

# New Media Management

## Lesson 3

# Growth Hacking – 4 Steps

- Product Market Fit - Evaluation
- Grow the Growth - Preparation
- Going Viral – Deployment
- Retain and optimize - Monetization

# Growth Hacking – Let's practice

- **Analyze current situation**
- Do We have Product Market Fit?
- What is the conversion rate?
- What is the bounce rate?
- How many new vs existing users ?

# Growth Hacking – Let's practice

- **Set goals**
- Should we focus on Product Market Fit before?
- More conversions?
- More users?
- Brand image\awareness establishment?

# Growth Hacking

- **Find the growth & Deployment**
- Stunt?
- New user acquisition strategy
- Online vs Offline initiatives
- Engineer virality (what behavior we expect from users)

# Growth Hacking – Let's practice

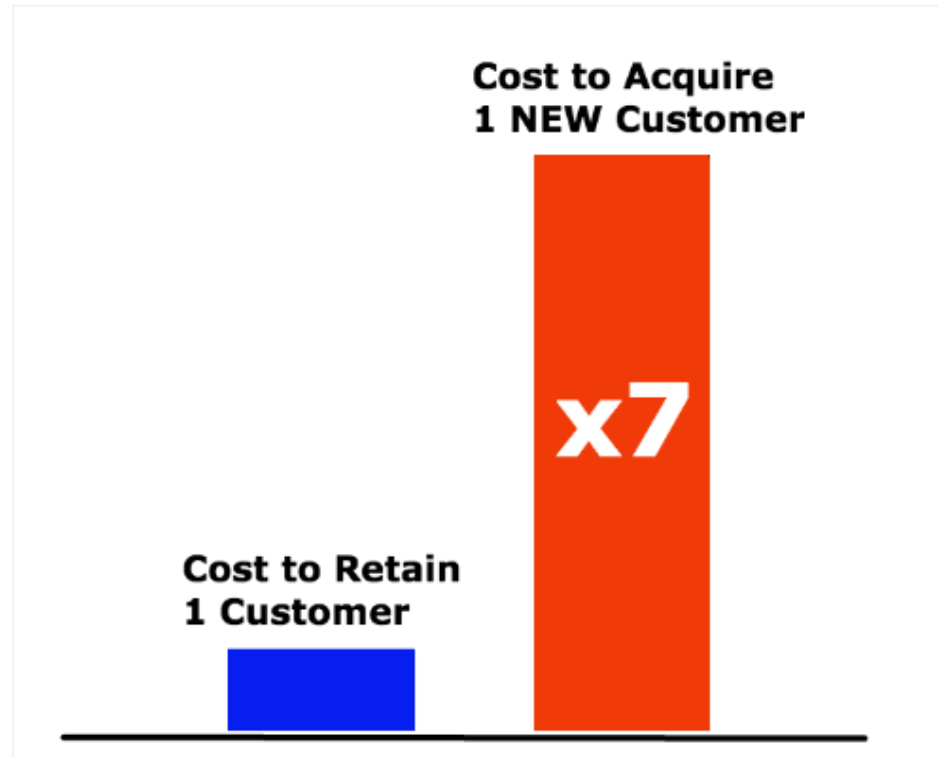
- Retain and optimize
- User\customer retention strategies

# Growth Hacking – User Acquisition strategies

- Go Find Your Users (identify and get into their circles)
- The Viral Loop (create viral content to get their attention)
- Word Of Mouth (invest on user experience)
- Free (give aways)
- Referrals
- Content (become thought leader)
- SEO
- Press
- Guerrilla Marketing (unconventional marketing)

