



GROWING IS EASY

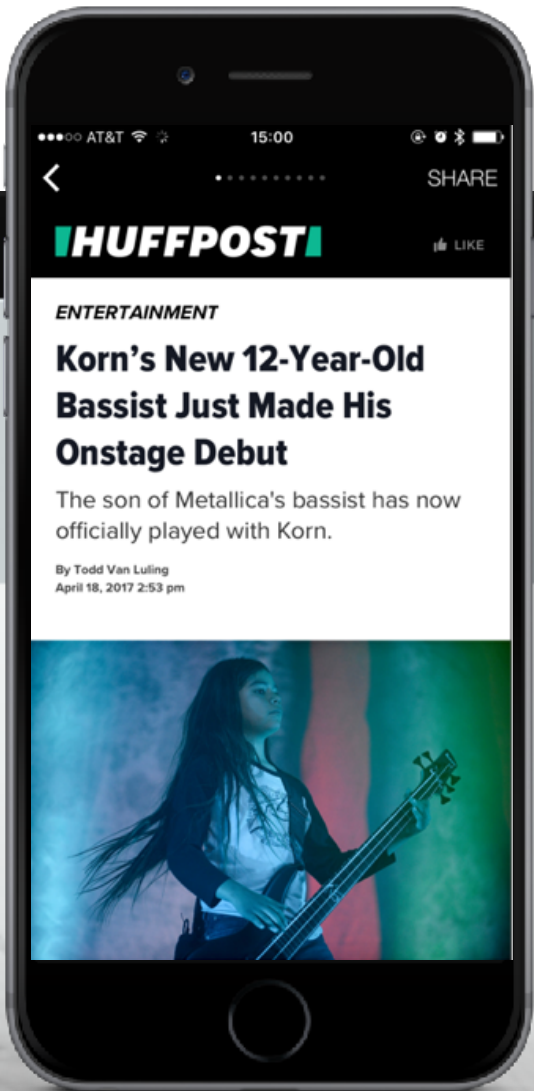
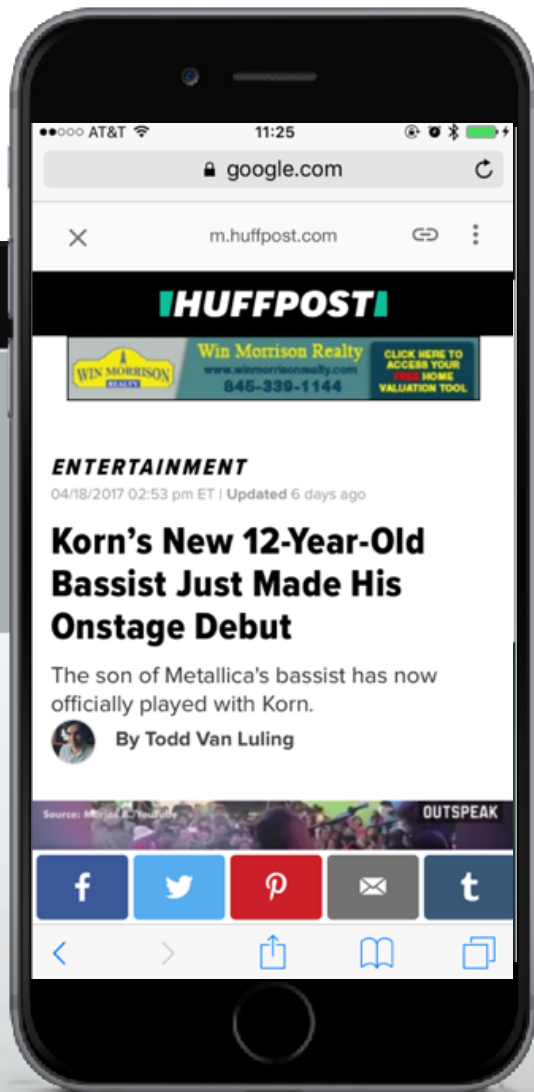
13 REASONS WHY ►

Theodore Moulos*

Entrepreneur / Advisor / Growth Hacker / Investor / Instruxtor
t.moulos@growthrocks.com



