

HOW TO ATTRACT HUMANS

PRESS START

TWEET ME THROUGHOUT MY TALK:

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**

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

50 million+ unique visitors

200,000+ Likes/followers

50,000 client followers

1000's of signups

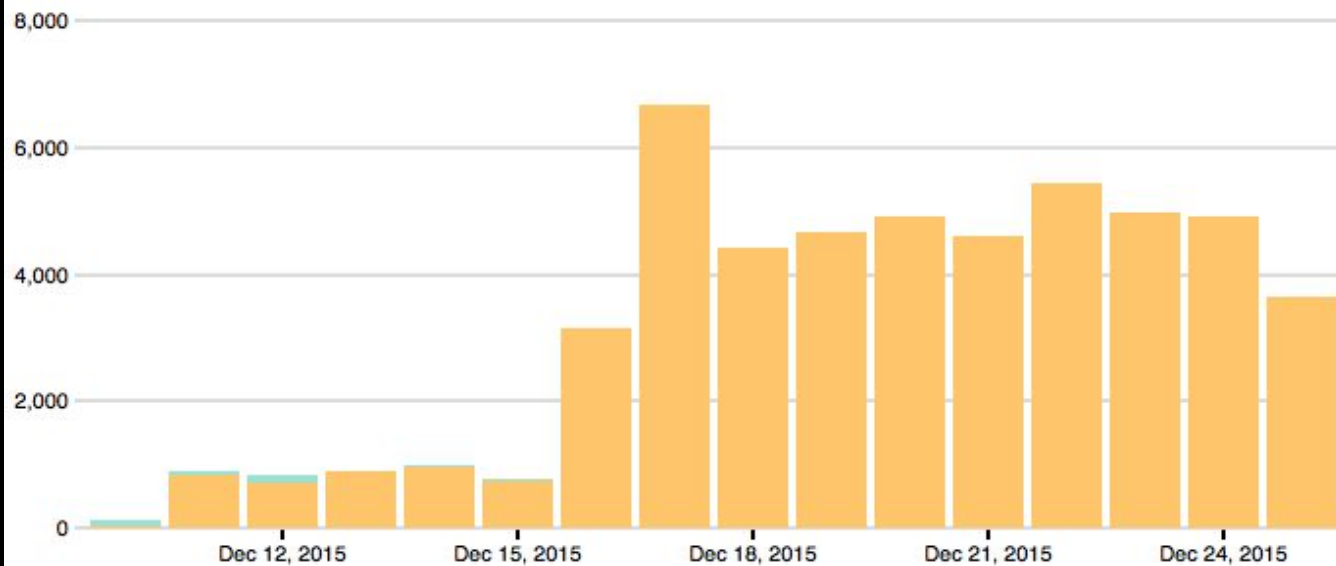
@vincentdignan

TRAFFIC



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

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Me, by royal appointment





THE MAGAZINE FOR THE STARTUP SCENE DISRUPTS.CO.UK

DISRUPTS.

#8

FEBRUARY

£3.50



HACK THE WHAT?

EDITOR'S WORDS

GUEST EDITOR: VINCENT DIGNAN

WHAT IS GROWTH HACKING?

Growth hacking is the reason companies like Facebook, Twitter, and LinkedIn go from zero to millions of users with close to zero traditional market spend. Growth hacking gets your product/service in front of humans who spend their whole life online, through their phones, wearables, and laptops. Growth hacking delivers mass visibility for free or low cost, taking advantage of the fact that distribution is instant.

Growth hacking can also be applied to productivity, your mindset, the way people use a website, and much more. I've brought together a few experts in areas in this issue of Disrupts to explore some of these areas. You can read about paid social, cultivating a winning mindset, no bullshit business practices, and the importance of user experience. I'll be discussing what growth hacking is, and looking at Instagram, one of the main platforms for growth right now.

The definition of growth hacking is "A marketing technique initially employed in tech startups that uses creativity, social metrics and analytic thinking as well as tools to sell products and gain exposure." In short, do a lot with no money. That's the idea behind growth hacking.