# Growth Hacking – Retention

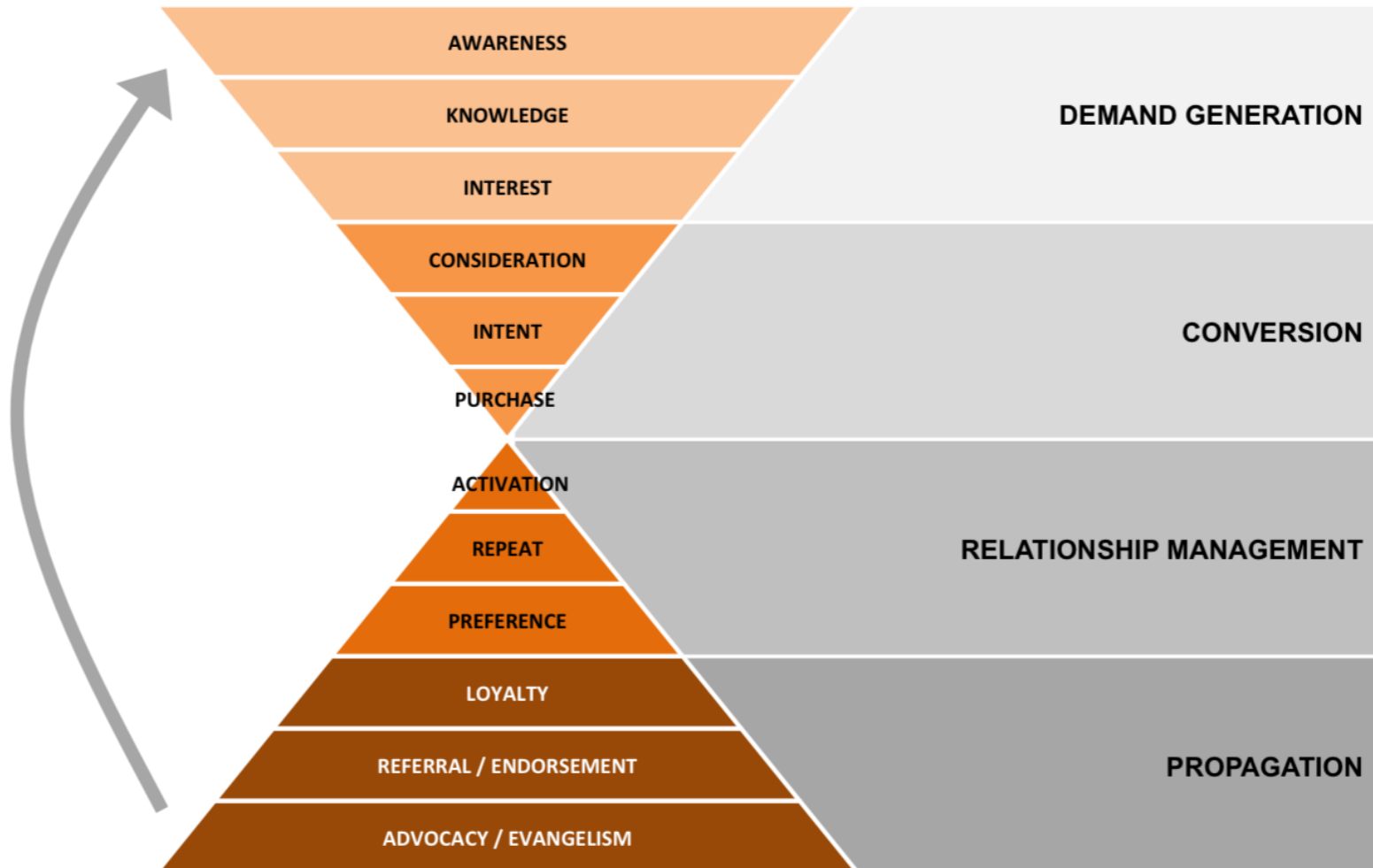
Why focusing on user retention?





# Growth Hacking – Retention

## The Hourglass Model



# Growth Hacking – Retention

Why do customers leave?