Because Marketing **has** changed
already

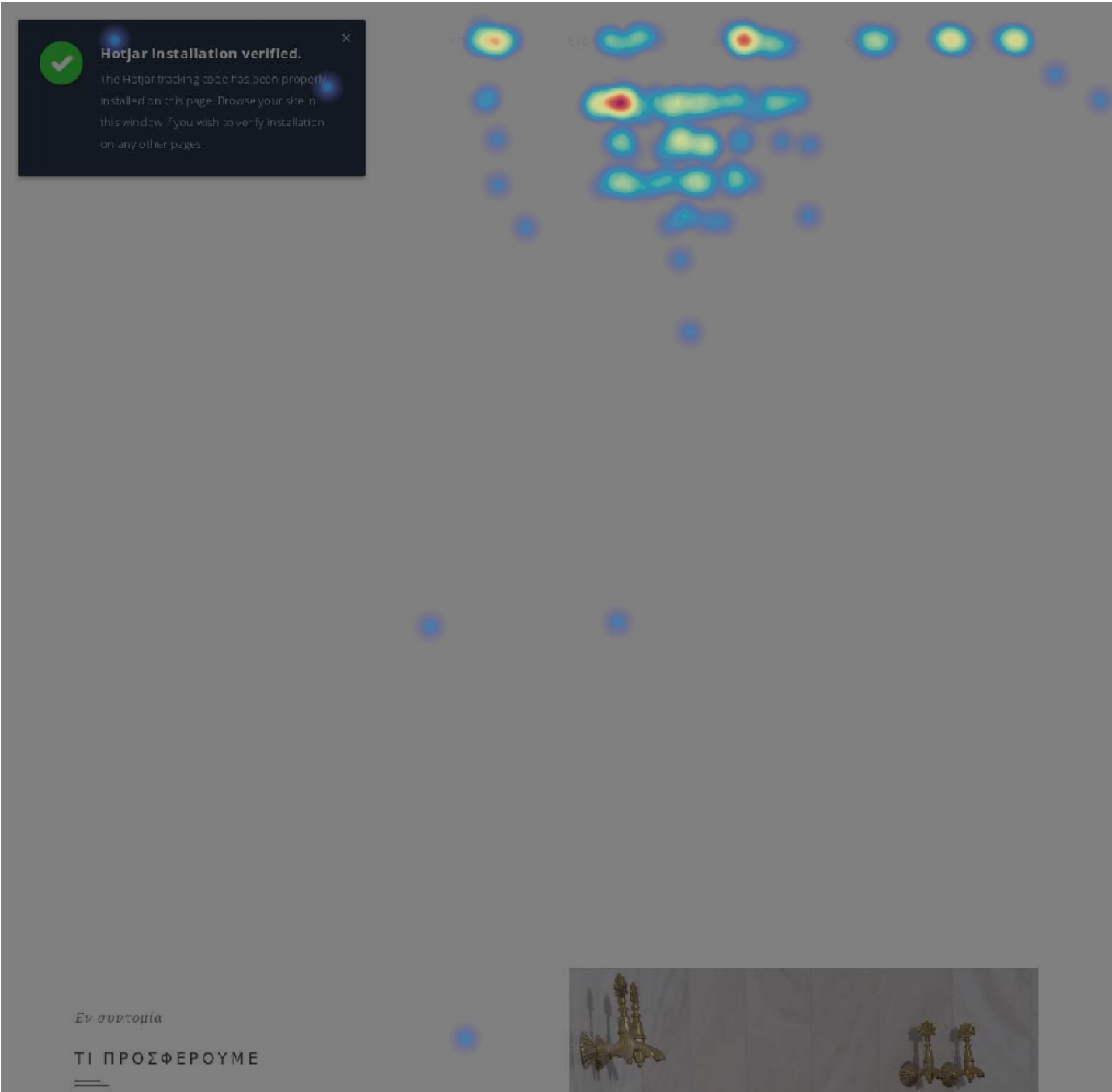




The Measurements Changed

Data Driven Marketing is king

HeatMaps



Scroll Maps





The Reading Behaviour Changed





The Touch Points Changed





