GROWTH MARKETING:
time to go beyond the buzzword.

CUSTOMER INSIGHTS SUMMIT STOCKHOLM - 16 OCT 2019

I’M YANNICK BTW

ING

PHILIPS

TOTAL

sanoma

Microsoft

SONY MUSIC

Cartamundi
A heart for cards

Wolters Kluwer

pssst, I’m a huge Ajax fan!

NOT MY FIRST TIME IN STOCKHOLM

I love Growth Marketing, you guys love Customer Insights. Let’s find the sweet spot.

WHO KNOWS WHAT
GROWTH MARKETING IS?

DOES ANYONE KNOW THIS MAN?

“YOU BETTER LEARN TO
EAT HOT DOGS FAST”
THE GROWTH
REVOLUTION

I WANT TO CONVINCE YOU OF ONE THING TODAY

#1 EXPERIMENT MORE 🔑

*DJ KHALED WOULD CALL THIS
ONE OF THE MAJOR KEYS

THE #1 QUESTION PEOPLE ASK ME ALL THE TIME

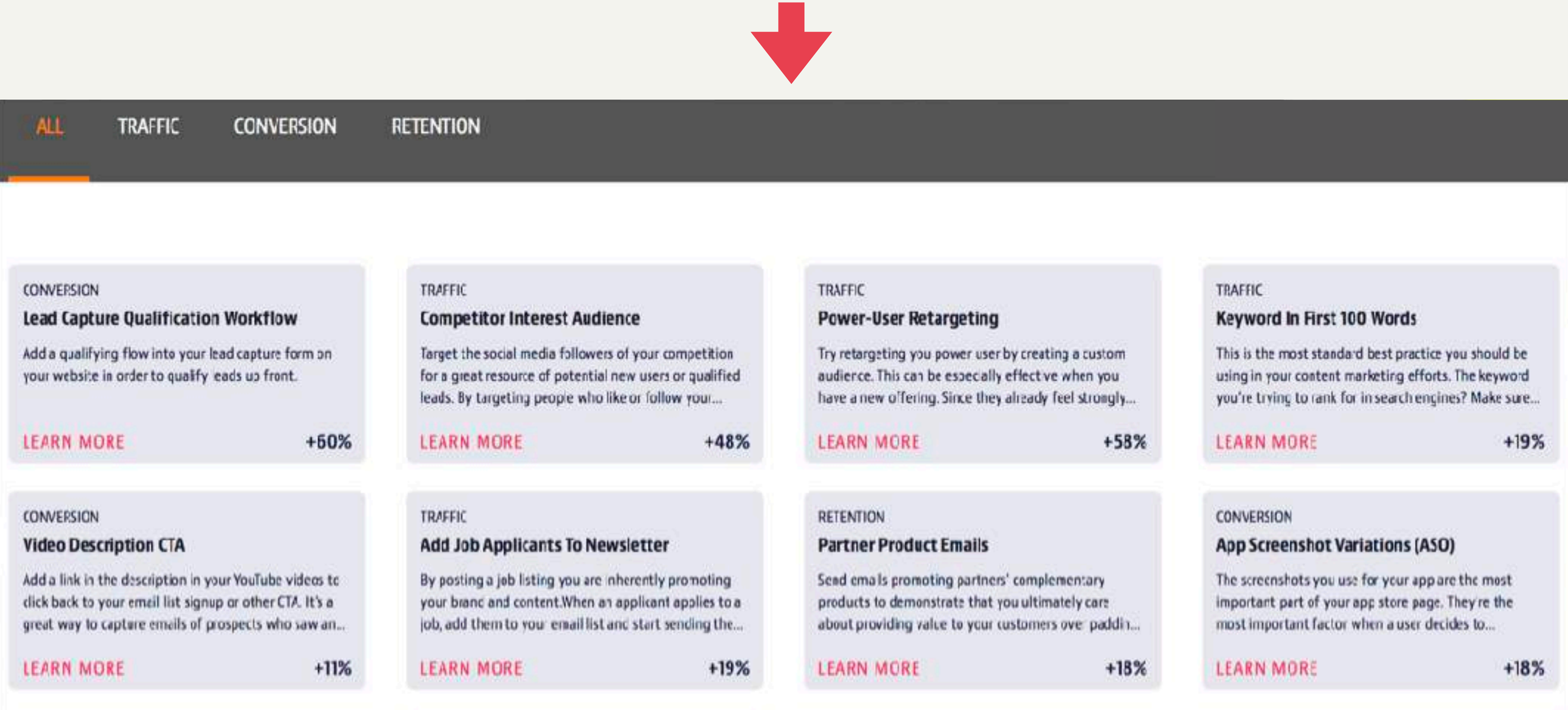
“WHICH NEW TACTIC CAN I USE TO GROW MY BUSINESS?”

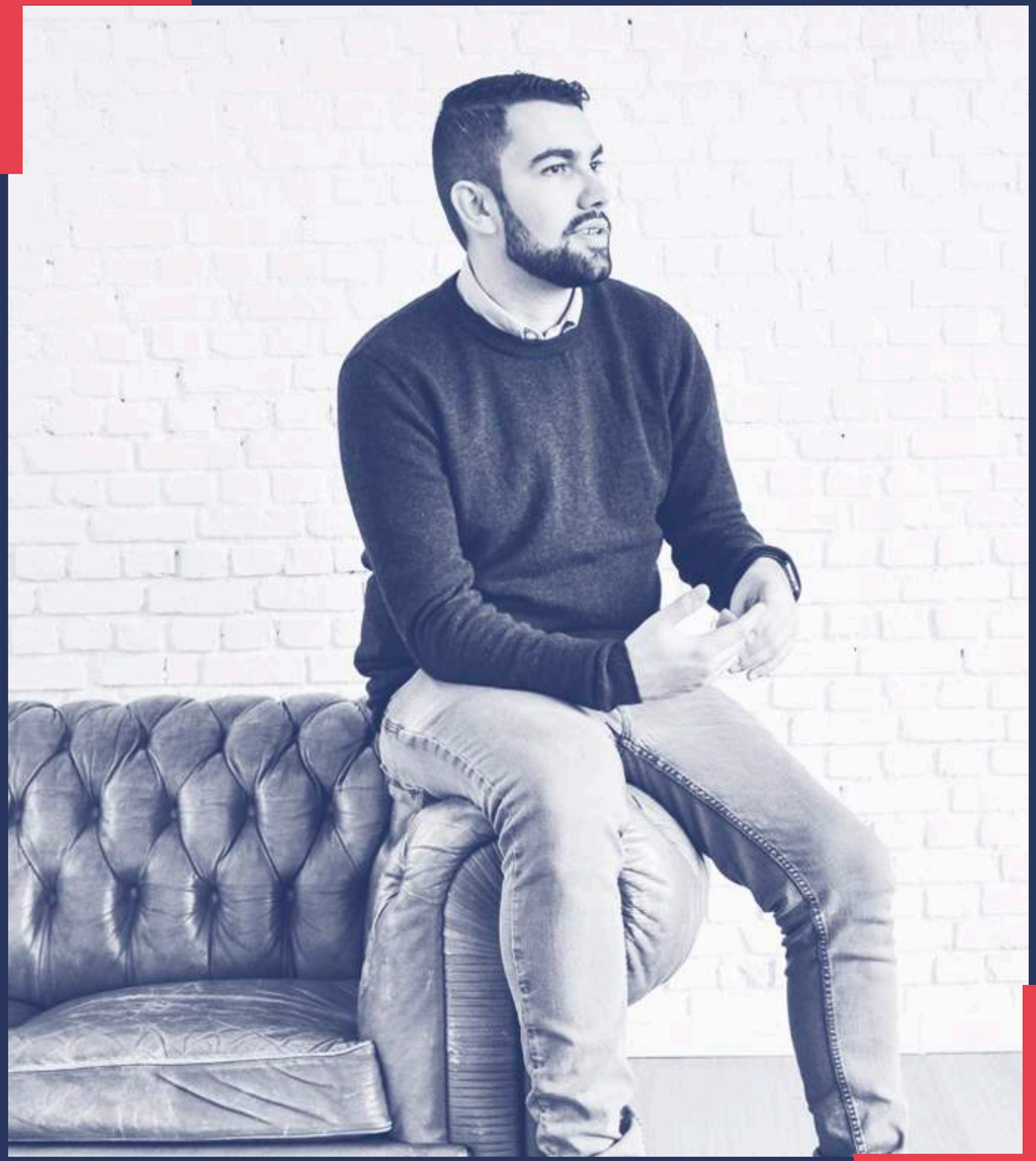
THE GROWTH REVOLUTION

QUICK WIN TACTICS

WHAT YOU DON’T NEED US FOR

YOU CAN BROWSE THE WEB YOURSELF





GROWTH MARKETING IS A MYTH.