- Product
- Price
- Message/Communication
- **Customer experience**

# Growth Hacking – Retention

## Customer Retention Strategies

- **Email Marketing**
- Community
- Push Notifications
- Peer Pokes
- **Gamification**

# Growth Hacking – Retention

## E-mail marketing – E-mail lifecycle

- Activation e-mail
- Getting Started e-mail
- Follow up email
- “Come back we have a gift for you e-mail”

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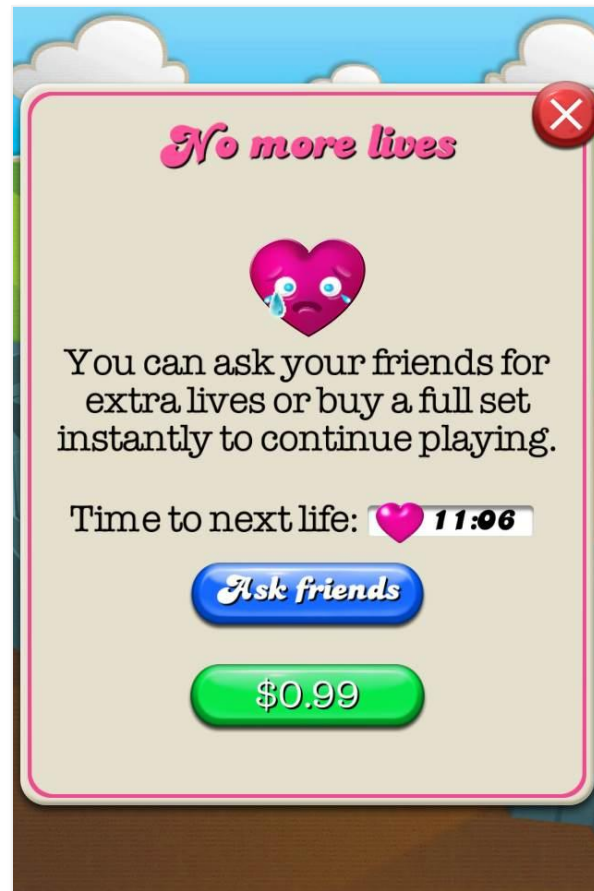
# Growth Hacking – Retention