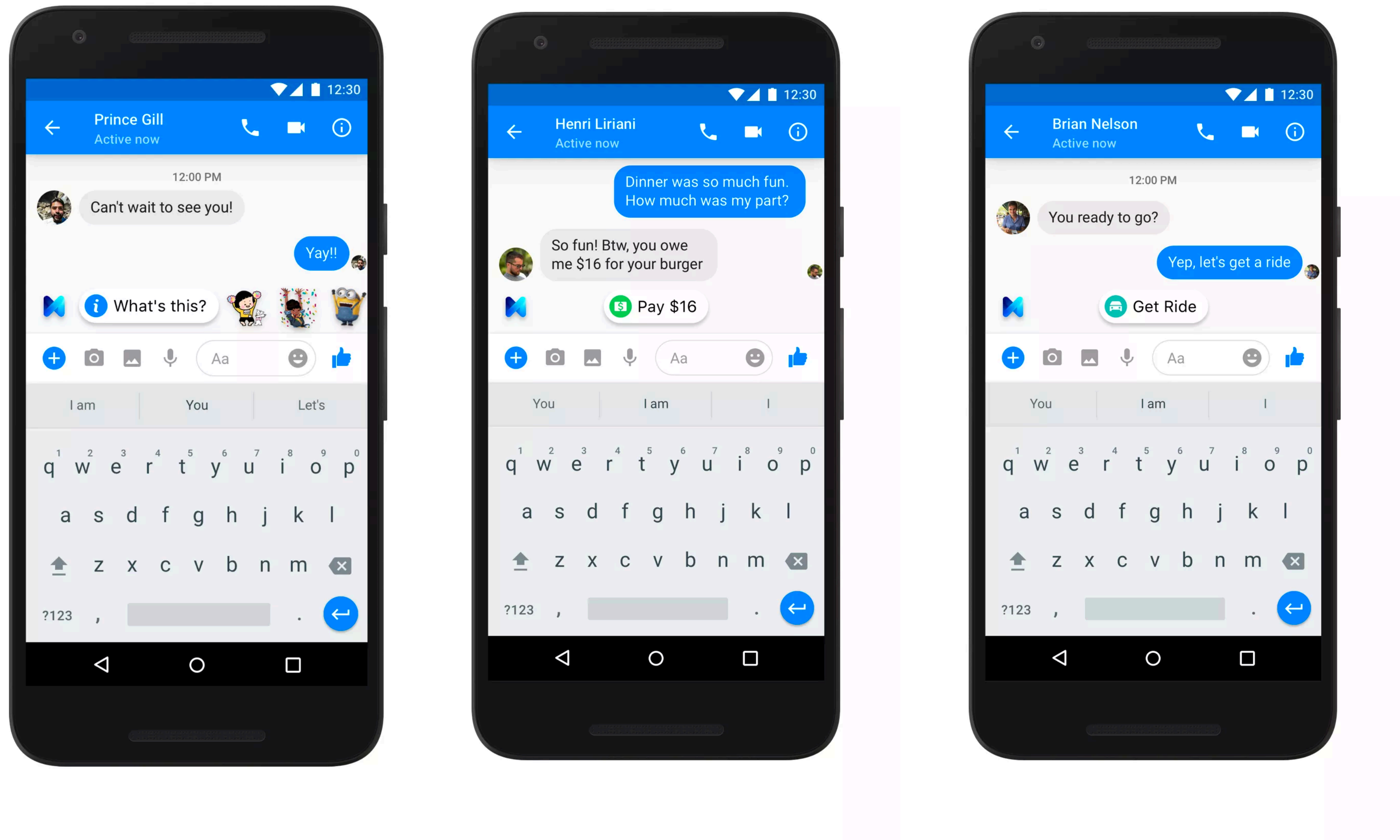
The Platforms Changed

Mobile apps vs. Bots vs. Extensions





M Is An Ai Assistant Designed To Automate Tasks

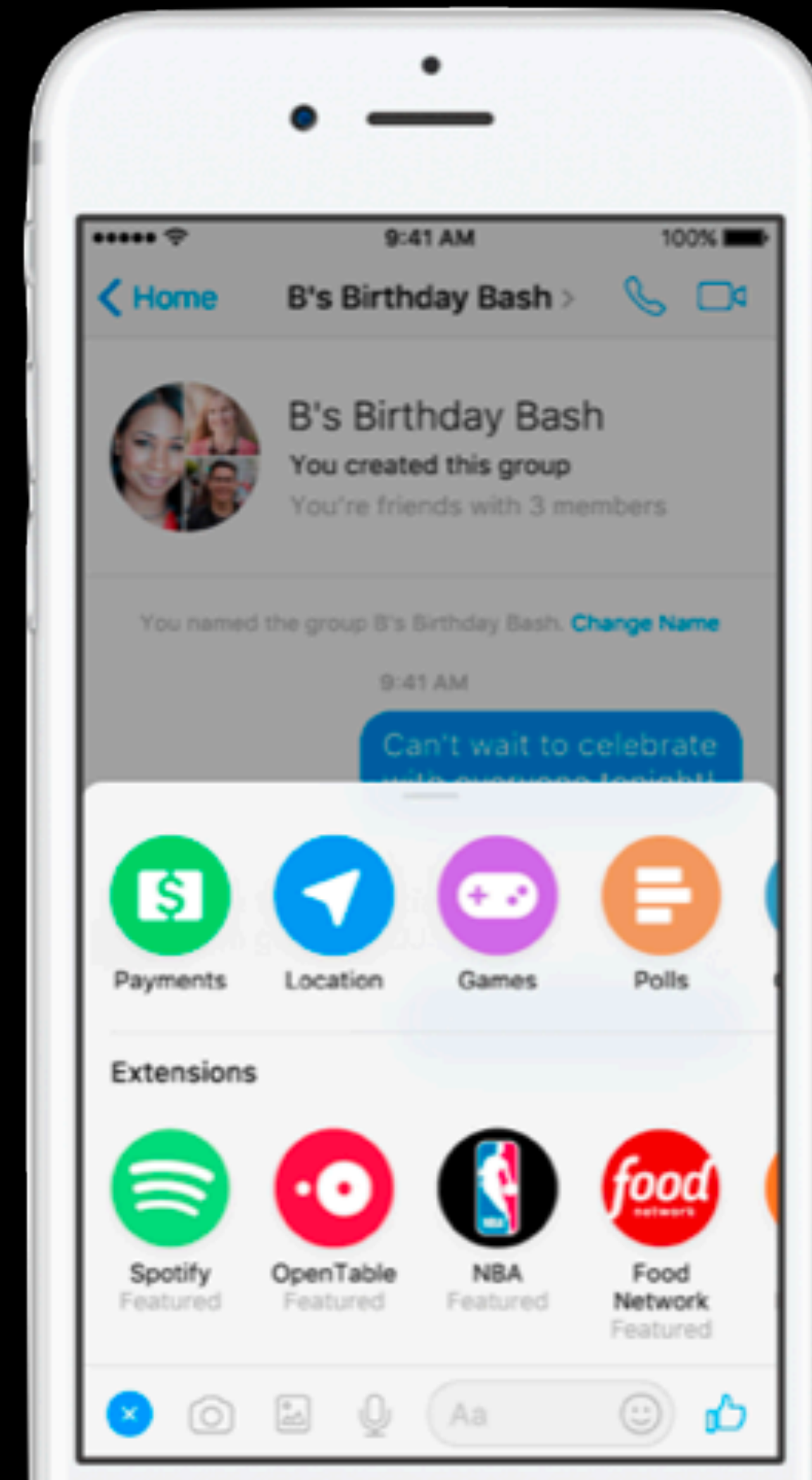




Chat Extensions

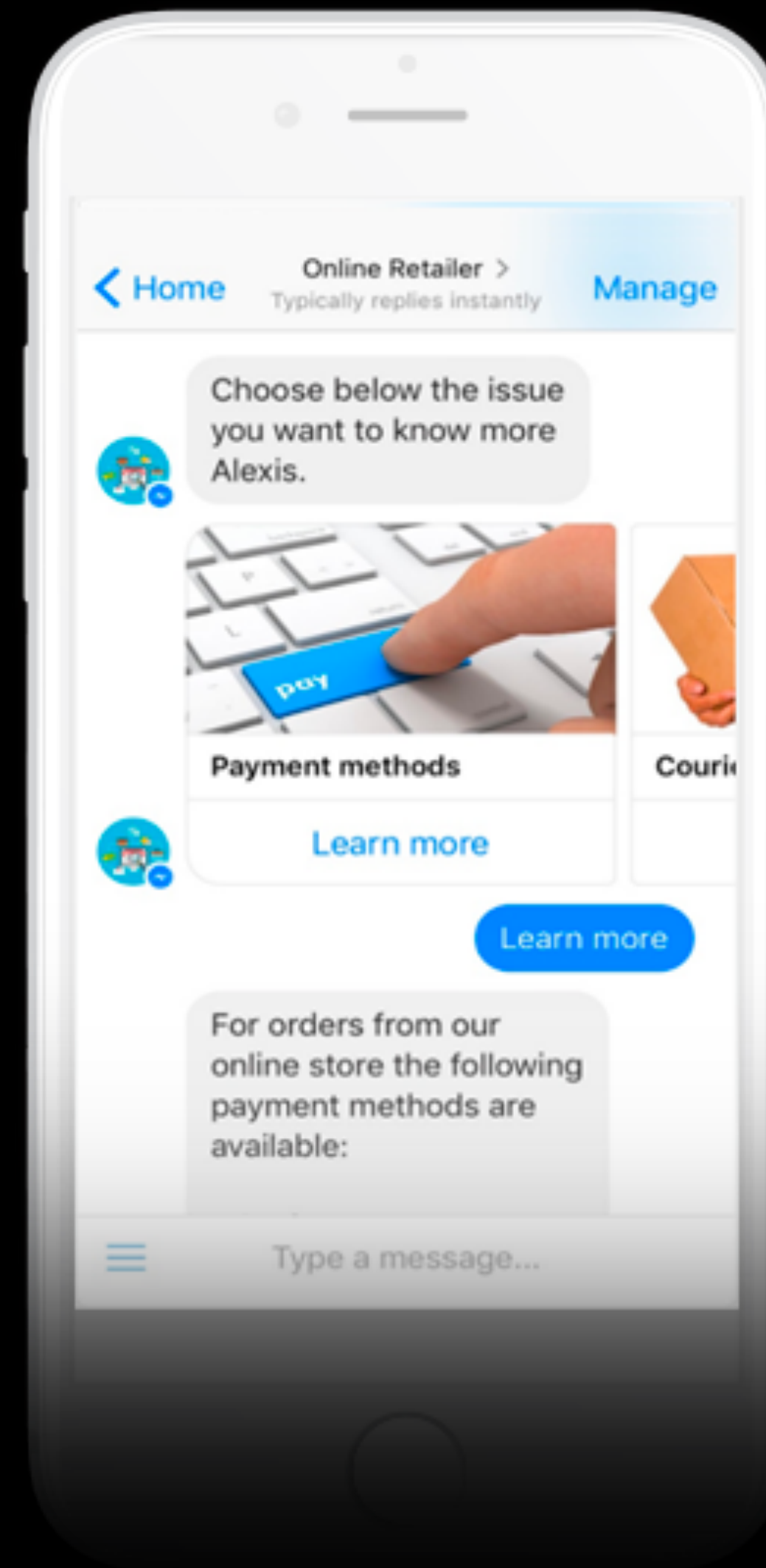
Chat Extensions let bots provide interactive, social features that users can invoke directly into their conversations.

With Chat Extensions, you can bring your bot to people where they already communicate: in conversations with their friends.