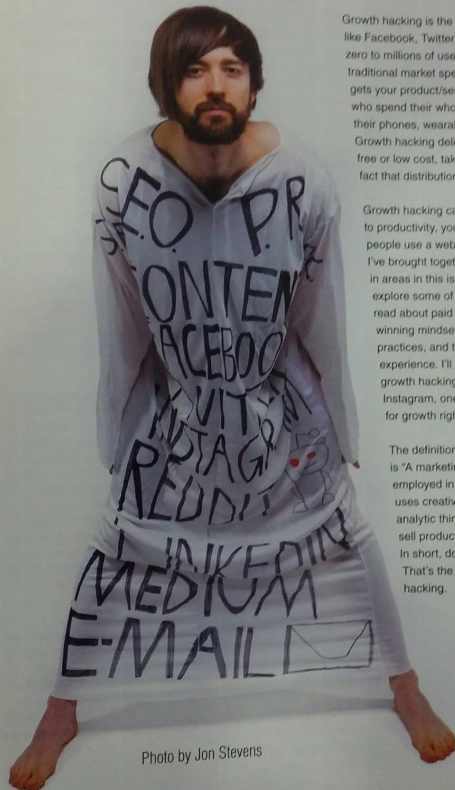
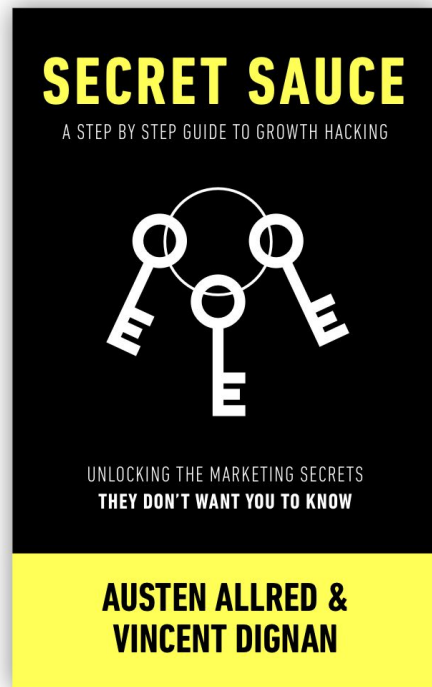


Photo by Jon Stevens

[Http://bit.ly/secretsaucenow](http://bit.ly/secretsaucenow)

\$20,000
in
First 48
hours
and rising



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)

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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.”

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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.

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The golden rules of growth

- Scalable

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The golden rules of growth

- Scalable
- Repeatable

@vincentdignan

The golden rules of growth

- Scalable
- Repeatable
- Predictable

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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**

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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>

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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)

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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

