

**HOW TO ATTRACT HUMANS**

**PRESS START**

**TWEET ME THROUGHOUT MY TALK:**

[vincent@magnific.com](mailto:vincent@magnific.com)

**@vincentdignan**

Loading...



 magnific **PLANET IVY**

**SCREEN ROBOT**



*Secret Sauce  
Conference*

HACK YOUR BUSINESS TO SUCCESS



**Inc.**

**TechCrunch**

THE  
HUFFINGTON  
POST

 **TECH CITY NEWS**

# Me, by royal appointment



**150,000,000+ Total  
Pageviews**

**50 million+ unique visitors**

**200,000+ Likes/followers**

**50,000 client followers**

**1000's of signups**

**@vincentdignan**

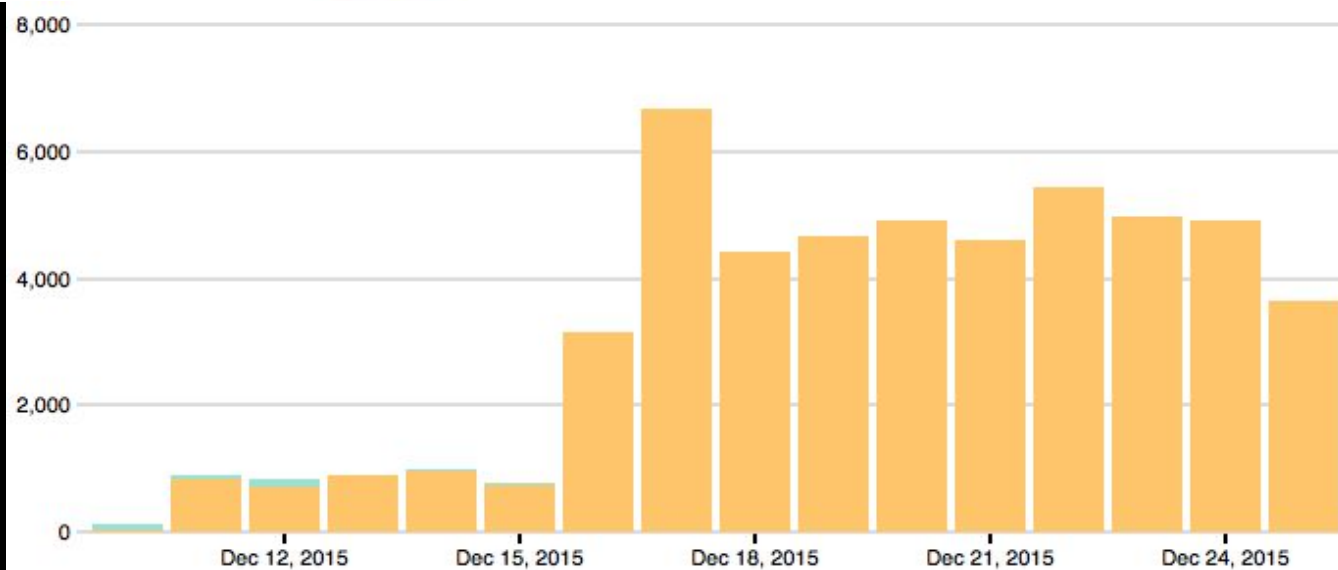
# TRAFFIC

bitly



57,788 clicks (99.4%) on this Bitlink

320 clicks (0.6%) on other Bitlinks to this content



- 1. SubTV - Zero to 50,000 visitors a month in 5 months**
- 2. Chainy - Community building - 0 to 15k Twitter followers in 5 months**
- 3. A cooking app - zero to 100-200 downloads a day within the first 30 days**  
**+ Training, coaching, consultancy**

**@vincentdignan**

# AGENDA

- **What is growth hacking?**
- **How to growth hack IRL/social**
- **Activity: Finding customers on Twitter**
- **Social news, email**
- **Productivity, psychology, and more**
- **(Content marketing on next page)**

**@vincentdignan**

# What is growth hacking?

*“A marketing technique initially employed in tech startups that uses creativity, social metrics and analytical thinking as well as tools to sell products and gain exposure.”*

**@vincentdignan**

# The golden rules of growth

You must read the rules to  
understand how to play this game.

Carefully read the rules now  
before proceeding any further.

**@vincentdignan**

# The golden rules of growth

- Scalable

**@vincentdignan**

# The golden rules of growth

- Scalable
- Repeatable

**@vincentdignan**

# The golden rules of growth

- Scalable
- Repeatable
- Predictable

**@vincentdignan**

# The 10 rules of growth hacking

**“Grow fast or die slow” - Samir Patel**

**@vincentdignan**

# The 10 rules of growth hacking

**“Grow fast or die slow” - Samir Patel**

- 1. You do not talk about growth hacking**

**@vincentdignan**

# The 10 rules of growth hacking

**“Grow fast or die slow” - Samir Patel**

- 1. You do not talk about growth hacking**
- 2. You do not talk about growth hacking (investors/public)**

**Read: <http://bit.ly/songkickgrowthhack>**

**@vincentdignan**

# The 10 rules of growth hacking

**“Grow fast or die slow” - Samir Patel**

1. You do not talk about growth hacking
2. You do not talk about growth hacking
3. **Speak to customers & define messaging before you go viral**

**Read “The Mom test” (I can send it to you)**

**@vincentdignan**

UX: “If the user can’t use it, it doesn’t work”



# 0. Tailorbrands.com: Create a free logo today!

## Logo Design Made Simple

Instant Custom-Made Logos. Try it for Free



Enter a logo name

Design

Also: Logaster.com

# 1) UXMYTHS.COM - Don't believe the hype



UX**MYTHS**

Build your website based on evidence, not false beliefs.

UX Myths collects the most frequent user experience misconceptions and explains why they don't hold true. And you don't have to take our word for it, we'll show you a lot of research findings and articles by design and usability gurus.

Myth #34: Simple = minimal

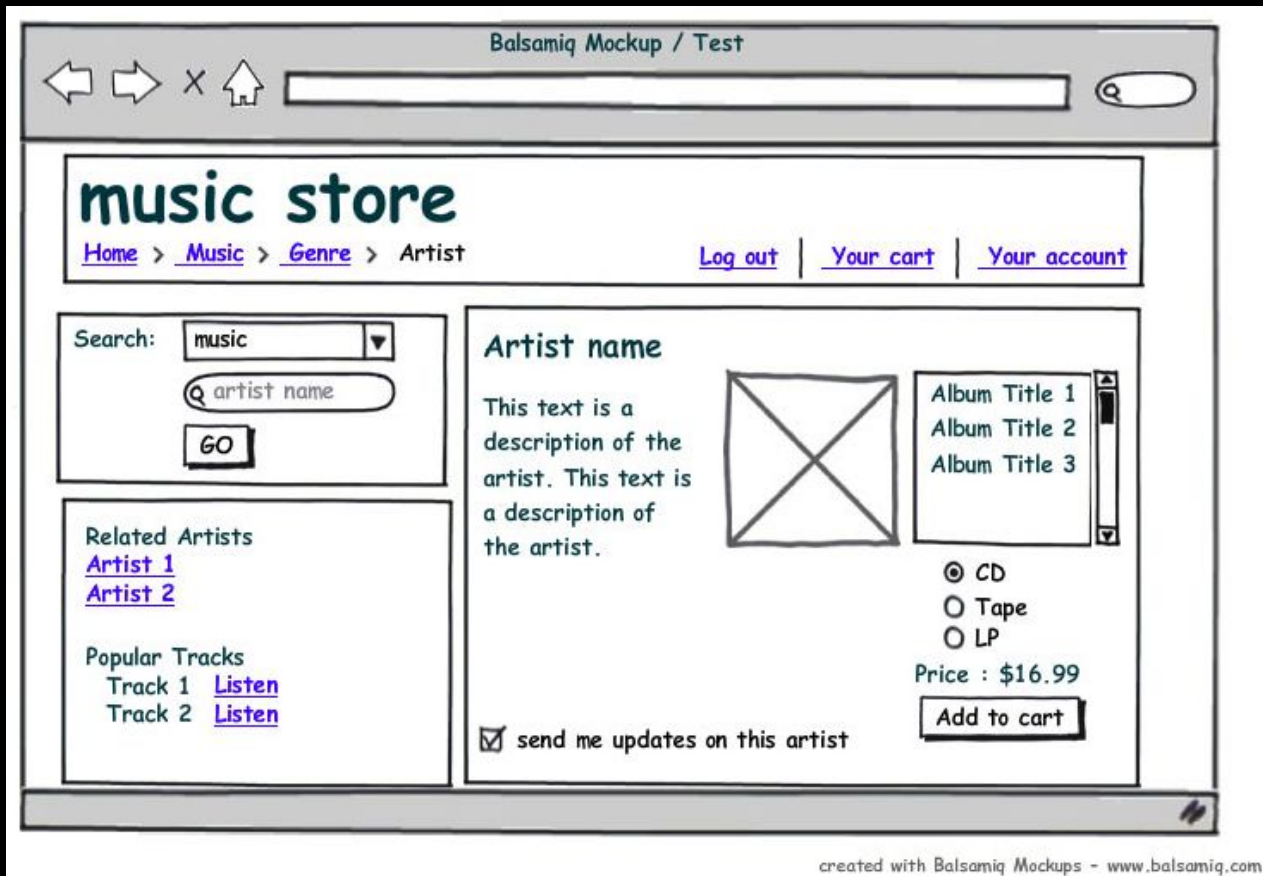
Myth #33: Mobile users are distracted

Myth #32: Success happens overnight

Myth #31: UX design is a step in a project

Myth #30: If you are an expert, you don't need to test your design

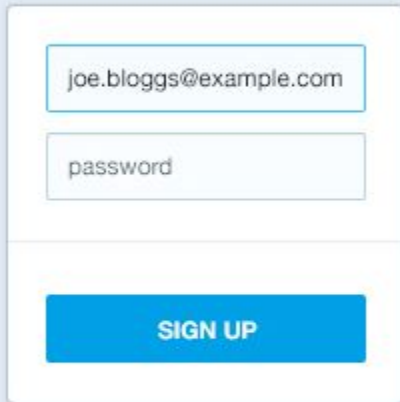
## 2) Balsamiq creates mockups the easy way



# 3) KEEP YOUR SIGNUP TOTES SIMPLE

## -One thing to type into/click only!

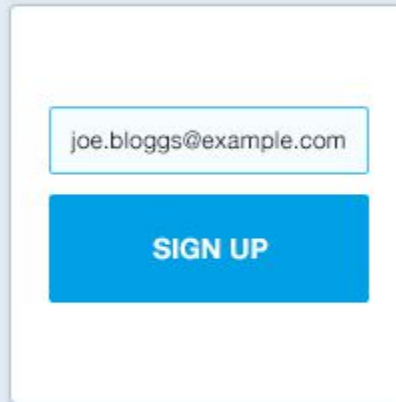
### Growth Hacking 101



Form A (original) shows a standard signup form with two input fields: one for email (joe.bloggs@example.com) and one for password (password). Below the fields is a blue button labeled "SIGN UP".

A (original)

VS

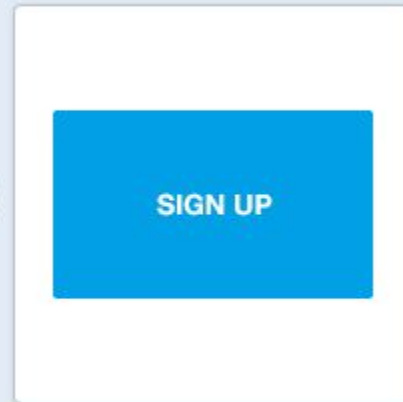


Form B (less input) shows a simplified signup form with only one input field for email (joe.bloggs@example.com). Below the field is a blue button labeled "SIGN UP".

B (less input)

**+40%!!**

VS



Form C (no input) shows a single-click signup form with a large blue button labeled "SIGN UP".

C (no input)

**+87%!!**

## **3.5) Keep user onboarding easy**

### **1) Auto-login after signup**

Jump right into product :)

### **2. Send personal email**

Within 24 hours (or even right away), send them a personalized email asking them specifically why they signed up. What made them pull the trigger? This is extremely important data as you want to make sure that your product is delivering what your marketing messages are promising.

# 4) UX CHECKLIST via Github: <http://bit.ly/UXPLZ>



## Competitive Analysis

See how others solve similar problems and try to not reinvent the wheel.

[Read more](#)



## Data analysis

Do you have all the useful data you need? Try to have a look at funnels, clicks, page views, performances...

[Read more](#)



## User feedback

Always speak with Customer Care team! Don't have one? Check your old surveys or videos, what your customer says? What do they actually do? [Read more](#)



## User stories

Have you done personas yet. If not DO IT NOW. Ok, now use them to write down user stories and scenarios.

[Read more](#)



## User flows

Create your user's flow based on the scenarios you created, you can use it later to review the journey and create wireframes on top of each step. [Read more](#)

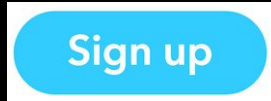


## Red routes

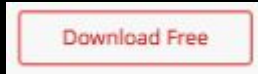
Define red routes for your product and you'll be able to identify, prioritise and eliminate any usability obstacles on key user journeys. [Read more](#)

# 5) The 5 best call-to action buttons

1)



2)



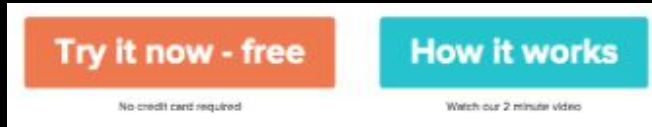
3)



4)



5)



***STICK >> ON YOUR  
ACTION BUTTONS***

**6) See where your visitors hover/click**  
**<http://bit.ly/cr8zyegg> - Free 90 day trial!**



# What's making your visitors leave?

Find out by seeing how users click and scroll through your website

Show Me My Heatmap

# 7) Optimizely helps you A/B test key messaging



8) You need this website checklist in your life:

<http://bit.ly/ch3cklist>

A rocket is shown launching from the ocean surface, with a large plume of white smoke and fire at its base. The rocket is angled upwards towards the top right of the frame. Overlaid on the center of the image is a white rectangular box with a thin black border. Inside this box, the text "Website Launch Checklist" is written in a large, white, sans-serif font, centered horizontally and vertically.

Website Launch  
Checklist

# 9) Analytics tells you what people do on your site. Qualaroo tells you WHY



## Improved Conversion Rates

When you know what your visitors need you can better tailor their experiences to meet their needs.



## Uncover Objections

Find the roadblocks that are stopping visitors and hurting your business so you can eliminate them.



