

# 50 ESSENTIAL BUSINESS HACKS

LEARN TO GROW YOUR  
COMPANY AND ACQUIRE  
CUSTOMERS FASTER



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# INTRODUCTION.

**When introducing** a new product or service to the market, you're going to struggle to find the first customers and get media coverage. You spend huge amounts of money on paid advertising and have little or no support from the industry leaders.

**Sounds familiar?** If you're new to business, there are many rules and shortcuts yet unknown to you.

**How about** a quick crash course on the best business tips, insider techniques and hacks imaginable?

**Master over 50** lifehacks, golden rules and growth hacking techniques to become a real business guru, building strong relationships, optimizing business processes and hacking your way to the top.

**Yeah, you guessed it!** It's all written in this e-book right on your computer screen.

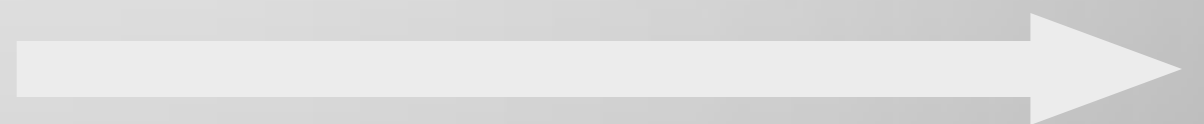
**For your convenience** we have divided this book in 3 sections.

**Chapter 1** focuses on self-improvement and life principles of successful people. Apply these lifehacks to business and build everlasting relationships with friends, media and other successful entrepreneurs.

**Chapter 2** is all about optimizing and automating your workflow and business processes. Master 20 techniques to save time and bring efficiency to your daily work.

**Chapter 3** turns you into a real marketing and customer acquisition guru. Learn amazing growth hacking techniques to make your business noticed and build a loyal audience.

## READY TO ROCK THE BUSINESS WORLD?





# **CHAPTER 1.**

## **BASIC LIFEHACKS APPLIED TO BUSINESS**

# BASIC LIFEHACKS APPLIED TO BUSINESS

## 1. Value every relationship

When doing business, you're going to engage with sales assistants as well as senior executives. Establish a stable relationship and reconnect with them as time passes.

You can never forecast where you or anyone else will be in 10 years. A beginner sales guy might have made his way to the company's management and become your valued partner.

Connect with people you know during conferences or by commenting on their social media posts. Never let them feel that you've forgotten who they are or what their business stands for.

Send handwritten notes, it expresses ultimate fellowship and makes the receiver feel grateful.

## 2. Make people feel important

What defines a great leader? – The ability to engage every single person and make them feel indispensable.

Be equally generous towards your employees and partners. Always show your appreciation and make everybody feel that they're essential for the well-being of your business. If your employees feel empowered and self-conscious, the company will yield higher results as well.

Go to your best-performing team members and praise them by sincerely saying "I truly appreciate your input and hard work".

## 3. Hire only the best

When starting a new business, you can't afford to hire employees who don't care about the company's future. Look for people with high ambitions who are loyal at heart.

## 4. Leverage your existing network

Do you know someone whose field of expertise lies in sales, marketing or journalism? It's time to dust up old relationships and make use of your network.

Don't be afraid of asking people for help or a favor to improve your business's results and status. You'll be surprised how well this lifehack works – many people feel grateful for your trust and working together side by side reinforces the relationship between you.

Start today: Make a list of smart and successful people in your existing network and think about problems/tasks that they could assist you with.

**APPLY 20% OF YOUR BUDGET TO INNOVATIVE PROJECTS THAT HAVE AN UNPREDICTABLE OUTCOME BUT MIGHT DELIVER HUGE RESULTS.**

## 5. Focus Your Time On What's Working

Never do something just because everyone else is doing it. Take time to identify what are the key activities leading the growth of your business and focus 80% of resources and energy on implementing them.

Anyhow, you must keep in mind that some commitments take time to return results. Be careful not to kill a project that seems currently ineffectual but could deliver a large profit in the future.

