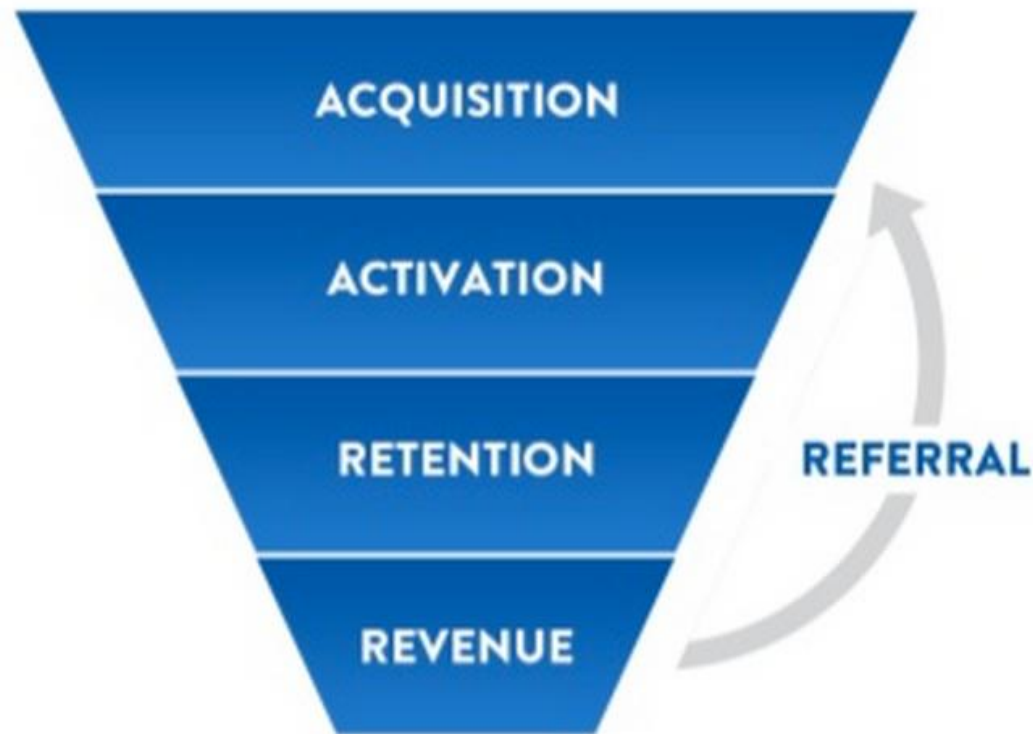# Viral and New Media Strategies

Lesson 4

# Growth Hacking – Let's practice

- Product Market Fit - Evaluation

- Grow the Growth - Preparation

- Going Viral – Deployment

- Retain and optimize - Monetization

# Growth Hacking – Start the funnel

**ACQUISITION**

**ACTIVATION**

**RETENTION**

**REFERRAL**

**REVENUE**

# Growth Hacking – Let's practice

- Luisa Via Roma – E Craft (Nieche)
- Nolcha Events Agency and PR (Services)
- COS – (Retail)
- Fashion- Zoo – (Social Network)

# Let's practice – Luisa Via Roma E Craft

# Let's practice – Luisa Via Roma E Craft

- This new section of LVR Store offers nieche 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



