

FOUR PROVEN

# GROWTH HACKS

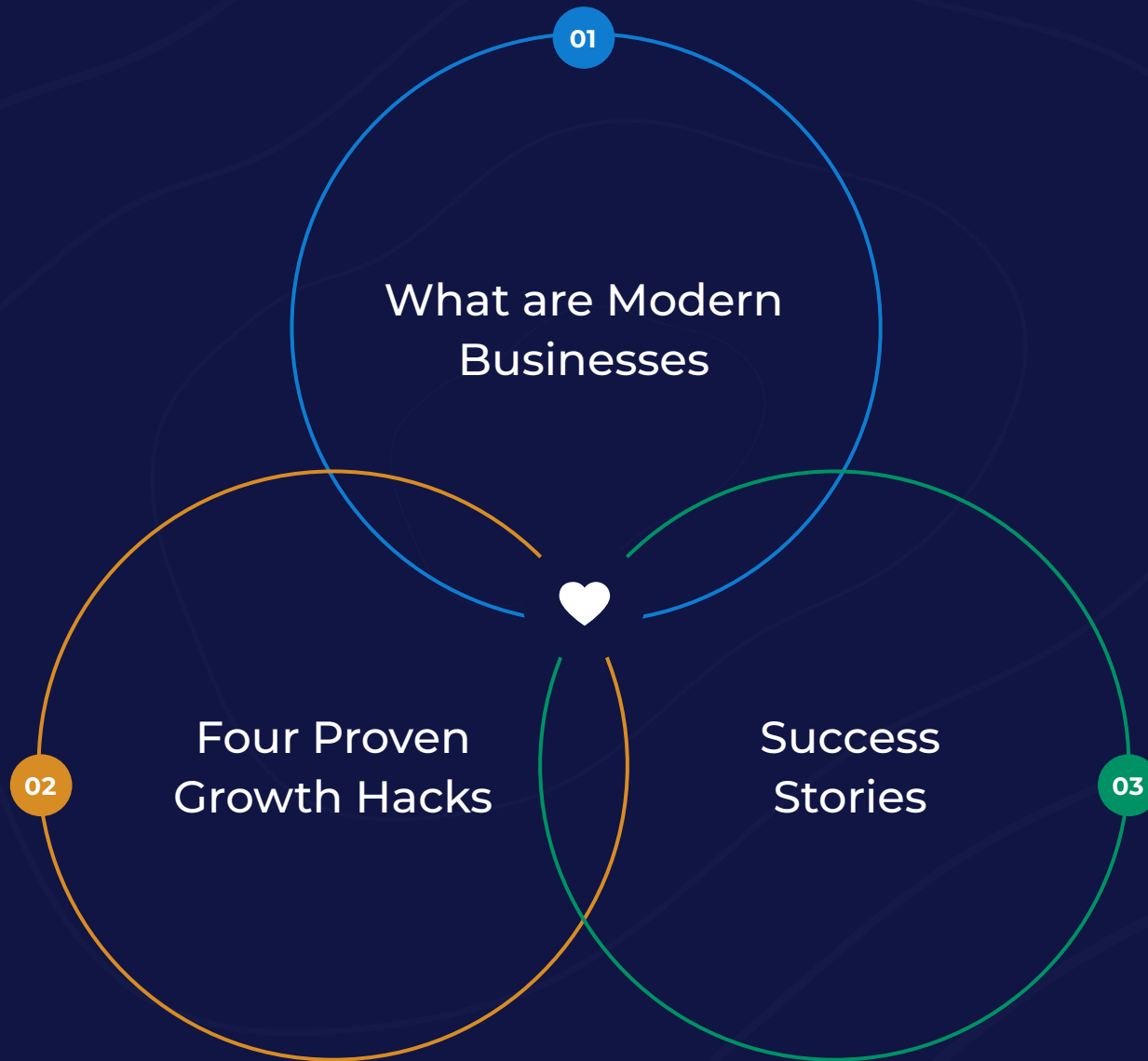
FOR MODERN BUSINESSES



The business world is fiercely competitive and extremely unpredictable. Even with the millions of dollars spent on forecasting risks and mitigating their impact, companies' resources can still easily dry up making it harder for them to survive economic challenges.

What should companies do to be successful? How do they grow over a period of time? Are there some secret hacks that small-time entrepreneurs should know so they can share in this success?

# What's in this e-Guide?





# What are Modern Businesses?

Modern businesses are characterized by their use of technology to improve their operations and profitability.

For most modern businesses, efficiency is key. Without efficiency, costs could skyrocket. This could hurt their chances of gaining profit and achieving growth.



# Four Proven Growth Hacks

## **Build a community around your brand**

In this first hack, we will discuss seven concepts that primarily deal with marketing. All of these are linked to the idea that you have to establish a network.