## Add Context to Analytics

Don't guess at what your analytics are trying to tell you. Add visitor feedback to get the "why" behind the data.

**MobileFun.co.uk**  
Everything First

If you did not make a purchase today, can you tell us why not?

- ☐ I'm not ready to buy yet
- ☐ Delivery price is too high
- ☐ Item price is too high
- ☐ I want to save the product
- ☐ Other:

**cheapOlair®**

Please let us know of any difficulties, recommendations or comments you have regarding our website.

What is the likelihood that you would recommend this product to a friend or colleague?

0 1 2 3 4 5 6 7 8 9 10

Not likely Most likely

# 10: Test your site with just 5 different people

“5 users can pick up 85% of User  
Experience Issues” -Nielsen Study

<http://usersthink.com>

BOOTSTRAP

\$39

Feedback from 6 Users »

# Bestaboutpages.com



BEST: *About Pages*

Home Categories Archives Submit Search

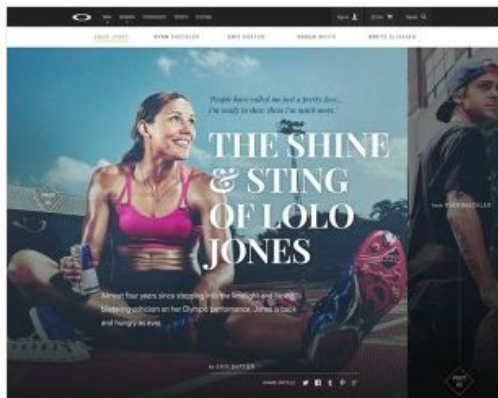
Tweet

Follow @BestAboutPages

Pin it

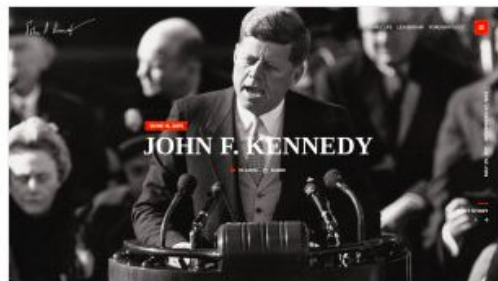


We are a humble team of designers, photographers, filmmakers, developers & strategic thinkers who are passionate about helping our clients reach their goals. We're determined to craft unique user experiences & highly functional products while still maintaining proper aesthetics.



The day before I sat down to interview Lolo Jones, I saw her in a New York City subway station.

There are now at least three sets of images of her, photos on the side of the first wall. The one on the far left shows her posing part of the evening before her team successfully won the Olympic gold medal. She is in the center of the wall, and the image is a close-up of her face. She is smiling and looking towards the camera. The image is a close-up of her face, and she is smiling and looking towards the camera.



JOHN F. KENNEDY WAS SWORN IN AS THE 35TH PRESIDENT OF THE UNITED STATES



PRESIDENT'S EARLY LIFE

JOHN F. KENNEDY WAS BORN ON AUG. 28, 1917, IN BOSTON, MASSACHUSETTS. HE WAS THE ELDEST SON OF JOSEPH P. KENNEDY, A WEALTHY INVESTOR AND POLITICIAN, AND JOSEPHINE KENNEDY, A DAUGHTER OF A WEALTHY BOSTON FAMILY. KENNEDY WAS A MEMBER OF THE BOSTON SOCIETY OF THE CITIES OF THE WORLD, A SOCIETY OF WEALTHY BOSTONERS. HE WAS A MEMBER OF THE BOSTON SOCIETY OF THE CITIES OF THE WORLD, A SOCIETY OF WEALTHY BOSTONERS. HE WAS A MEMBER OF THE BOSTON SOCIETY OF THE CITIES OF THE WORLD, A SOCIETY OF WEALTHY BOSTONERS.

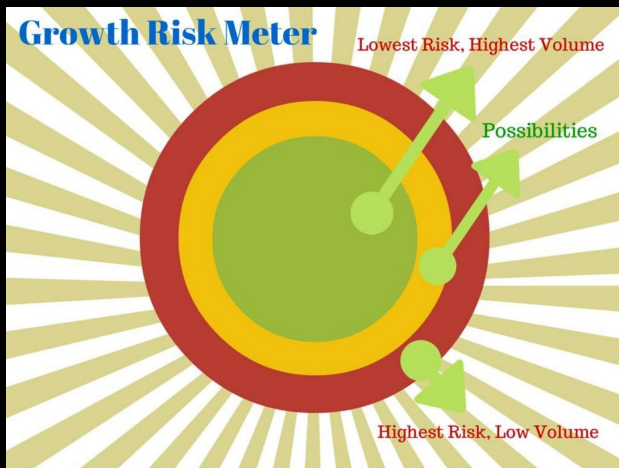
# UX SECTION COMPLETE!



# The 10 rules of growth hacking

“Grow fast or die slow” - Samir Patel

1. You do not talk about growth hacking
2. You do not talk about growth hacking
3. Speak to customers & define messaging before you go viral
4. Investigate & map channels easiest - hardest



**@vincentdignan**

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5. **Set S.M.A.R.T. goals**

- **Specific**
- **Measurable**
- **Achievable**
- **Relevant**
- **Time-based**

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6. **Read the basics for your channel(s) on growthhackers.com**

**<https://growthhackers.com/must-read/>**

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**@vincentdignan**

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8. **Be a mixture of mad men & math men**

**@vincentdignan**

# The 10 rules of growth hacking

## Be a mixture of mad men & math men:

### The \$9 Marketing Stack

#### Analytics

- Segment (free for 100,000 events/mo) Single hub to collect, translate & route your customer data
- Google Analytics (free as in beer)
- Mixpanel (free for 25,000 events/mo; 200,000 events with badge)

#### A/B Testing

- Optimizely (free for 50,000 uniques/mo)

#### Marketing Automation (opt-in forms, email marketing, automation, and CRM)

- ActiveCampaign (\$9/mo for 3 users; *used to be* free)
- Scrollbox by SumoMe (free) for pop-up lead capture on the blog or sales site
- Perfect Audience (free to signup; CPM billing) for retargeting

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8. Be a mixture of mad men & math men
9. **Pour more resources into the one(s) that work**

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# The 10 rules of growth hacking

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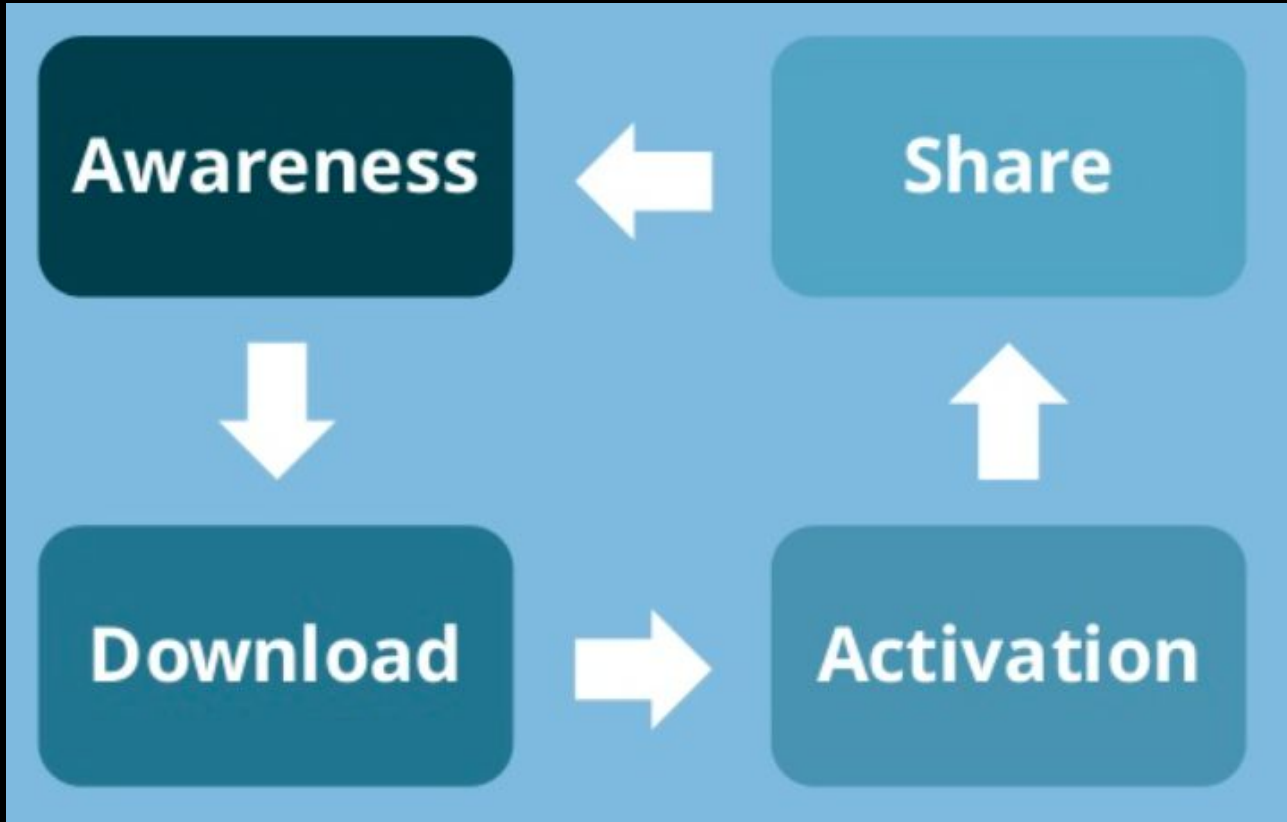
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9. Pour more resources into the one(s) that work
- 10. Rinse & repeat - Think like Airbnb/Buzzfeed/Genius**

# The 10 rules of growth hacking

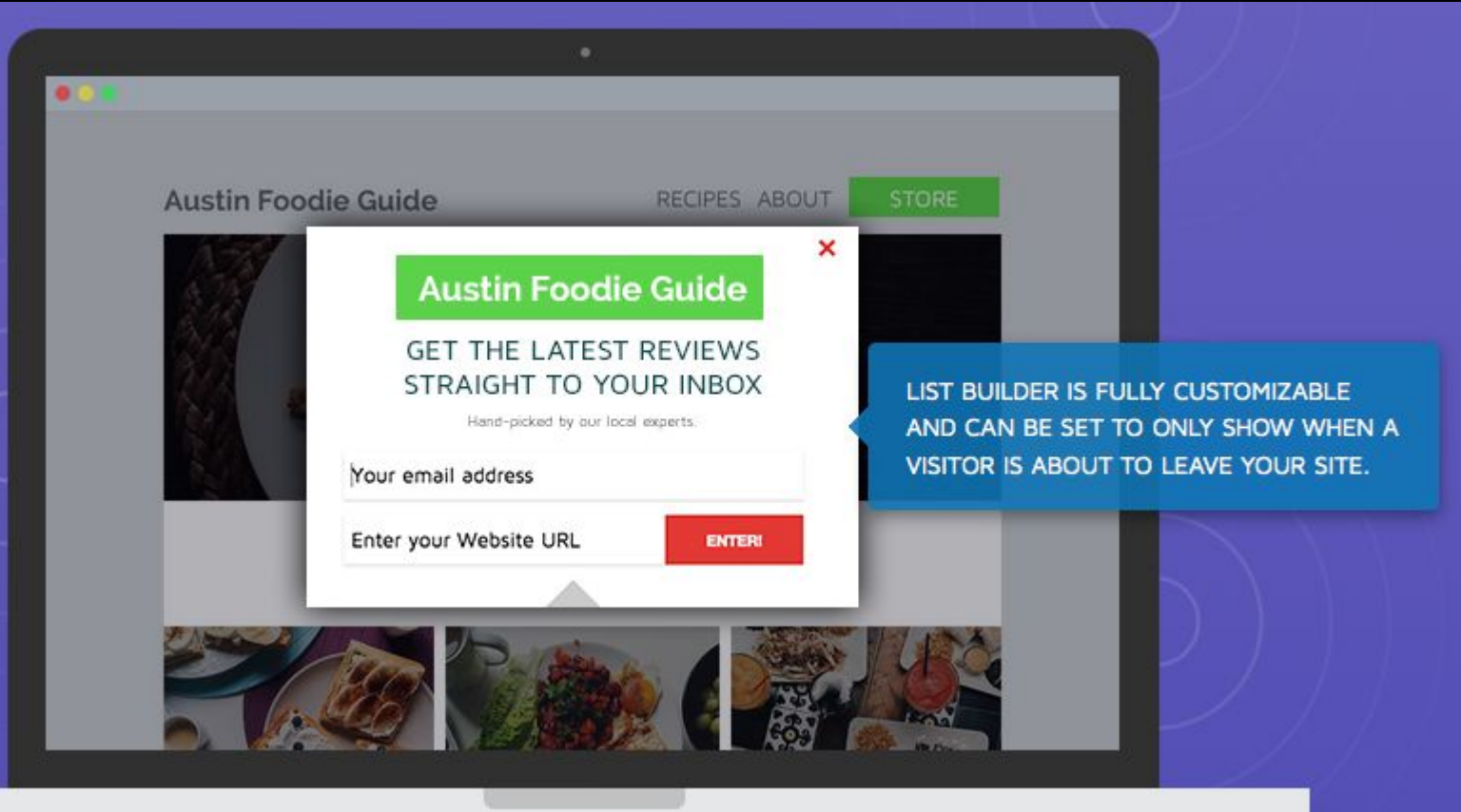
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- 7. Don't sweat the small things on day one**
- 8. Be a mixture of mad men & math men**
- 9. Pour more resources into the one(s) that work**
- 10. Rinse & repeat - Think like the americans**

