

Economical Investment coupled with Evergreen Yield - A Study on Growth hacking

Fanny Grace S, Research Scholar, Department of Commerce, Madras Christian College (Autonomous), Affiliated to the University of Madras, East Tambaram, Chennai- 59. fannygrace75@gmail.com. Postal address: 37 Martin Hall, Madras Christian College, East Tambaram, Chennai- 59. Mobile: 7598287557.

Dr. Florence John, Research Guide and Supervisor, Assistant Professor, Department of Commerce, Madras Christian College (Autonomous), Affiliated to the University of Madras, East Tambaram Chennai- 59. florence.rachel@gmail.com. Postal address: Department of Commerce, Madras Christian College, East Tambaram Chennai- 59. Mobile: 9840280767.

Abstract:

The growth marketing is a creative terminology, and it can't be completely devoid from the growth hacking concept which was coined in 2010 by Sean Ellis. The growth marketing strategy initiates from the consumer's behaviour and their behavioural patterns. It's completely different from the way old traditional marketing and this is based on data. When it is addressed as data based, it means that data being used as a marketing tool for the development of this marketing method. Nowadays, businesses are getting wider and global in such situations, retainment of consumers is the main target goal, to achieve that, this method paves a steadfast way. Reaching the consumers is instant and quick, than making ads and then promoting it to the target groups. With the use of data, it benefits both the consumer and the marketer to gain profits through this medium of marketing. This study explores on various steps that is involved in growth hacking and how the marketers get the information about the consumer. It concentrates on Growth hacking its various steps or processes.

Keywords: Hacking, Hackers, Marketing, Sales, Growth hacking.

Introduction:

Technology has become a necessity for majority of the human population. Most of our personal information are being updated and synchronized to the cloud. Data that is stored in the cloud by an individual can be used by another without the knowledge of the individual. This is termed as hacking. The Economic Times has defined hacking as “an attempt to exploit a computer system or a private network inside a computer” or to access or take control over a computer network or security system without authorisation. Hacknoon has stated that hacking is done by stealing confidential data. Few website-hacking methods are Phishing, Virus, UI redress, Cookie theft and DNS spoofing. An individual who is involved in hacking is known as a hacker. An individual who tries opening a computer or a mail which doesn't belong to the respective individual is termed as a hacker and so is the individual who tries breaking through an entire LAN network. Hacking is considered as internet or cyber-crime that is punishable by law. The Economic Times has categorized hackers into three groups namely white hats, black hats and grey hats. White hats are professional hackers who are employed by the organisation to heck into their own systems to ensure that it is hack-proof. Black hats are hackers who hack into systems for personal reasons by using the weakness and loopholes in the system. Grey hats are hackers with basic knowledge of hacking who hack network system out of curiosity. Tim Berners-Lee stated “Data is precious thing and will last longer than the systems themselves.” Hence Marketers use various techniques to access the data of their consumers in order to get closer to them. Suggestions, products related to recent searches are few of techniques that the marketers have programmed. Growth hacking is one of the tools that is adopted by the marketer to get closer to his consumer.

Objective:

1. To understand the meaning and process of Growth hacking techniques that are used by the marketers.

Review of Literature:

Soulo, Tim (2019)¹ in his article has expressed that white hat hackers abide by the rules of Google in addition are optimised for individuals and not for search engines. They create content on what individuals actively want. Their main focus is by providing the users the best results in their search engine. The core value of white hats is to prioritise the user.

Geru, Rusu and Capatina (2014)² in their study has tried to use growth hacking as a promotional tool. They have pointed out that growth hacking helps business grow powerful with less financial resources. The authors have stated that a growth hacker is a mix of both marketer and a developer. They have also mentioned few techniques such as Clients' Recommendations, Part Time Jobs, Relevant Content, Advertising Via E-mail, SEO is very important and Analytics that are used in growth hacking.

Anup (2018)³ stated that growth marketing involves various steps such as problem identification, innovative solutions, framing of hypothesis, conducting experiments in order to test the hypothesis across other areas, sales, product and markets. He has also emphasised that Product-Market Fit, find a Skilled Resource, Track Important Metrics and Prioritize are four things that a marketer should look into before considering growth hacking.

Growth hacking

Growth hacking is a new marketing technique. The concept of growth hacking appeared in 2010 for the first time and was coined by Sean Ellis. According to Andrew Chen growth hacking is done by marketers in order to attract new clients/ consumers towards their products.

¹ Soulo, Tim. "White Hat SEO: How to Play by the Rules and Win." 15 August 2019. *Ahrefs Blog*. 05 March 2020. <<https://ahrefs.com/blog/white-hat-seo/>>.

² GERU, Marius , Ema RUSU and Alexandru CAPATINA. "GROWTH HACKING PRACTICES IN A START-UP: A CASE STUDY ON THECON.RO." *Risk in Contemporary Economy*. Ed. PhD, Edit Lukács Associate Professor. GALATI, ROMANIA: Faculty of Economics and Business Administration Dunarea de Jos University, MAY 9 – 10 2014 . 212-216.

³ R, Anup. "4 Things to Consider Before Growth Hacking Your Business Venture." 17 December 2018. *Entrepreneur*. 04 March 2020. <<https://www.entrepreneur.com/article/324928>>.

