

Growth Marketing Tips

GoSkills online course syllabus

Skill level

Beginner

Lessons

29

Pre-requisites

No prior experience needed

Video duration

35m

Estimated study time

36m

Instructor

Brad Batesole

Introduction

1 Growth marketing to scale your business

Growth Hacking

2 Ask uncomfortable questions

Your own internal bias may be blinding you from why your company isn't growing.

3 Giveaway smaller prizes

It's common to giveaway a prize of substantial value, but that doesn't always attract signups.

4 Delegate with outsourcing

The best way to grow is to delegate. After watching this video, you'll be able to think of new ways to outsource tasks.

5 Work in a time box

Time management is crucial to any growth hacking strategy or technique.

6 Pretend you have a pivot

It can be hard to come up with new ideas. After watching this video, you'll be able to use a new brainstorming technique to unlock growth ideas.

7 Show up often

The best brands show up often to capture the attention of their target audience.

- 8 Leverage podcasts**
Podcasts provide a quick and easy way to rapidly gain exposure. After watching this video, you'll be ready to find new podcasts to speak on.
- 9 Pitch using video**
The email pitch is tired and overused. After watching this video, you'll have a new technique to use when sending out email pitches.
- 10 Go to sales training**
Marketing and sales shouldn't act like separate teams. After watching this video, you'll understand why everyone should go to sales training.
- 11 Pitch journalists with snail mail**
Journalists can get thousands of emails a day, so you need to find a way to cut through the noise.
- 12 Test your MVP before it's built**
It can be expensive to conduct market-research, especially if you have to build the product.
- 13 Combat email fatigue**
Email fatigue is a real thing, and it's hampering your growth efforts.
- 14 Take advantage of guest blogging**
Guest blogging provides a new avenue of exposure for your brand.
- 15 Securing reviews**
Consumers expect reviews and without them you'll likely lack early traction.
- 16 The truth on money-back guarantees**
Money-back guarantees are a huge motivator, and can be instrumental in your growth strategy. After watching this video, you'll know how money-back guarantees work and why they might make sense for your business.
- 17 Shorten your trial length**
It's easy to think a longer trial is ideal, but that's just not the case.
- 18 Upselling before the trial**
You might be pushing your paid product too early.
- 19 The psychology of ingroup bias**
The best growth hacks take advantage of human behavior.

- 20 The value of repetition**
After watching this video, you'll know what repetition is and how to use it to your advantage. The best growth hacks take advantage of human behavior.
- 21 Consumers will question facts**
After watching this video, you'll understand how consumers are skeptical when they see facts and you'll know what to do about it.
- 22 Secure speaking opportunities**
Speaking opportunities help you grow your credibility and build awareness to your brand.
- 23 Securing media mentions**
Media mentions can be tremendous in any growth campaign.
- 24 Motivate with curiosity**
Taking advantage of human behavior can unlock new avenues of growth.
- 25 Use a missing link reminder**
If you send an email without a response, you can encourage an open by acting as if the original link was broken.
- 26 Capitalize on FOMO**
FOMO stands for the fear of missing out, which is a human condition you can leverage in Marketing.
- 27 Use great email signatures**
After watching this video, you'll be able to create an awesome email signature and keep it up-to-date with calls to action.
- 28 Join an association**
After watching this video, you'll understand the value of associations and learn why it can help to join them.

Conclusion

- 29 Growth marketing for the long haul**