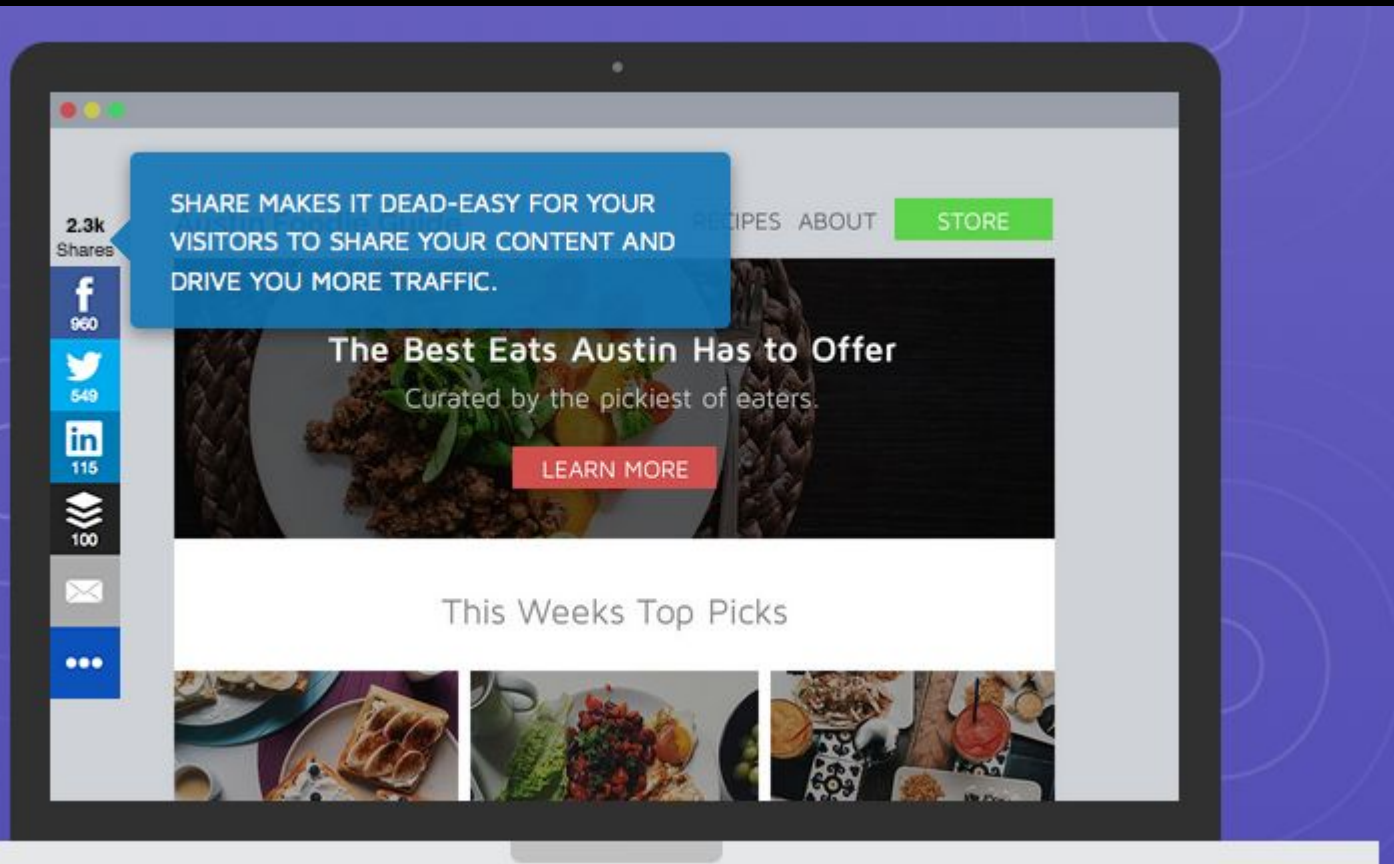
# Typical growth engine (for an app)



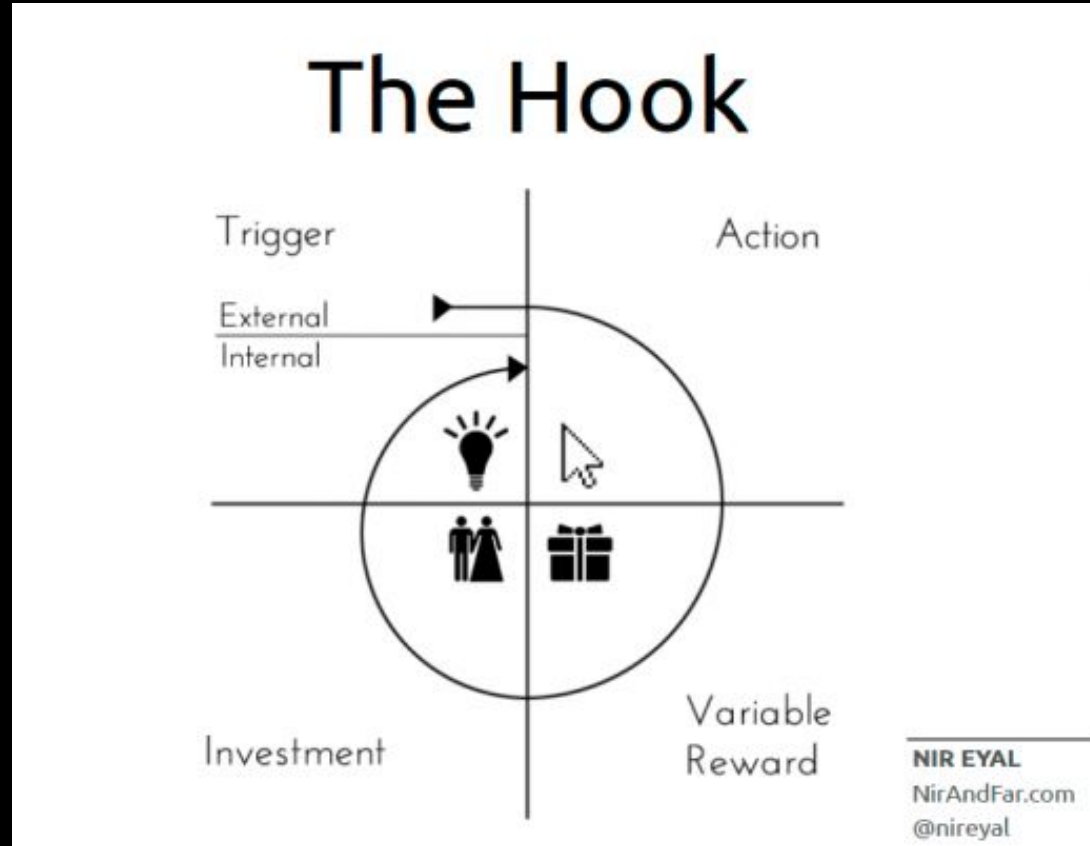
# Sumome.com - Awesome widgets, no code



# Sumome.com - Awesome widgets, no code (2)



# The secret formula to getting returning users:



# Automate emailing users when something happens (signup, unfinished basket, etc)



**MANDRILL**

## EMAIL DELIVERY API FROM MAILCHIMP

Mandrill is a reliable, scalable, and secure delivery API for transactional emails from websites and applications. It's ideal for sending data-driven transactional emails, including targeted e-commerce and personalized one-to-one messages.

**SIGN UP**

**Hello, \*|FIRST\_NAME|\***

Welcome to our awesome website.

Update your account details [here](#)

# A Zillion Ways to Acquire Users



# YOU HAVE NO IDEA WHAT THE F YOU'RE DOING (and that's fine)

A banner for 'Startup Advice from World Class Experts' featuring a blurred background of a person on a bicycle. The text is overlaid in white and dark grey.

**Startup Advice** from  
**World Class Experts**

VERIFIED EXPERT  
**Kate Kendall**

Founder and CEO of CloudPeeps. Created The Fetch.

Fundraising   Marketplaces   Social Media Marketing   Email Marketing   Community Building

**Clarity**

- 1 Find an Expert**  
Browse our community of experts to find the right one for you.
- 2 Request a Call**  
At this time, you will be pre-charged for the estimated length of the call, based on the expert's per-minute rate.
- 3 Connect Directly**  
Call the conference line provided. After the call, the charge will be adjusted to reflect the actual length of the call.

# 19 main channels of user acquisition:

Targeting Blogs

Publicity

Unconventional PR

SEO/SEM

Social and Display Ads

Speaking Engagements

Content Marketing

Email Marketing

Engineering as Marketing

Business Development

Affiliate Programs

Viral Marketing (customer invites)

Community Building

Sales

Existing Platforms

Trade Shows

Offline Events

Offline Ads

[More info here](#)

# My preferred channels of user acquisition:

**IRL**

**Social Media**

**Content Marketing :(**

**Email Marketing + Bonuses?**

**This is your site if you have  
no pre-launch game:**



**“Boring” startups can growth hack too**



# Mint.com (Acquired in 2 years)

1. 9 month pre-launch strategy
2. Lots of written content and infographics to be shared on Reddit, Digg, Facebook etc
3. Q & A's with Finance bloggers (or Technology journalists with a big reach)
4. Email box at the end of every single blogpost - Acquired 20k-30k emails
5. To get mint first, bloggers put the "I want mint" badge on their blog
6. Founder spent one week out of every two months on a press tour (disclaimer: They hired a PR agency to help with this, but you can do press without) - PR sometimes added 20,000 signups a day post-launch
7. "Mint answers" section answered questions about finance (by experts)
8. SEO *"For every popular finance query on Google, we had a page and content for it, and iterated landing pages to optimize conversion."*
9. Cost of user acquisition was under \$1

**Get your skates on & hustle**

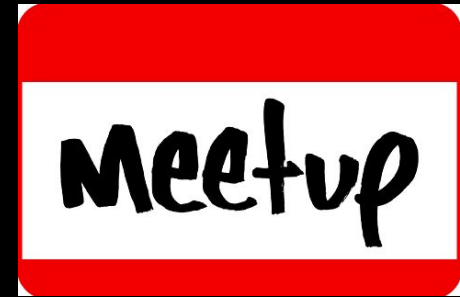
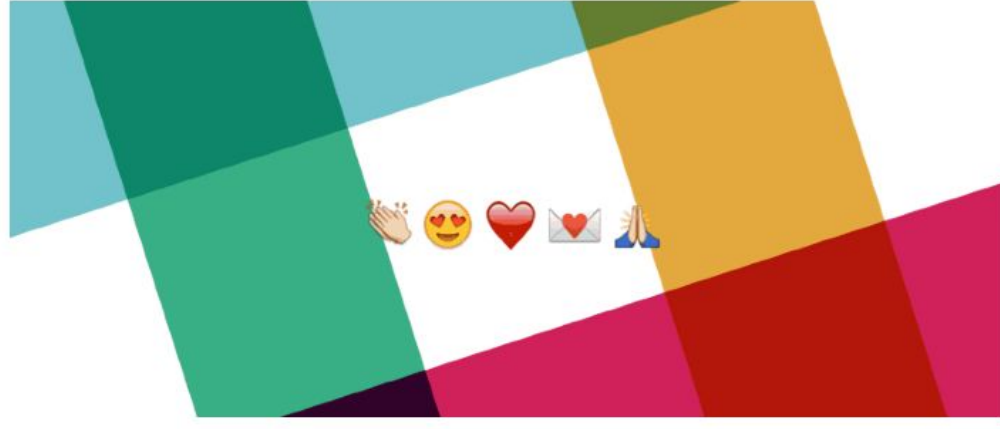


**I'm Late...**

**For Business!**

Day 1 Feedback: <http://bit.ly/5lack>

## An Ultimate List of 190+ Slack Communities



**Eventbrite**

**@vincentdignan**

# Use Charlieapp.com



SIGN IN

## Impress anyone you meet

Charlie combs through 100s of sources and automatically sends you a one-pager on everyone you're going to meet with, before you see them

**Get started**



**@vincentdignan**

# Become a hunter gatherer (of emails)

🔍 Email Hunter

[API](#)

[Pricing](#)

[Sign In](#)

[Sign up](#)

Direct access to all the web's email addresses.

Search among 150,000,000+ records in seconds.

Find

**@vincentdignan**

# Voila Norbert: Find anyone's email address



@

Work for me, Norbert

I also have unlimited plans

| One hour           | One Day            | One Month          |
|--------------------|--------------------|--------------------|
| \$5 USD            | \$10 USD           | \$50 USD           |
| Unlimited searches | Unlimited searches | Unlimited searches |
| One time payment   | One time payment   | One time payment   |
| Let's do it!       | Let's do it!       | Let's do it!       |

Massive search

API

My rates

@vincentdignan

# We are all connected



As seen in: Forbes TechCrunch pandodaily VentureBeat Entrepreneur.com



**@vincentdignan**

# **IRL Types of businesses**

- Anything “sales” driven**
- Business that rely on relationships**
- A good first step if you don't already know where to find your users**

**@vincentdignan**

# This phone phobia must end



\*Learn how to brain drain

**@vincentdignan**

Breathe. Stretch. Any Questions?



Level  
Complete

**@vincentdignan**

# **Social Media:**

- 1. Get a following**
- 2. Broadcast to them**
- 3. Reap the benefits**
- 4. Profit?!?!?!?**



**@vincentdignan**

It's All About Me!

**@vincentdignan**



**Vincent Dignan**

@vincentdignan

I searched for curiosity killed the cat, I was not disappointed.



RETWEETS

3,256

FAVORITES

2,585



# Momma I made it!

The screenshot shows a Twitter interface with a map background. The main content is a tweet from Trendsmap London (@TrendsLondon) announcing that Vincent Dignan (@vincentdignan) is trending in London. The tweet includes a link to trendsmap.com/gb/london and a location tag for Westminster, London. Below the tweet, there are icons for retweeting, favoriting, and other actions. At the bottom, there is a section for 'Twitter Trends in London, United Kingdom - Trendsmap' with a link to 'View on web'. The tweet has 3 retweets and 2 favorites, with small profile pictures of the users who interacted. The timestamp at the bottom is 1:39 PM - 22 Sep 2014.

 **Trendsmap London**  
@TrendsLondon

Vincent Dignan, @vincentdignan is now trending in #London  
[trendsmap.com/gb/london](https://trendsmap.com/gb/london)

Westminster, London

 **Trendsmap**

**Twitter Trends in London, United Kingdom - Trendsmap**  
Latest London, United Kingdom Twitter trends, people, videos, images, and links  
[View on web](#)

| RETWEETS | FAVORITE |
|----------|----------|
| 3        | 2        |

1:39 PM - 22 Sep 2014



**Vincent Dignan**

@vincentdignan

Graffiti removal guy comes back to discover image of himself in the same spot:



RETWEETS  
**2,793**

FAVORITES  
**2,025**





**Vincent Dignan**

@vincentdignan

## Incredible reply



Linda Goodman and 131 others follow



**Kay Burley** @KayBurley · 9m

BREAKING: #TalkTalk has received a ransom demand

RETWEETS

26

FAVORITES

4



1:13 PM - 23 Oct 2015 · Details



Reply to @KayBurley



**dominic dyer** @domdyer70 · 8m

@KayBurley they could be hanging on for hours for a response if it's Talk Talk



2



10



RETWEETS

70

FAVORITES

34



1:28 PM - 23 Oct 2015

# WELCOME TO THE INTERNET.



## Welcome to the Internet

Public Figure

 Like

 Follow

 Message



**Timeline**

About

Photos

Twitter

More ▾

# 28 Things Every Bookworm Wants Their Partner To Know

Romeo and Juliet is not romantic, fyi.