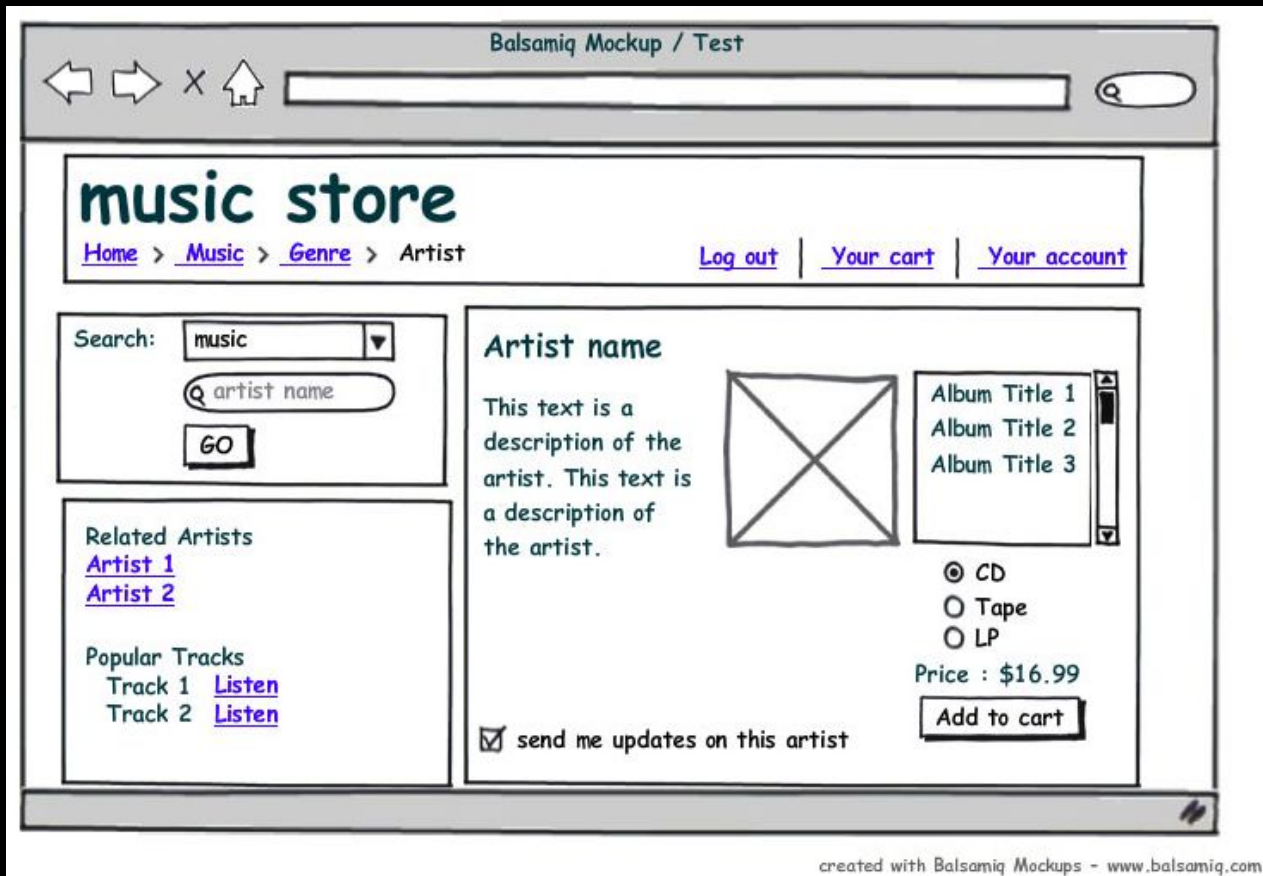
Myth #33: Mobile users are distracted

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

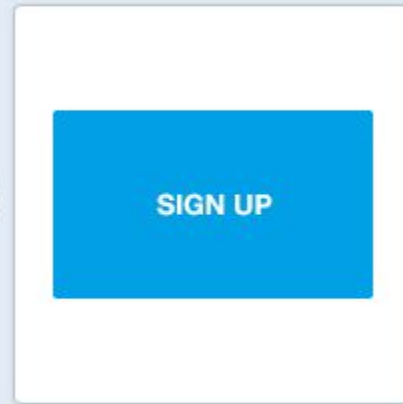


Form B (less input) shows a simplified signup form with a single input field for email (joe.bloggs@example.com) and a blue button labeled "SIGN UP".

B (less input)

+40%!!

VS



Form C (no input) shows a simplified signup form with a single 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](#)

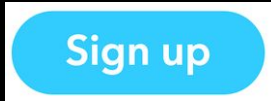


Red routes

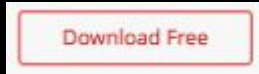
Define red routes for your product and you'll be able to identify, prioritise and eliminate any usability obstacles on key user journeys. [Read more](#)

5) The 5 best call-to action buttons

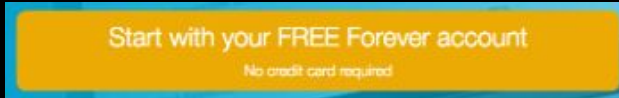
1)



2)



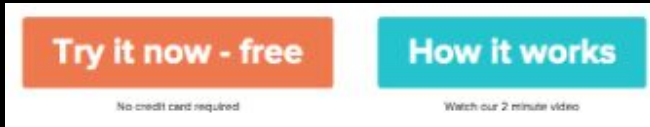
3)



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

Your website URL

Show Me My Heatmap

7) helps you A/B test key messaging



8) You need this website checklist in your life:

<http://bit.ly/ch3cklist>



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](#)

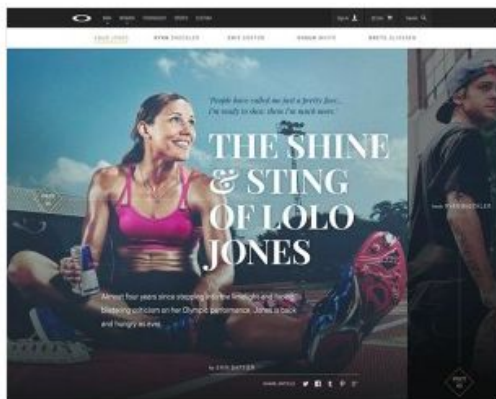
[Tweet](#)

[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, photographs of the first and the second. The first set of images is the most recent, and the second set is the most recent. The first set of images is the most recent, and the second set is the most recent. The first set of images is the most recent, and the second set is the most recent.



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



PRESIDENT'S EARLY LIFE

John F. Kennedy was born on May 29, 1917, in Brookline, Massachusetts. He was the son of Joseph P. Kennedy, a wealthy businessman and politician, and Rose Kennedy, a socialite and philanthropist. Kennedy was the youngest of nine children. He attended Harvard University and served in the U.S. Navy during World War II. He was elected to the U.S. House of Representatives in 1946 and served until 1960. He was then elected as the 35th President of the United States in 1960.