## Gamification - Achievements



# Growth Hacking – Retention

## Gamification - Countdown



# Growth Hacking – Retention

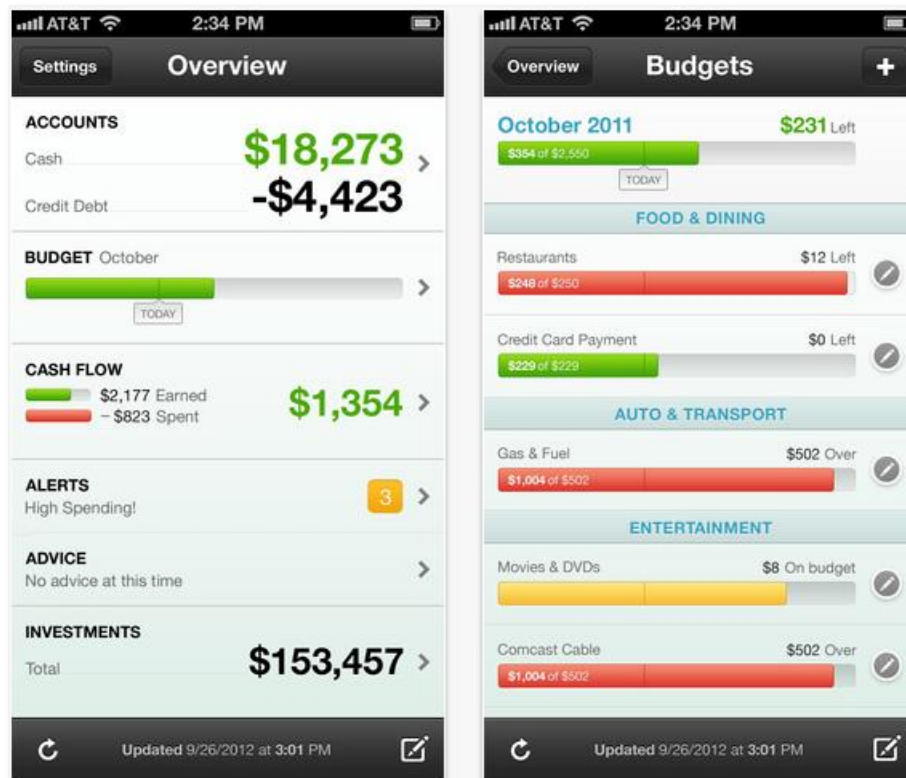
## Gamification - Reward





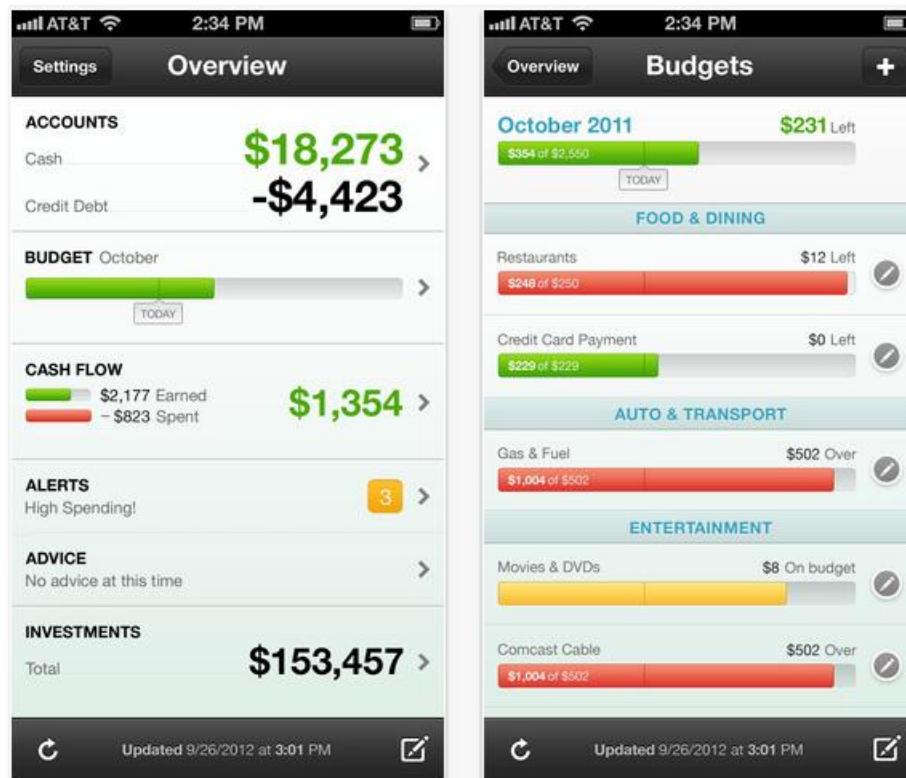
# Growth Hacking – Retention

## Gamification – Progress Bars

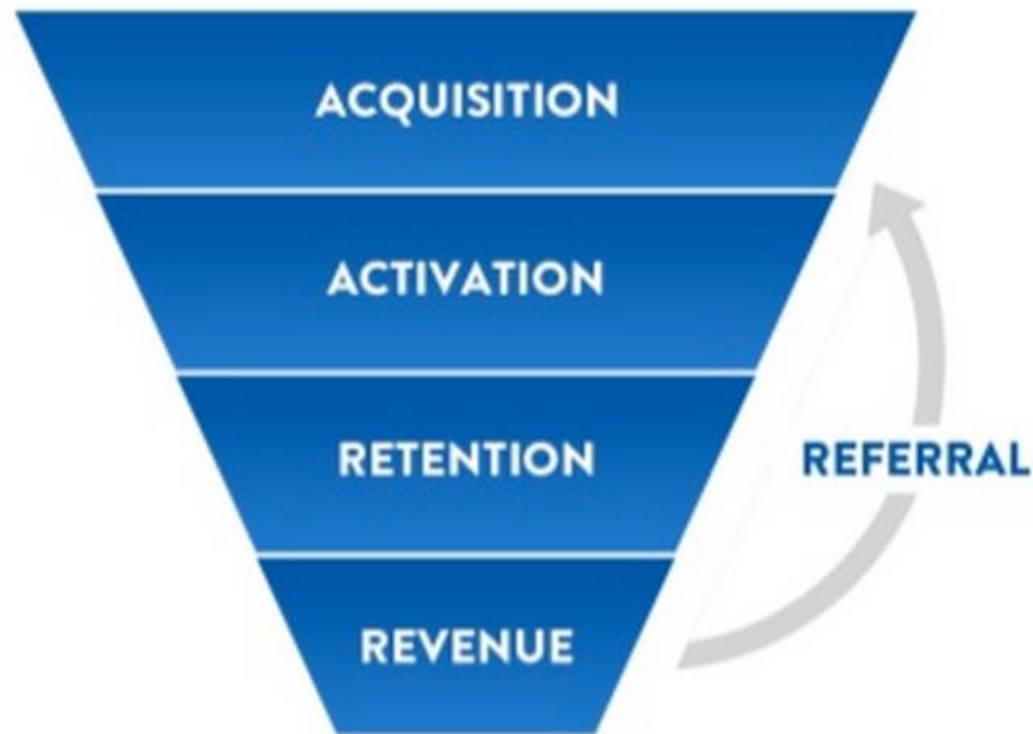


# Growth Hacking – Retention

## Gamification – Progress Bars



# Growth Hacking – Start the funnel



# Growth Hacking – Let's practice

- Luisa Via Roma – E Craft (Niche)
- Nolcha Events Agency and PR (Services)
- COS – (Retail)


# Let's practice – Luisa Via Roma E Craft

ACCEDI CARRELLO (0) SPEDIRE IN ITALY (Euro) LANGUAGE ▼ RICERCA







UOMO DONNA BAMBINO **CASA** DESIGNER SALDI

**LUISAVIAROMA.COM**  
Luxury Shopping Worldwide Shipping







ARREDI  
ILLUMINAZIONE  
TAVOLA  
BAGNO  
LETTO  
COMPLEMENTI D'ARREDO  
NUOVI ARRIVI  
RICERCA



DESIGN

					
<b>RICHARD GINORI 1735</b> VASO "VOIERE ELLITTICO" € 303.00	<b>CENTRO STUDI POLTRONOVA</b> ACCESSORIO DECORATIVO "FLO" € 173.00	<b>CENTRO STUDI POLTRONOVA</b> ACCESSORIO DECORATIVO "FLO" € 173.00	<b>CENTRO STUDI POLTRONOVA</b> ACCESSORIO DECORATIVO "FLO" € 173.00	<b>CENTRO STUDI POLTRONOVA</b> ACCESSORIO DECORATIVO "FLO" € 173.00	<b>POLS POTTEN</b> CONTENITORE "ROSE DECO" € 84.00

