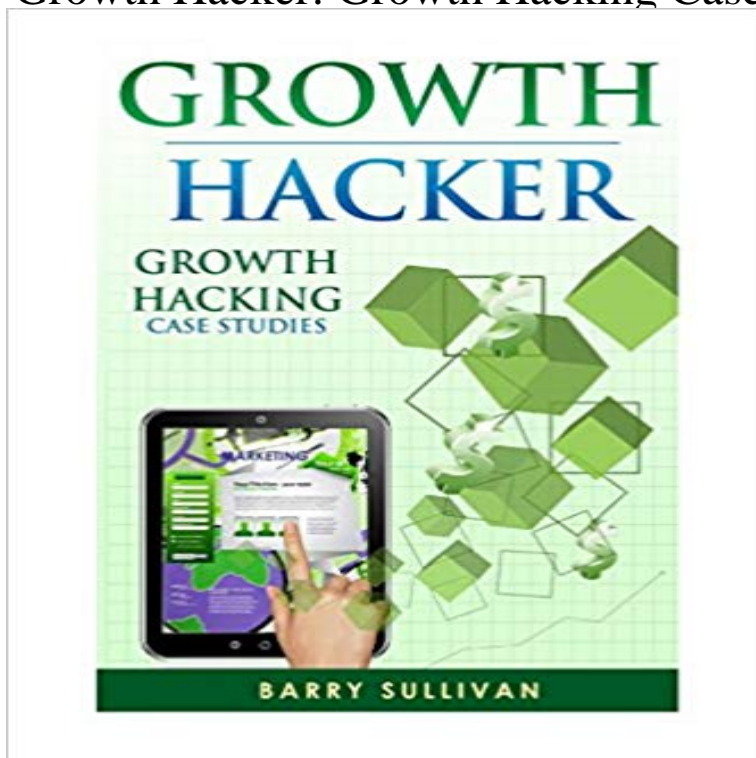


## Growth Hacker: Growth Hacking Case Studies



Think outside the box and use nontraditional marketing to boost your growth! Growth hacking the brand new buzzword that is all the rage in Silicon Valley and the online ecosphere is at once a controversial and revolutionary practice that is changing the way that people do business online. Like all great advancements, it has its proponents and detractors, of course; there are some that say growth hacking is the future of business online, and others that say its merely another iteration of the many-headed beast known as the marketing department. This is what a growth hacker does: They program growth into every aspect of a business. Traditionally, its the job of a marketer to bring a customer into a funnel, and the job of a salesperson to close the sale. A growth hacker upends the old model by priming every single step of a customer funnel from acquisition to revenue for as much explosive growth as possible. Growth hackers accomplish this by applying all of the science of product development to the art of marketing, and vice versa. When the product has built-in, user-driven marketing that is as scalable as the size of the user base, it is said to have virality. Virality is the holy grail for the growth hacker. By reading this book you will: 1. Learn how AirBnb applied growth hacking 2. Learn how Facebook applied growth hacking 3. Learn how Pinterest applied growth hacking 4. Learn how Twitter applied growth hacking 5. Learn how Dropbox applied growth hacking 6. Learn how Linkedin applied growth hacking And more! Growth hacking is responsible for so many people getting jobs. Its basically everything what school isnt. School teaches you how to think inside the box. Growth hacking teaches you outside the box. Learn how to growth hack and youll be able to get a job anywhere. Marcus Sanchez This book

really does give a good example of case studies which are great to apply to your own business. When you see how other companies do it, its a lot easier to apply to your own. You can study all you want but real life examples are the best way to understand. This book is great just for that.

Eric Steinberg

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