Growth has nothing to do with tactics…

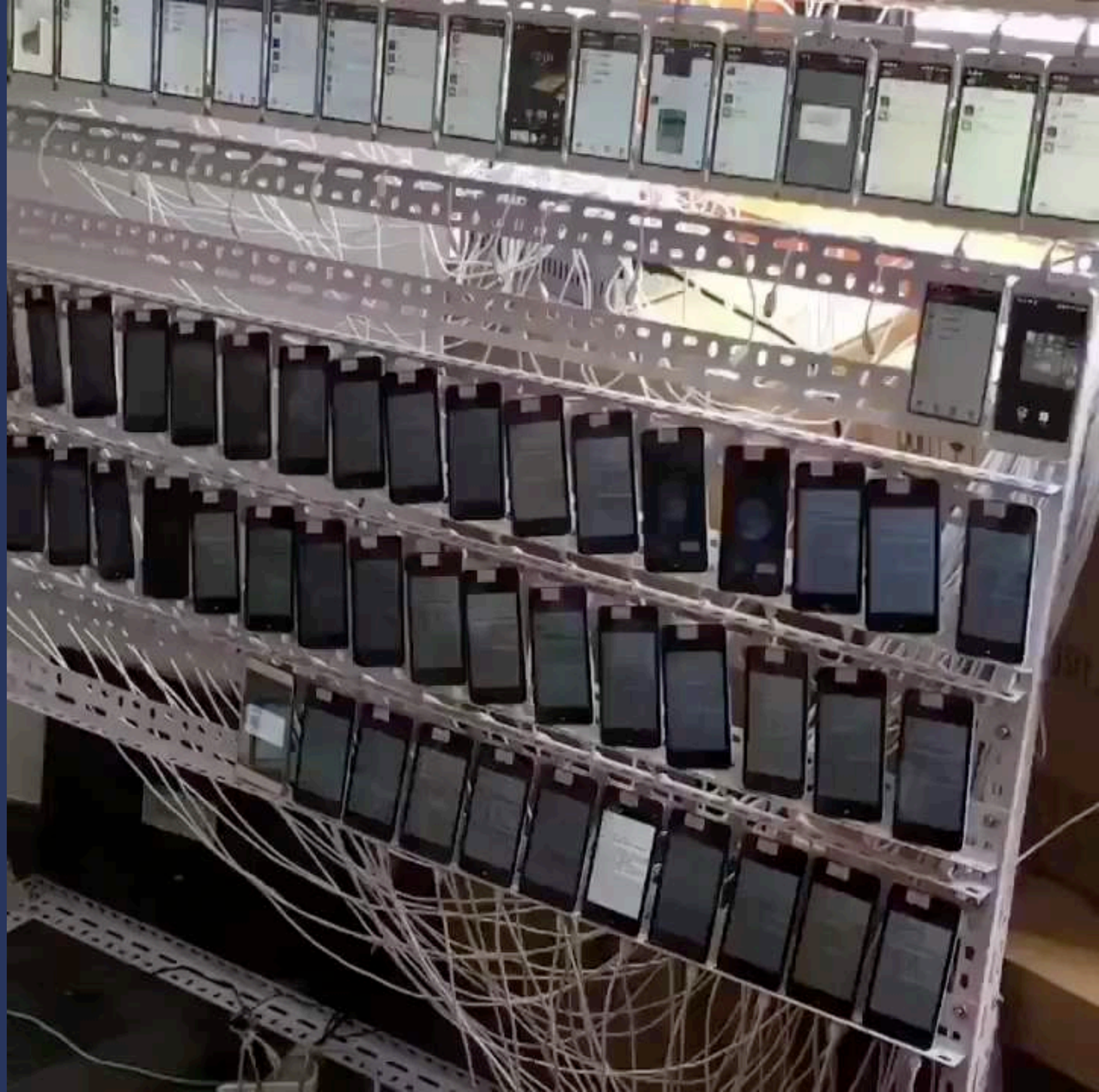
It’s all about … PROCESS

Sustainable growth comes from understanding your best customers extremely well.

GROWTH MARKETING HAS MATURED OVER THE YEARS

FROM CHINESE CLICK FARMS.

👉 📱



TO
EMMANUEL
MACRON

🥐⭐

La botte secrète de Macron pour disrupter la classe politique française

BERNARD LEBELLE / Fondateur de Bleu Cobalt | Le 03/05/2016 à 14:57 |

2 0 85 0

La botte secrète de Macron pour disrupter la classe politique française

Le ministre de l'Economie mise sur le «growth hacking» une méthodologie empruntée aux start-up californiennes pour doper la croissance de son mouvement politique.

Vous aussi, **partagez vos idées** avec les lecteurs des Echos

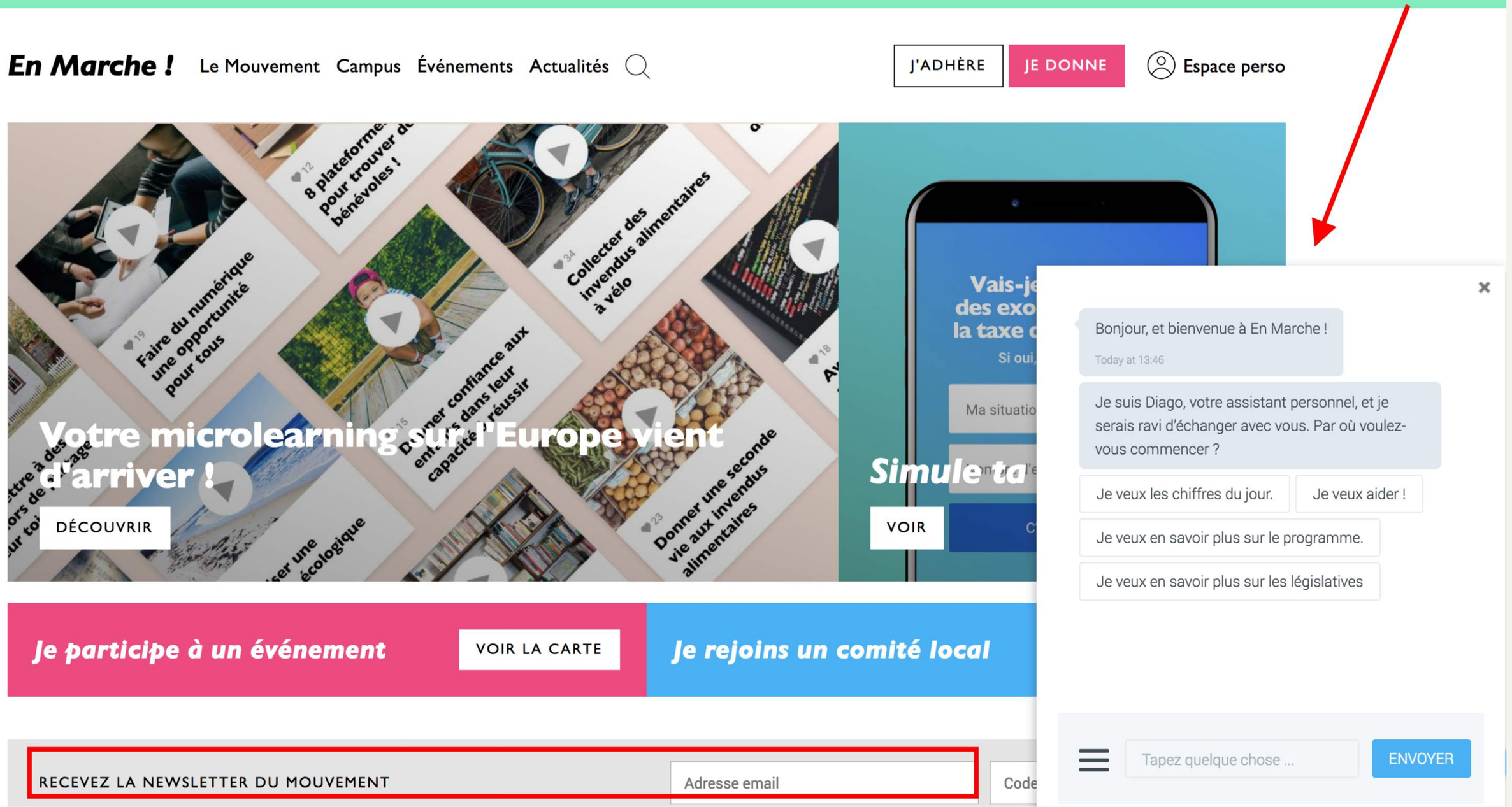
JE CONTRIBUE

Les textes publiés sur Le Cercle proviennent de notre communauté de contributeurs extérieurs

#MacronPrésident

Les nouvelles actions du mouvement

DÉCOUVRIR



THE THING IS…
IT’S A MYTH.

You’re looking for ways to make
your marketing faster, smarter
& more innovative.

BUT WHERE DO YOU START?

1.

START BY REMOVING FRICTION POINTS FOR YOU CUSTOMERS.

TALK TO CUSTOMER SERVICE.

HOST AN INTERNAL ‘PISS OFF YOUR CUSTOMERS’ WORKSHOP.

DOWNLOAD OUR NEGATIVE THINKING CANVAS & REMOVE ALL POINTS OF FRICTION FROM YOUR CUSTOMER JOURNEY.

NEGATIVE THINKING

DISCOVERY PHASE	RESEARCH PHASE	NEGOTIATION PHASE	USAGE PHASE
HOW DO USERS FIND YOU?	YOUR CUSTOMERS COMPARE OFFERS FROM COMPETING COMPANIES	THE CUSTOMER GETS IN TOUCH WITH YOU TO NEGOTIATE A DEAL (OR THE OTHER WAY AROUND)	WHAT COULD GO WRONG WHILE USING YOUR PRODUCT AND WOULD MAKE A CUSTOMER STOP USING IT
WHY ARE CUSTOMERS NOT COMPLETING THIS PHASE?			