## Social Media

Social media sites are one of the most popular marketing platforms these days.

01

## Relationship Marketing

Relationship marketing has been used traditionally as a way to build loyalty and retain customers.

02

## Membership Programs

Implementing loyalty or membership programs can boost your growth in no time.

03

04

## Video Marketing

For a lot of experts working in the marketing industry, video is the way to go.

## Referral

Referrals can be rewarded with freebies, discounts, or exclusive items coming from your business.

05

## Brand partnerships & collabs

Partnerships with other brands that are in line with the nature of your business can be mutually beneficial to both parties.

06



## Influencer Marketing

Speaking of collaborations, influencers are growing in numbers these days. Influencers are people who have built an image or reputation big enough to garner a number of “followers.”

07





## **Be data-driven**

Being data-driven means that you base your business decisions on data that you have gathered.

There are marketing tools (often integrated into CRM software) that are specially made to automate the gathering and interpretation of business data.



Some tools can help you track your marketing campaigns (**blog posts, webinars, social media and email**) and monitor how much revenue you're earning from them.

## Transparency is key

This is a piece of advice often repeated by expert digital marketers – and it exists for a reason. The internet is full of strangers and crimes are often committed due to anonymity. It's perfectly understandable why customers are sometimes distrustful towards businesses, especially over the Internet.

To break this wall and quickly establish trust among potential customers, successful brands put utmost importance on transparency.

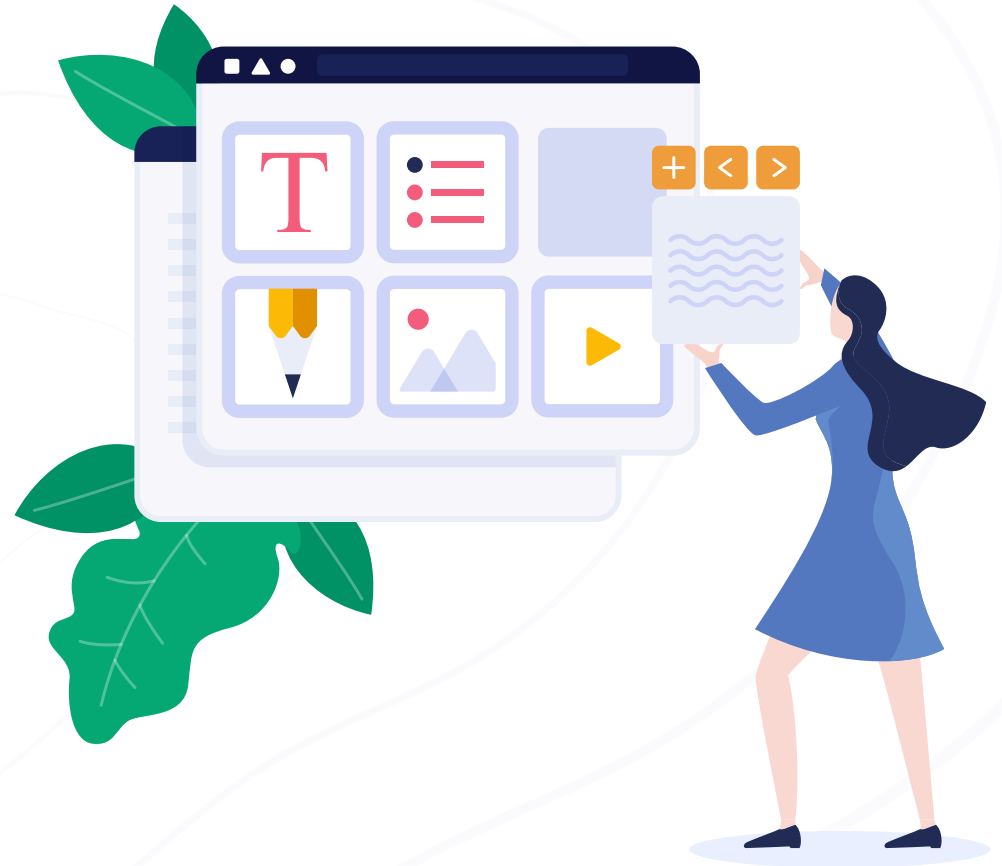


## **Use digital tools to boost efficiency and cut costs**

To start a fire, our ancestors used to hit rocks together until something caught alight. We have also heard how our ancestors shaped rocks into hoes and used them to grow food for consumption or craft tools for hunting.

Tools are supposed to make our jobs easier for us. And digital tools are no exception.

- 01 — They can be software designed to generate leads and convert sales.
- 02 — They can be a web-based application where you input data and you get a finalized report.
- 03 — Some even allow you to automate the communication between you and your customers.

