



LE TUE NOTE KINDLE PER:

## Growth Hacker Marketing: A Primer on the Future of PR, Marketing and Advertising (English Edition)

di Ryan Holiday

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### 33 evidenziazioni

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Evidenziazione (Giallo) | Posizione 113

A growth hacker doesn't see marketing as something one does but rather as something one builds into the product itself. The product is then kick-started, shared, and optimized (with these steps repeated multiple times) on its way to massive and rapid growth.

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Evidenziazione (Giallo) | Posizione 117

**WHAT IS GROWTH HACKING?** The end goal of every growth hacker is to build a self-perpetuating marketing machine that reaches millions by itself. —AARON GINN

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Evidenziazione (Giallo) | Posizione 136

The tools of the Internet and social media have made it possible to track, test, iterate, and improve marketing to the point where these enormous gambles are not only unnecessary, but insanely counterproductive.”

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Evidenziazione (Giallo) | Posizione 183

A growth hacker is someone who has thrown out the playbook of traditional marketing and replaced it with only what is testable, trackable, and scalable. Their tools are e-mails, pay-per-click ads, blogs, and platform APIs instead of commercials, publicity, and money.

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Evidenziazione (Giallo) | Posizione 203

“Marketing has always been about the same thing—who your customers are and where they are.”<sup>5</sup> What growth hackers do is focus on the “who” and “where” more scientifically, in a more measurable way.

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Evidenziazione (Giallo) | Posizione 214

Whether that's a Kickstarter project you're trying to fund or a new app, the thinking is the same: how do you get, maintain, and multiply attention in a scalable and efficient way?

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Evidenziazione (Giallo) | Posizione 229

The new marketing mindset begins not a few weeks before launch but, in fact, during the development and design phase.

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Evidenziazione (Giallo) | Pagina 1

You know what the single worst marketing decision you can make is? Starting with a product nobody wants or nobody needs. Yet for years, this was a scenario that marketers tolerated and accepted as part of the job. We all told ourselves that “you go to market with the product you have, not the one you want.” And then we wondered why our strategies failed—and why those failures were so expensive.

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Evidenziazione (Giallo) | Pagina 5

the best way to get to Product Market Fit is by starting with a “minimum viable product” and improving it based on feedback—as opposed to what most of us do, which is to try to launch publicly with what we think is our final, perfected product.

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Evidenziazione (Giallo) | Pagina 5

marketers need to contribute to this process. Isolating who your customers are, figuring out their needs, designing a product that will blow their minds—these are marketing decisions, not just development and design choices.

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Part of this new approach is having the humility to accept that marketers are not necessarily the most critical members of the team. It’s true. Sometimes the best thing marketers can do is to not let people get distracted by “marketing” for a minute. Sometimes the outward-facing part of the job is exactly the least important part.

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The race has changed. The prize and spoils no longer go to the person who makes it to market first. They go to the person who makes it to Product Market Fit first.

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But the most effective method is simply the Socratic method. We must simply and repeatedly question every assumption. Who is this product for? Why would they use it? Why do I use it? Ask your customers questions, too: What is it that brought you to this product? What is holding you back from referring other people to it? What’s missing? What’s golden? Don’t ask random people or your friends—be scientific about it.

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To be successful and grow your business and revenues, you must match the way you market your products with the way your prospects learn about and shop for your products. —BRIAN HALLIGAN, FOUNDER OF HUBSPOT

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Growth hackers resist this temptation (or, more appropriate, this delusion). They opt, deliberately, to attract only the early adopters who make or break new tech services and seek to do it as cheaply as possible.

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This means that our outward-facing marketing and PR efforts are needed simply to reach out to and capture, at the beginning, a group of highly interested, loyal, and fanatical users. Then we grow with and because of them.

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This is thinking like a growth hacker—it's how you get the most bang for your buck and how you get it from the right people. (A very common question: Where do I find the right people? If this isn't immediately obvious to you, then you don't know your own industry well enough to even consider launching a product yet. Period.)

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It doesn't matter how many people know about you or how they find out about you. It matters how many sign up. If handing out flyers on the street corner accomplishes that, then consider it growth hacking.

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Today, as a marketer, our task isn't necessarily to "build a brand" or even to maintain a preexisting one. We're better off building an army of immensely loyal and passionate users.

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The most insidious part of the traditional marketing model is that "big blowout launch" mythology. Of course, equally seductive is the "build it and they will come" assumption that too many people associate with the Web. Both are too simple and rarely effective.

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Only a specific type of product or business or piece of content will go viral—it not only has to be worth spreading, it has to provoke a desire in people to spread it. Until you have accomplished that, or until your client is doing something truly remarkable, it just isn't going to happen.

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if you want to go viral, it must be baked into your product. There must be a reason to share it and the means to do so. This is not easy. But once you begin to look at the world this way you can start to spot the opportunities. You'll understand that you can't just make a YouTube video about whatever you want and expect it to get ten million views. There has to be a compelling reason for a community to take hold of it and pass it around. You can't just expect your users to become evangelists of your product—you've got to provide the incentives and the platform for them to do so. Virality is not an accident. It is engineered.

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Remember: metrics are somewhat relative depending on what you are trying to accomplish. Figure out what your most important metric for growth is and focus on that. Don't listen to or judge yourself on other people.

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"Whatever your current state is, it can be better."<sup>22</sup> Growth hackers know this, and that is why they are trying new iterations constantly.

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Forget the conventional wisdom that says if a company lacks growth, it should invest more in sales and marketing. Instead, it should invest in refining and improving the service itself until users are so happy that they can't stop using the service (and their friends come along with them).

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According to Bain & Company, a 5 percent increase in customer retention can mean a 30 percent increase in profitability for the company. And according to Market Metrics, the probability of selling to an existing customer is 60 to 70 percent, while to a new prospect it's just 5 to 20 percent.

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For Tim, blogging weekly for five years meant he had a captive audience to launch to, and this was a huge asset for us. Before you say that's unfair, ask yourself, what's stopping you from developing your own? If you're planning to launch a business in a few months or a few years, start building your platform—and your network—today. It will make your launch, as it did for Tim, much much easier.

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If something as old-school as publishing can be invigorated by the growth hacker approach, what else can? If you can treat a book like a start-up, anything is game.

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The thing about marketers—and, well, everyone—is that we’re wrong all the time. We think we make good gut decisions, but we don’t. The old model makes being wrong incredibly expensive. Who can afford to learn that the product isn’t resonating after they’ve spent months planning a campaign? Growth hacking doesn’t make our instincts any better, but it fundamentally reduces the costs of being wrong, giving us freedom to experiment and try new things.

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Lesson: Cheaply test your concept, improve it based on feedback, then launch.

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Lesson: Reduce barriers to entry; use targeted media and platforms to bring your first users on board.

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Lesson: Aim for a wow factor and response from your customers.

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Lesson: Build your e-mail list!

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