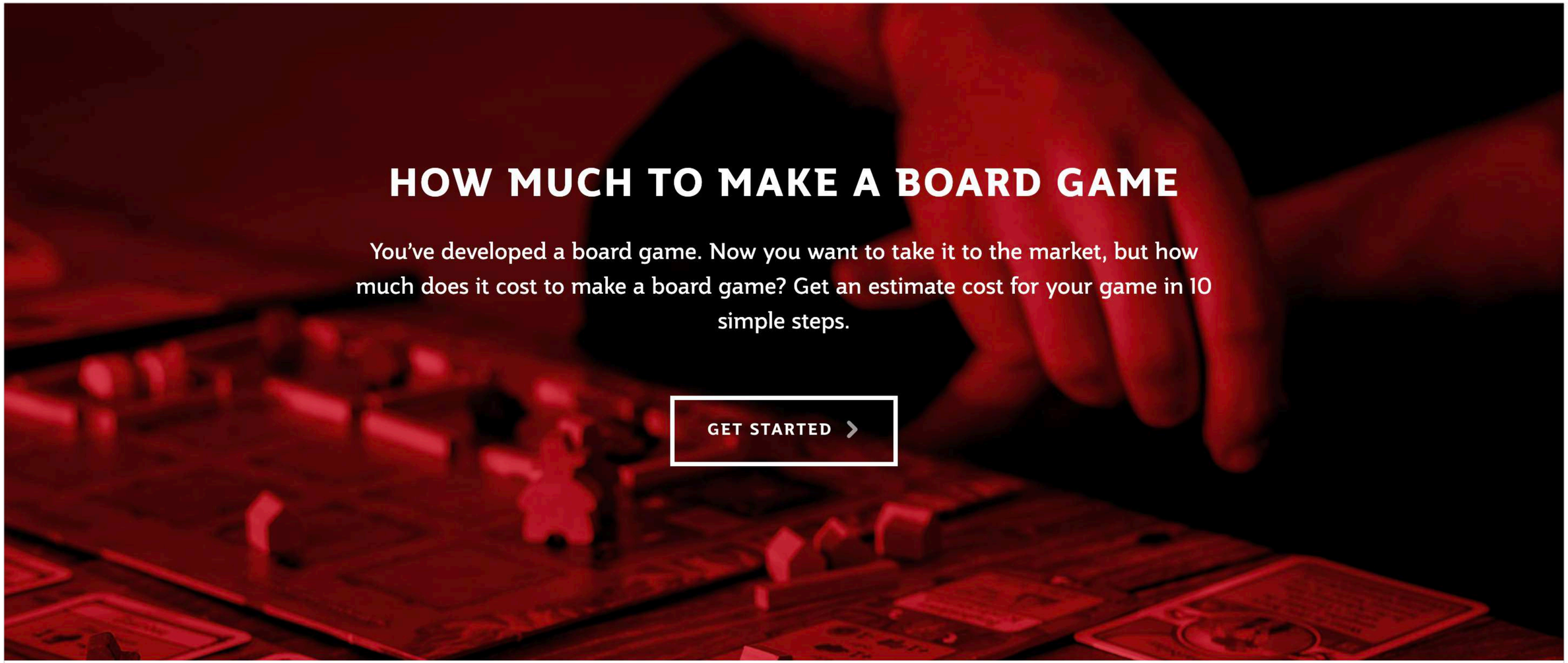
THE GROWTH REVOLUTION

SOURCE: Lorem ipsum

CC BY NC SA

PRINTSIZE: A0

THEGROWTHREVOLUTION.COM/TOOLS



HOW MUCH TO MAKE A BOARD GAME

You've developed a board game. Now you want to take it to the market, but how much does it cost to make a board game? Get an estimate cost for your game in 10 simple steps.

GET STARTED ›

MADE BY CARTAMUNDI

STEP: 0/10

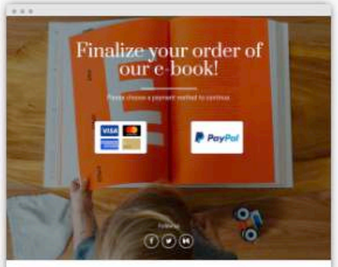
Side Project Templates

Templates

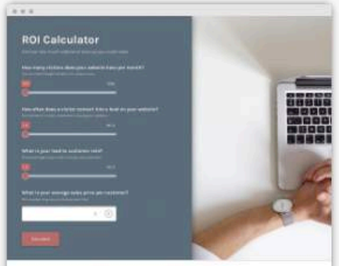
Use these templates as **responsive landing pages** or easily **embed them into your website**.

Categories

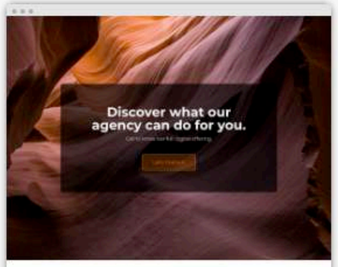
- All 70
- Quiz 8
- Survey 12
- Calculator 8
- Form 9
- Payment Form 6
- Lead Page 9
- Promotion 11
- Personality Test 7



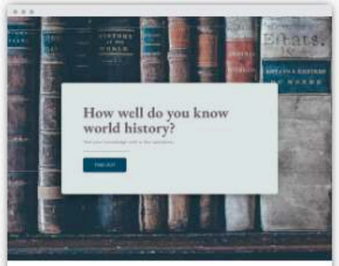
Buy E-Book



Website ROI Calculator

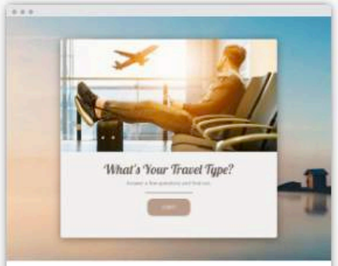


Agency Lead Gen

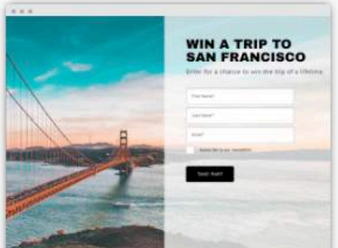


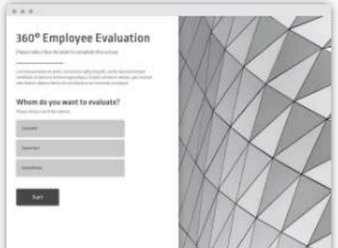
Test Your History Know-How

Contact Form



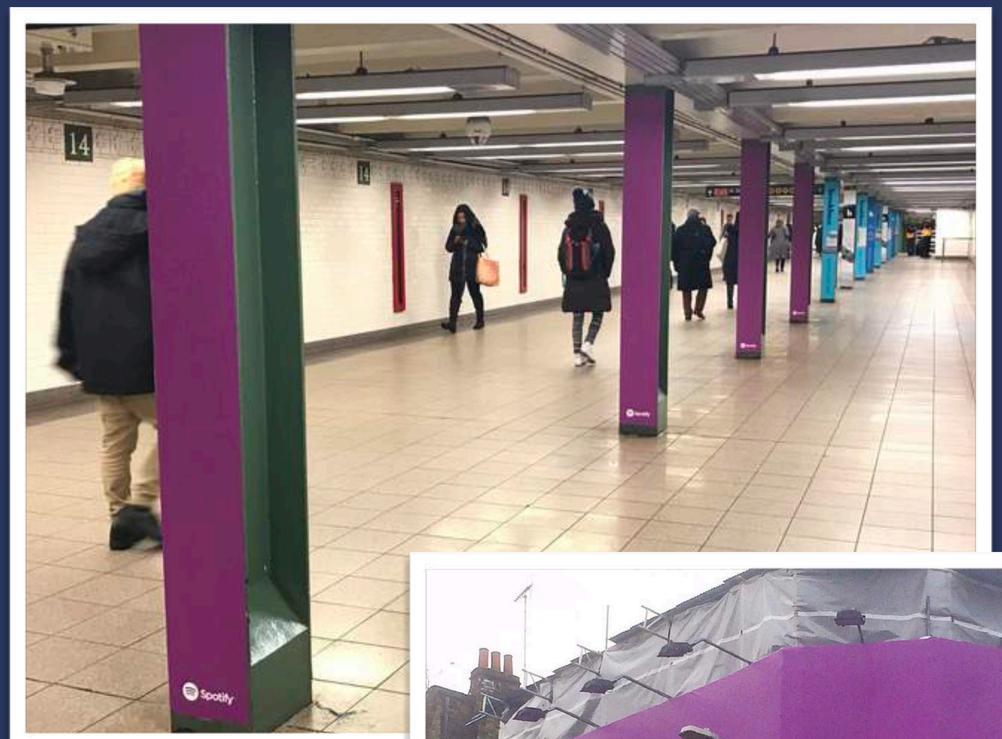
What's Your Travel Type?





2.