## You & snip.ly

**Read a great article? About to share it? STOP**

**Wouldn't it be great if you shared it with  
YOUR advert  
for YOUR site  
in the bottom left hand corner? Use snip.ly**

JACK SMYTHE

snip.ly x

**Go to GoodReads.com**

**Go >>**



# Instagram

1. Ideal User is critical
2. Reply and flood hashtags
3. Who says Instagram gets no clickthroughs?

Read: <https://blog.gleam.io/foundr/>  
<http://austenallred.com/user-acquisition/book/chapter/instagram/>

**@vincentdignan**

# Instagram

Who says Instagram gets no clickthroughs?

Create a quick, to-the-point bio (150 characters or less) followed by a direct CTA that uses a memorable URL.

Use something like [www.yourcompany.com/go](http://www.yourcompany.com/go) or [www.yourcompany.com/startnow](http://www.yourcompany.com/startnow). The link should take users to a unique page so you can track traffic you are generating on Instagram. This page should offer them INSANE VALUE

Put your URL/emojis in your location!

**@vincentdignan**



@MINDSETOFGREATNESS • INSTAGRAM  
**TRUE LEADERS  
WORK FOR  
PEACE**



foundrmagazine

FOLLOW

2,813 likes

3h

foundrmagazine LEADERSHIP 101 - via  
@and3w023

Double tap if you agree!

foundrmagazine #Entrepreneur  
#entrepreneurs #entrepreneurship  
#entrepreneurlife #business #businessman  
#quoteoftheday #businesswoman  
#businessowner #work #success #working  
#grind #foundr #startup #money  
#magazine #moneymaker #cash  
#startuplife #successful #passion  
#inspiredaily #hardworkpaysoff #hardwork  
#desire #motivational #motivation #lifestyle  
#happiness

@and3w023 @flash\_\_mc

iaranova @rob2010 @valiantandfae

Justin\_ryan\_blankenship Get it!

flash\_\_mc Cheers @andr3w023

**@vincentdignan**

# Some (girls) have all the power on IG



The screenshot displays the Social Bro web application interface. At the top is a teal navigation bar with icons and labels for Home, My Community, Analytics, and Target. Below this is a filter bar with four sections: ACCOUNT (set to @worldtableco), SOURCE (no source selected), AT (Search users), and CRITERIA (All Instagram). The main content area features a search bar with the text "fashion" and a magnifying glass icon. Below the search bar are four filter icons: a plus/minus icon, a globe, a star, and a tag. Three sliders are visible: "Followers" (ranging from 10K to 10M+), "Following" (ranging from 0 to 10M+), and "Followers/Following Ratio" (ranging from 0 to 100+). The results are displayed in a grid of account cards. Each card shows the account's profile picture, username, name, and follower/following counts. A "YOU" icon with a double-slash symbol indicates the user's relationship with the account.

| Account                     | Followers | Following |
|-----------------------------|-----------|-----------|
| @hm (H&M)                   | 8.8M      | 252       |
| @topshop (Topshop)          | 4.9M      | 396       |
| @versace_official (Versace) | 3M        | 139       |
| @amrezy (GLAMREZY)          | 2.9M      | 750       |



discovercymru

FOLLOWING

94 likes

discovercymru Pembrokeshire sunset - by  
@a1sw

Use #discovercymru for a feature 📸

asafnilsson Wonderful pic! 😊👍

discovercymru #pembroke  
#pembrokeshire #wales #cymru  
#westwales #discoverwales  
#visitwales #welsh #chasinglight #afterlight  
#sunset #beach #ocean #vsco #tides  
#creators

karlos\_mack\_ Wales. Gods Country  
without a doubt!

adamhandleyphotography 🙌 real nice

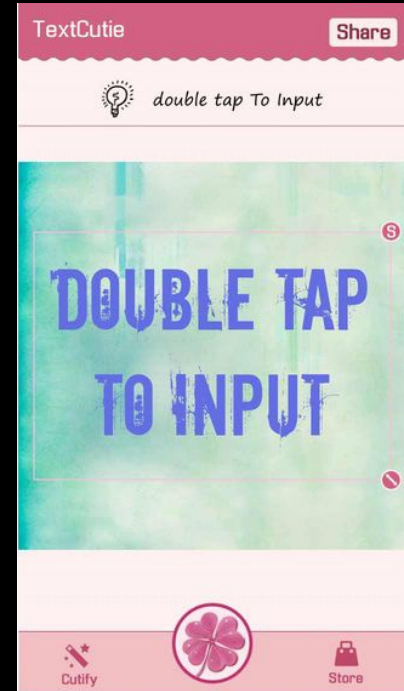


Add a comment...



# Making HOT Instagram posts

1. Use Canva.com (desktop), or Text Cutie (app) to make posts
2. Use Hootsuite or Buffergram to schedule Instagram posts
3. <http://websta.me/hot> will help you find hashtags



**@vincentdignan**

# Businesses who may need Instagram

- Anything with a “product” that looks cool e.g. fashion, technology, personal brand,
- Apps/Software/Platforms looking to get a large (as in tens of thousands) userbase
- Anyone “building a brand”

**@vincentdignan**

6.



**Make your posts public!**

**Add me on Facebook here: [Vincent Dignan](#)**

# Your Facebook Group: Get 1,000 members in 30 minutes

- 1) Create group, image, description, etc
- 2) Click "Add people to group" on top right
- 3) Press "a" key to bring up all of your friends who start with the letter a, click them one by one, eventually after selecting 8 or so it will say it is full.
- 4) Then type "b" and click all of those, and so on, all the way through the alphabet
- 5) When you get to z, add a vowel to each letter, so firstly "ao", "bo", "co" etc
- 6) Repeat for a, e, i, and u after the first letter
- 7) This will cover 95% of you and your co-founders friends lists, and you're done

**@vincentdignan**

# How Does Facebook Choose What To Show In News Feed?

---

$$\text{News Feed Visibility} = * \text{I} \times \text{P} \times \text{C} \times \text{T} \times \text{R}$$

Interest      Post      Creator      Type      Recency

**Interest**

Interest of the user  
in the creator

**Post**

This post's  
performance  
amongst  
other users

**Creator**

Performance of past  
posts by the content  
creator amongst  
other users

**Type**

Type of post  
(status, photo,  
link) user prefers

**Recency**

How new is the post

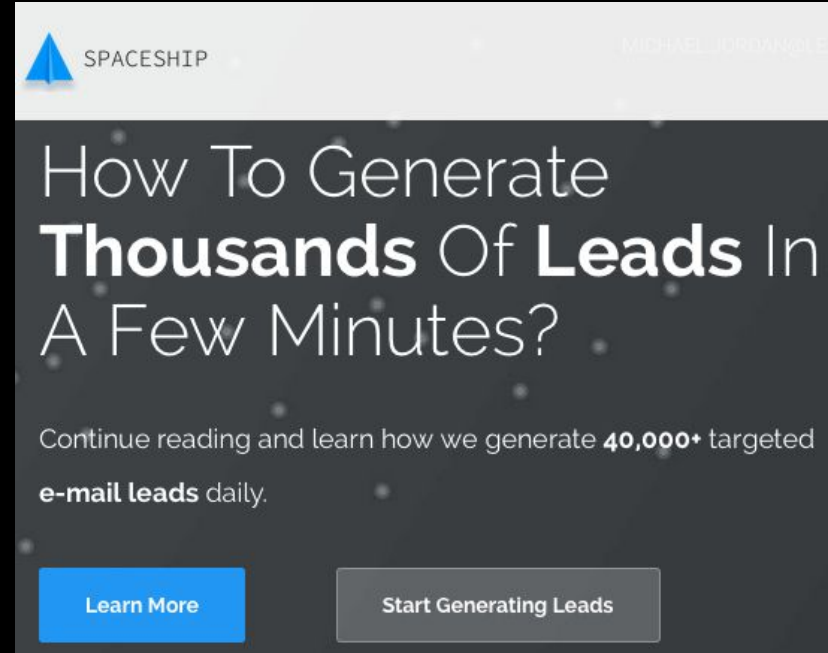
\* This is a simplified equation. Facebook also looks at roughly 100,000 other high-personalized factors when determining what's shown.



# Custom Audiences is how you Facebook Ad: Spaceship.rocks simplifies this

- Export competitors followers
- Turn them into emails
- Use emails?
- Feed into Facebook/Twitter as ads

€4.99



The screenshot shows the Spaceship.rocks website. At the top left is the Spaceship logo (a blue triangle) and the name 'SPACESHIP'. At the top right, it says 'MICHAEL J. JOHNSON'. The main heading is 'How To Generate Thousands Of Leads In A Few Minutes?'. Below this, it says 'Continue reading and learn how we generate 40,000+ targeted e-mail leads daily.' At the bottom, there are two buttons: a blue 'Learn More' button and a grey 'Start Generating Leads' button.

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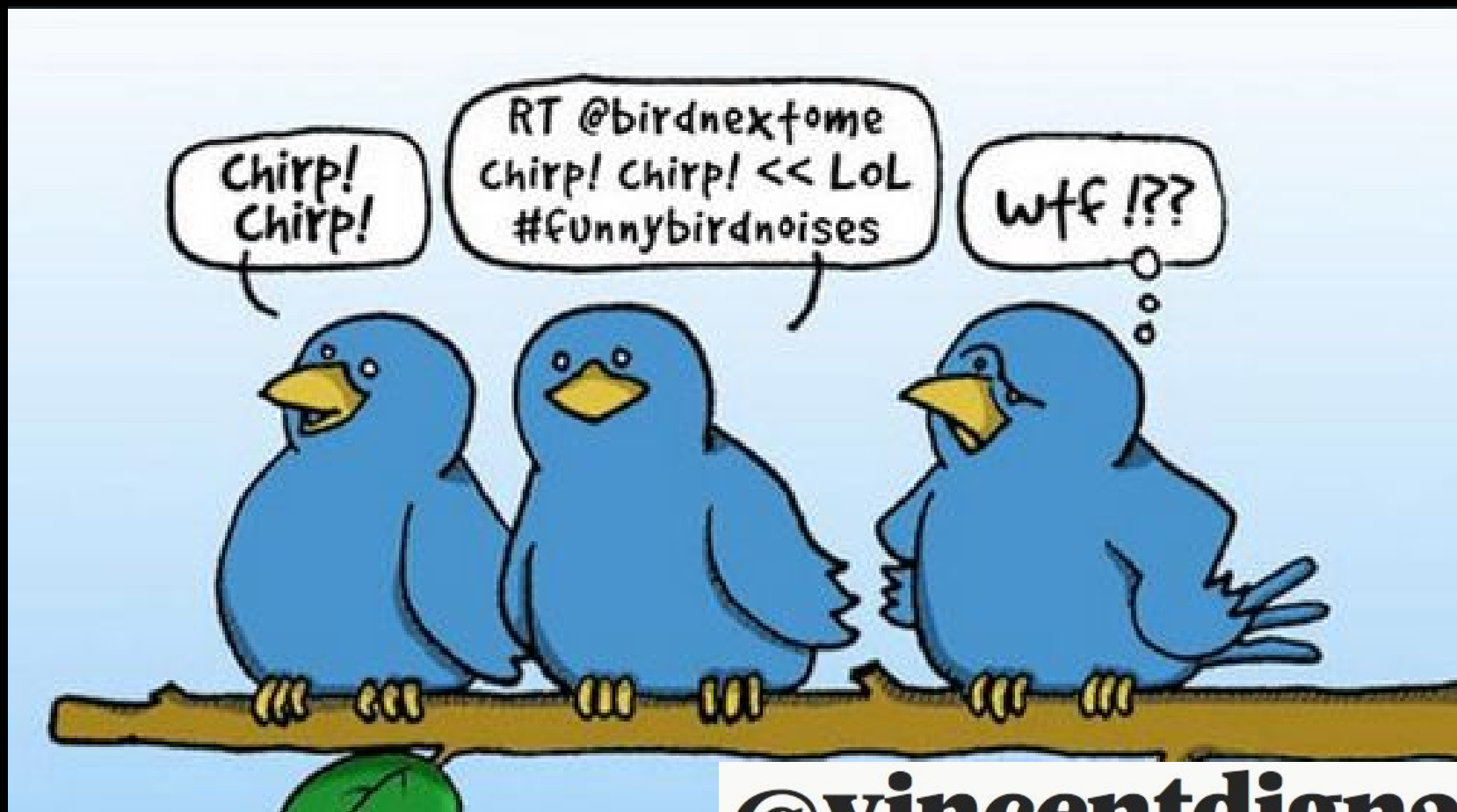
# Businesses who may need Facebook

- Anything with a “product” that you can arbitrage sales in the same way as adwords
- This can include apps in certain situations
- Basically everyone to a certain extent: Add the line of retargeting code (+ Google's) :-)
- Fanpagekarma.com - track other FB pages so you can see which posts got the most traction

**@vincentdignan**



**@vincentdignan**



**@vincentdignan**

Companies that use Twitter average

**double the amount  
of leads per month**

than those that do not.



**@vincentdignan**



The best Twitter tool of all time  
Search by gender, job title, location,  
company/person - mad targeting



**@vincentdignan**

# Activity: Finding your customers

[SOLUTIONS](#)[FEATURES](#)[PLANS & PRICING](#)[CUSTOMERS](#)[BLOG](#)[USER GUIDE](#)[CONTACT](#)[SIGN IN](#)

## The #1 marketing platform for Twitter

Analyze, engage and monetize your Twitter audience

TRY IT FREE NOW!

WATCH OUR VIDEO ▶

**@vincentdignan**



Home



My Community



Monitoring NEW



Reports



Analytics



Engagement



Target



screenrobot@gmail.com



ACCOUNT  
@secretsteals

SOURCE  
no source selected

AT  
Dashboard

# Your account @secretsteals

Community Stats

1285  
followers



1723  
following



## Followers, Following and Tweets evolution

Click and drag in the plot area to zoom in



### TARGET

Discover new Twitter users  
Find Twitter users to target

#### ADD SOURCES

- Twitter account**  
Analyze a 3rd party's account
- Search Tweets sample**  
Discover users Tweeting about a topic
- Your Twitter lists**  
Analyze members of your lists
- Other Twitter lists**  
Analyze members of a list
- Text file**  
Import users from a TXT file

Last update

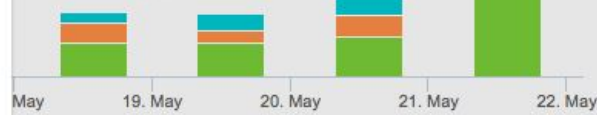
Last updated: about a minute ago

Export

and drag in the plot area to zoom in

## DEMO DATA

Limited to Pro



# Type your ideal user in this box!

 Home

 My Community

 Monitoring NEW

 Reports

 Analytics ▾

 Engagement ▾

 Target ▾







 0



screenrobot@gmail.com ▾

 ACCOUNT ▾  
@secretsteals

SOURCE ▾  
no source selected

AT ▾  
[Discover new Twitter Us...](#)



## Discover Twitter Users

 Try the advanced search

Criteria keywords, e.g. designer OR graph

..in..