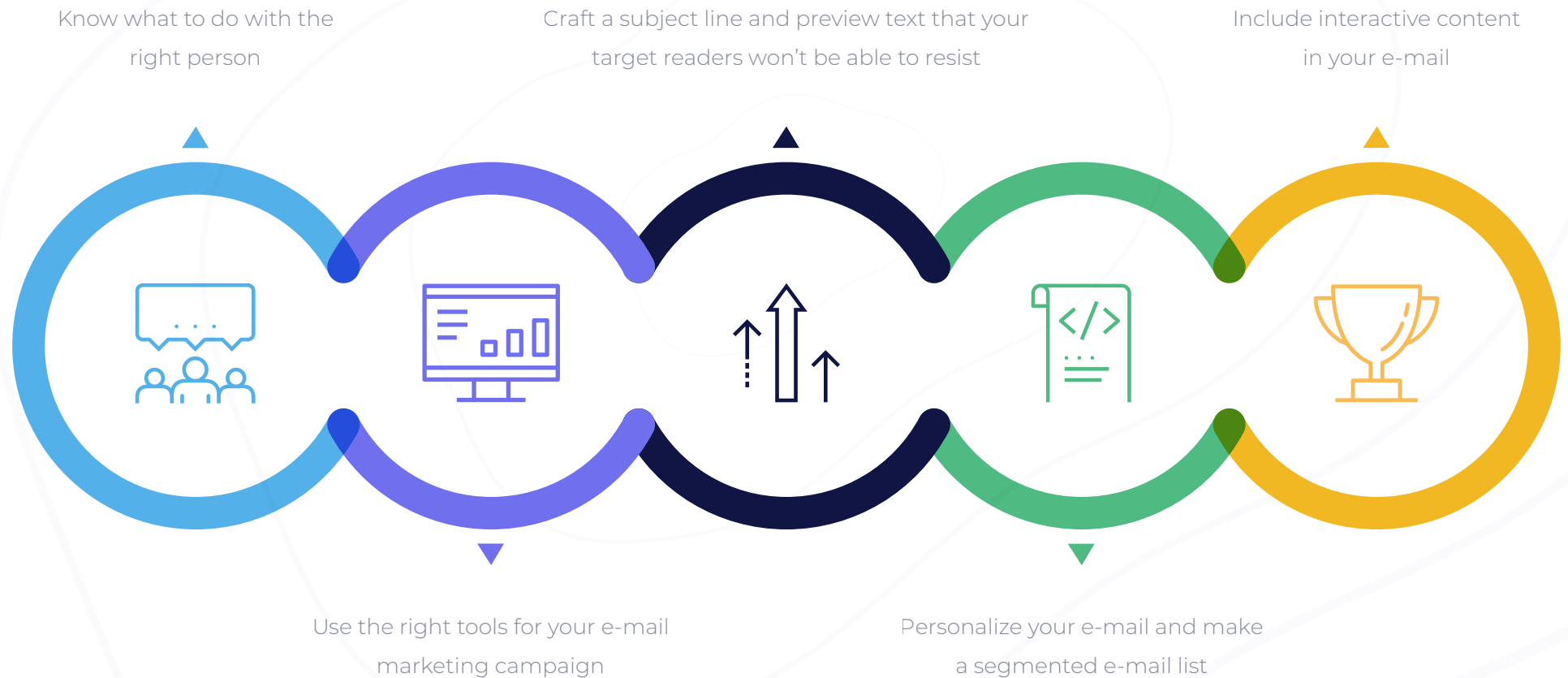


## Other thoughts to ponder

It is the art and science of sending curated content to target readers for the purpose of establishing profitable relationships with these readers over time. This content can be crafted for **brand awareness**, **lead generation**, or even **sales generation**.