IF YOU WANT TO CREATE SOMETHING FOR EVERYONE, IT'S NOT GONNA APPEAL TO ANYONE.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Spotify

Spotify
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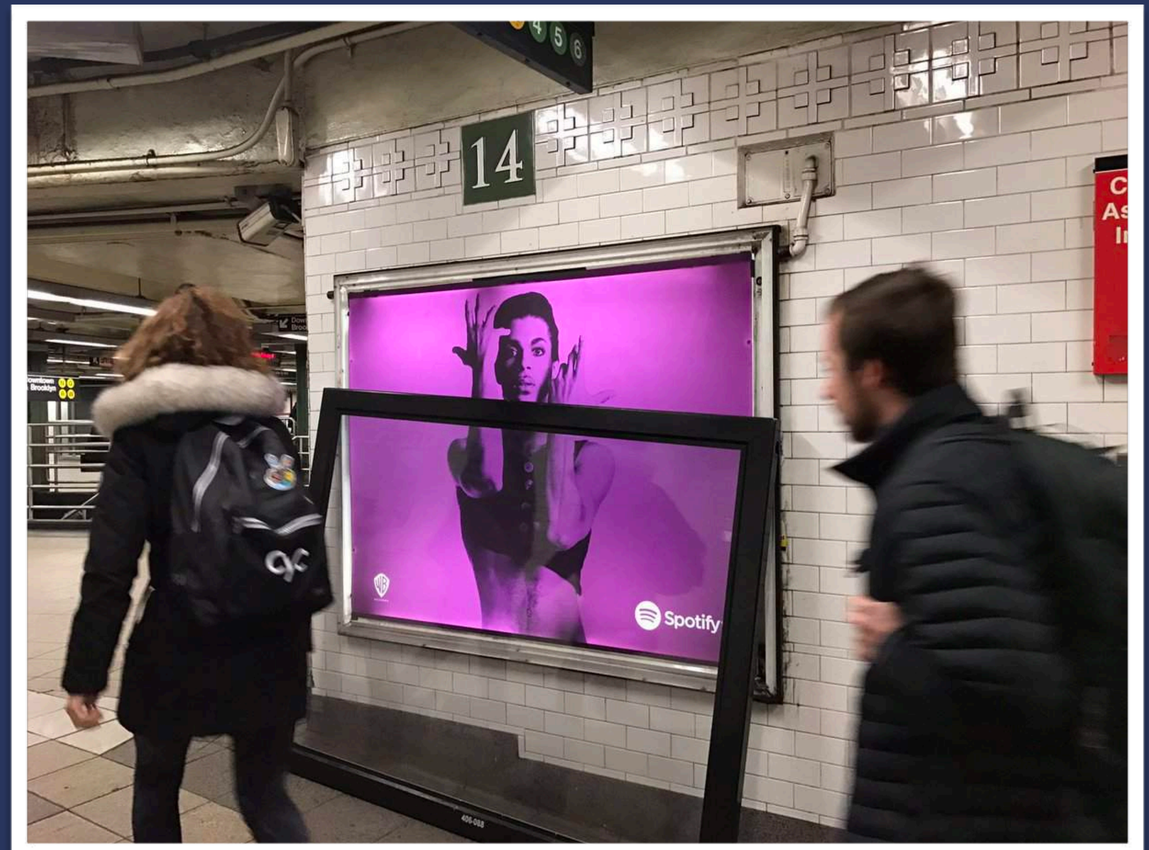
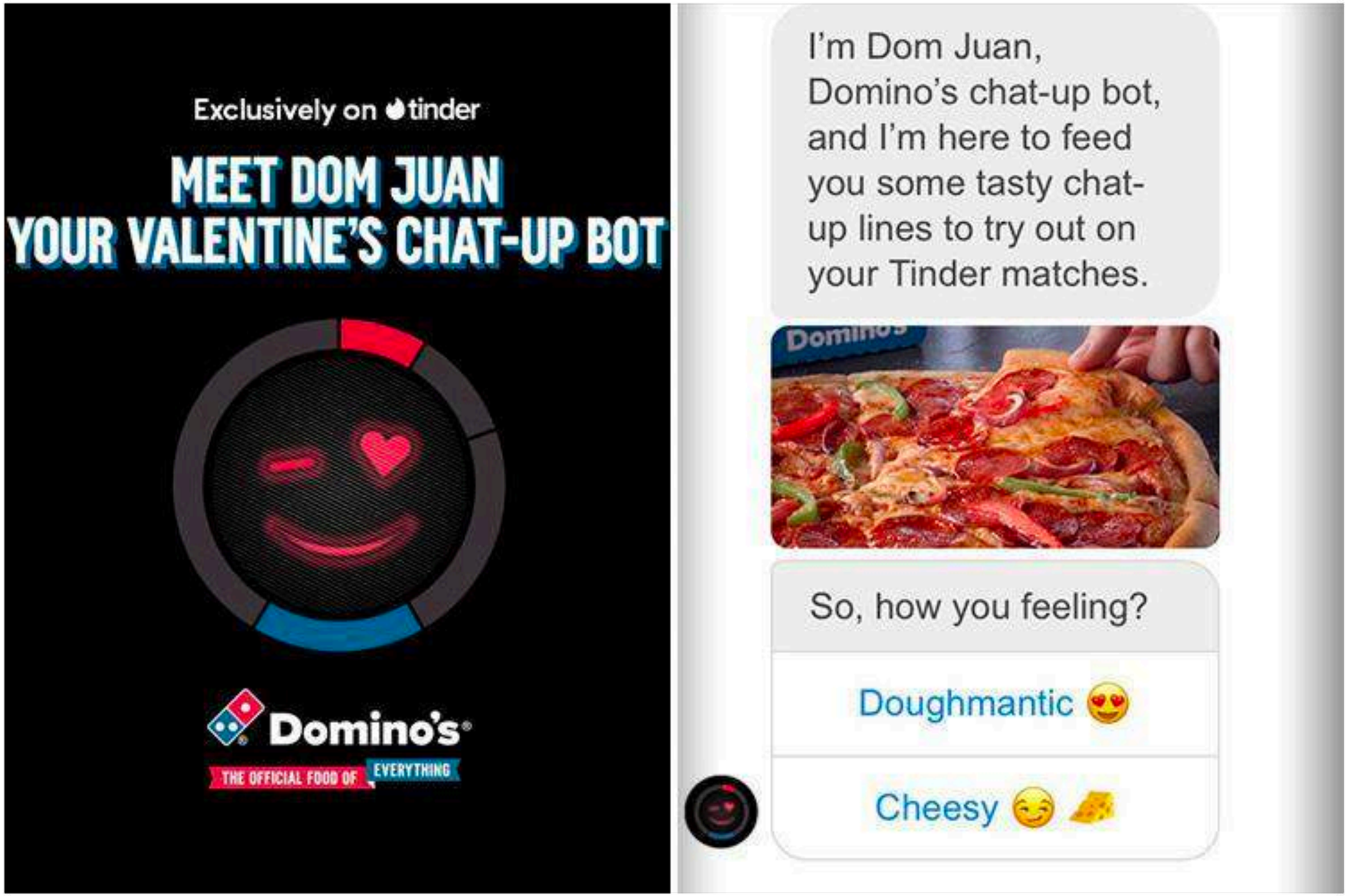

14
Spotify

3.

BEING BORING IS UNACCEPTABLE.

123B
AD SPENT


Exclusively on tinder
MEET DOM JUAN
YOUR VALENTINE'S CHAT-UP BOT
Domino's
THE OFFICIAL FOOD OF EVERYTHING
I'm Dom Juan, Domino's chat-up bot, and I'm here to feed you some tasty chat-up lines to try out on your Tinder matches.
So, how you feeling?
Doughmantic
Cheesy

4.

YOU’RE NOT SUPPOSED TO BE THE HERO, YOUR CUSTOMERS ARE.

THE CALL FOR ADVENTURE:

- MOZES
- LUKE SKYWALKER
- HARRY POTTER
- …

IF YOU HAVE A BODY, YOU ARE AN ATHLETE.

BILL BOWERMAN - COFOUNDER OF NIKE

playmobil Stories

Playmobil Stories zijn interactieve luisterverhalen die je kind helpen om te leren onthouden, problemen op te lossen en keuzes te maken.