...this location, e.g. Sydne

SEARCH

Find people to interact with searching by keywords, filters and [advanced syntax](#) to maximize your target on Twitter



Home



My Community



Monitoring

NEW



Reports



Analytics



Engagement



Target

ACCOUNT  
@secretstealsSOURCE  
no source selectedAT  
Search usersCRITERIA  
All Twitter

braintree



Time Zones

Languages

Users

Profiles

Avatars

URLs

Country

Gender

Entity Type

**@Scott\_Juba**  
Scott Juba  
Braintree, MA (via NJ)

YOU

785 7

31.4K

Followers

14.8K

Following

**@ArbonneEmma**  
Emma Telles  
Exeter & Braintree

YOU

- -

24.1K

Followers

25.6K

Following

**@Biz\_Promo\_Video**  
Biz Promo Video  
Braintree, Essex, UK

YOU

930 10

18.8K

Followers

20.4K

Following

**@braintree\_dev**  
Braintree\_dev  
Chicago, IL

YOU

787 7

10.1K

Followers

2827

Following

**@TweetBrooks**  
Brooks Newma...  
Braintree and London

YOU

564 4

9890

Followers

1575

Following

**@JamesCleverly**  
James Cleverly  
Braintree, Bexley & Bromley

YOU

- -

9376

Followers

6935

Following

**@braintreebiz**  
Joanna  
Braintree

YOU

- -

8257

Followers

8965

Following

**@steverogerspt**  
Steverogers P.T  
Braintree Essex

YOU

842 10

7283

Followers

5702

Following

**@BraintreeDC**  
Braintree D. C...  
Braintree, Essex, UK

YOU

767 7

6672

Followers

501

Following

# Tweepi will get you followers.



**@vincentdignan**

| Account Age   | Settings | Daily Actions | Delay         |
|---------------|----------|---------------|---------------|
| 1 - 7 Days    | Follow   | 35 - 75       | 70 - 122      |
|               | Unfollow | 35 - 75       | 80 - 125      |
|               | Favorite | 25 - 45       | 60 - 142      |
|               | Retweet  | 5 - 10        | 1 per run     |
| 1 - 4 Weeks   | Follow   | 75 - 135      | 65 - 118      |
|               | Unfollow | 65 - 125      | 75 - 123      |
|               | Favorite | 60 - 140      | 55 - 138      |
|               | Retweet  | 5 - 15        | 1 - 2 per run |
| 1 - 3 Months  | Follow   | 150 - 300     | 62 - 116      |
|               | Unfollow | 125 - 200     | 70 - 121      |
|               | Favorite | 200 - 450     | 50 - 119      |
|               | Retweet  | 5 - 20        | 1 - 3 per run |
| 4 - 12 Months | Follow   | 375 - 550     | 58 - 110      |
|               | Unfollow | 300 - 500     | 68 - 115      |
|               | Favorite | 450 - 600     | 48 - 113      |
|               | Retweet  | 5 - 25        | 1 - 4 per run |

# Twitter basics

1. Steal the good stuff, only RT compliments
2. Tweet the same (article) 5 times
3. Pictures most likely to be retweeted
4. Tweet lots: 50 - 100 tweets a day is fine
5. Tweepi gets you followers literally today

**@vincentdignan**

# Businesses who may need Twitter

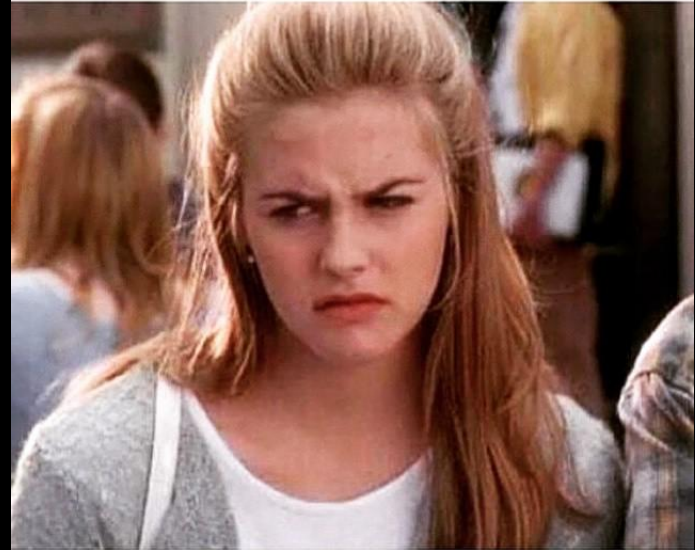
- Apps/Software/Platforms looking to get a large (as in tens of thousands) userbase
- Businesses where content is important
- Anyone looking to reach a certain job title/location (basic demographics, Facebook needed for complex targeting)
- Events businesses

**@vincentdignan**

# Businesses who may need Tumblr

- Anything youth orientated
- Anything aimed at America/worldwide and youth orientated
- Fashion/music
- (Dm's are the key)

facial expression 24/7



# Businesses who may need Pinterest

- Anything beautiful, aimed at females 30+
- Use Buffer to easily setup a pinning schedule
- Remove any pin with less than 6 repins within 48 hours (Pinterest algorithm)
- Groups are easiest way to reach thousands
- Difficult to work out, so likely a big opportunity here

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# Finding Influencers:

- ✓ **Lead Generation**
- ✓ **Finding Guest Posts**
- ✓ **Content Promotion**
- ✓ **Collecting Contact Info**
- ✓ **Finding Affiliates**
- ✓ **Influencer Marketing**



**@vincentdignan**

# Finding Influencers (2)

onalytica 



## UPLOAD OR LINK

To any piece of content.

Your latest blog or that killer white paper you just wrote.



## SIT BACK

Our algorithm is doing the work here, sit back and enjoy that cup of tea.

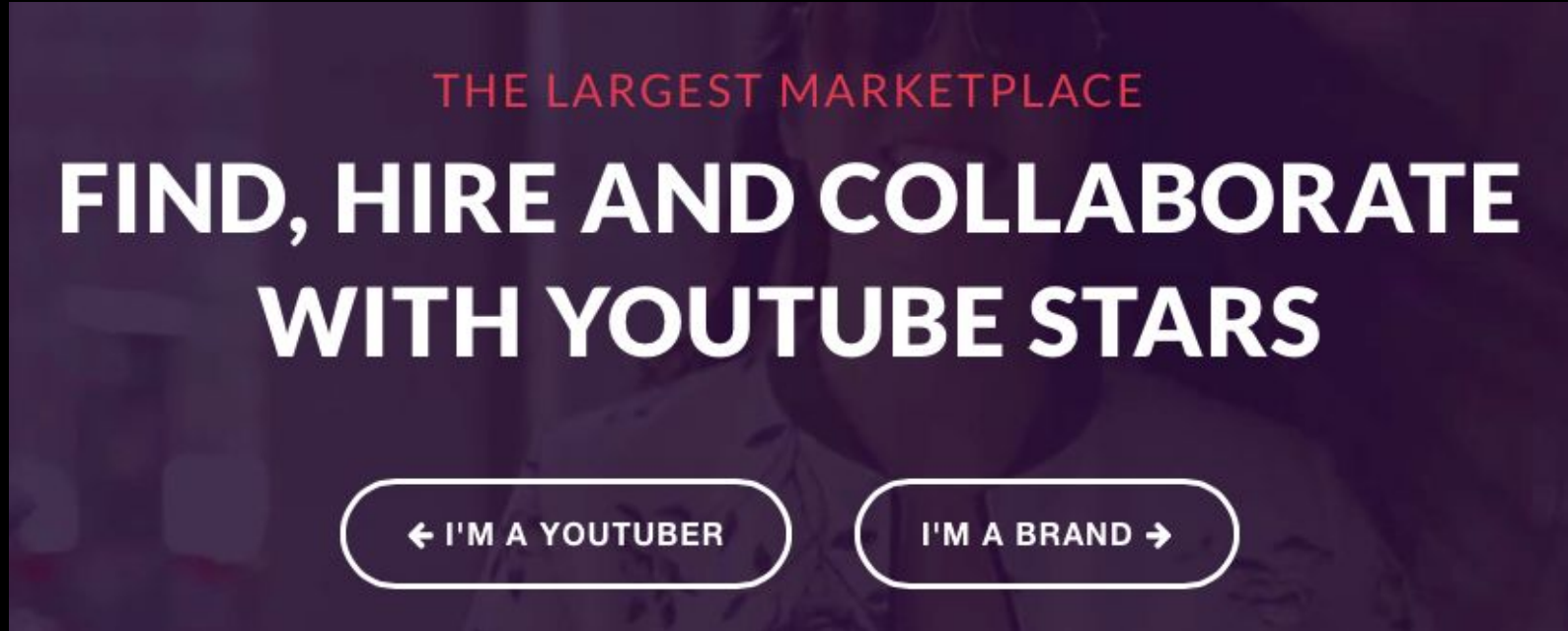


## INFLUENCE

Here are 25 influencers that match to your content.  
Start influencing!

**@vincentdignan**

# Reach YouTube Influencers with Famebit. YouTube ads can work too.

A promotional banner for Famebit, a marketplace for finding and collaborating with YouTube influencers. The background is a dark purple with a faint, artistic image of a person's face. The text is centered and uses a mix of white and red colors.

THE LARGEST MARKETPLACE

**FIND, HIRE AND COLLABORATE  
WITH YOUTUBE STARS**

← I'M A YOUTUBER

I'M A BRAND →

**@vincentdignan**

# Post to multiple LinkedIn groups at once!

☒ Share an update

Share an update or mention someone using @...

Share with: Public ☐

☒ Post to groups

Group(s) \*

Title \*

Detail

🔒 Indicates Secret groups, which are only discoverable for group members. All group posts are only visible to members, regardless of whether it is Secret.

☒ Send to individuals

To \*

Subject \*

Message \*

Allow recipients to see each other's names and email addresses.

<https://www.linkedin.com/shareArticle?mini=true&url=http://yourwebsitehere.com>

@vincentdignan

# Top Linkedin channels by followers:

- Healthcare — 1,368,704
- Recruiting & Hiring — 1,247,329
- Your Career — 1,041,381
- Customer Experience — 1,150,290
- Green Business — 1,016,656
- Finance & Banking — 869,740
- Business Travel — 758,824
- Big Data — 784,811
- Law & Government — 702,558
- Editor's Picks — 628,879
- Social Impact — 648,971

- Social Impact — 648,971
- Career Curveballs — 641,420
- Retail — 602,560
- If I Were 22 — 236,855
- Online Advertising — 174,016
- Design — 168,125
- Apparel & Fashion — 128,572
- Automotive — 109,456
- Construction — 101,109
- Entertainment — 100,106
- Mobile — 79,655

Find some Linkedin groups to post into [here](#).

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# How to get your first 500 users (125 signups per social network, takes an afternoon) - ASSETS

1. Message LinkedIn contacts in batches of 20 using the link I just sent you
2. Individually message all of your Facebook friends
3. Tweet @ all of your Twitter followers one by one (Buffer can help you do this quicker)
4. Email all of your contacts one by one (we'll get into this later)
5. Read [this](#)

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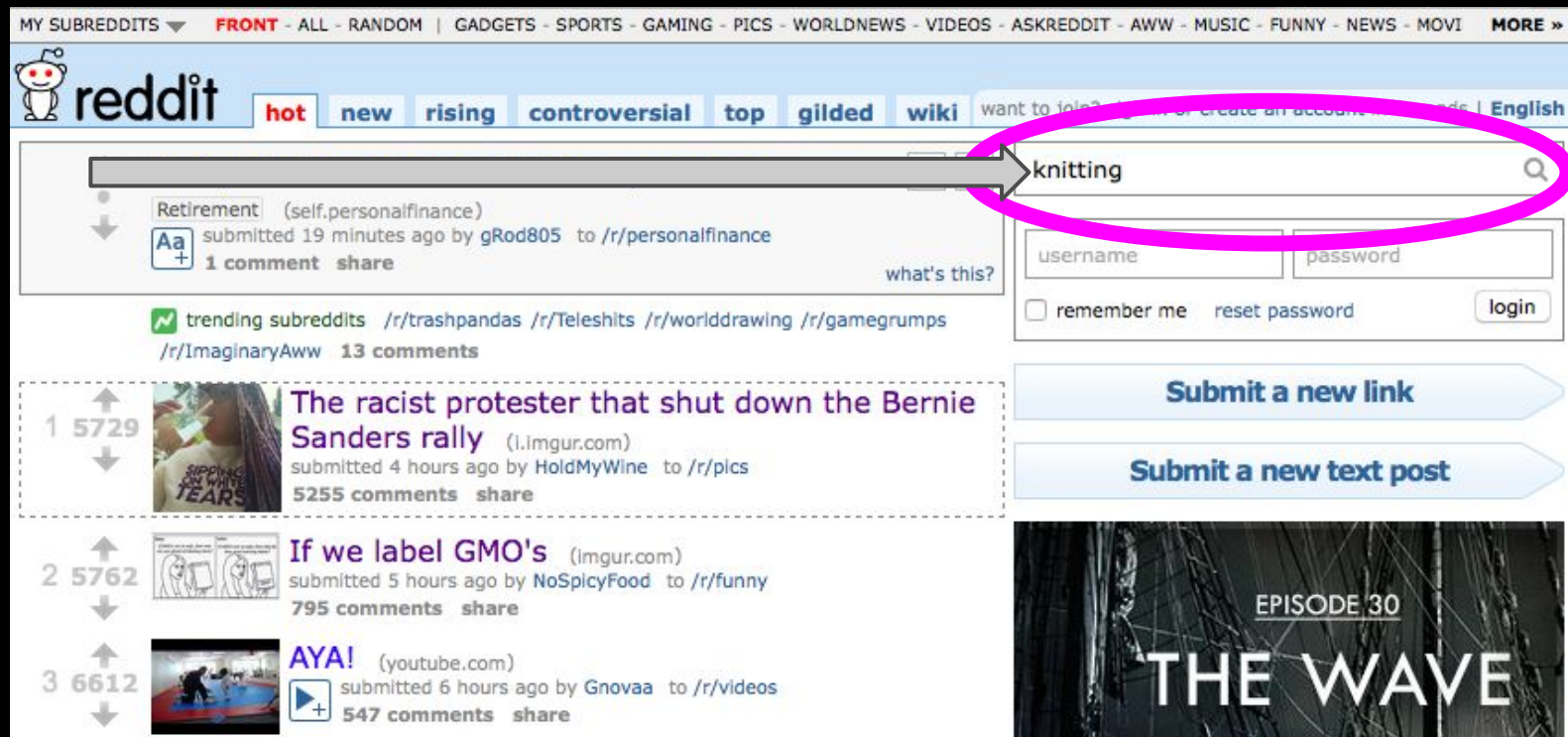
# LinkedIn Hack

- Build a robot that looks at people's profiles
- 15,000 views a day = 9,000 people looking at your own LinkedIn page!



