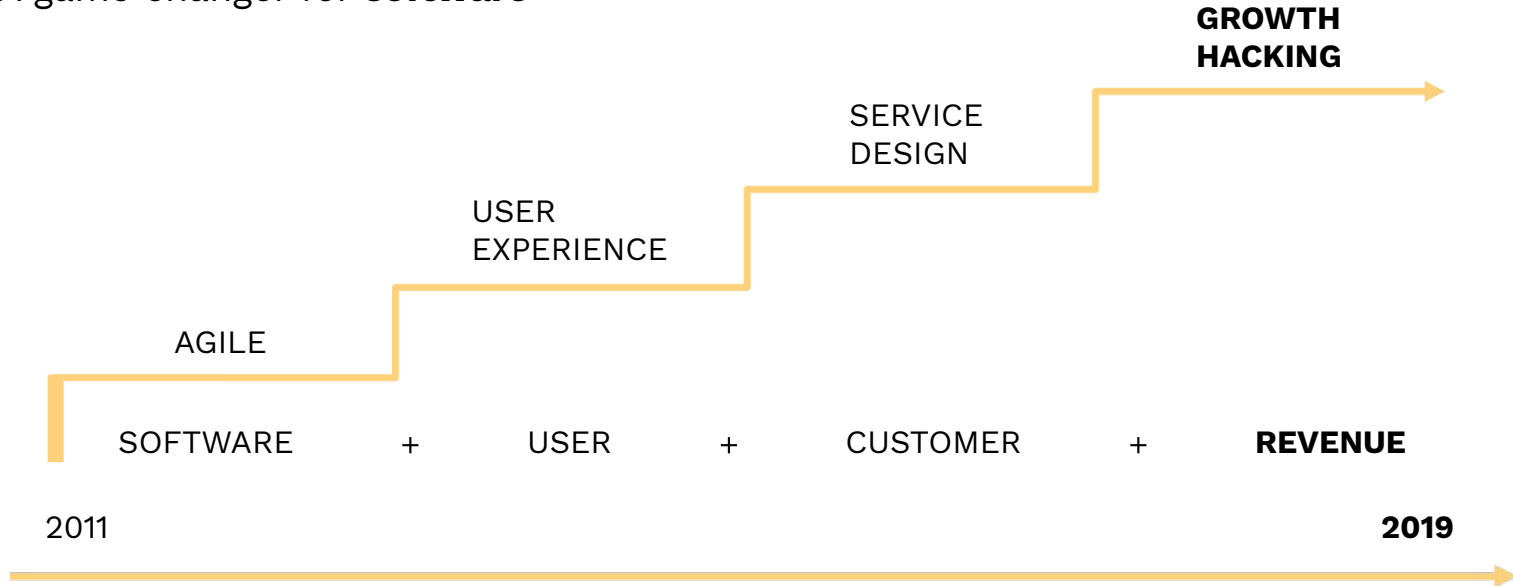
What growth hacking is built on

Lean marketing	<i>Rapid campaigns + data based impact vs. perfected designs + rigid planning cycles</i>
Agile development	<i>Iterative and adaptive development practices vs. waterfall</i>
Enterprise level agile	Operating models and processes that enable truly agile development (e.g. lean roadmapping)
Lean startup and enterprise	How to enable rapid product-market-fit validation and development loops (in an enterprise)
Service design	Developing services that truly fit customers' needs.
Data revolution	In digital everything is measurable
Hyperspeed market change	How to find growth in a constantly changing environment