A growth hacker is an individual who is willing to take risks for a growth of a business and ensure that there is customer retention. Based on the feedback from the consumers the growth hacker improves the product. They target large audience for their sales through different channels of communications. They target the consumers with scalability, innovation and user connectivity. Growth hacking reduces the cost for advertising and promotions and is done faster while compared to traditional marketing techniques. Growth hacking can be done only when there is a product and then by identifying the various methods that will help the product to grow. Growth hacking is one type of viral market which uses word of mouth. A growth hacking crew consists of developers, engineers, product managers and marketers who work towards the goal of building and processing user-based business and concentrate on long term sustainability. Facebook, Dropbox, Google, Twitter, Youtube, Udemy, Instagram, Pinterest are few of the famous companies who have adapted growth marketing and who are still using the same.

Process of Growth Hacking:

According to Neil Patel there are eight steps that a marketer should concentrate and follow in order to apply growth hacking in their business.

Product:

The marketer should be able to create a product that satisfies the needs of the consumer. Ensure that product that is out for sales is worth risking, if the product is bad then the entire goodwill that was built would be lost. A simple way to ensure the safety of the goodwill is by accepting feedbacks. By getting feedbacks a marketer can improve product- market fit. The product should be validated and content should be available.

Targeted consumers:

The target audience should be very specific. Since growth hacking is one from of viral marketing, marketers should ensure that the target audience who are active in social media, other online networks. To reach large audience a product must go through innovators and initial adopters. Advertise the product when there is a huge gathering so that they would spread new about the product.

Acquisition:

In order to stand in the market, the marketer should choose a model that is fit for his product. The Growth hacker can check the consumers activity on their page to check their frequency and then target them. When the product goes viral the marketer should ensure that there is enough information about the product which would make the consumers curious. By giving access about a product to a large crowd will invite more consumers than expected.

Activation:

Ensure that the marketer reaches to the consumer who are active in their web page. Communication has an important role to play. Advertisements regarding one product on other web pages who make the consumer visit the home page of the product. Pre-Sign-up , Frist user experience and post- signups are there phases for effective acquisition that has been pointed out by Fraser Deans, which helps in activation.

Retention:

Retention of a consumer is more important when it comes to marketing since there are many marketers who are trying to attract the consumers in many different ways. It is hard for a marketer to get consumers but it is very easy to lose them. The marketers should ensure that they have a good relationship and communication between the consumers in order to retain them.

Referral:

Instead of targeting each and every consumer and spending allot of money on advertisements, a marketer can concentrate on a certain group of consumers and target them in buying their product. Once a consumer is happy with the products and services, the consumer tends to refer the product through word of mouth and it pass on like wild fire. Promoters who recommend the product to their friends and families. Passives are consumers who are fine with the products but would not refer them to anyone. Detractors are consumers who are unhappy about the product and would give bad comments about the product.

Improvement:

Once the product has become a successful the marketer should not stay idle since there is a huge competition the marketer should keep improving their products.

Conclusion:

Growth hacking is not only for start-ups but also for well established brands. Leaching on another website for promotional purposes without their knowledge is one way of growth hacking. Growth hacker is a talented person who has an ability of both a marketer and developer, As seen in the papers, they are mostly a group. It is cost efficient. Growth hacking is not a stable strategy but it helps a business man to establish his business. It is a long term-based approach which helps a marketer to stand up against the market giants.

References

1. GERU, Marius , Ema RUSU and Alexandru CAPATINA. "GROWTH HACKING PRACTICES IN A START-UP: A CASE STUDY ON THECON.RO." *Risk in Contemporary Economy*. Ed. PhD, Edit Lukács Associate Professor. GALATI, ROMANIA: Faculty of Economics and Business Administration Dunarea de Jos University, MAY 9 – 10 2014 . 212-216.
2. MATTHEW, CHRISTINA. "16 Awesome Growth Hacking Tools for a Smart Marketer." 1 August 2018. 01 03 2020. <<https://www.dreamgrow.com/growth-hacking-tools/>>.
3. Patel, Neil. "Growth Hacking Made Simple: A Step-by-Step Guide." n.d. *NeilPatel*. 04 March 2020. <<https://neilpatel.com/what-is-growth-hacking/#ghdefinition>>.
4. R, Anup. "4 Things to Consider Before Growth Hacking Your Business Venture." 17 December 2018. *Entrepreneur*. 04 March 2020. <<https://www.entrepreneur.com/article/324928>>.
5. Soulo, Tim. "White Hat SEO: How to Play by the Rules and Win." 15 August 2019. *Ahrefs Blog*. 05 March 202. <<https://ahrefs.com/blog/white-hat-seo/>>.
6. *The Economic Times*. n.d. 28 Feb 2020. <<https://economictimes.indiatimes.com/definition/hacking>>.
7. "What is Hacking? Common Objectives, Types, and How to Guard Against It." 14 March 2020. *hackernoon*. 28 Feb 2019. <<https://hackernoon.com/what-is-hacking-common-objectives-types-and-how-to-guard-against-it-ab99897ff00b>>.
8. https://www.youtube.com/watch?v=oD_E8SgWds
9. https://en.wikipedia.org/wiki/Growth_hacking