**@vincentdignan**

# BEGINNING ACTIVITY - Search for your niche, find 10 subreddits to post in to



MY SUBREDDITS ▾ FRONT - ALL - RANDOM | GADGETS - SPORTS - GAMING - PICS - WORLDNEWS - VIDEOS - ASKREDDIT - AWW - MUSIC - FUNNY - NEWS - MOVIE - MORE »

reddit hot new rising controversial top gilded wiki want to join? sign in or create an account | English

Retirement (self.personalfinance) submitted 19 minutes ago by gRod805 to /r/personalfinance 1 comment share what's this?

trending subreddits /r/trashpandas /r/Teleshits /r/worlddrawing /r/gamegrumps /r/ImaginaryAww 13 comments

1 5729 The racist protester that shut down the Bernie Sanders rally (i.imgur.com) submitted 4 hours ago by HoldMyWine to /r/pics 5255 comments share

2 5762 If we label GMO's (imgur.com) submitted 5 hours ago by NoSpicyFood to /r/funny 795 comments share

3 6612 AYA! (youtube.com) submitted 6 hours ago by Gnovaa to /r/videos 547 comments share

knitting

username password remember me reset password login

Submit a new link

Submit a new text post

EPISODE 30 THE WAVE

# Useful Subreddits

r/startups - r/entrepreneur - r/smallbusiness

r/engineering - r/hwstartups

r/AlphaAndBetausers (submit your app for feedback)



**Marketing Advice:** r/marketing, r/seo, r/bigseo, and r/askmarketing

**Technical Advice:** r/wordpress, r/iosprogramming, and r/androiddev

**Learning:** r/learnprogramming

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# Businesses who may need social news

- Anything where “tech” feedback is important
- Anything where techy early adopters are important
- Apps/Software/Platforms looking to get a large (as in tens of thousands) userbase can seed initial users here

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# Snapchat, Periscope, WhatsApp

Periscope: Getting very important if your company is your personal brand: Download [this](#)

Snapchat: Great for real-life event promotions and flash sales/youth brands. ROI questionable

WhatsApp: If you can live with yourself

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# Social media level complete? Questions?



THANK YOU MARIO!

BUT OUR PRINCESS IS IN  
ANOTHER CASTLE!



**YOU WILL WRITE**

**25**

**HEADLINES!1!!!1**

**Otherwise, people won't click your links.**

So I'd write 25 headlines.

# bitly

Save, share & discover links

[Learn more](#)

**@vincentdignan**

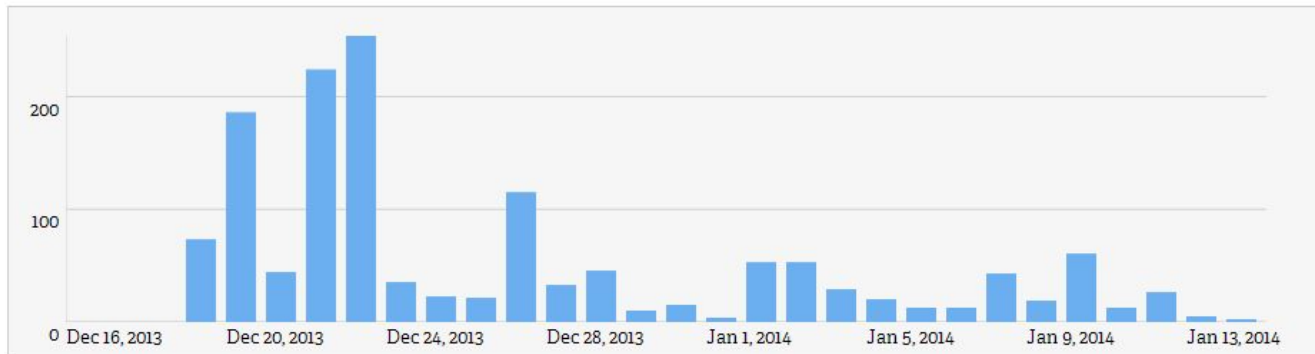


| TIME             | sort by | Clicks on Your Link | CLICKS VIA YOUR BITLY LINK |       | TOTAL CLICKS | TOTAL SAVES |
|------------------|---------|---------------------|----------------------------|-------|--------------|-------------|
|                  |         |                     | Past 7 days                | Total |              |             |
| Dec 22<br>6:52p  |         |                     |                            | 157   | 199          | 12          |
| Dec 29<br>12:17p |         |                     |                            | 132   | 204          | 15          |
| Dec 19<br>6:05p  |         |                     |                            | 126   | 126          | 1           |
| Dec 19<br>10:13a |         |                     |                            | 107   | 277          | 15          |
| Dec 21<br>1:19a  |         |                     |                            | 62    | 88           | 7           |
| Dec 20<br>1:21p  |         |                     |                            | 56    | 80           | 5           |
| Jan 4<br>8:28p   |         |                     |                            | 54    | 54           | 1           |
| Dec 22<br>7:34p  |         |                     |                            | 53    | 135          | 6           |
| Dec 23<br>4:09p  |         |                     |                            | 44    | 44           | 1           |
| Dec 22<br>7:32p  |         |                     |                            | 40    | 62           | 4           |

1,406 clicks on your bitly links since Dec 16, 2013

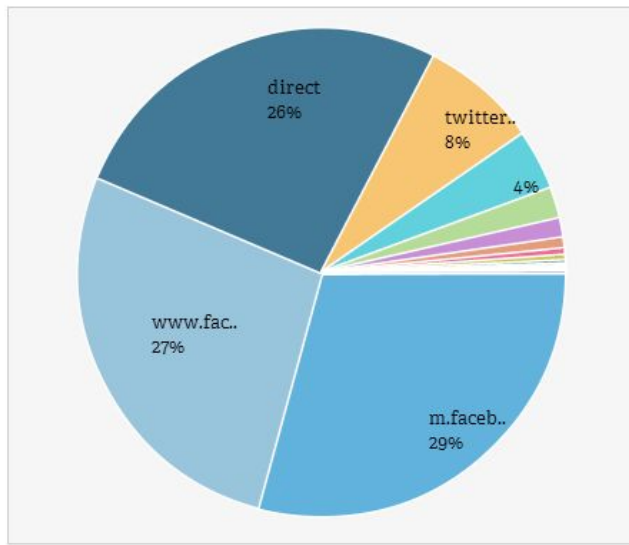
Clicks

Past 30 Days

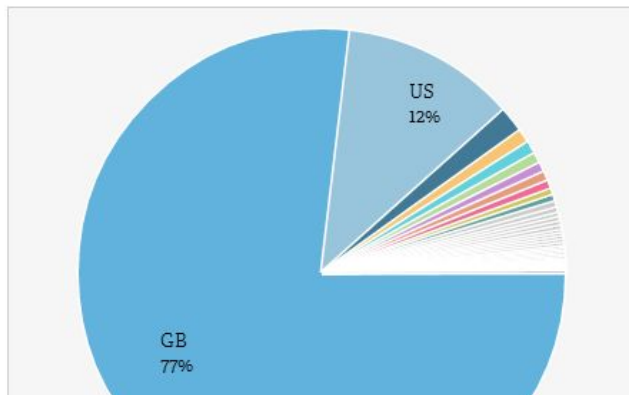


All times are in UTC

## Referrers



## Locations: 40 Countries



**@vincentdignan**



*A Smarter Way to Share.*

Every Day

New Posting Schedule

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

Sunday

Post at these 13 times **Every Day** :

07 30 AM

08 15 AM

12 00 PM

12 40 PM

01 15 PM

01 45 PM

04 40 PM

05 15 PM

05 45 PM

06 07 PM

06 43 PM

07 05 PM

08 05 PM

Add Posting Time



@vincentdignan



★ TOP TWEET

To hell with the Daily Mail, here are 20 amazing Bulgarians & Romanians:  
<http://buff.ly/1cKAOnk>

🕒 4:59 PM via Extension



5 Retweets

2 Favorites

1 Mention

43 Clicks

6.0k Potential



Who is the worst console mascot of all time? <http://buff.ly/KNVH7U>

🕒 12:44 PM via Extension

0 Retweets

0 Favorites

0 Mentions

1 Click



Who is the worst console mascot of all time? <http://buff.ly/1cJHEcH>

🕒 12:41 PM via Extension

0 Retweets

0 Favorites

0 Mentions

10 Clicks

4.7k Potential



★ TOP TWEET

I didn't believe in aliens. then I read this: <http://buff.ly/1cJGTAp>

🕒 12:37 PM via Extension



0 Retweets

1 Favorite

3 Mentions

53 Clicks

4.7k Potential

# Here comes a new challenger!

## [Meetedgar.com](https://meetedgar.com) & Smarterqueue loop updates



[pricing](#) | [blog](#) | [login](#)

**Meet Edgar: the only app that stops social media updates from going to waste.**

# SEO is not dead - it just smells funny

1. Google's guide to SEO [here](#)  
MOZ guide to SEO [here](#)  
Slideshare guide [here](#)
2. Site design is critical - Analytics,  
Webmaster tools, SEO settings
3. Find your keywords using [this](#)
4. Main 200 signals [here](#)

# SEOhmygod you need this stuff

1.  **Keyword Tool** - Find SEO keywords
2.  - Best Wordpress SEO Plugin
3. [clickminded.com/seo-checklist/](https://clickminded.com/seo-checklist/) - Cool
4.  - Paid but easy way to find SEO keywords



# Businesses who may need SEO

- Content companies e.g. magazines, or user generated content sites/forums
- Emerging markets e.g. 3d printing

**@vincentdignan**

**Now convert into gold...**



**I'M BRINGING**

**EMAIL BACK**



# Email is 40x as effective as Facebook and Twitter combined

(Source: McKinsey, 2015)

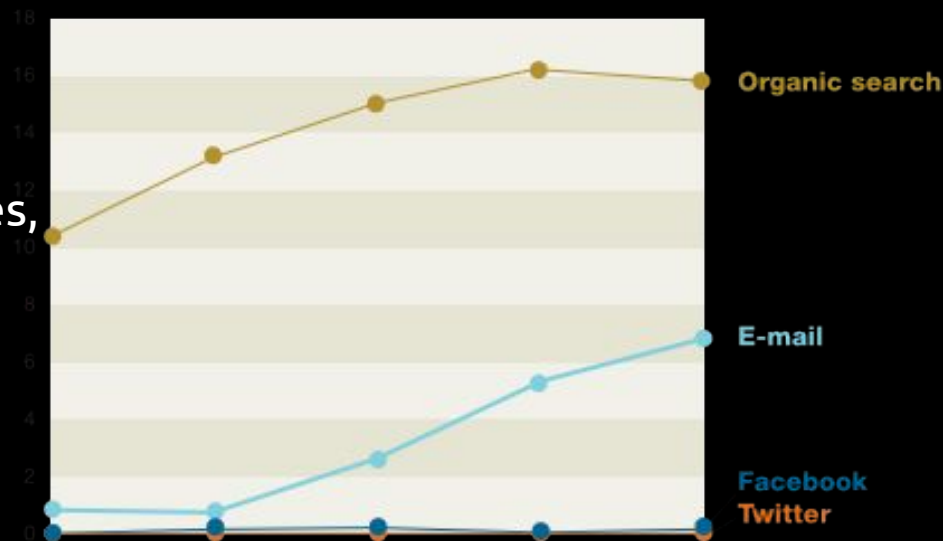
Send people to Customized landing pages,  
increases conversion rate by 25%+

45% of all e-mails are opened on mobile



-email automation

US customer-acquisition growth by channel,  
% of customers acquired



@vincentdignan

# Say hello to hello bar

FREE Problogging tips delivered to your inbox

Enter your email

Subscribe



HOME BLOG FORUM WORKBOOK BOOK JOBS MAKE MONEY ARCHIVES

Search Prologger...

GO

FEATURED

Announcing the NEW  
ProBlogger.com the  
Bird Discount Today!

3/19/2014 17 Comments

Today I'm excited to announce that ProBlogger.com has been launched! You can



Ready to take a huge leap forward with your blog?

Social Proof

Subscribe to the Newsletter:



Subscribe



Join Over 321000 Readers

MailChimp.