# BASIC LIFEHACKS APPLIED TO BUSINESS

## 6. Prefer long-term benefits

Everybody loves instant gratification and fast results. Implementing less-demanding small tasks that deliver quick results makes you feel good in the short term. But what your business actually needs is a comprehensive long-term strategy that delivers high results for years to come.

Take time to figure out an enduring plan and spend the best of your time on achieving long-run goals.

## 7. Think about adding value

Successful companies were not created with the prospect of earning huge amounts of money. They were born out of pure necessity and the wish to deliver something valuable to other people.

If you want your business to succeed, ask yourself what is the unique value proposition that your product brings to the market. There is always a demand for new solutions so find your niche and satisfy that demand. Another opportunity is to provide an existing service or product with a better user experience. Be careful not to lower the price while amending the quality.

## 8. Establish strong company culture

Want your business to really stand out? Create traditions and build a story around your company. A successful company culture makes employees feel part of the team and makes them focus their skills on improving the product and company. Be it a free lunch every Friday or a collective vacation, standout company culture makes talent and renown come your way.

**“IT IS BETTER TO KNOW AND BE DISAPPOINTED, THAN TO NOT KNOW AND ALWAYS WONDER.”**

**MICHAEL S. MCKINNEY**

## 9. Keep people motivated

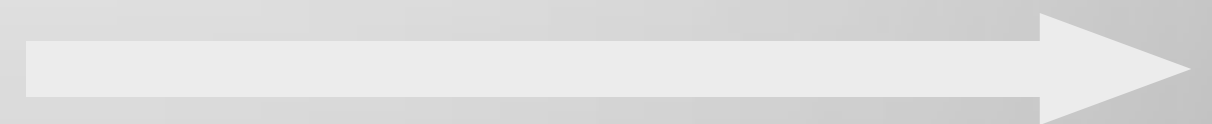
Great leaders inspire action. No employee is willing to work hard for a grumpy and self-centered manager. Motivating your team begins with yourself. Be demanding, but prove that you work hard yourself.

Praise people for good work and constantly remind them how appreciated their help is.

A great way to motivate people is to present quarterly bonuses for those who deliver results on time and really shine out of the crowd.

## 10. Be innovative

Leading a business is all about innovation and understanding your industry. Present your customers original products and services that they can't even dream about. That's what Steve Jobs and Apple did with iPads. By creating a completely new product, you're going to win a huge segment of the market and get a huge advantage over your competitors.



# BASIC LIFEHACKS APPLIED TO BUSINESS

## 11. Use successful companies as an example

No CEO comes up with all the splendid ideas by himself. By keeping track on industry news and examining best practices, you will have the perfect playbook for collecting ideas and building your own successful business.

Explore the websites and social media presence of big companies and read about their success stories in order to apply the same techniques to your own company.

## 12. Be transparent. Like really transparent

People love transparency, especially when it comes from a successful company. Buffer is a great example here.

They publicly display their salaries and revenue, and explain to users how their monthly fee is spent on tasks and overheads. This company responds successfully to the fact that people like to know what they're paying for and you can do the same.

## 13. Know your audience and customers

You can't sell your product to someone you don't actually understand. One of the biggest mistakes businesses make is to start selling their products to everybody, without previously determining target groups. It's like shouting out at a rock concert – nobody will hear you.

At the heart of a successful business plan are your buyer personas, people who are most likely to be interested in buying your product. Learn about your prospective customers and keep them in mind when crafting your business strategy.

## 14. Find your voice

There are tech startups with funny and quirky ways of communicating with the rest of the world and there are large businesses with boring corporate voice.

Depending on your target audience and industry, find a voice that best describes the core values that your business stands for. People usually prefer friendly communication that reflects a broad knowledge and creates trustworthiness.

If you're a small company, showcase images of your daily work in the office on social media. It will build a more fun and friendly reputation for your company.