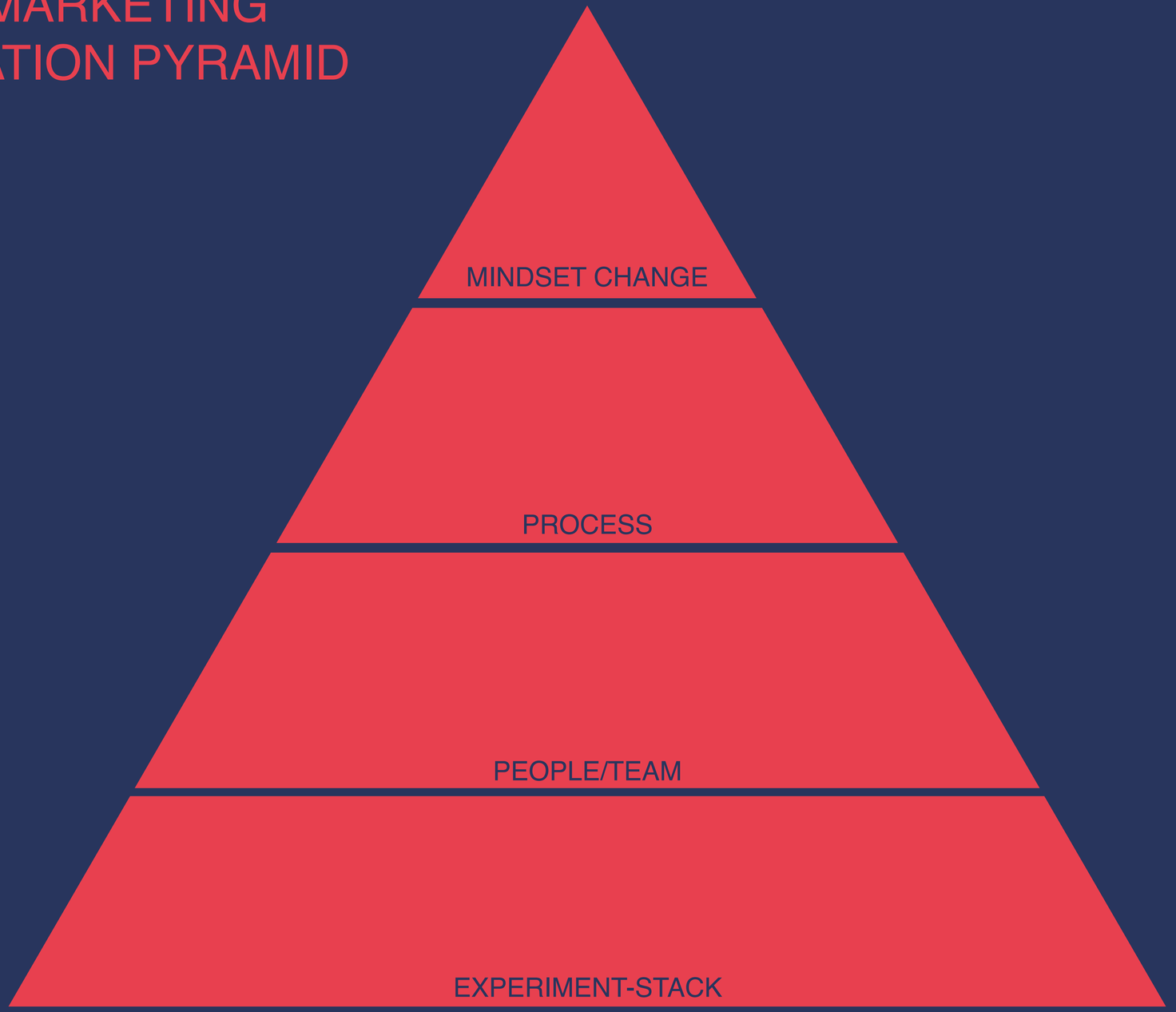
Zet zeker je geluid aan. 🔊

5.
CREATE A MULTI-TOUCHPOINT PLAN, IT'S ALL ABOUT MOMENTS.

TOUCHPOINTS
TOUCHPOINTS EVERYWHERE
ngflip.com

BUT NOW IT’S TIME TO GO
BEYOND THE BUZZWORD

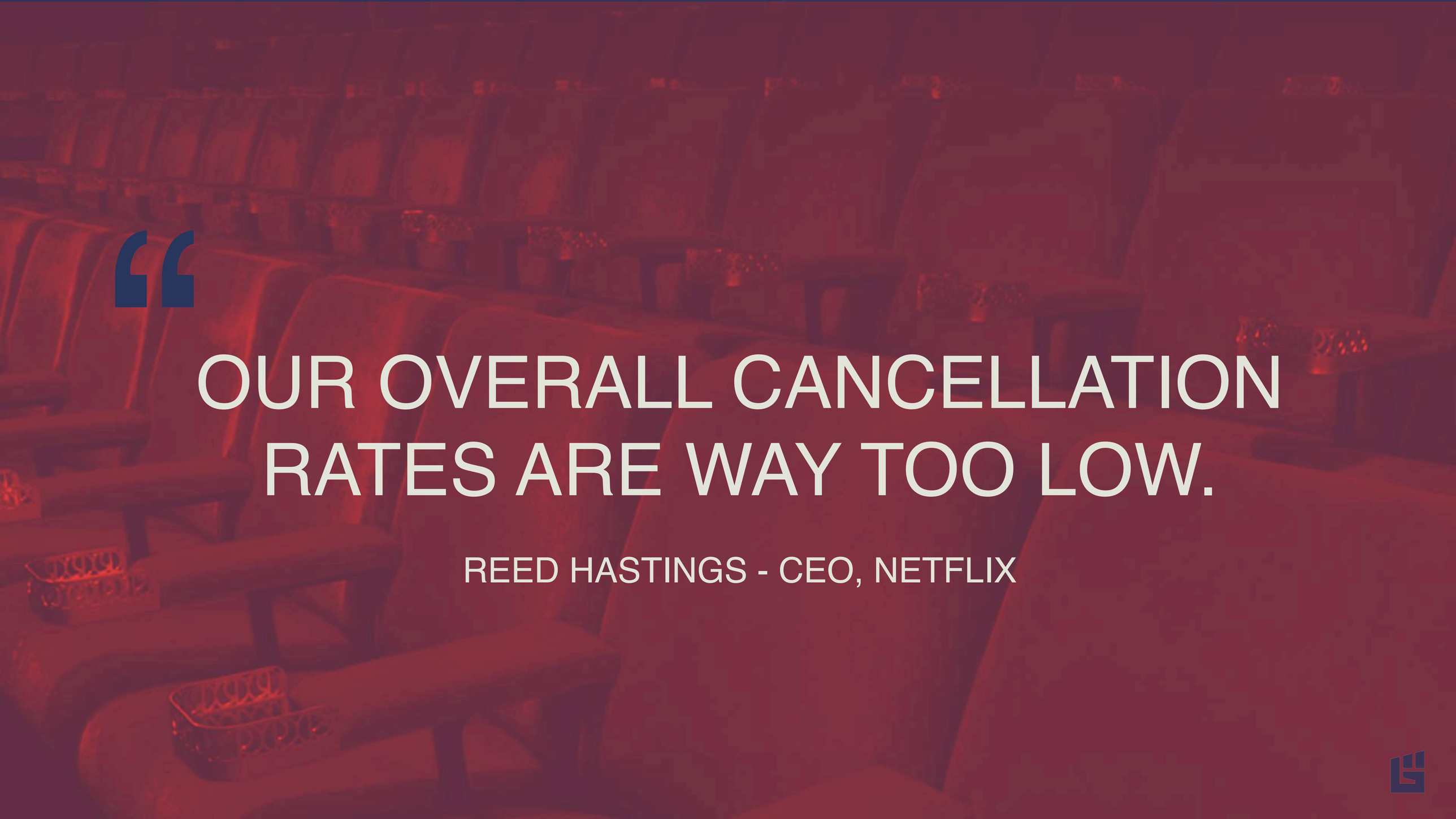
GROWTH MARKETING TRANSFORMATION PYRAMID



MINDSET CHANGE

GET SHIT DONE

FAILURE IS NOTHING ELSE
BUT A TOOL TO MAKE
BETTER DECISIONS,
THE BEST DRIVER
FOR INNOVATION.



“OUR OVERALL CANCELLATION RATES ARE WAY TOO LOW.

REED HASTINGS - CEO, NETFLIX

IN GOD
WE TRUST

ALL OTHERS

MUST BRING
DATA

— W. Edwards Deming

PEOPLE/TEAM

HIRE THE MINDSET, TRAIN THE SKILLS.

*original model by WARD VAN GASTEREN

PROVIDE YOUR PEOPLE WITH THE RIGHT TRAINING

REFORGE

Growth Tribe Academy

PROCESS

If you double the number of experiments you run per year, you’re going to double your inventiveness.

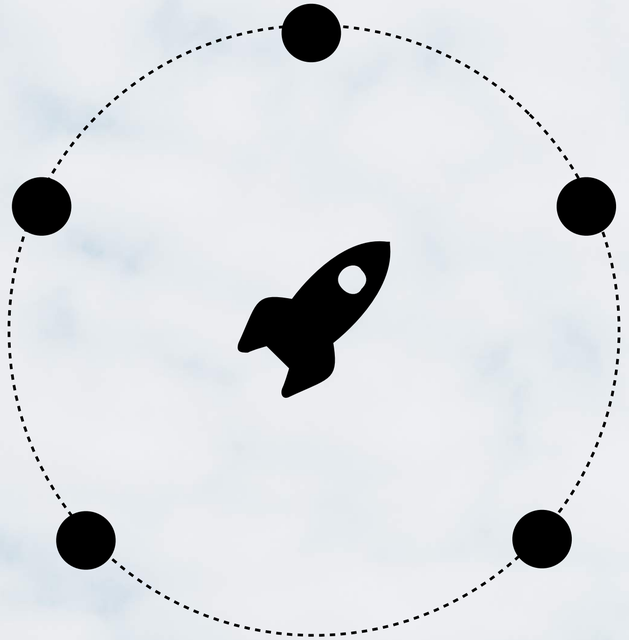
Jeff Bezos, AMAZON

EXPERIMENT PROCESS

Experiment Design is about accelerating learnings about what drives growth and what doesn’t.

We’ll use data and creativity to come up with ideas, then run experiments to validate or dismiss our riskiest assumptions.

More experiments lead to better data, which in turn leads to better ideas, better experiments and finally more powerful tactics.



1. GENERATE IDEAS
Use data to ideate traction tactics.

2. PRIORITISE
Rate and compare their potential impact, confidence and resources needed.

3. DESIGN EXPERIMENTS
Design experiments to test hypotheses underlying the chosen ideas.

4. SPRINT
Run experiments over a two-week time-span.

5. ANALYSE DATA
Study hard and soft data to learn if and why experiments (didn’t) work.

WHEN WAS THE LAST TIME YOU TRIED SOMETHING NEW?

EXPERIMENT-STACK

CONVERSION

Lead Capture Qualification Workflow

Add a qualifying flow into your lead capture form on your website in order to qualify leads up front.

LEARN MORE +60%

TRAFFIC

Competitor Interest Audience

Target the social media followers of your competition for a great resource of potential new users or qualified leads. By targeting people who like or follow your...

LEARN MORE +48%

TRAFFIC

Power-User Retargeting

Try retargeting you power user by creating a custom audience. This can be especially effective when you have a new offering. Since they already feel strongly...

LEARN MORE +58%

TRAFFIC

Keyword In First 100 Words

This is the most standard best practice you should be using in your content marketing efforts. The keyword you're trying to rank for in search engines? Make sure...

LEARN MORE +19%

CONVERSION

Video Description CTA

Add a link in the description in your YouTube videos to click back to your email list signup or other CTA. It's a great way to capture emails of prospects who saw an...

LEARN MORE +11%

TRAFFIC

Add Job Applicants To Newsletter

By posting a job listing you are inherently promoting your brand and content.When an applicant applies to a job, add them to your email list and start sending the...