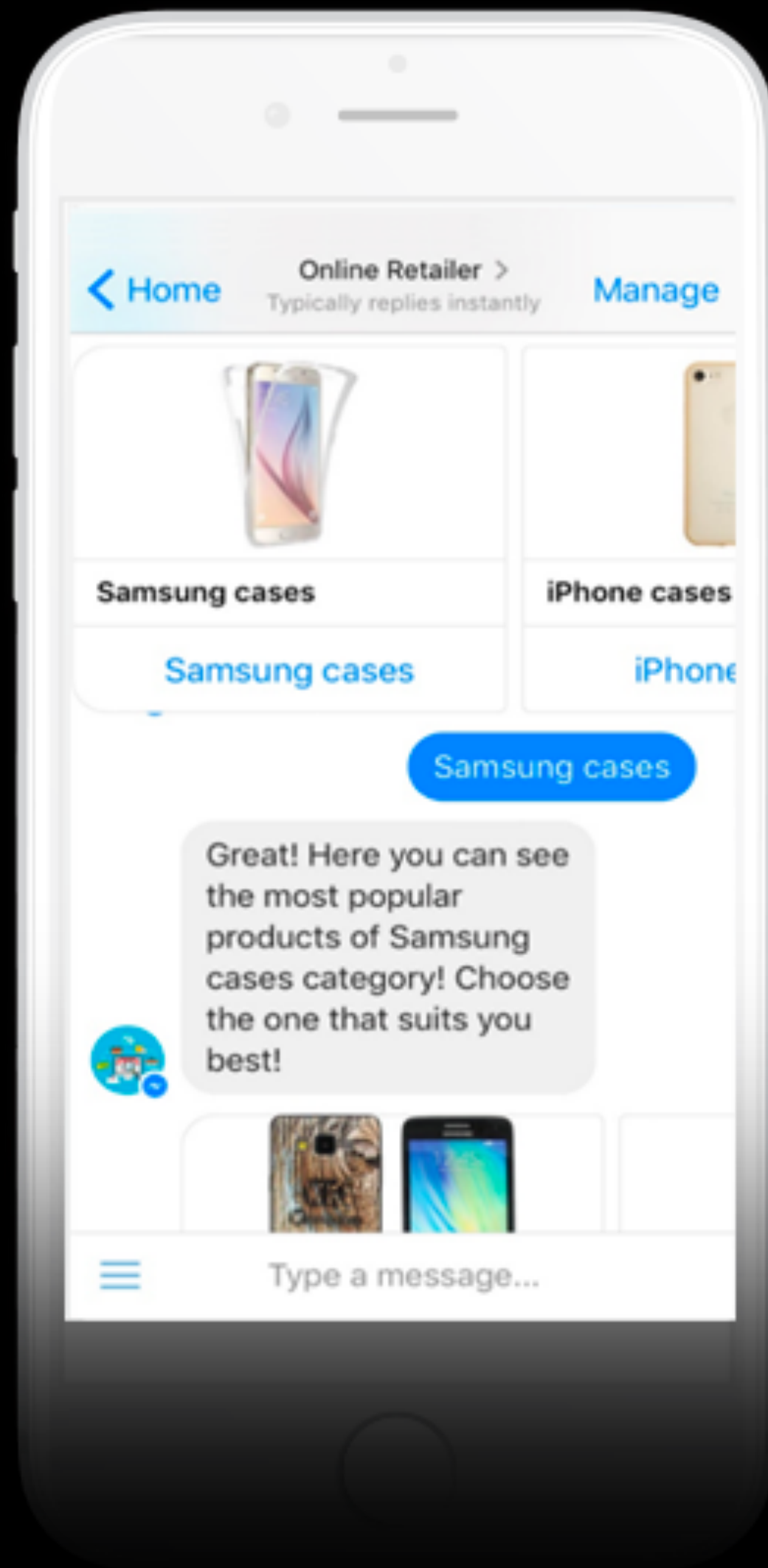




Support



Sales





The larger Publisher in the world changed





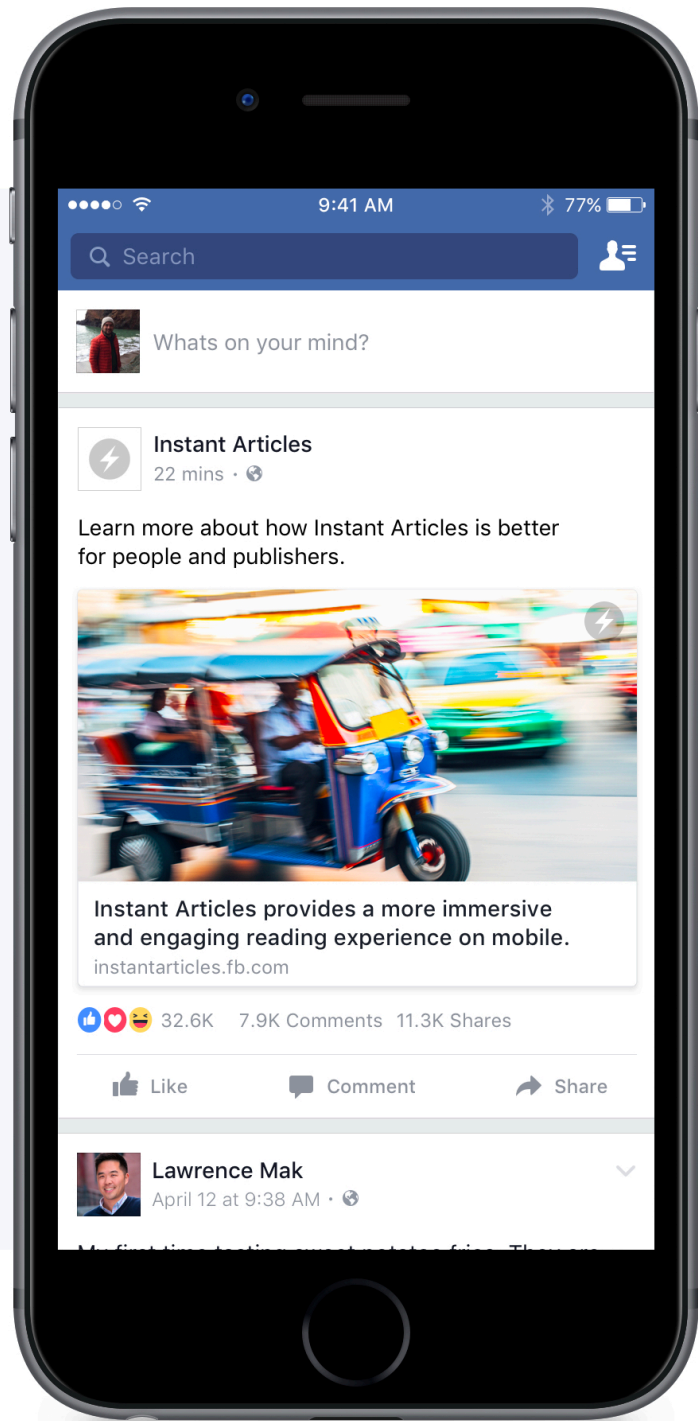
Instant Articles / AMP

Better for People. Better for publishers & Google

20%

More clicks

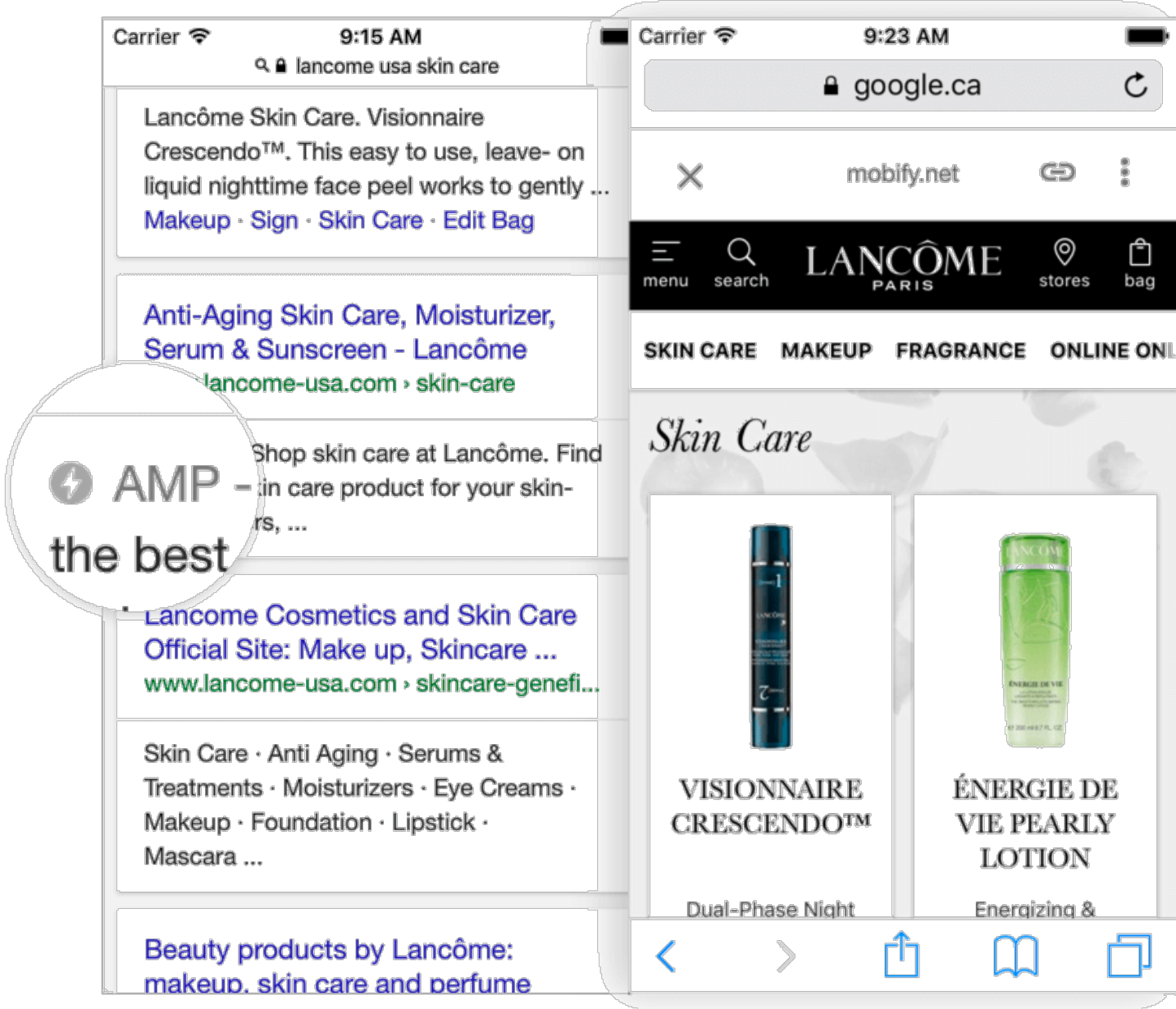
As people see more Instant Articles in News Feed, they read 20% more Instant Articles than mobile web articles on average.



70%

Less likely to abandon

Once they click, they're over 70% less likely to abandon the article because they're not stuck waiting for it to load.