**PEOPLE LOVE TRANSPARENCY, ESPECIALLY WHEN IT COMES FROM A SUCCESSFUL COMPANY.**

# END OF CHAPTER 1.



# **CHAPTER 2.**

## **BUSINESS OPTIMIZATION AND ANALYSIS**



# BUSINESS OPTIMIZATION AND ANALYSIS

## 15. Build sales funnel sensitive landing pages

This specific business hack returns a huge benefit for your conversion rates when implemented the right way. Sales funnel sensitive landing pages are the entry sites to your webpage, designed taking into account the customer's journey.

Websites get visitors from different channels like social media, Google ads or organic search. It is important to understand what information these people are looking for and what is their relationship with your product.

Create at least 5 different landing pages depending on the inbound channel or customer specifications (returning customer or not) and see your conversion rates go up.

## 16. Send paid traffic to targeted landing pages

You're probably spending quite a lot of money on social media and search engine ad campaigns. Instead of directing all website traffic to your home page, build targeted landing pages based on the place in the sales funnel that your ad's prospects belong to.

Landing pages can include:

- Industry specific landing pages
- Landing page for returning customer
- Landing page for free trial sign up

## 17 Map user behaviour

Mapping user behaviour on a webpage can show where is the attention centered and what interests people.

Install heat mapping software like Crazy Egg to your website to get an overview where customers click. Based on this information, you can move relevant information to high-traffic areas and improve you website's conversion rate.

### ANSWER THESE QUESTIONS BEFORE DESIGNING A NEW LANDING PAGE:

- **WHERE DO YOUR VISITORS COME FROM? (SOURCE/CHANNEL)**
- **DO THEY INTEND TO BUY, GET A FREE TRIAL OR GATHER BASIC INFORMATION? (SALES FUNNEL STAGE)**
- **WHAT ARE THEIR INTERESTS AND NEEDS? (BUYER PERSONA)**
- **HOW CAN YOUR COMPANY HELP THEM? (UNIQUE VALUE PROPOSITION)**
- **HAVE THEY VISITED THE WEBSITE BEFORE, HAVE THEY SIGNED UP FOR A FREE TRIAL? (PAST ENGAGEMENT)**

# BUSINESS OPTIMIZATION AND ANALYSIS

## 18. Measure the right metrics

There are hundreds of metrics and KPI's that analytics software can monitor.

Track analytics that actually matter to your company and check them only once a week.

For example, if you run a catering business, the rate of new and returning customers is really important to you. But if your business is about transporting goods for supermarkets, there are other more important KPIs to measure.

## 19. Use as few software solutions as possible

This is the ultimate business optimization hack – you have to find the right software for managing a company.

Managers often use over 5 different business management software solutions. The sad thing about this is that they only use 10% of the software's features and capacities.

Look a business control hub that unites all the features you need to manage your business. You'll end up spending less and manage your business more efficiently.

## 5 METRICS YOU SHOULD MEASURE

- **CHURN RATE (RATE OF CUSTOMERS WHO STOP USING THE SERVICE)**
- **MONTHLY REVENUE GROWTH/DECREASE**
- **COST OF CUSTOMER ACQUISITION, CUSTOMER LIFETIME VALUE**
- **COST EFFECTIVENESS OF PRODUCTION**
- **NUMBER OF RETURNING CLIENTS/ CUSTOMER SATISFACTION**

## 20. Optimize workspace

Where do you work most efficiently – at your desk, sitting on a couch or your kitchen table? Does music increase your productivity?

Get to know your most effective working conditions and create a workspace that responds to all those requirements, leading to higher productivity.

Some ideas:

- If you work with huge amounts of data or design programs, get a monitor for higher visibility
- Make sure everyone has enough coffee and tea to keep them productive
- Go to the office early in the morning as you're more likely to get things done in a silent atmosphere.

## 21. Stay Focused

During a busy day in the office staying focused often gets challenging. Try these tips for working efficiently and avoiding distractions.