LEARN MORE +19%

RETENTION

Partner Product Emails

Send emails promoting partners' complementary products to demonstrate that you ultimately care about providing value to your customers over paddin...

LEARN MORE +18%

CONVERSION

App Screenshot Variations (ASO)

The screenshots you use for your app are the most important part of your app store page. They're the most important factor when a user decides to...

LEARN MORE +18%

CONVERSION

Daily Deal Promotion

Send your product out in a daily deal promotion on sites like AppSumo and offer a discount to members. This can drive thousands of relevant customers from...

LEARN MORE +10%

TRAFFIC

Complementary Contest

You could run a giveaway with a product related to yours. Giveaways can be a highly cost-effective way of growing an email list. Curating a selection of related...

LEARN MORE +20%

RETENTION

Tools Email

Send an email explaining all the tools that you use to do your job - it will be relevant and helpful to some of your user base. People are always interested in what...

LEARN MORE +14%

TRAFFIC

Event Interest Targeting

Twitter ads can use event targeting, enabling them to maximize their exposure around trending discussions.

LEARN MORE +56%

TRAFFIC

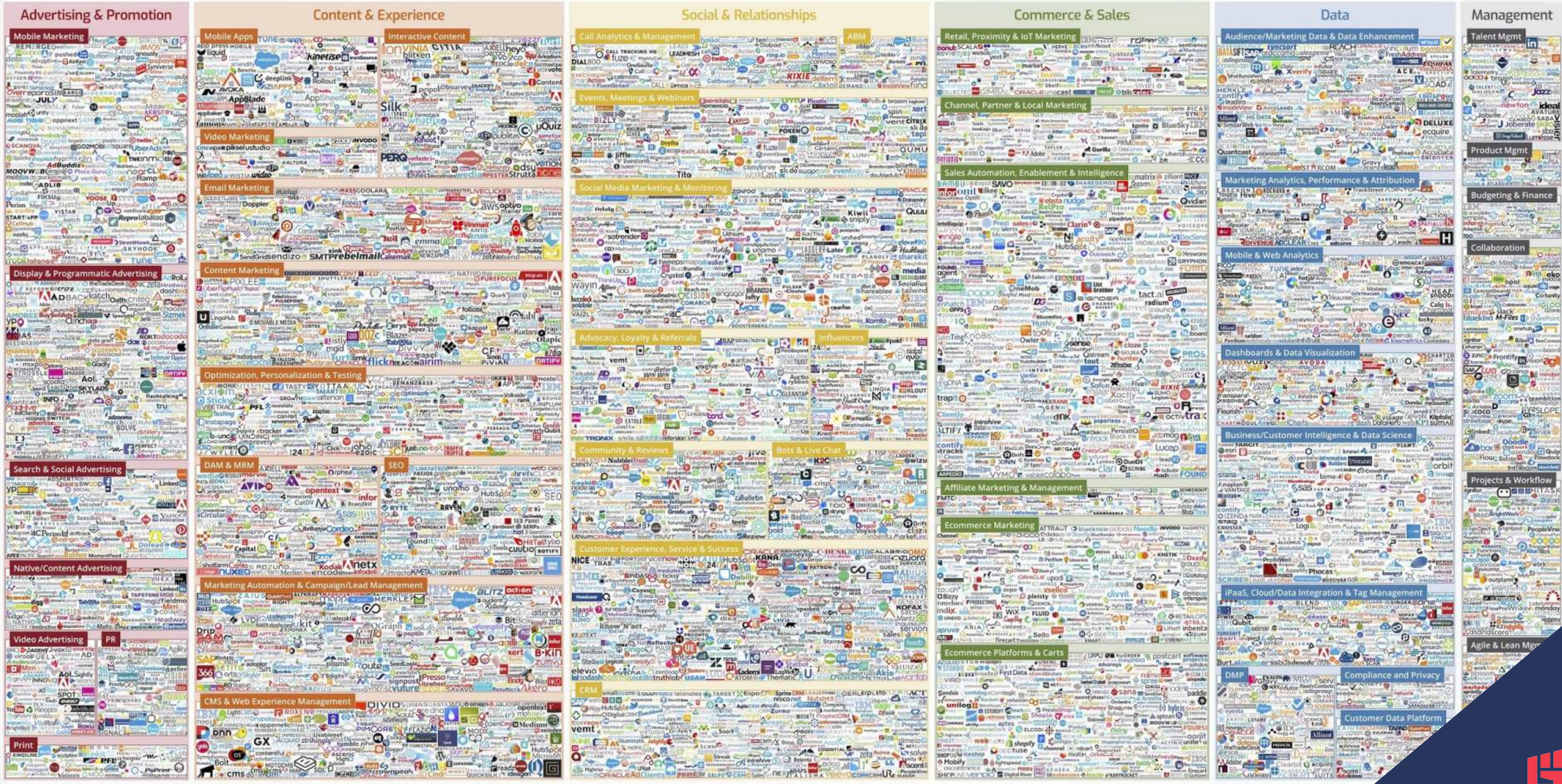
TRAFFIC

CONVERSION

TRAFFIC

chiefmartec.com Marketing Technology Landscape ("Martech 5000")

April 2018



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Produced by Scott Brinker (@chiefmartec), Anand Thaker (@

TGR TOOLSTACK

INBOUND

Instapage HubSpot GoToWebinar AdEspresso by Hootsuite

INTELLIGENCE

SEMRUSH Leadworx

ANALYTICS

Google Analytics Klipfolio Google Data Studio

COLLABORATION

Trello Dropbox slack

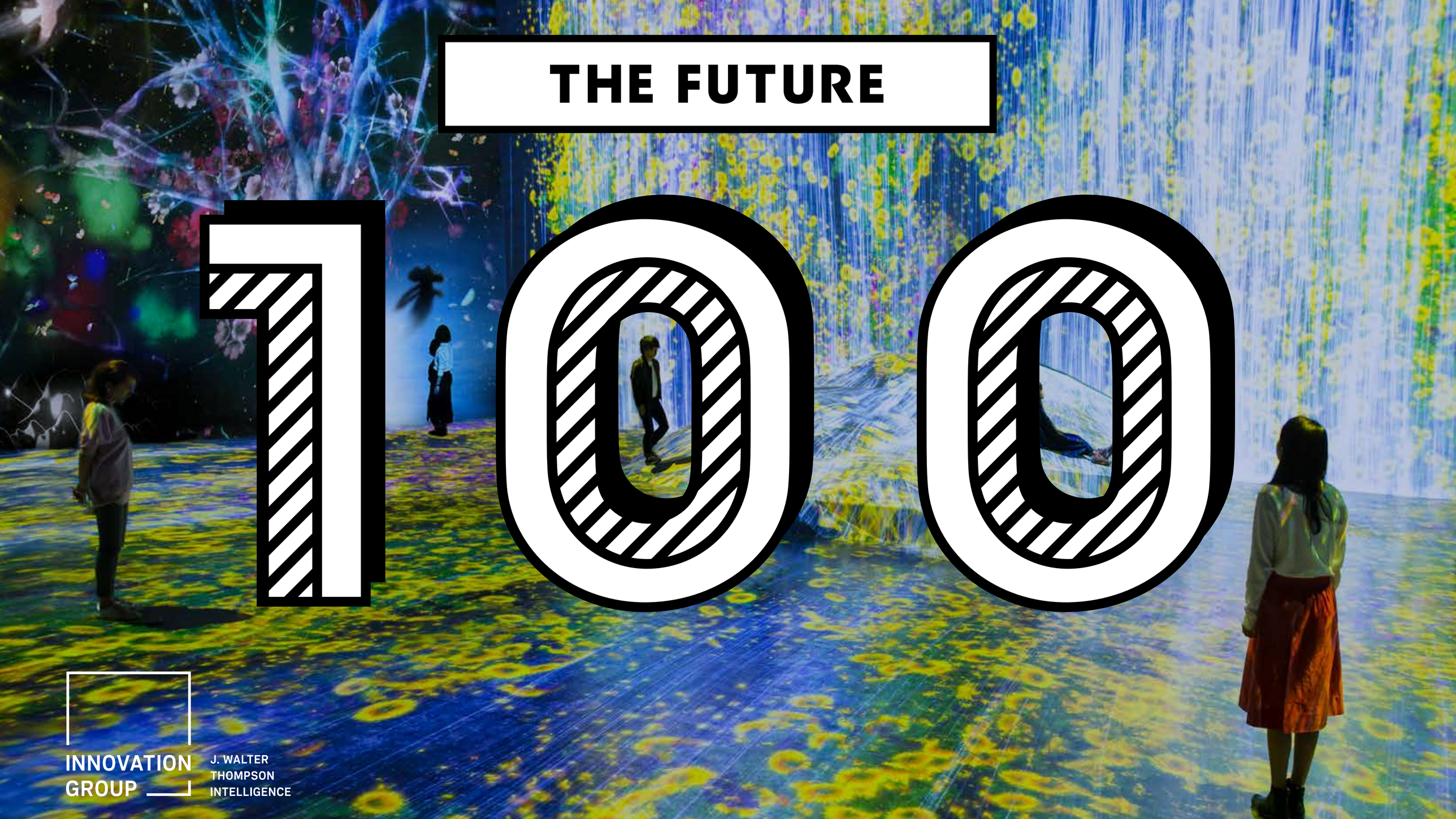
TWO REASONS TO EXPERIMENT

FINDING YOUR MOST EFFECTIVE MARKETING MIX

VALIDATION OF NEW BUSINESS IDEAS

RETHINK THE WORLD YOUR AUDIENCE IS LIVING IN.