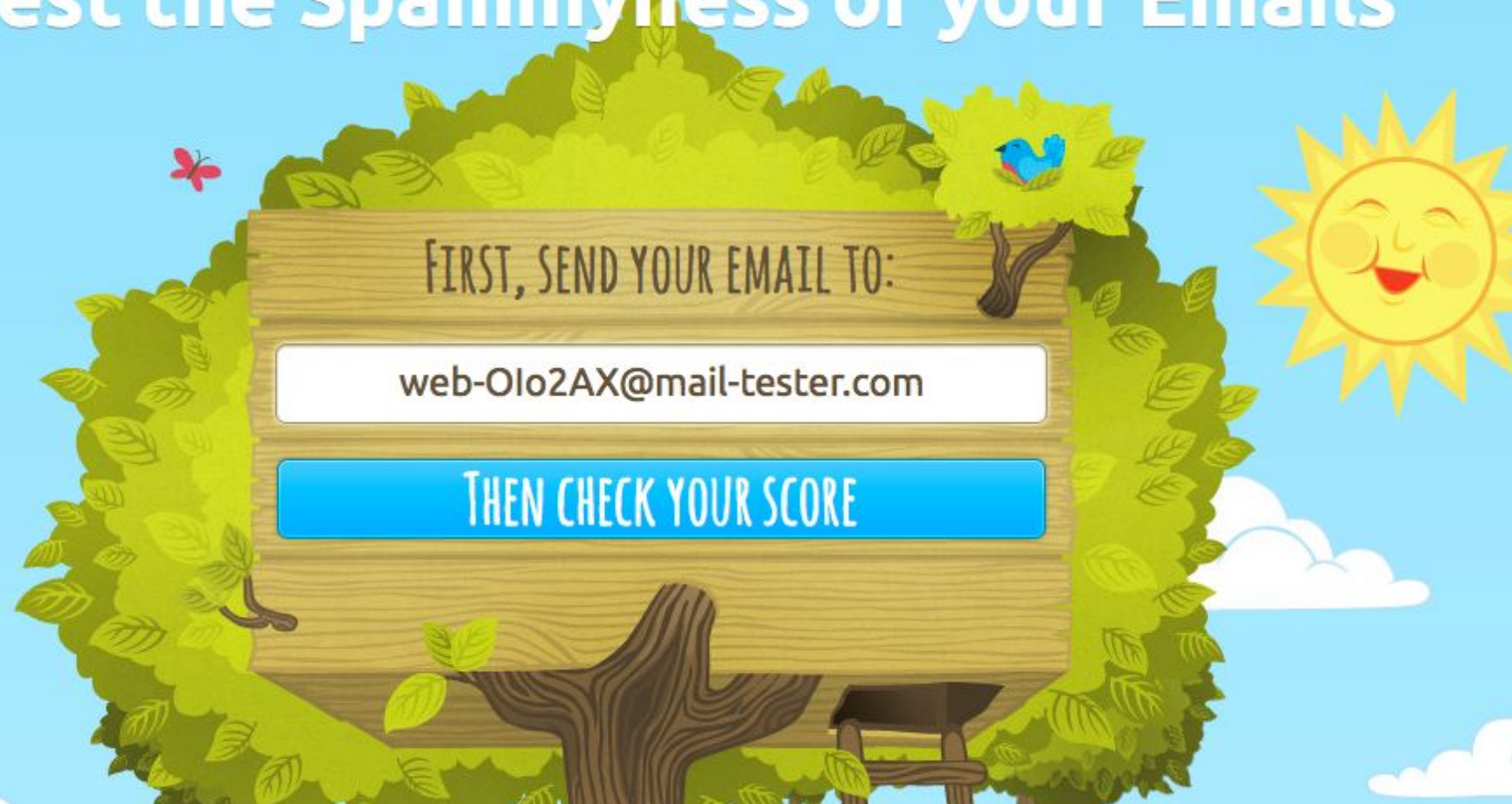


# **Kickbox.io: Get rid of broken email addresses: \$10 to verify 1,000 email addresses**

## Why Kickbox?

Kickbox ensures you only send email to real users and helps you separate the low-quality addresses from high-value contacts. Protect your reputation, increase open rates, and save money with Kickbox.

# Test the Spammyness of your Emails



FIRST, SEND YOUR EMAIL TO:

web-Olo2AX@mail-tester.com

THEN CHECK YOUR SCORE

# “Good Artists copy, great artists steal”

## Really Good Emails

Type & hit enter to search

EMAIL CATEGORIES

Select Category

Archive

Contact Us

Get the Newsletter

SPONSORED BY

MailChimp

AdRoll

LOG INGETTING STARTEDFAQ



Changes to AdRoll's Terms of Service and Privacy Notice

We wanted to let you know about changes we made to our Privacy Notice, effective June 17, 2016 and our Terms of Service, effective July 15, 2016. The updates reflect the new products we're rolling out and better explain how we collect, use, and protect data.

Here are some of the highlights of what has changed:

- **Privacy Notice**
  - Added language to describe how data is used by our new products.
  - Divided it into two notices, one notice for our clients' users that describes how our services collect and use data. The other covers AdRoll.com and how we handle our clients' data that they enter on our site.
  - Updated language specific to European data use and transfer.
- **Terms of Service**
  - We've updated the data sections.
  - Added language for new payment options like pre-pay and international customers.

You may be prompted to review the new Privacy Notice and Terms of Service on behalf of your organization when you log in to the AdRoll dashboard. Please review and accept the new Terms of Service in order to continue to work with us. If you continue to use AdRoll after July 15, 2016 without logging in to the dashboard, you'll automatically accept the new Terms of Service.

For more details, please visit our [Terms of Service](#) and [Privacy Notice](#).

As always, if you have any questions you can contact [sales@adroll.com](mailto:sales@adroll.com). Or get in touch with your account manager.

Thank You,  
-The AdRoll Team

Contact Us

Privacy Policy

TRADESAY

SHOP | SELL

starting now

THE SUMMER SAVINGS SALE

SPEND \$100+  
SAVE  
**\$10**  
CODE: SUMMER10

SPEND \$200+  
SAVE  
**\$75**  
CODE: SUMMER75

SPEND \$1000+  
SAVE  
**\$200**  
CODE: SUMMER200





# Here be photos

 StockSnap.io

 Home

 All photos

 License

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## Beautiful free stock photos.

Hundreds of high resolution images added weekly



All photos are free from copyright restrictions - No attribution required

# Still too lazy?

*Revue*

PRICING

## YOUR WEEKLY EMAIL DIGEST. AUTOMATED.

Create an engaging, gorgeous, weekly email digest. You focus on curation, we'll make sure it looks awesome.

Sign up now

# Trade email lists = reach thousands



Discover publishers like you, and find inspiration in newsletters like yours.

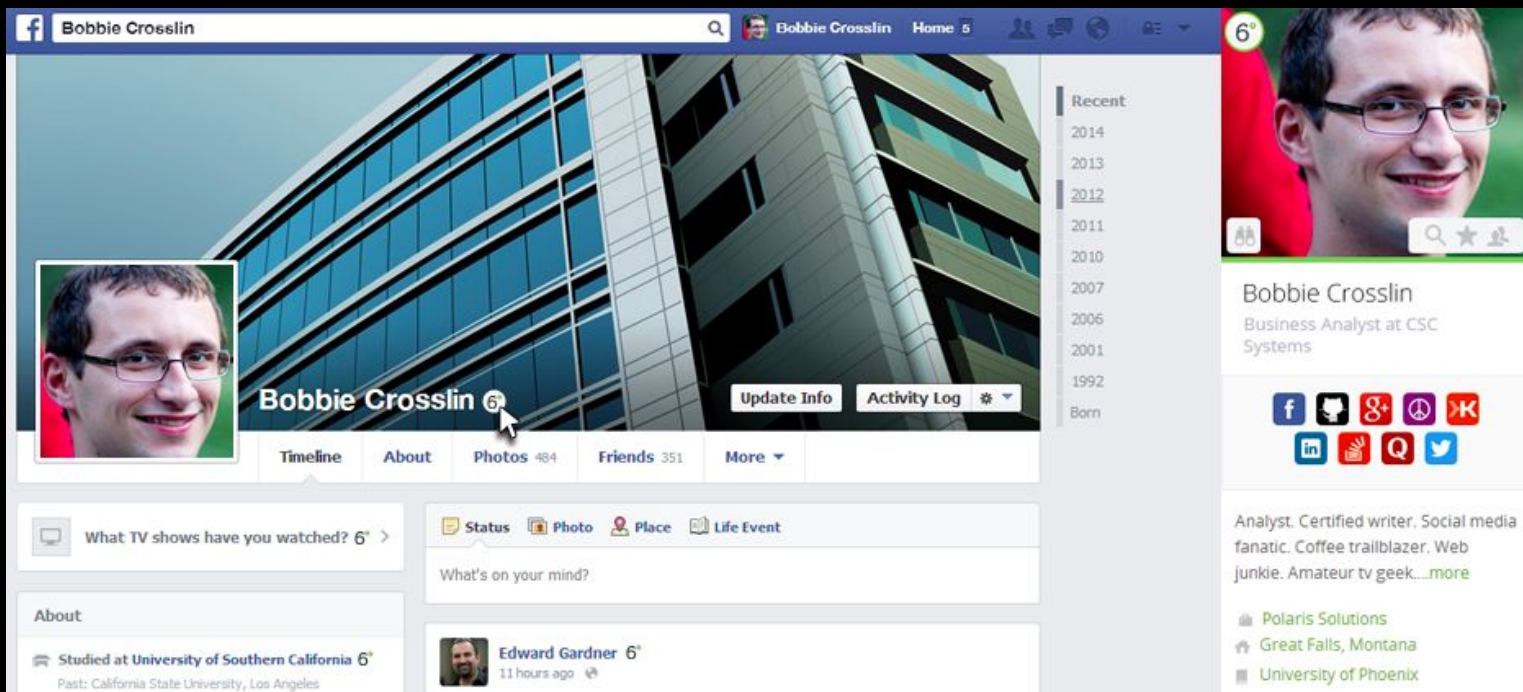
Powered by *MailChimp's Email Genome Project*, Wavelength identifies other MailChimp newsletters that you have something in common with. We'll show you images of newsletters like yours, so you can get to know publishers like you.

Connect and see who's on your wavelength.

CONNECT YOUR LIST



# Connect 6 as you browse



The image is a screenshot of a Facebook profile page for Bobbie Crosslin. The profile picture shows a man with glasses and a red shirt. The cover photo is a modern building with large glass windows. The name 'Bobbie Crosslin' is displayed with a '6' icon next to it, which is highlighted by a mouse cursor. Below the name are tabs for 'Timeline', 'About', 'Photos' (484), 'Friends' (351), and 'More'. The 'About' section lists 'Studied at University of Southern California' and 'Past: California State University, Los Angeles'. The 'Recent' section shows a list of years from 2014 down to 1992. The 'Status' section has a prompt 'What's on your mind?' and a post by Edward Gardner from 11 hours ago. The right sidebar shows a 'Recent' list of years, a 'Born' date of 1992, and a list of social media links including Facebook, Twitter, Google+, and YouTube. The bottom right corner of the profile features a bio: 'Analyst. Certified writer. Social media fanatic. Coffee trailblazer. Web junkie. Amateur tv geek...' followed by a 'more' link. Below the bio are three location tags: 'Polaris Solutions', 'Great Falls, Montana', and 'University of Phoenix'.

Bobbie Crosslin 6

Update Info Activity Log

Timeline About Photos 484 Friends 351 More

What TV shows have you watched? 6 >

About

Studied at University of Southern California 6  
Past: California State University, Los Angeles

Status Photo Place Life Event

What's on your mind?

Edward Gardner 6  
11 hours ago

Recent

2014  
2013  
2012  
2011  
2010  
2007  
2006  
2001  
1992  
Born

Bobbie Crosslin  
Business Analyst at CSC Systems

f t g+ p y K  
in r Q t

Analyst. Certified writer. Social media fanatic. Coffee trailblazer. Web junkie. Amateur tv geek...more

Polaris Solutions  
Great Falls, Montana  
University of Phoenix

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# See Who Opens and Clicks Your Email

With Sidekick email tracking, get live notifications when someone opens or clicks on one of your emails. Know when, how many times, where, and from what device they opened your email.

[VIEW YOUR STREAM](#)



## Send later

Boomerang's popular "Send Later" feature makes it easy for you to schedule an email to be sent at any time you choose. You can draft your email now, then schedule it to be sent automatically at the perfect time. Just write the message as you normally would, then click the Send Later button.

(Once you install the Boomerang plugin, the "Send Later" button will appear right in your compose window. Now compatible with Gmail new compose!)

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# Your inbox should be a to-do list



## Clean Up Your Inbox Now.

Inbox zero is now within reach! Power through thousands of messages in just a few clicks.

Start your Free Trial with your Gmail or Outlook.com account



— or —

Start Free Trial

lifehacker

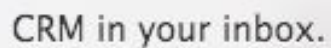
The New York Times

TE

TIME

Inc.

THE WALL STREET JOURNAL  
WSJ



## 31 Count ▼



## Negotiating

# Redress the power balance

The best way to get your emails answered.

Add **reBump**™ to Gmail

FREE Extension for Chrome and Firefox

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# Sometimes you have to cold email



Personalized  
Cold Emails at Scale  
that get you replies

CLICK HERE TO START YOUR TRIAL  
(14 DAY FREE TRIAL) >

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# **Businesses who may need email mktg**

- Anything where something is being sold
- SaaS companies who don't have sales people
- Authors, freelancers, contractors, designers, etc

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# Kickstarter acquisition = PR

Kickstarter Marketing essentials - Must read marketing basics for anyone launching a campaign.

[outgrow.me](http://outgrow.me) - For finished kickstarter projects

[kicktraq.com](http://kicktraq.com) - For estimations on how a project will do

[crowdfundfusion.com](http://crowdfundfusion.com) - For seeing all projects from top crowdfunding sites in one place

[CrowdDistrict.com](http://CrowdDistrict.com) - A news source covering projects across all platforms.

CrowdHub-Browse, upvote and save popular crowd-funding projects.

[reddit.com/r/Assistance](http://reddit.com/r/Assistance) - For charity and GoFundMe campaigns

CrowdFundingForum - A place to discuss all things crowdfunding.

[Herdsurf.com](http://Herdsurf.com)-A great source of interviews and news about current and successfully funded projects.

[CrowdsUnite.com](http://CrowdsUnite.com) - The ultimate source for crowd funding knowledge.

[Crowdcharts.com](http://Crowdcharts.com) - Hour by hour crowdfunding tracking and analytics.

[Stiqblox.com](http://Stiqblox.com) - News on crowdfunded gadgets, games and funded projects.

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# Summary: Growth Hacking Day 1 Cheat Sheet

## Type of business

Publishing

E-Commerce

Social Network/B2C App

Consulting/Freelance

Saas

Enterprise companies

## Acquisition channel

Facebook/SEO/Email

Paid social/Adwords/IRL

Social/IRL/Internal virality

Public speaking

All of the above!

Partnerships/board members

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# Plan out every single user!

| Source           | Method                     | Visitors expected | Conversion rate | Total signups |
|------------------|----------------------------|-------------------|-----------------|---------------|
| Twitter          | Reachout to 10,000 people  | 10,000            | 25%             | 2,500         |
| Facebook         | Paid ads                   | 1000              | 40%             | 400           |
| SEO              | Blogging                   | 500               | 50%             | 250           |
| Instagram        | Paid shoutouts             | 1,000             | 10%             | 100           |
| Real life hustle | Flyer co-working spaces    | 1,000             | 50%             | 500           |
| Viral factor     | Each user invites 2 people | X                 | 10%             | 500           |
| PR               | Reach out to 50 blogs      | 1500              | 10%             | 150           |
| Events           | Organise a meetup          | 1000              | 50%             | 500           |
|                  |                            |                   |                 | <u>5,000</u>  |

You can download the above template [here](#).

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GAME OVER? :)

CONTINUE?

5



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# Insert Emojis into Email, Twitter, Instagram...

What can you do here?