**NOLCHA EVENTS**

ABOUT    CLIENTS    SERVICES    PORTFOLIO    CONTACT

Award-winning event production for fashion, beauty and lifestyle
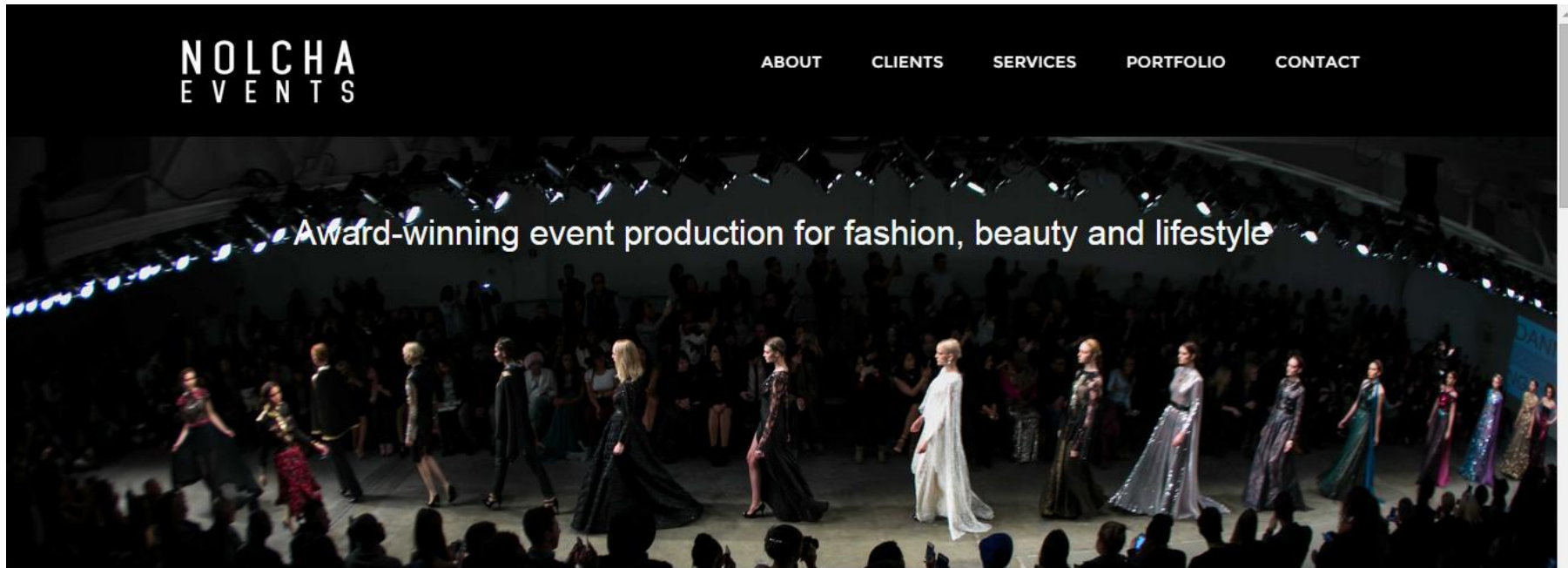
## ABOUT

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

# 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

# Let's practice – Fashion Zoo

# Let's practice – Fashion Zoo

- New Fashion Social Network
- It doesn't attract new users
- We need to increase users acquisition rate

# Growth Hacking – Let's practice

- Analyze current situation
- Set goals
- Find the growth
- Analyze results data
- Fine tune

# 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 – Let's practice

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

# 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)

# Case Study – The double-sided incentive

**Drop Box**

# Case Study – The double-sided incentive

**Drop Box**
- Refer the service to a friend, and you get something for free
- Your friend also gets something for free
- Double motivation

# Case Study – Scarcity and Action

**Paranormal Activity**

# Case Study – Scarcity and action

**Paranormal Activity**

- 15k budget
- The movie was initially released to a small number of cities; however, after the goose bump inducing trailer, a call to action appeared prompting fans to "demand" the movie play in their city.
- If a city reached a certain number of people demanding the movie, it would play in that city.
- If there's anything that piques people's interest, it's not having access to something.

# Case Study - Endorsement

**Internship.com & Charlie Sheen**



**Charlie Sheen** ✔
@charliesheen

Follow

I'm looking to hire a #winning INTERN with #TigerBlood. Apply here – http://bit.ly/hykQQF #TigerBloodIntern #internship #ad

10:03 PM - 7 Mar 2011

↩  ⟲ 7,675    ★ 1,855

# Case Study - Endorsement

**Internship.com & Charlie Sheen**

- Internships.com asked Charlie Sheen (which was having tough times) to use their platform to hire an intern, he did by inviting pretty much everyone in the world to be his social media intern tweeting the message.

- The website saw 74,000 applicants in the first 48 hours following Sheen's first tweet and over 1 million unique visitors during the length of the campaign

# Case Study - Humour

## Dollar Shave Club

# Case Study - Humour

**Dollar Shave Club**

- As a man, buying razors is an annoying process. Dollar Shave Club sought to remedy that with a razor subscription service. But it wasn't the service itself that made it a popular water cooler topic, it was the waythe service was marketed.

- One of the most successful campaign ever. (2M)

# Case Study - Catchy

**Dumb Ways to Die (Melbourne Metro)**

# Case Study – Exclusivity

**Grey Poupon Society of good taste**

# Case Study – Exclusivity

**Grey Poupon Society of good taste**

- Since Pages have existed, brands have been trying to acquire as many fans as possible. However, Grey Poupon decided to go against that practice and actually reject people who weren't "sophisticated" enough.

- The Society of Good Taste used Facebook Connect to access a rather large amount of data from your profile to decide if you are "worth to like them".

# Growth Hacking – Let's practice

- **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

NEXT LESSON

- Retain and optimize – Monetization
- User\customer retention strategies
- Reading the data
- Monetization strategies