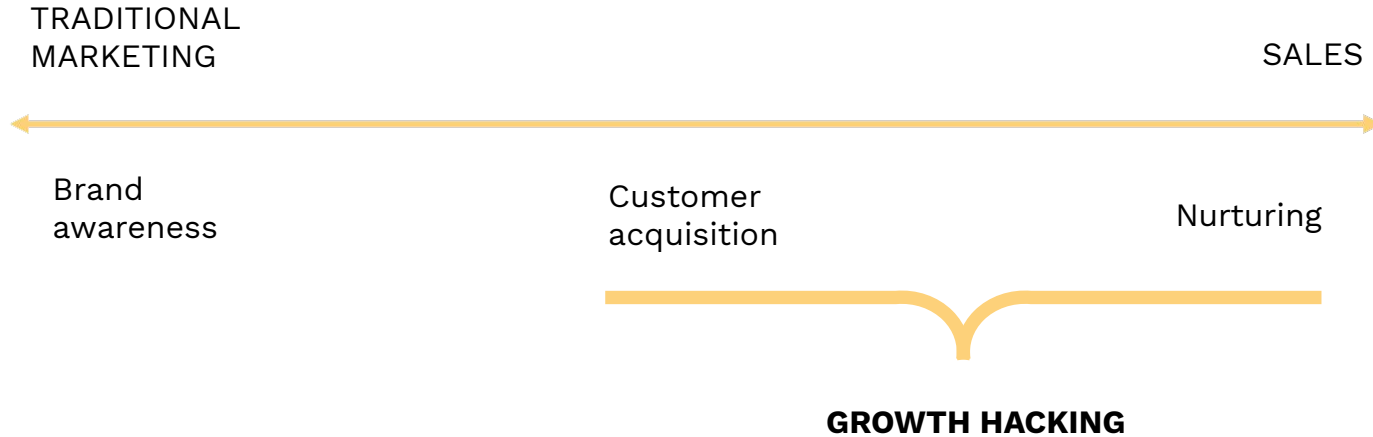
GROWTH HACKING IS THE NEW AGILE

A game changer for **software**



GROWTH HACKING IS SALES FOCUSED MARKETING

A game changer for **marketing**



GROWTH HACKING IS A DIGITAL APPROACH TO SALES

A game changer for **sales**

TRADITIONAL SALES PERSONNEL

Field sales people	Brick and mortar shop keepers
Dealer contact persons	Sales managers

DIGITAL SALES PERSONNEL

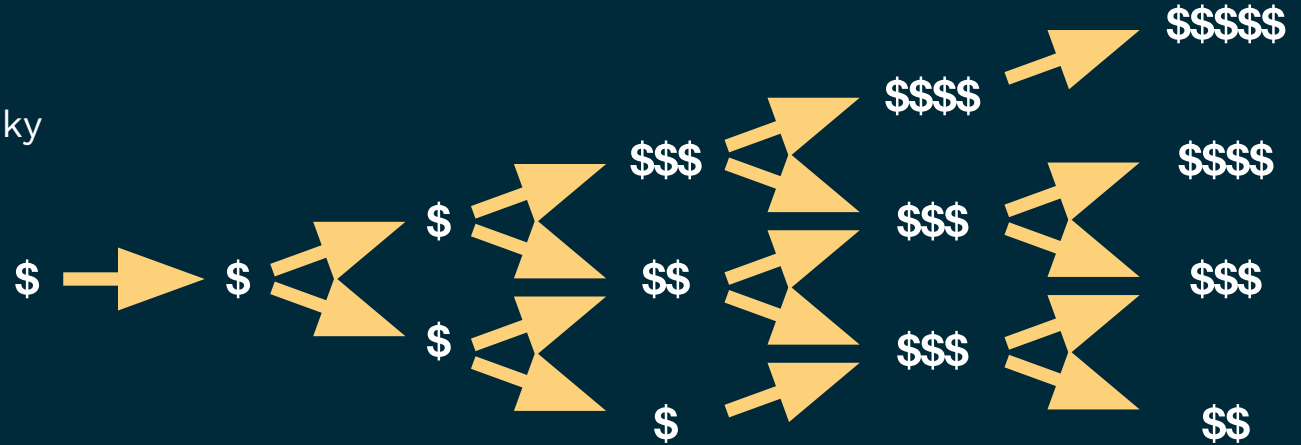
Software developers	Designers
Digital marketers	Ecommerce shop keepers