CAN YOU PLEASE ORDER TOILET PAPER FOR ME?
OKAY, I'LL CHECK WHICH ONE HAS THE BEST REVIEWS.


THE FUTURE
10
10
INNOVATION GROUP
J. WALTER THOMPSON INTELLIGENCE

1.

NEW MARKETING FORMATS / CHANNEL SHIFT

The best
in life
sweet

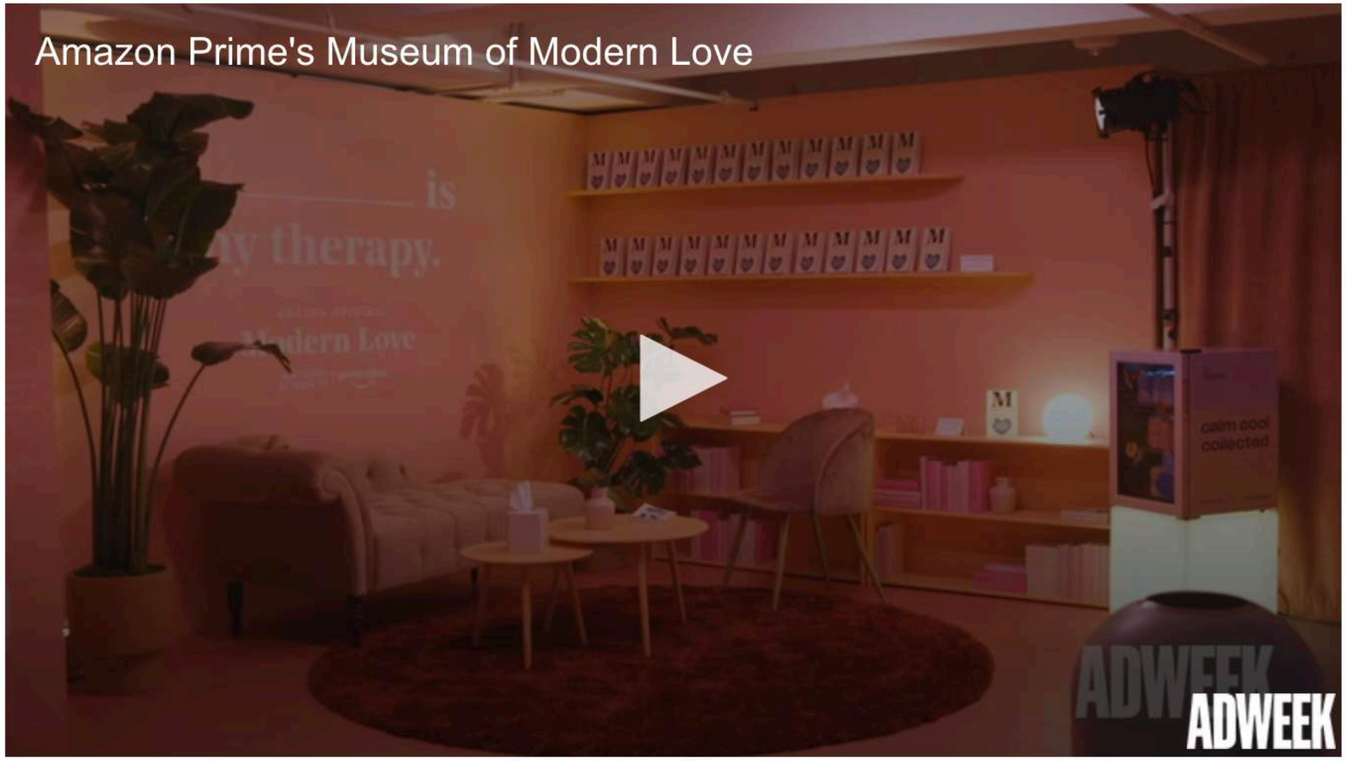
UNTIL
FURTHER
NOTICE
CELEBRATE
EVERYTHING!

EXPERIENTIAL

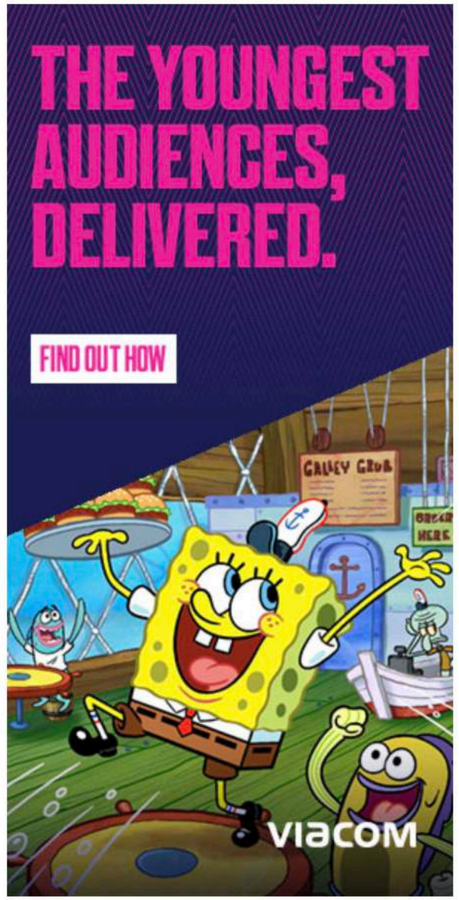
Inside Amazon Prime's Museum of Modern Love Pop-Up