- Block distracting websites by using apps like Self Control
- Open email only once every 3 hours
- Monitor the time spent online with Rescue Time

# BUSINESS OPTIMIZATION AND ANALYSIS

## 22. Measure ROI

ROI (return on investment) shows how much money you've spent on achieving a certain goal.

Businesses always measure ROI for ad campaigns – what is the cost-per-click and how much does acquiring new customers cost. But there are many other ways that ROI can be measured and later used to optimize business processes. For example, you can measure ROI when hiring new workers or offering free transport for goods.

**Example:** A B2B that sells project management software organizes a Facebook ad campaign that targets creative agencies.

The overall cost of the campaign is \$125k plus the time spent by employees (10 hours). The company gets 477 free trial sign-ups that convert to 347 new paying customers.

This means that acquiring a new customer costs them \$360 USD. Their average lifetime value of customer is \$350. Although the campaign is bringing in new users, it isn't a profitable investment and will not be repeated.

## 23. Stop having meetings

Business leaders and managers spend at least 20% of their time at meetings. Try cutting the number of weekly meetings in half and see how it works.

Make at least one meeting-free day each week when you can focus on the most important tasks without distractions. Also, turn off your mobile phone while you work, emails can wait at least until the evening.

## 24. Outsource and delegate

Whether there's a need for a good-looking infographic or product texts, it's not necessary to hire an in-house designer or writer.

Professional freelancers finish their projects on time and they're more experienced than most young writers asking for a lower salary but often returning poor work.

**Websites for hiring freelancers:**

- Elance (writers, designers, programmers)
- Design Crowd (web design)
- Guru (freelancers for basically everything)

**AD CAMPAIGNS CAN SERVE AS A METHOD FOR INCREASING AWARENESS AND MAKING PEOPLE TALK ABOUT YOUR PRODUCT. IT WILL RETURN BENEFITS IN LONG TERM.**

## 25. Look into competitors' strategies

Nobody gets far without thoroughly understanding their industry. Competitor analysis should be part of every business optimization and strategy implementation.

Monitor how competitors set prices and what features they offer with each paid plan. See their social media strategy and biggest clients and try to understand their strategy. This knowledge can be used when drafting and adjusting your own prices and unique value proposition.

# BUSINESS OPTIMIZATION AND ANALYSIS

## 26. Use Anchored Pricing

Human psychology leads us to strange decision-making processes. According to Daniel Kahneman, author of the bestseller Thinking, Fast and Slow, one of the most common practices we use to make our decisions is context.

For example, a \$4 chocolate bar seems cheap relative to a \$12 Swiss chocolate. But if you'd go to a supermarket and see the same \$4 chocolate next to a \$1.50 chocolate bar, you'd find it expensive.

When optimizing your product pricing, think about human psychology and how certain price tags can increase the buying rate. Use the highest-priced product as an anchor that makes other solutions look like a good bargain.

### HOW TO APPLY ANCHORED PRICING:

**ON THE PRICING PAGE, HIGHLIGHT THE HIGHEST PRICE FIRST - OTHER PAID PLANS WILL SEEM CHEAPER COMPARED TO THE MOST EXPENSIVE ONE.**

**USE PRICE \$199 INSTEAD OF \$200 AS THE FORMER IS ANCHORED TO A REFERENCE OF \$100 AND THE LATTER OF \$200. ONE DOLLAR CAN MAKE A HUGE DIFFERENCE.**

## 27. Automate processes

Automating simple business processes saves hours of time and allows you to skip repetitive and monotonous tasks. Modern business software lets you automate basically everything – email distribution, sales, reporting, invoicing – you name it.

Whenever creating new documents, use previous ones as a template. The same goes with slide presentations and e-mail templates.

## 28. Prioritize tasks

Sometimes the list of tasks at hand is just too long to finish in one day. Start each day by listing 3 most important tasks that need to be completed at any cost and below these write all other upcoming tasks grouped by priority.

