



# GROWTH HACKER

A few years ago, the term “growth hacker” was non-existent; marketing positions were labeled the standard Vice President, director, manager and coordinator. But in the recent years the term growth hacker has spread out from tech-central Silicon Valley, and created a substantial buzz in the marketing industry. Even though the practice has been around for as long as there has been a need for marketing, it has only recently earned itself a job title – and one of the most desired ones at that.

## SO WHAT DOES IT MEAN? WHAT IS A GROWTH HACKER?

It becomes a more digestible term when it’s broken down. In relation to business, the term growth needs little explanation: the upwards motion of a company through sales, users, revenue, etc. The word hacker causes significantly more pause, as it has so many widespread definitions. For this purpose, it is describing an individual that thinks outside of the box, and uses creative engineering that do not follow the usual rules of marketing. When you put the terms together, it is a marketer that understands the value of both creative and technical marketing in order to grow a business. They take responsibility for the company’s growth through analytical thinking and coding.

Growth Hackers are most sought after within start-up companies, because they have the mindset for astronomical increase. Instead of a corporations usual <5% yearly increase, growth hackers are looking for upwards of 20% increase per month. The hackers need to be able to handle the risks that come with extreme uncertainty, especially because they lack the resources and brand equity of larger corporations.

Growth hackers need to have a passion for metrics, because the best strategies are ones that are data-driven and well-executed. Whether they have an engineering background, a marketing background, or a sales background, the position is designed to increase sustainable and long-term solutions. Viral Acquisition is often at the heart of growth, because it enables companies to turn 1000 people into 10000 people without spending extra money or time.

## THERE ARE A NUMBER OF TACTICS THAT GROWTH MARKETERS USE:

### VIRAL ACQUISITION

The ability to encourage existing users to share your product with new users.

### PAID ACQUISITION

The use of Google AdWords, Facebook Ads, display ads, etc.

### CONTENT MARKETING

The leveraging of blog posts, infographics, and viral videos, in the hope of turning visitors into loyal users.

### EMAIL MARKETING

The engaging of customers and consumers with you brand.

### SEARCH ENGINE OPTIMIZATION

Somewhat different from larger companies, startups need to have a very particular SEO strategy that focuses on reach instead of specific target.

### A/B TESTING AND ANALYTICS

The testing and analysis of multiple campaigns, and then the discarding of unsuccessful projects.

Growth hackers are becoming one of the most sought after positions in the marketing industry. They are the strategic combination of creativity, technical skills, and vision, and they are capable of analyzing data in order to make long-term marketing solutions. The more companies are realizing the value of growth hackers, the more the Vice President position is becoming more technical. Growth hackers are changing the marketing structure, and pushing it towards metrics and analysis.