Popular column turned TV series inspired this interactive experience

By Ko Im | 3 days ago



Video/Editor: Nick Gardner



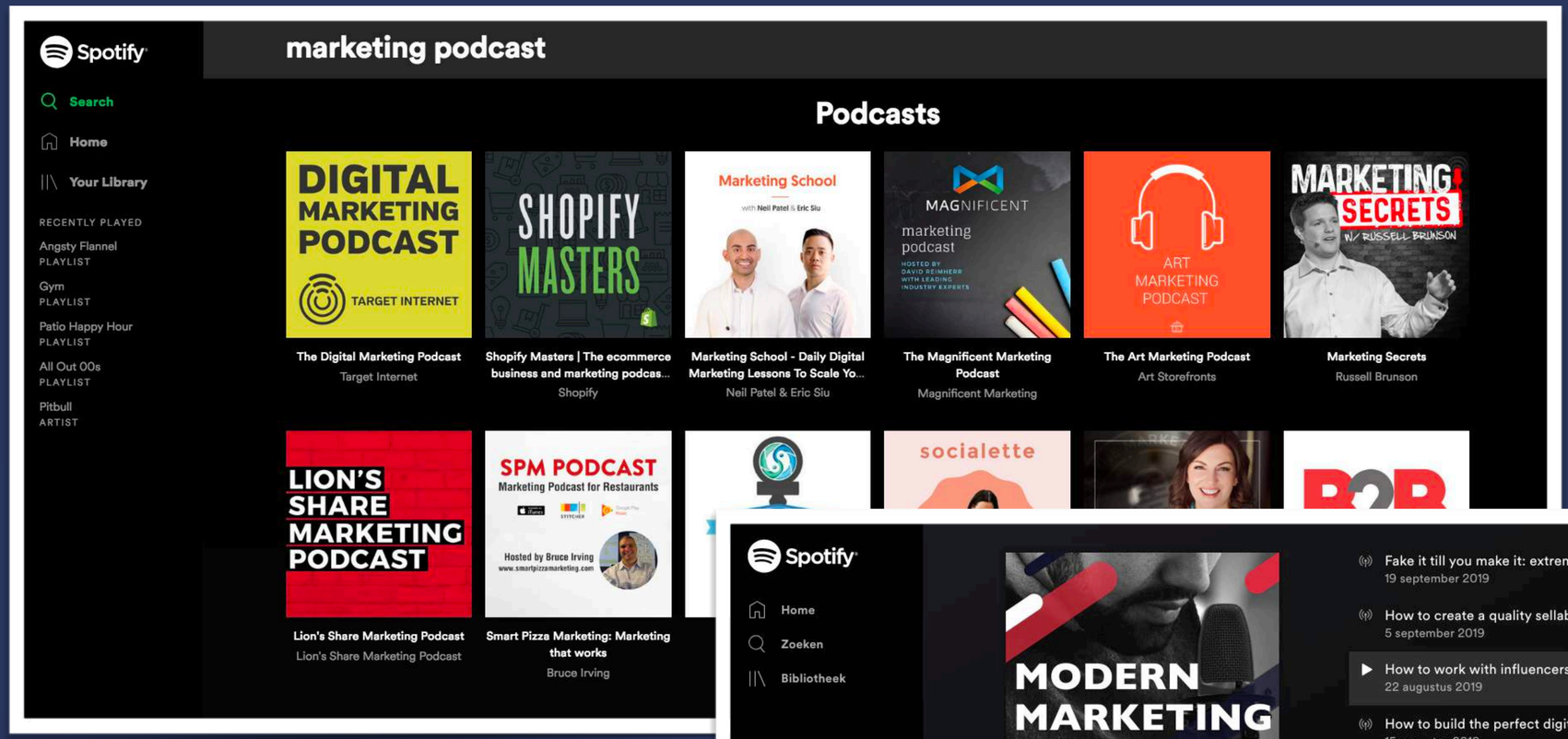
POPULAR NOW

1 Omnicom and Publicis Groupe Big Winners in $2.2 Billion Disney Media Review

2.
CONSCIOUS CONSUMERS

Stockholm Fashion Week Canceled Itself in the Name of Sustainability

3.
SOUND EMPIRES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Gym
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All Out 00s
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ARTIST
Podcasts
DIGITAL MARKETING PODCAST
TARGET INTERNET
The Digital Marketing Podcast
Target Internet
SHOPIFY MASTERS
Shopify Masters | The ecommerce business and marketing podcas...
Shopify
Marketing School
with Neil Patel & Eric Siu
Marketing School - Daily Digital Marketing Lessons To Scale Yo...
Neil Patel & Eric Siu
MAGNIFICENT
marketing podcast
The Magnificent Marketing Podcast
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ART MARKETING PODCAST
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Art Storefronts
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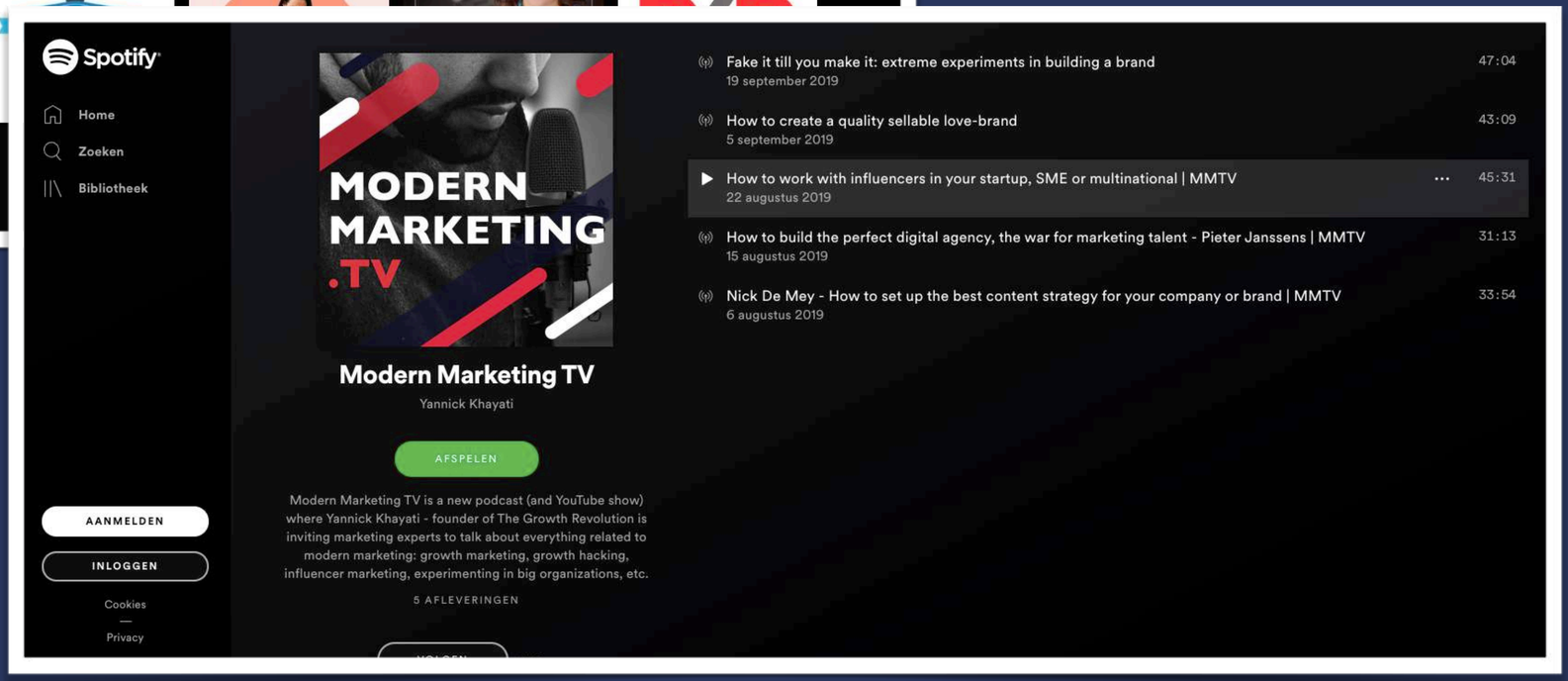
Russell Brunson
LION'S SHARE MARKETING PODCAST
Lion's Share Marketing Podcast
Lion's Share Marketing Podcast
SPM PODCAST
Marketing Podcast for Restaurants
Hosted by Bruce Irving
Smart Pizza Marketing: Marketing that works
Bruce Irving
socialette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Home
Zoeken
Bibliotheek
AANMELDEN
INLOGGEN
Cookies
Privacy
MODERN MARKETING .TV
Modern Marketing TV
Yannick Khayati
AFSPELEN
Modern Marketing TV is a new podcast (and YouTube show) where Yannick Khayati - founder of The Growth Revolution is inviting marketing experts to talk about everything related to modern marketing: growth marketing, growth hacking, influencer marketing, experimenting in big organizations, etc.
5 AFLEVERINGEN
Fake it till you make it: extreme experiments in building a brand
19 september 2019
47:04
How to create a quality sellable love-brand
5 september 2019
43:09
How to work with influencers in your startup, SME or multinational | MMTV
22 augustus 2019
45:31
How to build the perfect digital agency, the war for marketing talent - Pieter Janssens | MMTV
15 augustus 2019
31:13
Nick De Mey - How to set up the best content strategy for your company or brand | MMTV
6 augustus 2019
33:54

RATHER ASK FOR FORGIVENESS,
THAN PERMISSION.

MY ADVICE TO ALL OF YOU?

HIRE THE GROWTH REVOLUTION

#KTHXBYE

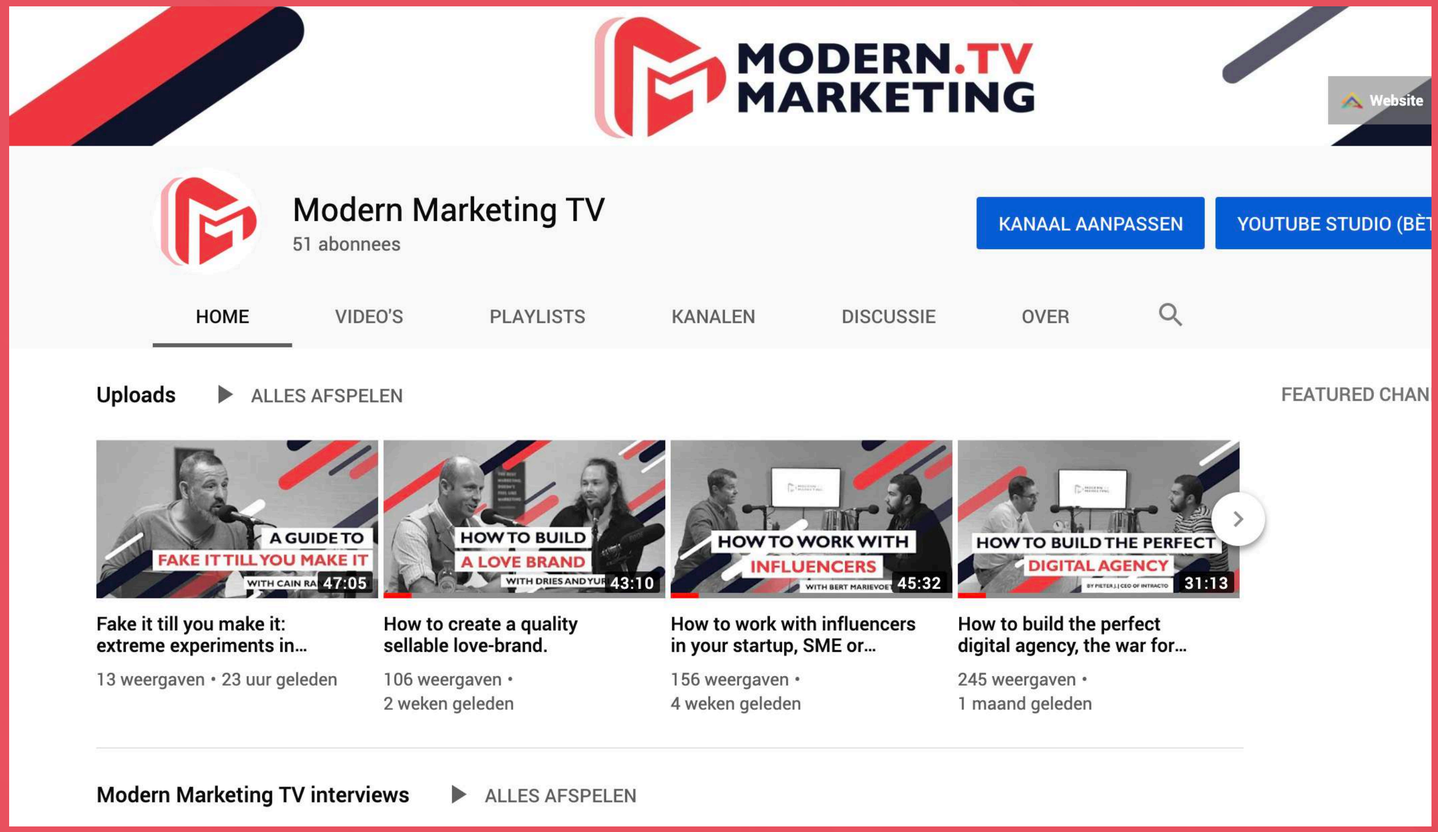
SPEND ’10%’ OF YOUR BUDGET
ON EXPERIMENTATION

TRY TO DO 1 EXPERIMENT TO GET STARTED

THERE ARE NO FAILED
EXPERIMENTS.
ONLY UNEXPECTED OUTCOMES.

One more thing…

Modern Marketing TV



THANK YOU, THANK YOU

FAR TOO KIND!

yannick@thegrowthrevolution.com