



NEILPATEL

# Growth Hacking Your Content Marketing

How To **Growth Hack Your Business**

## Growth Hacking Your Content Marketing

### What is growth hacking

Growth hacking is combining multiple factors such as marketing, technology and a bit of psychology. Everything you do when for example beginning a startup is related to growth, does it produce growth? That'll be the major question in every decision.

So now that we know the 3 criteria for growth hacking, let's get into each.

### Marketing

For marketing you'll need to exercise 4 important P's.

**Product**, the product has to be something that people want, there has to be demand.

**Promotion**, Put your product at the right time, the right place and at the right place. You'll have to give exposure for your product within your budget.

**Price**, what will people actually pay for your product? Think about your budget, price of shipping and other variables. Take everything into account.

**Place**, in what channels can people buy your product? What channels are most beneficial for your business? Are there new creative channels that others haven't thought about yet? Also keep in mind you don't have to sell your product directly on for example social media, but you can still create a lead there or simply make people aware of your product.

### Technology

Technology is very broad but a very key and important asset that you'll have to make use of nowadays. Think of your site/web shop, making use of google tools such as google analytics, google tag manager or even Ubersuggest.

There's a ton of technology out there, you'll have to make sure to use the right tools and the right technology to make the most out of your product and promote your product even better. Compare your own business to your competition, are they using any tools or technology that I am not? Or are there any tools out there that I could use to give myself an edge over the competition?

## Psychology

### Social Proof

People like to be certain that something is good. So people tend to buy products that are certified and known to be good.

This is why you'll need some sort of social proof in the form of testimonials, reviews or logos in your header/slider with certificates.

### Time

Think of limited time offers. For example a limited time Christmas sale that you only have 24 hours for before the offer expires. People tend to buy more if there is a limited timeframe to buy products in, but it has to be an actual discount of course. There has to be value.

### Contrast

The oldest trick in the book \$9.99 vs \$10. Or \$40 vs \$20. With \$40 crossed. Or for example pricing your 1 liter soda \$2 and pricing your 2 liter soda \$2.10. People tend to think "Might as well buy the 2 liter then"

### Progress

This has been even more popular as of late. Think for example of referral systems. People love to see progression in anything they do in life.

### The user himself

Every customer or user has a problem, if you can fix their pain problems, then they'll be more open to buy something for you. You have to speak directly to your customer provide solutions.

## The funnel of growth hacking

Now that we have our technology, psychology and marketing ready to go. We'll have to create a proper growth hacking funnel. Let's start simple. There's just a few things you'll have to do and understand at first.

**You'll have to gain visitors.** Through for example promotion, paid ads, SEO.

**You'll have to motivate your visitors to buy your product.** Think about CRO[conversion rate optimization] and optimizing your site, using what we talked about earlier "the user himself" making sure you solve people their pain points. This will net you sales.

**You'll have to retain your customers and attain new ones.** While it's important to keep a steady flow of new customers. It's proven that retaining your existing customers and keeping them happy will net you even more sales. You can do this through email marketing, offering free stuff and keeping in touch with your customer. Asking for reviews, giving out loyalty rewards and more. Be creative!

## Ways to growth hack your content marketing

Below we have compiled a list of possible ways to growth hack your content marketing!

**Podcasting** – This can create an extremely strong pull compared to just regular content. The user can listen your voice and it's easier to get things across.

**eBooks** – You can offer these for free or paid. Or to come along with buying one of your products. It's also a good way you get emails for your email list and retain your users![Growth funnel retention]

**Social Media** – There's very little people that do not use social media, so this is something you'll have to do. Social media makes it so that any type of content marketing could blow up and reach far and wide beyond your normal target audience. When done right this is one of the best tools. Tip: Social media can take up a lot of time, we suggest to outsource this for the best ROI.

**Webinars** – People that watch webinars want to know more, so this means they can be very effective for generation growth. You can provide a ton of value due to its natural sales habitat and end with a wonderful pitch to create a high ROI.

**Guest blogging&podcasting** – You can gain a new audience which means more people will be searching for your product. See this as an opportunity to get the word out there.