If you manage your tasks in the computer, use three different colours to mark tasks based on their priority – the most important are red, medium priority tasks have a yellow marker and green symbolizes tasks of low priority.

## 29. Use online tools to facilitate tasks

There's no business activity that can't be accomplished more efficiently with the help of an online tool. Project management, invoicing, scheduling meetings – all these tasks can be facilitated by using software.

Check this list of [12 productivity tools that save time](#).

# BUSINESS OPTIMIZATION AND ANALYSIS

## 30. Stop multitasking

Instead of struggling to accomplish many parallel tasks, implement them in series. Spend morning hours working on more demanding projects like writing or drafting a strategy and schedule after-lunch hours for responding to emails and attending meetings. Try different time management options to find out what works best for you.

## 31. Establish the rule of 20% time

Many successful companies use this technique to motivate employees and promote innovation. Have everybody work on their own creative projects 20% of paid work time and see how many innovative ideas people come up with.

Another benefit of this rule is that creative and ingenious people stay with your company and never feel pressured to leave.

*Make the 20% time rule a guide at every executive level.*

## 32. Flexible working hours

Business optimization can be taken even further when each and every employee has the best working conditions to help them become more productive.

Companies that trust their employees to work whenever they feel most effective yield higher results. It does require some extra monitoring to see if everyone finishes their tasks on time.

When one team member works 6 hours a day and another 9 hours, it doesn't mean the former is less useful to the company. Quite the opposite – people who finish the job faster might be more effective and work smarter.

*Enable flexible working hours and a remote workspace for one month and see whether it has a positive or negative effect on your business processes and work results.*



# MINUTE RULE

**WHenever a new task comes your way,  
if you could do it in less than two  
minutes, do it right away.  
Otherwise add it to your calendar or  
tasklist.**

**DAVID ALLEN**

# END OF CHAPTER 2.



# CHAPTER 3.

## ACTIONABLE GROWTH HACKING TECHNIQUES

# ACTIONABLE GROWTH HACKING TECHNIQUES

## 33. Create content

There is no better way to earn people's attention than building a meaningful relationship with your audience. One way to achieve this goal is providing your prospective customers the information they need. It's even better if this information is delivered in a format that's pleasant to read, listen to or watch.

Start creating content that's easy and cost-effective to produce (blog articles, templates) and as your audience grows, move on to more complex content such as interesting video materials and interviews with industry experts.

Keep in mind that before producing any content, you need to understand your core audience and compile a content marketing strategy.

## 34. Find guest bloggers

You've probably heard a dozen times that small starting businesses should ask to guest blog on big platforms and websites.

Instead of publishing your valuable content on third party websites, get others to guest blog for you. If you have grown a notable social media followership, other small businesses may be interested in writing for your company blog.

Target small businesses or starting bloggers that write about topics similar to your own content. In return, you can share their other content on social media or give them your product for free.

## 11 TYPES OF CONTENT

1. **BLOG ARTICLE**
2. **HOW-TO GUIDE**
3. **WHITE PAPER**
4. **INTERVIEW**
5. **TEMPLATE**
6. **EBOOK**
7. **VIDEO/MOVIE**
8. **TUTORIAL**
9. **PODCAST**
10. **SLIDE PRESENTATION**
11. **WEBINAR**
12. **CONFERENCE**

## 35. Newshacking

Newshacking means taking any breaking news and creating a story or a social media post around your company and the event. Keep an eye on trending hashtags on Twitter and use tools like Buzzsumo to be aware of popular topics.

Remember! Newshacking only works in real time, you have to be really quick and creative to win this battle over people's attention.

## 36. Share content from other websites

Saw an amazing article that's written by some other company or blogger? You can still take advantage of it by sharing it in your own social media channels.

Always add a "via" link to your shared post so that the author is able to see that you've shared their content and they've been given credit for their work.

