

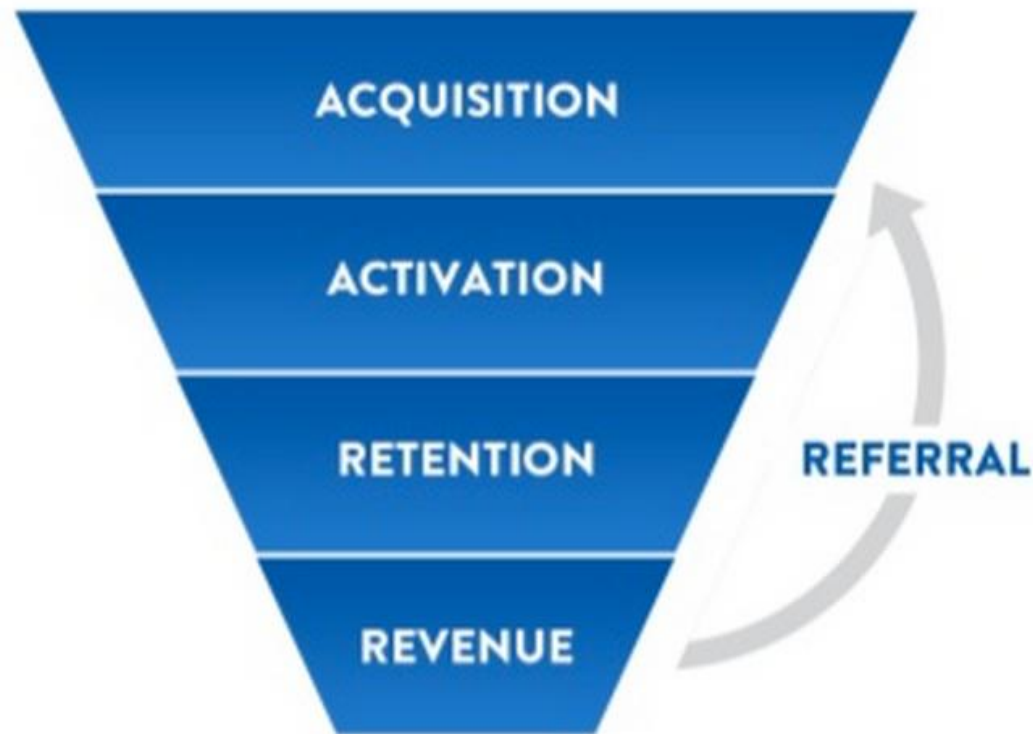
# Viral and New Media Strategies

## 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



# Growth Hacking – Let's practice

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


# 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

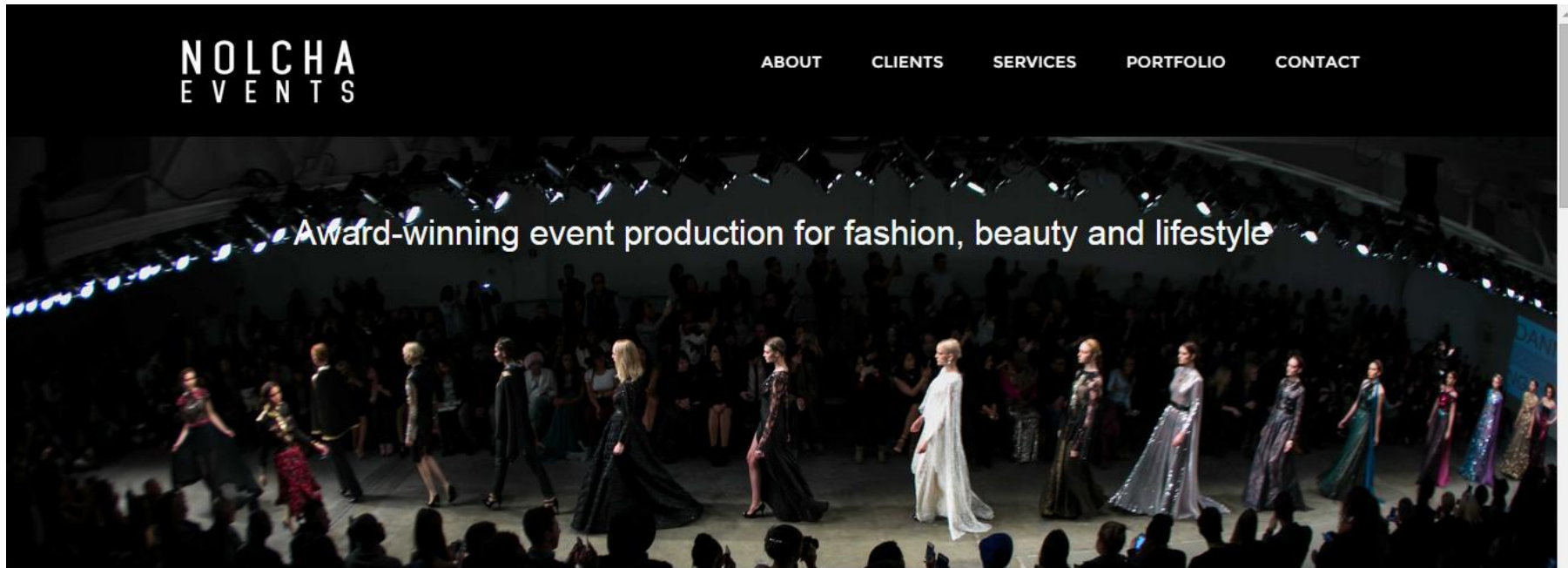
E.CRAFT

					
---	---	--	---	---	---

# 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

# Let's practice – Fashion Zoo

# FASHION-ZOO

ARE YOU IN?

**Il network dei  
professionisti e degli  
appassionati del  
mondo della moda**

**Blog**

**Portfolio**

**Lookbook**

**Accedi alla community**

Email

.....

**ACCEDI**

Hai dimenticato password / nome utente? Invia di nuovo il codice di attivazione?  Ricordami

**Pubblica su blog,  
portfolio e lookbook  
Clicca qui per  
registrarti**

LANGUAGES

Italiano

IN COLLABORAZIONE CON



**AT**

upandcominastyle.

FOLLOW US



# 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

### Invite by email

Invite your contacts (Gmail, AOL, Hotmail, Yahoo, etc.)

Email

Password

[Retrieve contacts](#)

or invite email addresses:

Type a list of invitee email addresses.

[Send invites](#)

### Invite friends from Facebook or Twitter

Always have your stuff when you need it with @Dropbox. Sign up for free! <http://db.tt/QL58PvN>

47 characters remaining

[Share on Facebook](#) [Tweet on Twitter](#)

# 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

PARANORMAL ACTIVITY  
NOT PLAYING IN YOUR AREA?

**Demand it!**

BRING IT TO YOUR CITY BY VISITING  
[PARANORMALMOVIE.COM](http://PARANORMALMOVIE.COM)

Demand It! and the Demand It! logo are registered trademarks of Eventful Inc.  
Copyright © 2009 Paramount Pictures Corporation and Orea Peli d.b.a. Solana Films. All Rights Reserved.



A THIRTEEN CENTURY

# 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 way the service was marketed.
- One of the most successful campaign ever.  
(2M)

# Case Study - Catchy

## Dumb Ways to Die (Melbourne Metro)

Dumb Ways to Die



# 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