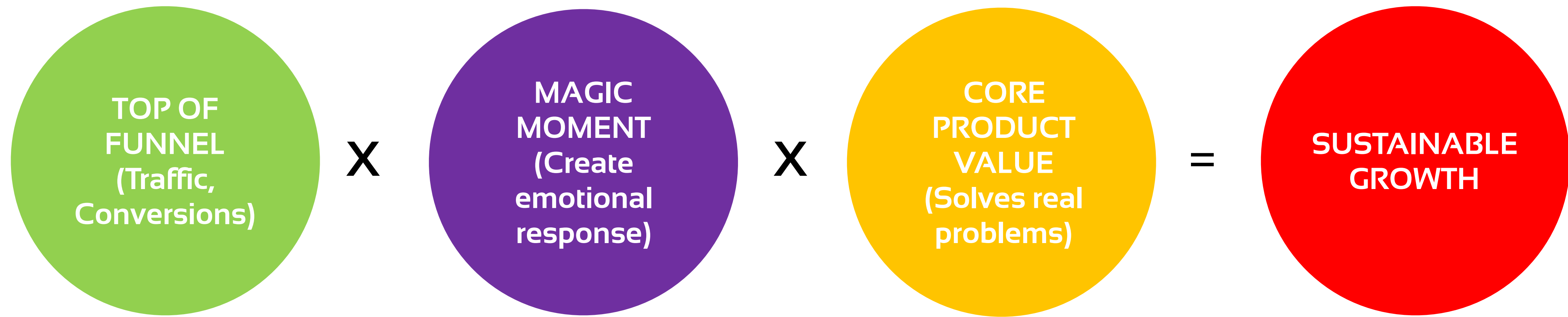


We all use the
same Growth
Tools

Execution makes
the difference



Growth Recipe





Growth Modelling

Amazon's Growth

$$\textcircled{A} \times \textcircled{B} \times \textcircled{C} \times \textcircled{D} \times \textcircled{E} \times \textcircled{F} = \text{GROWTH} \text{ 🦜 }$$

A = Vertical Expansion

B = Product Inventory Per Vertical

C = Traffic Per Product Page

D = Conversion To Purchase

E = Average Purchase Value

F = Repeat Purchase Behavior



The Growth Framework



High Tempo Testing

Sean Ellis



Growth Machine

Brian Balfour



A Growth Team

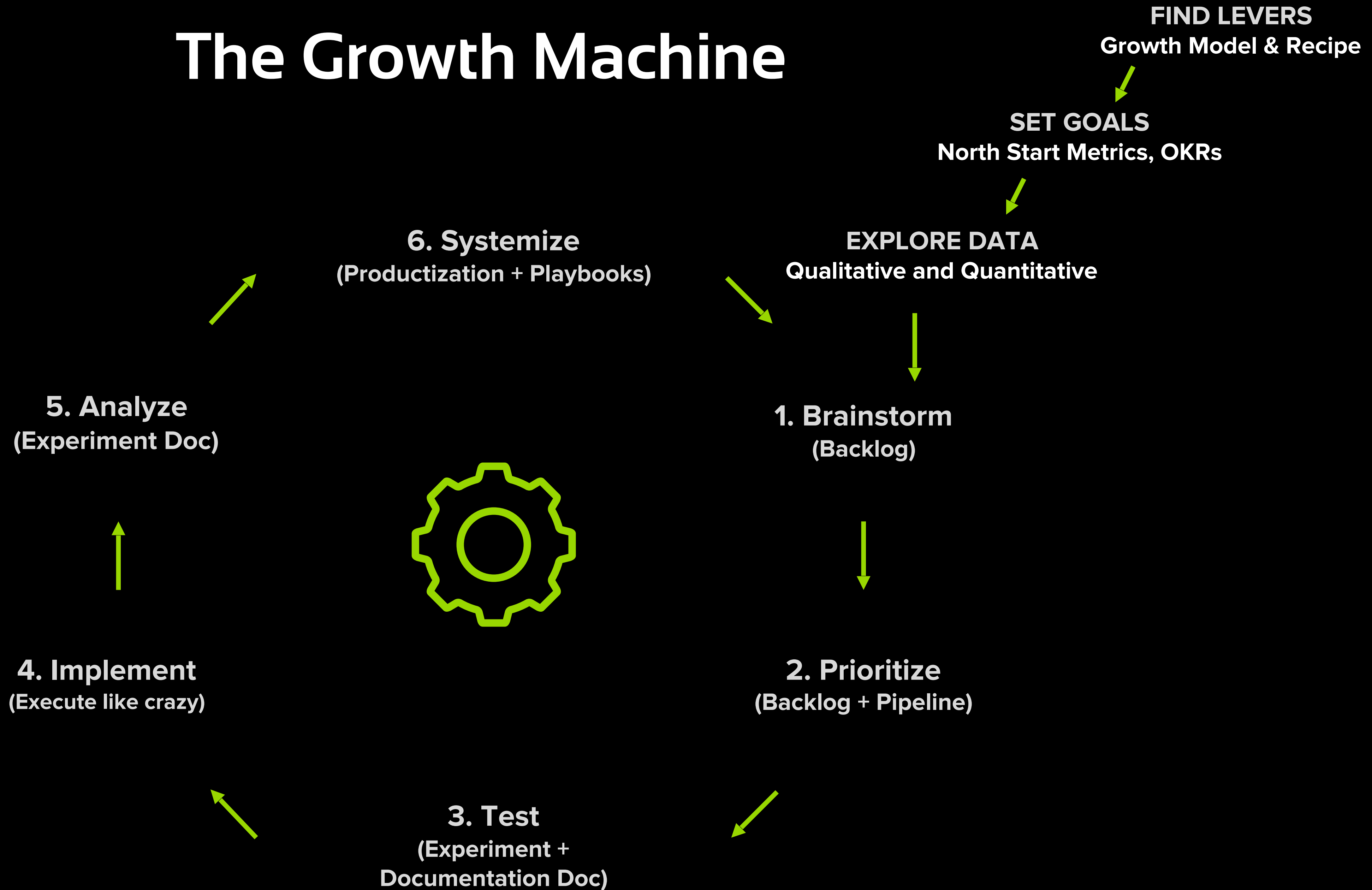
Inspired by us



High Tempo Testing

Simply put, in high tempo testing, growth teams commit to run a specific amount of experiments on a weekly basis .