Sharing third party content is beneficial in many ways:

- You show industry-specific knowledge
- Your social media feeds have more interesting content
- You build a relationship with other blogs and companies
- Influencers and bloggers might share your content in return

# ACTIONABLE GROWTH HACKING TECHNIQUES

## 37. Get your content out there

There's no reason your content's outreach should be limited to your own social media channels. In fact, there's so much more to be done in order to amplify your reach and find bigger audience.

Whenever you feel there's a really great piece of content you'd like the world to see, post it on LinkedIn Pulse, Reddit, Hacker News or StumbleUpon. There's a good chance that someone is going to pick up your article and share it with their friends and social media followers.

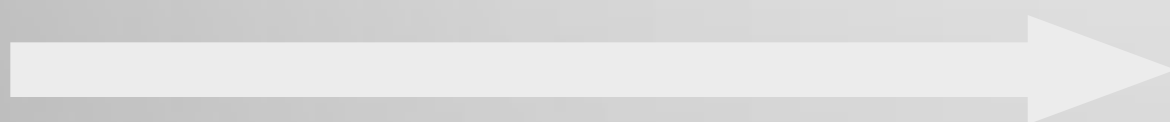
Generate leads by answering industry-specific questions on Quora.

Search for topics that your blog articles cover and when answering a question, add a link to your blog article, leading readers to your website. Make sure your answer is relevant, otherwise posting on Quora might have a negative effect on your marketing goals.

The rule of relevance also applies to all other content sharing platforms. If users from sites including Reddit and Hacker News notice your attempt to 'market' your business, they might feel cheated and disappointed. Your content might be down voted, returning negative impact on your marketing efforts.

## 38. Advertise your best content

All social media channels provide free analytics tools. If you've shared articles and other content on Twitter, it's really easy to utilize analytics in order to find out which posts performed the best.



**“I USE SOCIAL MEDIA AS AN IDEA GENERATOR, TREND MAPPER AND STRATEGIC COMPASS FOR ALL OF OUR ONLINE BUSINESS VENTURES.”**

**PAUL BARRON**

You can easily determine which posts were the most clicked upon or delivered the highest conversion rate. Next, use those posts in your social media ad campaigns, expanding your reach over a wider audience.

Promote a tweet that had many likes and retweets. This way, more people will see your content and pay a visit to your website.

First see which posts work the best on Twitter, then share the best-performing ones on LinkedIn and Facebook organically to see if they're popular in all social media channels. After you've discovered the best-performing posts, advertise them to a larger targeted audience (prospective customers).



# ACTIONABLE GROWTH HACKING TECHNIQUES

## 39. Reuse old content

How long after publishing a blog post or white paper can you share it on social media? Two weeks, one month, three months?

The right answer to this question is totally up to you and your marketing team. Keep in mind that many big companies like the Content Marketing Institute reuse their best content years after its initial publication.

And it's returning great results, people come back and find this content for the first time, being grateful for useful advice and an interesting read.

**HOW LONG AFTER PUBLISHING A BLOG POST OR WHITE PAPER ARE YOU STILL SHARING IT ON SOCIAL MEDIA? IS IT 2 WEEKS, 1 MONTH, 3 MONTHS?**

Do not let the best content get lost in your blog archives like dust-covered books in a public library. Re-share your best-performing content even if it was published a long time ago, as sound advice is timeless.

Find your old blog articles that cover a similar subject, gather the information together and bind it into a comprehensive guide or an ebook. This way you'll have a brand new piece of content, created without a huge effort from your content writers.

## 40. Social proof

Would you go to a restaurant that has 200 page likes on Facebook or one that has 20,000? Social proof is an increasingly important factor in our decision-making process. This means you should do your best to attract many social media fans and interact with your audience on a daily basis.

**MAKE SURE THAT YOUR FACEBOOK AND TWITTER FEEDS ARE CONSTANTLY MONITORED IN ORDER TO QUICKLY ANSWER ANY UNEXPECTED POSTS AND COMMENTS BY HAPPY (OR ANGRY) CUSTOMERS.**

Awards also count as a method of social proof. Submit your product or service to an industry-specific competition and whenever you win an award or are praised by an influencer, don't hesitate to give it a social media shoutout and post the news on your blog and website.

