

Viral and New Media Strategies

Lesson 2

Goals - Marketing

- Brand Awareness
- Brand Loyalty
- Customer Engagement

Digital Marketing

- Digital marketing is marketing that makes use of electronic devices such as personal computers, smartphones, mobile devices and game consoles to engage with stakeholders.
- Digital marketing applies technologies or platforms such as websites, e-mail, apps (classic and mobile) and social networks.

Drawbacks

- Digital Marketing is not universal : not everyone can be reached
- Digital Marketing is way more complex than traditional marketing
- “Dark side”
- “User awareness” is limited

Digital Marketing Tools

- Blog
- Websites
- Social Medias
- Mobile Apps
- Video Games
- Videos
- Forum
- Mailing Lists
- PPC Advertisements
- Impression based Advertisement

Digital vs Traditional

- Digital marketing allows to Track ROI more accurately than Traditional techniques
- Digital Marketing allows better stakeholder segmentation
- Digital Marketing allows multi-channel communications
- Digital Marketing allows accurate target analytics

Digital vs Traditional: GOALS

- Traditional marketing aims to reach the biggest audience, and vehiculate brand related messages
- Digital Marketing aims to pinpoint “ideal” receivers and vehiculate a message aimed to trigger behaviours

Digital vs Traditional: Efficacy

- Traditional marketing results are not easily accountable, and they require generally a great budget
- Digital Marketing results are measurable and their quality can be assessed precisely.

ROI – Return of Investment

$$\frac{(\text{Return} - \text{Investment})}{\text{Investment}}$$

ROMI – Return of Marketing Investment

$$\frac{(\text{Incremental revenue attributable to marketing} * \text{Contribution Margin (\%)} - \text{Marketing Spending})}{\text{Marketing Spending}}$$

ROMI – Return of Marketing Investment

Analytics software to understand :

- Current Traffic
- Conversion Rate
- Average Sale

Digital Marketing – Some tools

- Impressions: how many times a specific message\ad has been displayed by target
- CPM: Cost per thousands
- CPC: Cost per click
- Leads: Exposure to buying
- Conversions: how many sales are generated from a lead
- Target: behaviour we want to trigger

ROMI based transition

Traditional Marketing

Digital Marketing

Growth Hacking

Growth Hacking

Growth hacking is a marketing technique developed by technology startups which uses creativity, analytical thinking, and social metrics to sell products and gain exposure.

It can be seen as part of the online marketing ecosystem, as in many cases growth hackers are using techniques such as search engine optimization, website analytics, content marketing and A/B testing.

Growth hackers focus on low-cost and innovative alternatives to traditional marketing, e.g. utilizing social media and viral marketing instead of buying advertising through more traditional media such as radio, newspaper, and television.

Growth hacking is particularly important for startups, as it allows for a "lean" launch that focuses on "growth first, budgets second"

Facebook, Twitter, LinkedIn, AirBnB and Dropbox are all companies that use growth hacking techniques.

Wikipedia

Growth Hacking

- Low budget (grow first)
- Highest possible ROMI
- Analytical thinking (A/B tests)
- Data Driven
- Unconventional techniques

Paradigm Shifting in Marketing

Traditional Marketing:

Creating an **appealing** message

Digital Marketing:

Creating an **effective** message

Growth Hacking\Virial:

Creating a **self-propagating** message

Andrew Chen – Term introduction

Growth Hacker is the new VP Marketing

The rise of the Growth Hacker

The new job title of “Growth Hacker” is integrating itself into Silicon Valley’s culture, emphasizing that coding and technical chops are now an essential part of being a great marketer. Growth hackers are a hybrid of marketer and coder, one who looks at the traditional question of “How do I get customers for my product?” and answers with A/B tests, landing pages, viral factor, email deliverability, and Open Graph. On top of this, they layer the discipline of direct marketing, with its emphasis on quantitative measurement, scenario modeling via spreadsheets, and a lot of database queries. If a startup is pre-product/market fit, growth hackers can make sure virality is embedded at the core of a product. After product/market fit, they can help run up the score on what’s already working

Growth Marketing 101

- Create Aura of exclusivity with invite-only policy (Mailbox\Gmail)
- Create “artificial” following
- Target a service and cater to it exclusively, tying both growth (paypal – ebay)
- Target and totalize a small group of people, and then go viral (Facebook – Harvard)
- Host events for the right people and hold em in manually (MySpace\Hackster

Growth Marketing - Bootstrapping

- Creating an “army” of early adopters, that will eventually become “evangelist” of your brand
- Targeting just the right people at the right time
- Give incentives to propagation (Dropbox)
- Shape your service for growth

Growth Hacker - Role

- Growth Hackers ARE NOT JUST Marketers
- Their involvement starts from product design
- It is metrics based
- It requires technical skills
- It's fine tuned on the go
- It doesn't fit in a specific time frame, as ordinary marketing do

Growth Hacking – Case History - Hotmail

The screenshot shows the Hotmail website interface. On the left, the Hotmail logo is displayed above the text "The World's FREE Web-Based Email". The main content area is a blue box with several sections: "REGISTERED USERS" with a login form, "VISITORS" with sign-up buttons, "INFO" with links to "About Hotmail", "Email Safety", and "Privacy Statement", and "AWARDS" with two award logos. The copyright notice at the bottom left reads "© 1996-1997 Hotmail. All rights reserved."


hotmail™

**The
World's
FREE
Web-Based
Email**

© 1996-1997 Hotmail. All rights reserved.

REGISTERED USERS

Login Name Password

Frames No Frames

VISITORS

[Who Should Sign Up?](#)

[Sign Up Here!](#)

INFO

- [▶ About Hotmail](#)
- [▶ Email Safety](#)
- [▶ Privacy Statement](#)

AWARDS

 **The John C. Dvorak
Telecommunications
Excellence
Award**

 **PC Computing
Top Pick
for Internet
Email**

Growth Hacking – Case History - Hotmail

- Rather than blowing its marketing budget on advertising, groundbreaking browser-based email service Hotmail elected to leverage a free resource it already had— existing users.
- Hotmail already had about 20,000 users one month after launching in 1996 and it opted to market its service directly to the friends, family and colleagues of those users by employing a simple strategy: It added a tagline, “Get Your Free Email at Hotmail,” at the end of each existing user’s outgoing mail.

Growth Hacking – Case History - Hotmail

- When a Hotmail user sent out an email on his or her account, the recipient could click on the tagline link, which would direct them to a page where they could set up their own account. As a result, the company userbase not only skyrocketed to 1 million users within 6 months, but the email startup also executed one of the web's earliest growth hacks.

Growth Hacking – Case History - Hotmail

Hotmail - PS: I love you

- Launch in July 1996
- Marketing = buy billboards and radio ads
- PS: I love you. Get your free e-mail at Hotmail
- 18 months later, Hotmail had 12M+ users and got acquired by **MSFT**