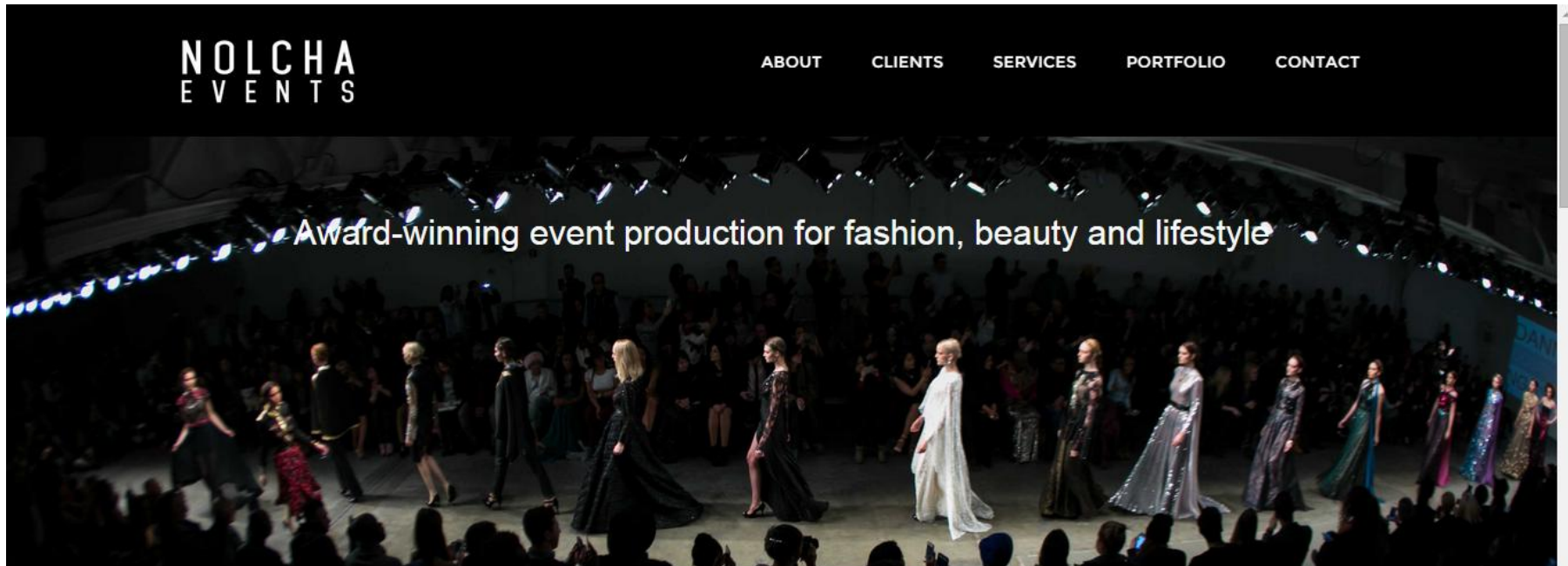
E. CRAFT

					
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# Let's practice – Luisa Via Roma E Craft

- This new section of LVR Store offers niche products: high-end home items.
- We need to let the world know (especially potential customers) that this section is now live

# Let's practice – Nolcha Events



## ABOUT

Based in New York City, Nolcha is an award-winning creative events production agency specializing in the fashion, beauty and lifestyle sectors. Whether the event is domestic or international, Nolcha provides bespoke highly strategic and resourceful solutions that seamlessly propel a client's vision forward.

Nolcha's in-depth understanding of the creative industries business needs provides an execution at the highest level with meticulous attention to detail. From concept to completion whether it's runway shows, exhibitions, brand activations, retail store openings, press launches or conferences Nolcha's in-house seasoned event management is committed to delivering innovative inspirational brand experiences.

# Let's practice – Nolcha Events

- Nolcha is a well established fashion services agency
- They want to offer services for underdog designers, scouting them and offering angel-like incubation



# Let's practice – COS

SHIPPING TO: ITALY  
STORE LOCATOR

COS

SIGN IN | SUBSCRIBE  
MY BAG

WOMEN

MEN

THINGS

FASHION

MAGAZINE

SALE



ON FORM  
•  
UPDATED  
TAILORING  
AND  
INNOVATIVE  
TEXTURES



# Let's practice – COS

- COS Online Store is not converting as expected
- Its customers are stick to the in-store experience
- We need to increase on-line store conversion rates