## 41. Benefit from big-name clients

Add trustworthiness to your brand by displaying your biggest customers' logos on product pages to show that you're a partner of big names in the industry.

Always consult with the other party before using their logos or images.

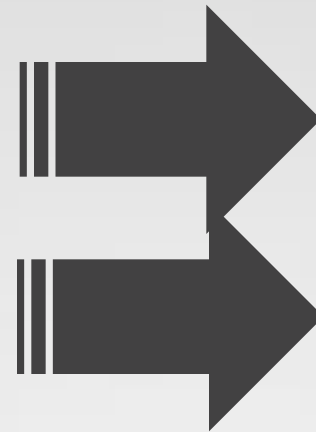
You can also ask your business partners to refer your product to their friends and customers.

# ACTIONABLE GROWTH HACKING TECHNIQUES

## 42. User testimonials

If you deliver great service, there's no doubt you're going to have fans among your customers. Ask some of your top customers whether they agree to give you a short interview about how your product or service helped to solve their problems.

Gather this information to write a subsequent user testimonial to add to your website.



## 43. Case studies

People love case studies as they immediately demonstrate whether other people with the same problem found a solution using a service or product. This is what many TV commercials are about – a problem-solving product.

Ensure that your potential customers are able to find the right case studies on your website. You can write customer reviews and describe different user cases based on interviews with active customers.

## 44. Create online communities

A great way to engage with an audience is to build a community around your brand and knowledge-base.

Create a LinkedIn group where fellow industry professionals like yourself can discuss industry-specific ideas and problems. If your brand has many fans, create a Facebook community for them where they can share ideas about interesting topics that relate to your company.

Dust up your current Facebook page and make it more user-friendly by sharing more interesting content and answering your fans' comments.

## GUIDE TO CUSTOMER FEEDBACK:

- **SEARCH YOUR DATABASE AND FIND USERS ACTIVELY USING YOUR PRODUCT/SERVICE**
- **ORGANIZE A SHORT SURVEY TO OBTAIN THEIR FEEDBACK**
- **OFFER REWARDS FOR ANSWERING THE SURVEY (E.G. 1 MONTH OF FREE SERVICE)**
- **GATHER THE RESULTS AND SEEK POSITIVE FEEDBACK**
- **ASK FOR AN INTERVIEW WITH 20 CUSTOMERS WHO GAVE THE MOST INTERESTING AND POSITIVE FEEDBACK**
- **WRITE USER TESTIMONIALS BASED ON THE INTERVIEWS**
- **ASK YOUR CLIENTS IF YOU CAN PUBLISH THEIR TESTIMONIAL ON YOUR WEBSITE**
- **DON'T FORGET TO REWARD PEOPLE FOR SHARING THEIR EXPERIENCE WITH YOU**

# ACTIONABLE GROWTH HACKING TECHNIQUES

## 45. Build user-profiled Facebook ads

Everyone can create a generic Facebook ad and pay a fortune for advertising it to a wide audience. If you have a huge marketing budget, there's no problem with that. Except that if you're running a small starting business, you're likely to count every buck.

To get higher results and increase conversion rates from social media advertising, build user-profiled Facebook ads. For example, create different ads with various landing pages for real estate and media companies. Or target millennials and older generations with a different message.

Before creating any ads, make sure you know your audience, their interests and demographics.

**RETARGET AUDIENCE WHO'VE ALREADY BEEN TO YOUR WEBSITE OR COMPLETED A SPECIFIC ACTION ON THE SITE**

## 46. Utilize retargeting ad tools

Once you've run an ad campaign, you have a clear overview of the users who showed interest; for example clicked on your ad or visited your website.

What you can do next is to specifically retarget this audience rather than paying huge sums of money advertising to broader groups. People who have already shown some interest in your product are more likely to buy it or sign up the next time they see your ad.