GROWTH HACKING SETS
A NEW PACE



A game changer for
Speed

Fast learning enables
rapid investment
validation, thus less risky
investments



Growth hacking changes the game on all levels

Hands-on

Daily growth hacking activities

Growth hacking teams

Operative

Growth opportunities and hypotheses

Cross-functional ownership of customer journeys

Strategic

Vision for growth

Growth culture

General direction

Data based validation

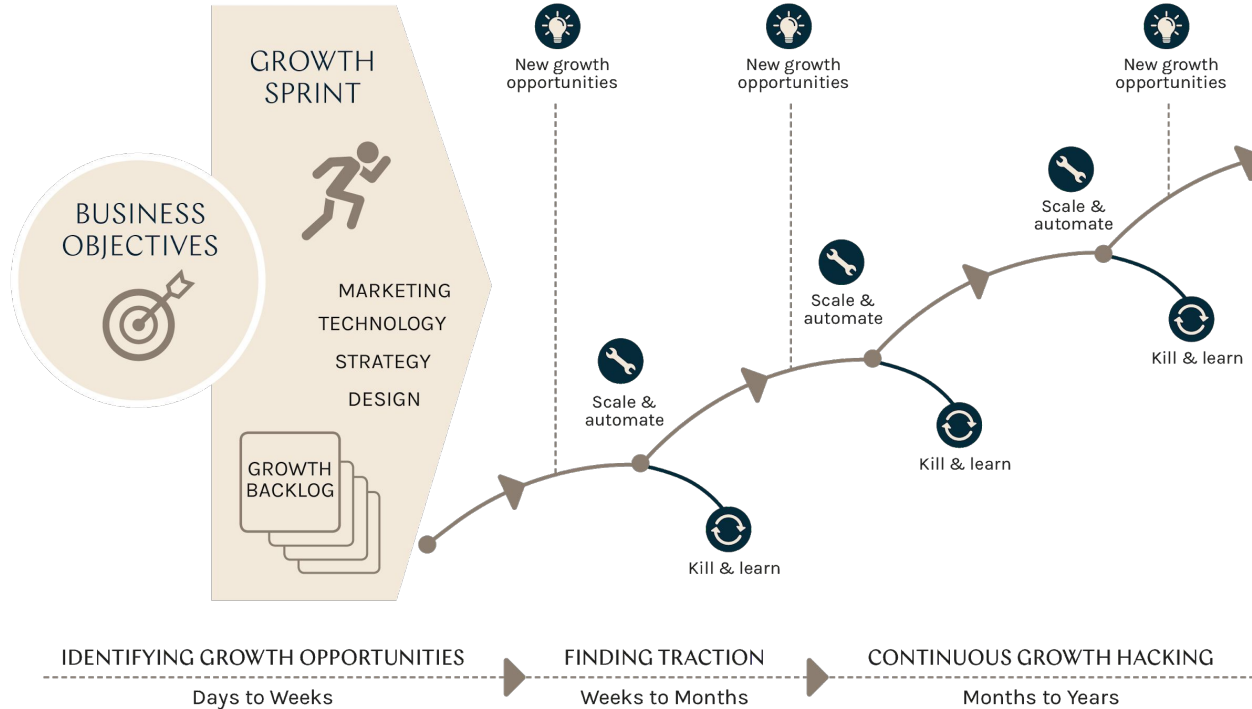


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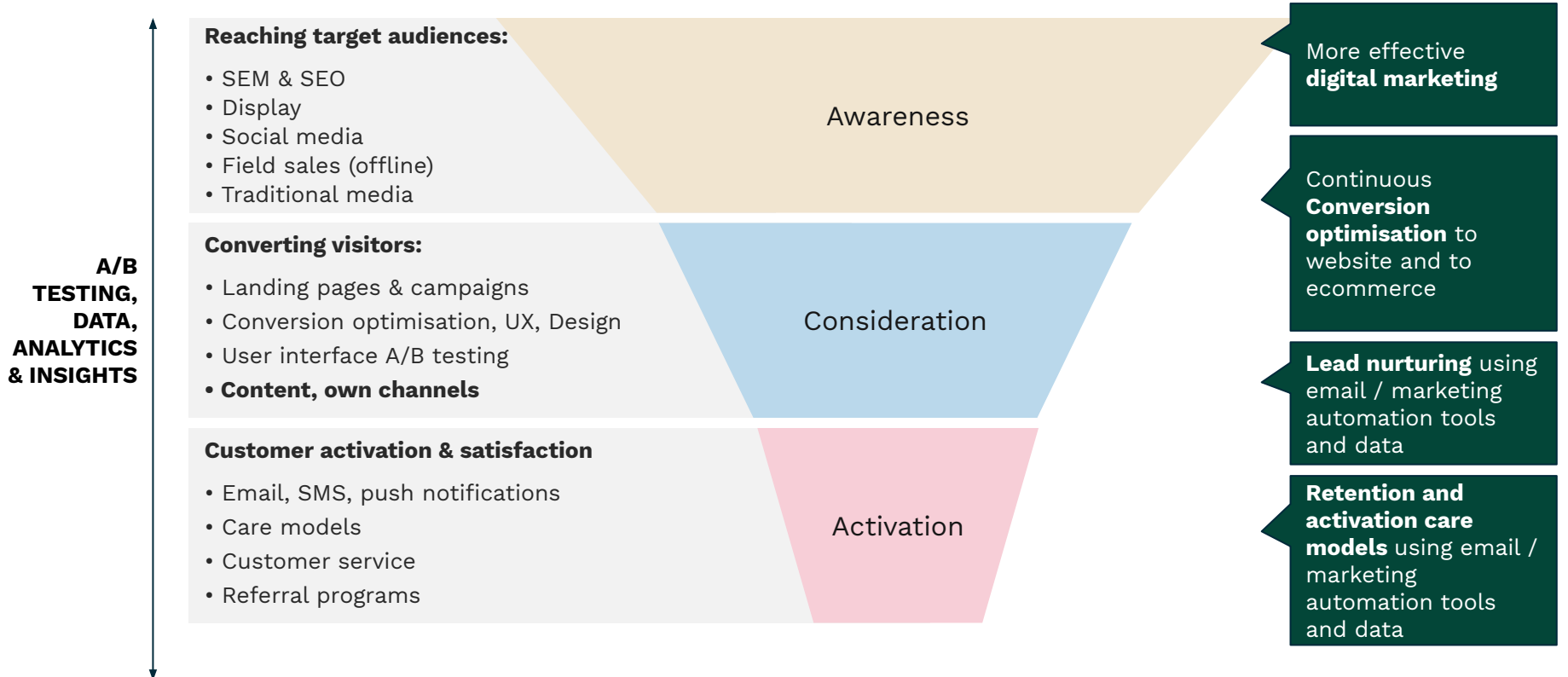
How to do Growth Hacking?