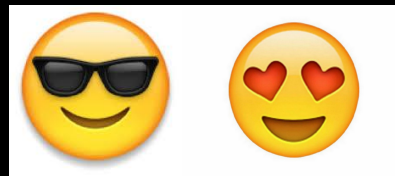


Convert emoji characters!

Paste in Emoji to have it converted.



**Ctrl + command  
+ spacebar =**



<https://www.emojibase.com/emojis-on-twitter> -  
Find Emojis you can put in your Twitter bio

**@vincentdignan**

# Insert .gifs into Email, iMessage, Twitter, Facebook...

Reactiongifs.com:

**REACTION GIFS** SAY IT WITH A GIF!

Also: turn any  
Youtube video into  
a gif by adding "gif"  
before the url e.g.  
[www.gifyoutube.com/url](http://www.gifyoutube.com/url)



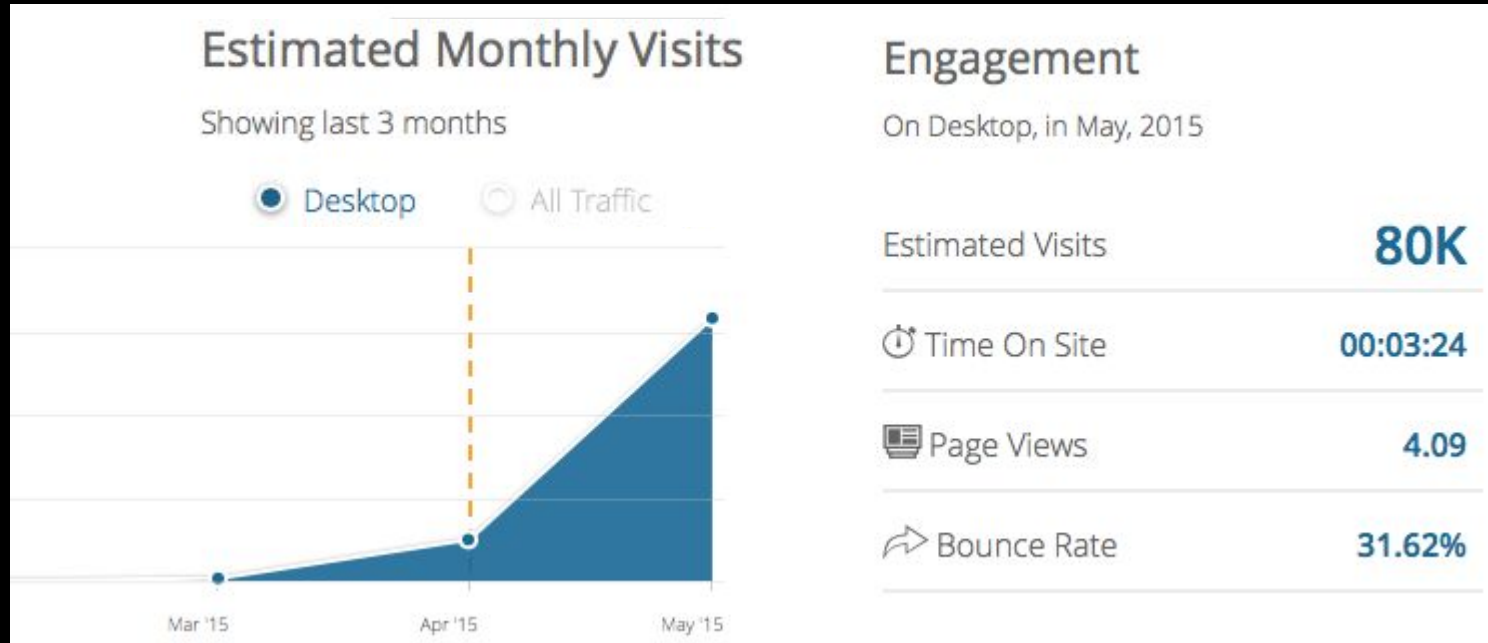
**@vincentdignan**

# Bonus mosh!

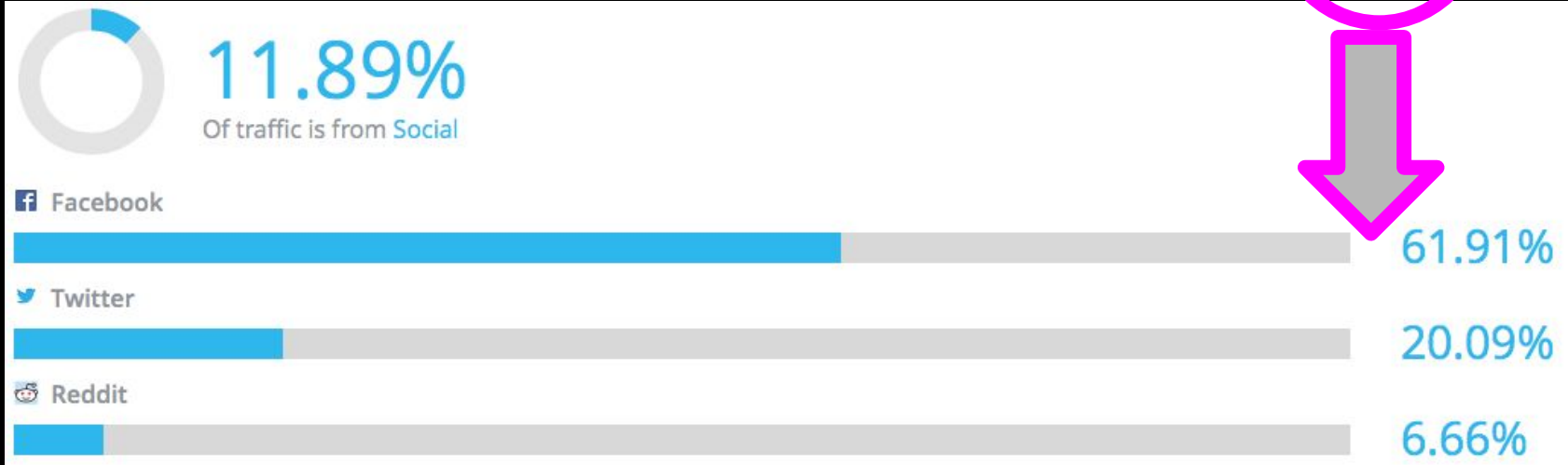
- [THE IOS APP MARKETING STRATEGY GUIDE](#)
- [Typosaurus](#): R.I.P. Spelling errors on your site
- [Xendpay](#): Send money worldwide free!
- [33 ways to get more clients](#) - Worth reading

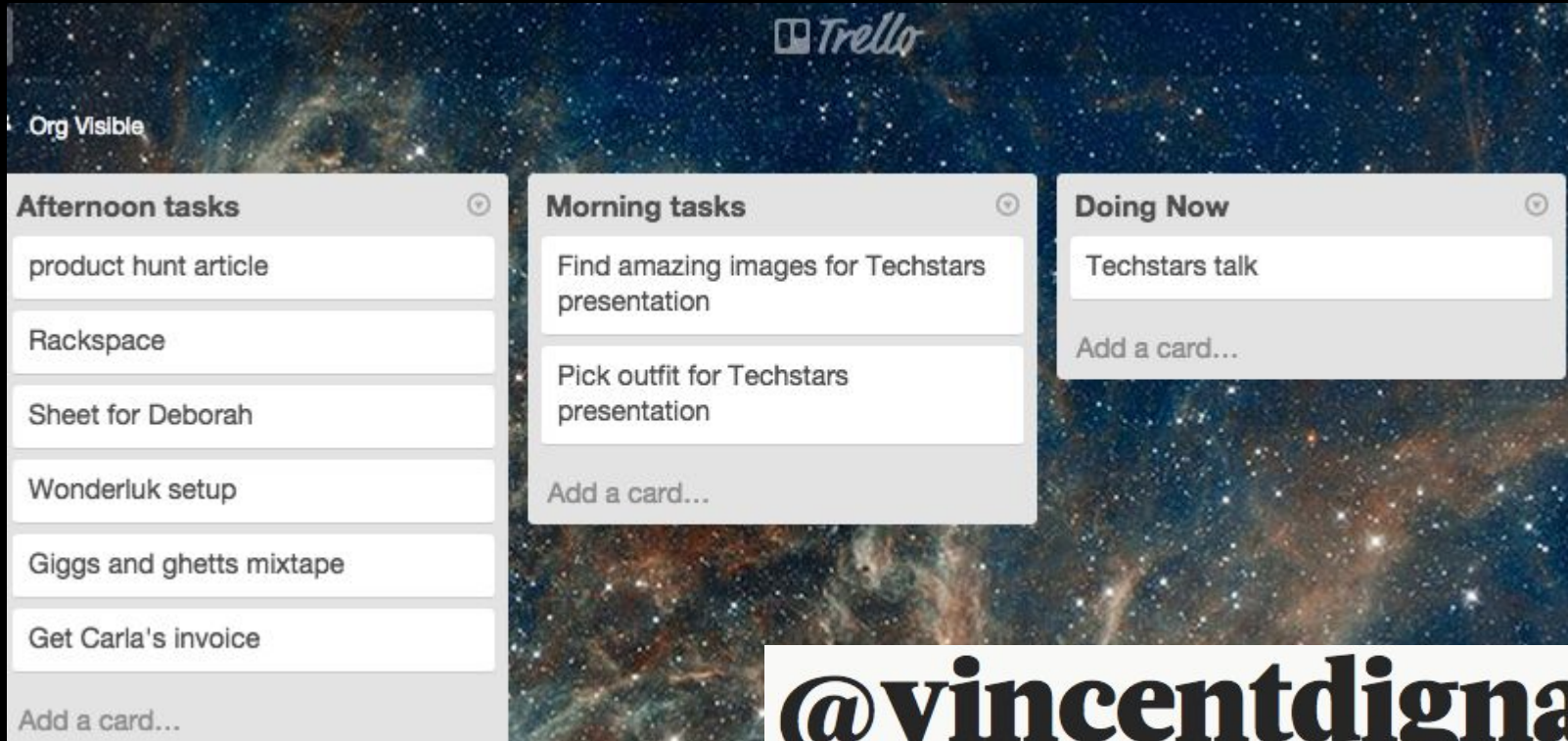
**@vincentdignan**

# Similarweb: Spying is officially “okay”



# Reverse engineering growth:





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# Find your .com: leandomainsearch.com

LeanDomainSearch

Domain Name Generator

Favorites (0)

god

SEARCH DOMAINS

## Sort Results

[Popularity](#)

[Length](#) ✓

[Alphabetical](#)

## Search Term Filter

[All](#) ✓

[Starts with search term](#)

[Ends with search term](#)

## Share Results

 [Copy List To Clipboard](#)

## Share the Love

If you find Lean Domain  
Search useful, please help  
spread the word:

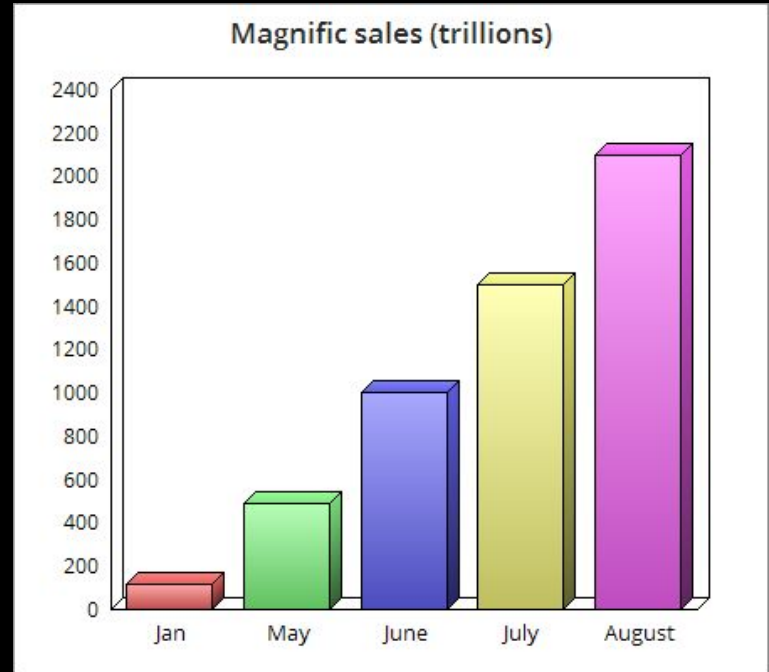
Found 2,876 available domains containing "god" in 0.8s

|         |         |         |
|---------|---------|---------|
| ArcGod  | EveGod  | ZapGod  |
| GodElf  | GodOwl  | GodTax  |
| GodZap  | AreaGod | BoldGod |
| CoreGod | DashGod | EquiGod |
| ExpoGod | GulfGod | IconGod |
| IndoGod | KiwiGod | LimeGod |
| LionGod | MainGod | MassGod |
| MaxiGod | MintGod | NeatGod |
| PackGod | PeakGod | PeerGod |
| RubyGod | SageGod | ScanGod |
| SilkGod | SlimGod | SpinGod |

# Chartgo: Create a chart in 30 seconds



| Chart Data                           |                                    | Rules | Example |
|--------------------------------------|------------------------------------|-------|---------|
| X Data                               | Y Data                             |       |         |
| Jan<br>May<br>June<br>July<br>August | 120<br>490<br>1000<br>1500<br>2100 |       |         |



# Bonus mosh 2: Read all about it

- "The 48 laws of power" - Robert Greene  
(Psychology/Strategy/Essential for any person)
- "How to win friends and influence people" - Dale Carnegie (networking/partnerships/sales)
- "Trust Me I'm Lying" - Ryan Holiday (P.R.)
- "Zero to one" - Peter Thiel (Getting Investment)
- "The Four Hour Work Week" - Tim Ferriss (strategy)
- "The hard thing about hard things" Ben Horowitz  
(Management)

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# What should you do on your to-do list?

Answer:



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**Startups are a race against time:  
Have a board meeting with yourself**



# **Are we in a bubble? and other lies**

## **Stop watching the news/reading blogs**

- Don't listen to most people**
- Build and sell/grow users**
-

# I'm looking to meet:

- Interesting startups/founders who have product/market fit (typically, seed investment too) & looking to grow their users
- Places/meetups to give talks during SXSW
- Places to give lunch & learn talks this week/other networking opportunities in Austin startup community

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# Have one more hour in your day.

## Shouldn't you be working?

Have you found StayFocusd useful? Please make a \$10 donation!



You're welcome! ;) @vincentdignan



**GAME OVER**

*princessfrookie*

**THANK YOU!**

**EMAIL**

**ME FOR SLIDES**

**vincent@magnific.com**

Tweet me your feedback: **@vincentdignan**