Retarget audiences that clicked on your ad during previous campaigns.

**“DON'T BE AFRAID TO GET CREATIVE AND EXPERIMENT WITH YOUR MARKETING”**

**MIKE VOLPE**

## 47. Use “if this, then that” Recipes

Shared a post on Facebook? Send it automatically to Twitter, LinkedIn and also to your Google Drive spreadsheet containing all the data about shared posts. Sounds good? Try online tool If This Then That for recipes that automate part of your workflow.

It's not only about marketing but also simple tasks including sending Instagram photos to a Google Drive folder or notifying you when it's going to rain can be done with these custom-made recipes. Find out what works best for you and automate parts of your workflow.

Review your automated processes at least once a month to make sure everything's working well and no information has turned false or become out-dated.

# ACTIONABLE GROWTH HACKING TECHNIQUES

## 48. Use A/B testing

This growth hacking technique helps you find out which content, ads or campaigns work the best. A/B testing can be applied to almost everything, here are some examples:

- Create two different Email layouts and determine which one works the best
- On social media, share the same blog post with different titles and pictures to see which gets the most likes or clicks
- A/B test your call to action buttons by adding different colours and messages
- A/B test your landing pages
- A/B test your blog layout
- Send emails with various promotions or subject lines

## 49. Social media– post on weekend

Did you know that moving your social media posts from weekdays to weekends returns a 14.5% higher brand interaction?

It might seem weird to share industry-specific business articles during the week-end but think about it for a sec. Busy people have no time to read news and articles during weekdays as they have lots of work to finish.

People like to take a couple of hours every weekend to educate themselves on the latest industry news and innovations.



**MOVING YOUR SOCIAL MEDIA POSTS FROM WEEKDAYS TO WEEKENDS RETURNS A 14.5% HIGHER BRAND INTERACTION.**

## 50. Measure growth hacking ROI

Hacks that work well for one business might return poor results for another. In order to find the best growth hacking techniques that are worth your team's time, you need to measure their efficiency and return on investment (ROI).

See whether your new blog is bringing in any newsletter subscribers or new leads. If you've been working on a blog for over a year and it's still not bringing in any new leads through SEO, it might be time to focus your time and resources elsewhere.

The best way to measure growth hacking ROI is to use analytics tools that show which landing pages are the most visited and what type of content performs best.

# END OF CHAPTER 3.

# CONCLUSION.

**You have just learned** 50 ways to improve your decision-making, relationship with customers and make your business stand out from the crowd.

## FEELS LIKE TAKING OVER THE WORLD, RIGHT?

**What's even better**, you can start applying these small tricks today and see the benefit soon. All you need to do is gather together your team and decide which techniques from this book can be applied to your business processes.

**Get out there** and make your voice heard. The best thing about the business hacks is that there's no need to wait until tomorrow or next week to bring your ideas to life. You can start by making small changes today, building your way up to higher efficiency and success.

**Share** this ebook with your team so that everybody can adopt a growth hacking mind-set and improve their skills.

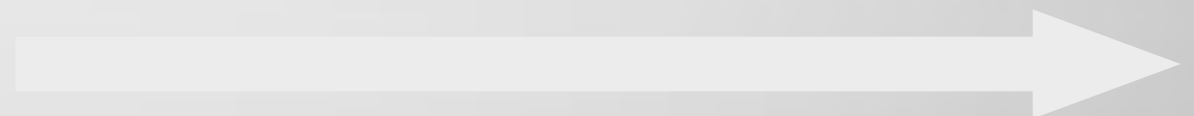
**There's one more** thing you need to keep in mind. No shortcut or hack can promote a poorly designed product or run a poorly managed business.

In addition to growth hacking, your business needs a valuable product/service and a knowledgeable leader to make informed decisions and guide the company to further success.

**You can find** tips and tricks for productivity and read about using the right software for managing your business on our blog.

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