Growth hacking process



Growth hacking across complete purchase funnel



Multidisciplinary team around a shared goal

CORE TEAM

With strong **business ownership**, mandate to take action,
and **shared business targets**



**Growth
Owner**



Designer



Developer



**Marketer &
analyst**

Skills

Design

Digital marketing

Data analysis

Sales

Development

Copywriting

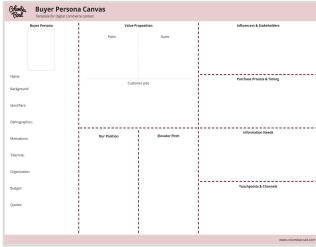
Marketing automation

Strategy



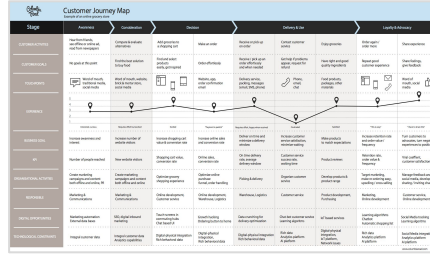
Examples of our growth tools (download for free from columbiaroad.com)

BUSINESS DESIGN



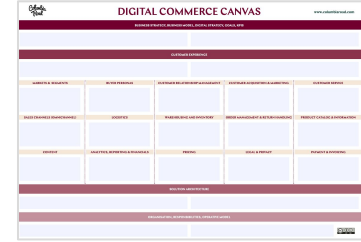
Buyer Personas

Not only demographics, but purchase patterns and behaviour



Customer Journeys

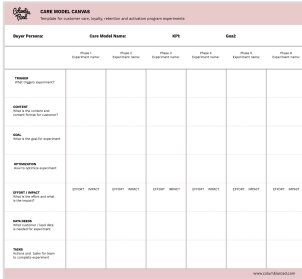
Map pain points & opportunities for each persona, from front-end (customer touchpoints) to back-end (systems, processes, KPIs, architecture).



Digital Commerce

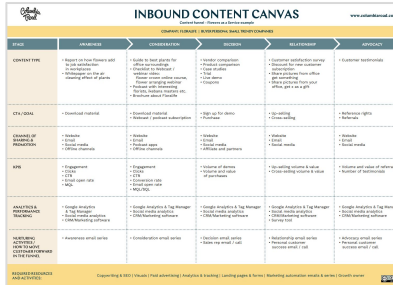
Business Architecture designed for eCommerce is the basis of competitive customer experience & revenue-driven ecommerce business model

SALES & MARKETING



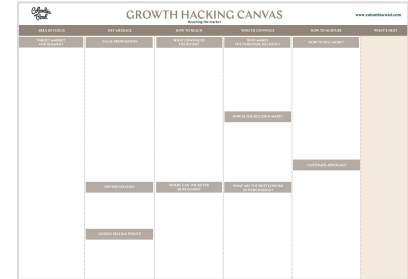
Care models for ecom marketing

How to grow customer life-time-value and loyalty



eCommerce content strategy

How to drive quality inbound traffic to the web shop and activate customers to buy



Growth Hacking to optimize revenue

Continuous experiments along the purchase funnel to increase revenue



Task: “business” goals

What’s the **pre-defined goal**?

Why does the org aim for this goal?

What **bigger goal** does this goal serve?

...Do you **adjust** the pre-defined goal?

How do you **measure** progress on the (new) goal (daily/weekly)?

You can add more specific objectives to make the goals more measurable.

ANOTHER FRAME FOR GENERATING GROWTH HYPOTHESES & TEST IDEAS