The Growth Machine





BRIAN BALFOUR :: [HTTP://WWW.COELEVATE.COM](http://www.coelevate.com) :: ALL RIGHTS RESERVED

Principles

Principles direct the formation of your process, form part of your hiring template for team members, and help make tough decisions when the answer isn't clear.

Process

How does the team come up with ideas? How do they prioritize competing efforts with limited resources?

Team

You need a mix of people with a common DNA and set of skills organized to execute your process.

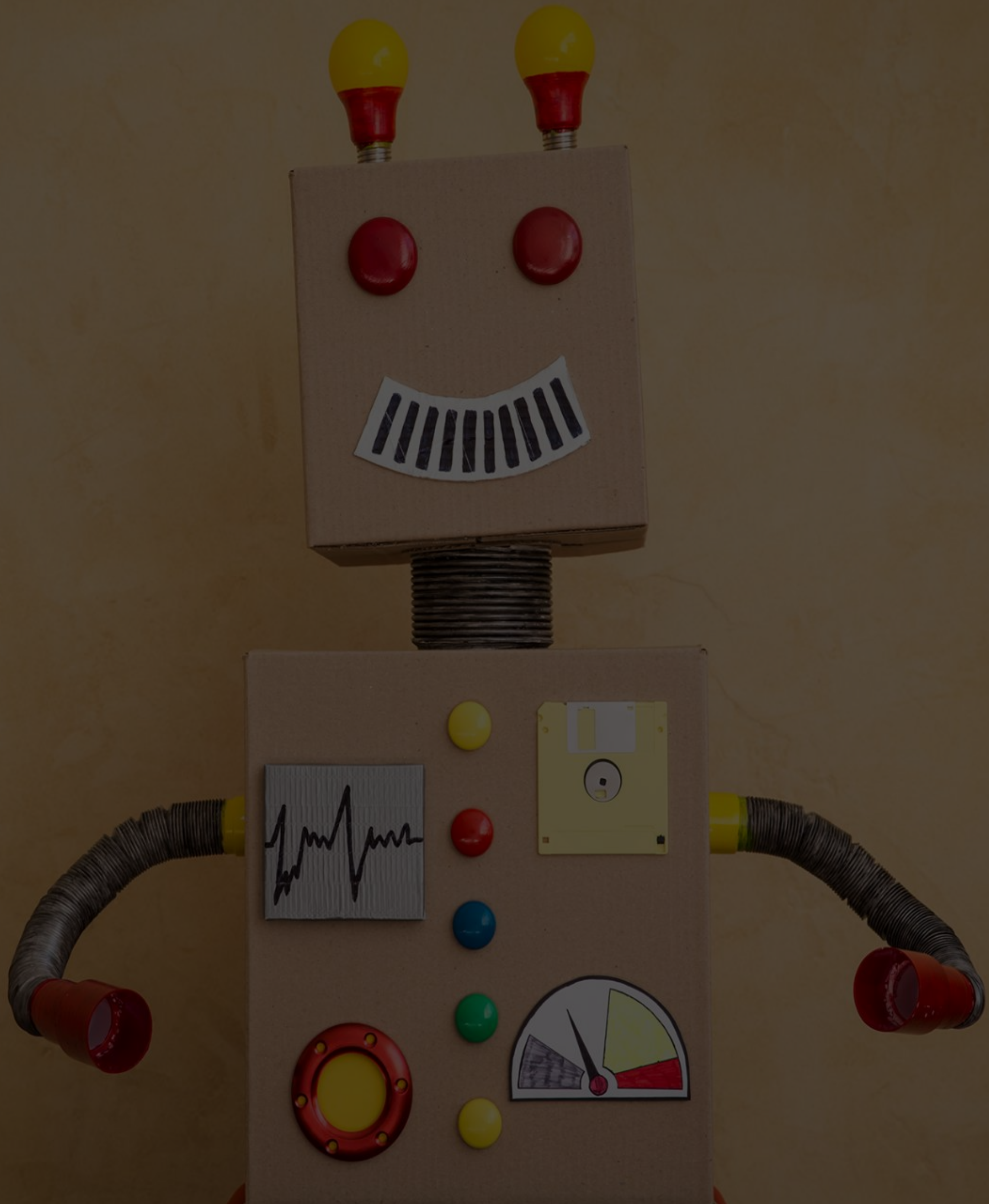
Tactics

Finally, tactics. Tactics are the output of your process, which is operated by your team. Tactics are the the unique combination of parts that form your growth machine.



“ Rookies
use
tactics.

Pros use
processes. ”





Building a Growth Mindset

Growth should be a company-wide commitment and supported by the top management and CEO .

" Many times growth teams are not able to execute because of lack of management support and cultural issues. Experimentation needs guts. "



Building a Growth Team

A growth team is not a team of marketers with a different title. Product people, analysts, engineers and designers should think like growth people.

Growth Team Members should have “Growth” in their title. Put growth in their DNA.



Don't try to get
Tomorrow's customers
using
Yesterday's tools