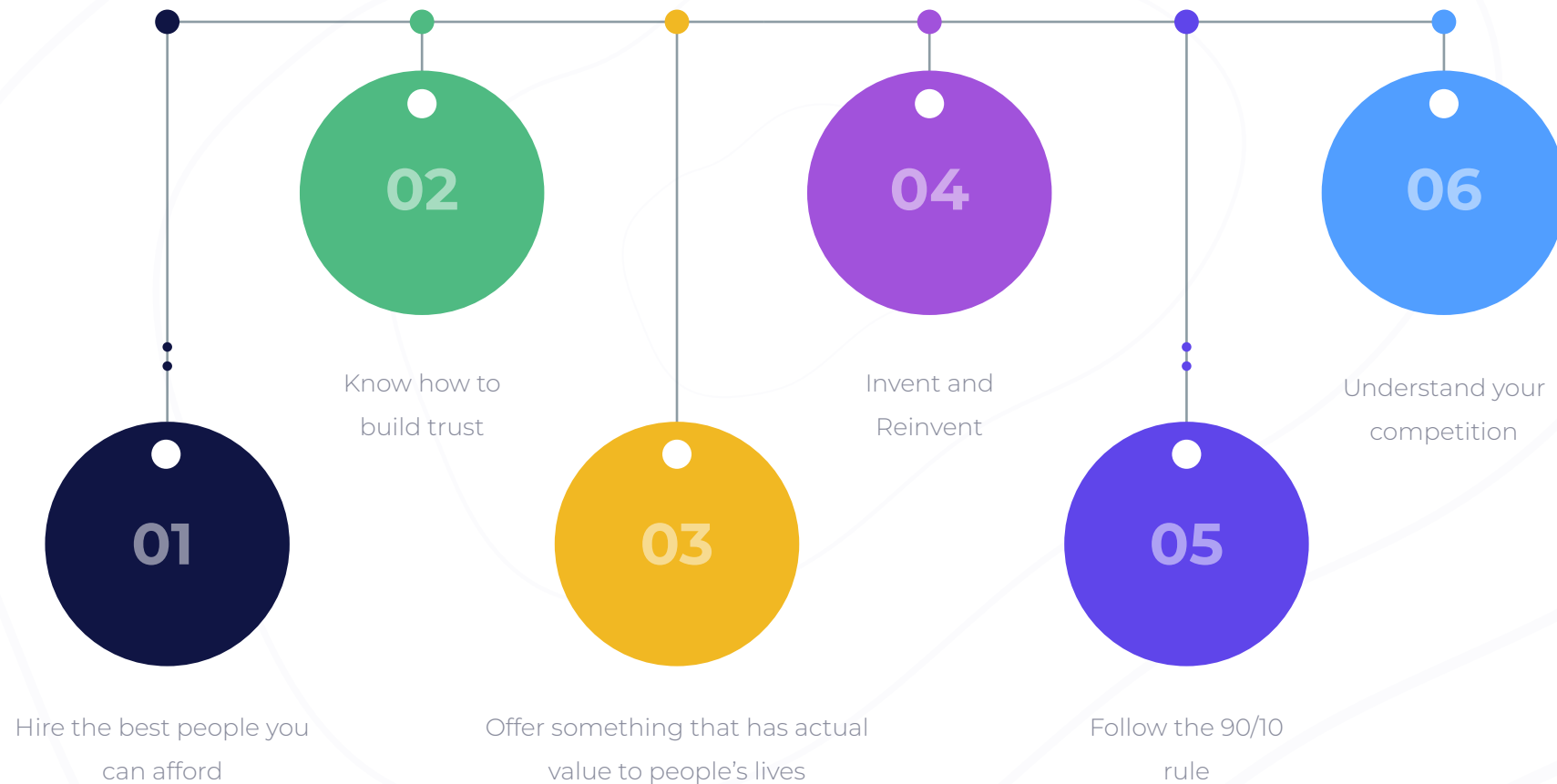


## To successfully launch your e-mail marketing campaign, you need to do the following:





**You should also check out these six tips from digital marketing experts to grow your business:**



# Success Stories:

## Case Studies on How These Hacks Led to Business Growth

Ever wondered if any of these hacks have been done before and if they were successful? Check these case studies we compiled for you:





## **Disney's use of social media**



Disney's use of social media is no secret – and they are proud of using any available channel to reach out to their target audience. Although we can't directly attribute Disney's success to its usage of social media we can certainly see the additional exposure that it grants to the brand.

# 01



02

# Shutterfly

Shutterfly primarily sells photo books. But they took their marketing efforts to social media, specifically Facebook, and earned an 11-fold return on what they have spent on ads.

**Shutterfly's  
use of social  
media**



## **The Navy's use of video for marketing**

The Navy used to experience difficulty looking for additional recruits, but their use of video for marketing improved their recruitment results drastically.

# 03

# 04



If there is one thing that people are wary about these days, it's food – and Whole Food is well aware of this. Not only are they transparent with their customers, but they also practice transparency internally, as an organization.

## **Whole Food's use of transparency**

## **Buffer's use of transparency**



Buffer is also a popular example when it comes to transparency. The platform for social media has an open salary policy and an open Trello board where everyone can see what they are working on.

05



06

## WELLS FARGO

Despite the recent events, Wells Fargo arguably remains as part of the top companies globally. It claims to be the seventh most profitable company in the U.S.

**Wells Fargo's  
use of tools  
like CRM**





**Now we can't wait  
to see you grow!**

We have given you all these  
lists and examples that you  
can learn from, now we can't  
wait to see you in action!