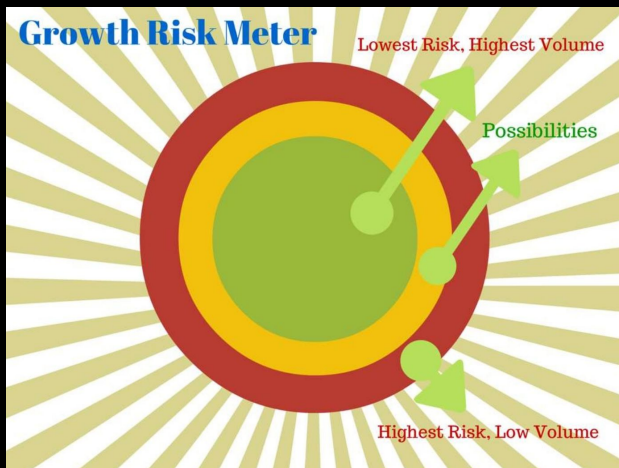
UX SECTION COMPLETE!



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

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

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7. **Don't sweat the small things on day one**

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The 10 rules of growth hacking

Don't sweat the small things on day one



Sammy if you were a Pokemon
card

You'd be a shiny Charizard.

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The 10 rules of growth hacking

Don't sweat the small things on day one

Dojo App Retweeted

 **Alemsah Ozturk** @alemsah · 13 Aug 2015
Best app update explanation ever @thedojoapp

Updated 13 Aug 2015

 **Dojo - Best stuff to do in London**
Version 2.95, 40,6 MB
13 Aug, 2015 [OPEN](#)

Here's what's up in the newest version of Dojo:

1) More ads - we've crammed hundreds of ads into this latest version as we know how much you love them. We've worked hard to ensure they pop up regularly so if you miss one, you'll definitely get another chance to see it.

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The 10 rules of growth hacking

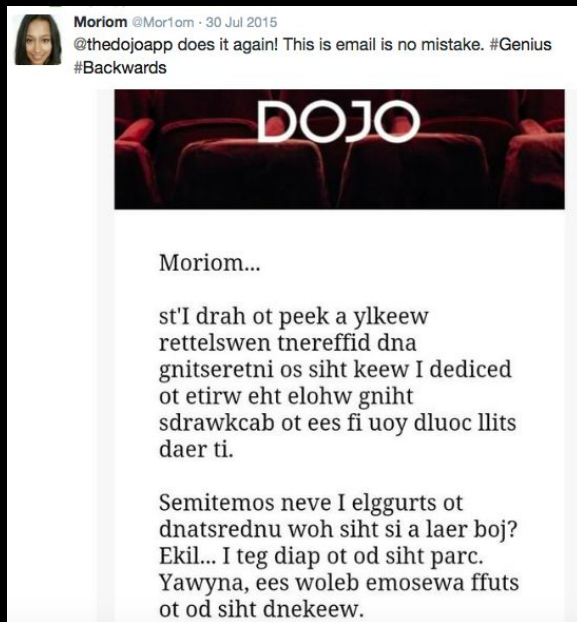
Don't sweat the small things on day one



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The 10 rules of growth hacking

Don't sweat the small things on day one



@vincentdignan

The 10 rules of growth hacking

Don't sweat the small things on day one



David Yalland @Yalland · 15 Oct 2014

Love the "come back" email from @Robin_Shimmin of @thedojoapp < top effort.

15 October 2014 20:00



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

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Store Maven = A/B test App Store / Google Play pages

Who Are We?

StoreMaven enables developers to AB test App Store / Google Play pages and lift install conversion rates

- App Store AB testing was invented by StoreMaven in 2014
- The majority of the Top 50 grossing developers use our product



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Start Increasing the number of your app users thanks to App Store Optimization.

App Store Optimization Report

Follow our actionable and personalized recommendations to rank higher in the App Store. Our App Store Optimization (ASO) Report reviews all important factors of your app (app icon, title, description, keywords, ...) and evaluate their effectiveness automatically.

Analyze Reviews & Ratings

Discover what your users think of your app and your competitors on a daily basis. Learn from their feedback to improve the quality of your app.

Competitors Monitoring

Compare each ASO element of your app with your competitors on one single page (app icon, title, description, keywords, etc.). Follow your competitors' performance in time and track their evolution.

Find the Best Keywords

Find strong keywords for your app and track their daily performance. Optimize and localize your app keywords in 6 languages: English, French, Dutch, German, Portuguese and Spanish.

Try AppTweak for 7 days free, with no risk

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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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9. **Pour more resources into the one(s) that work**

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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 **IN SHORT, GO AND**

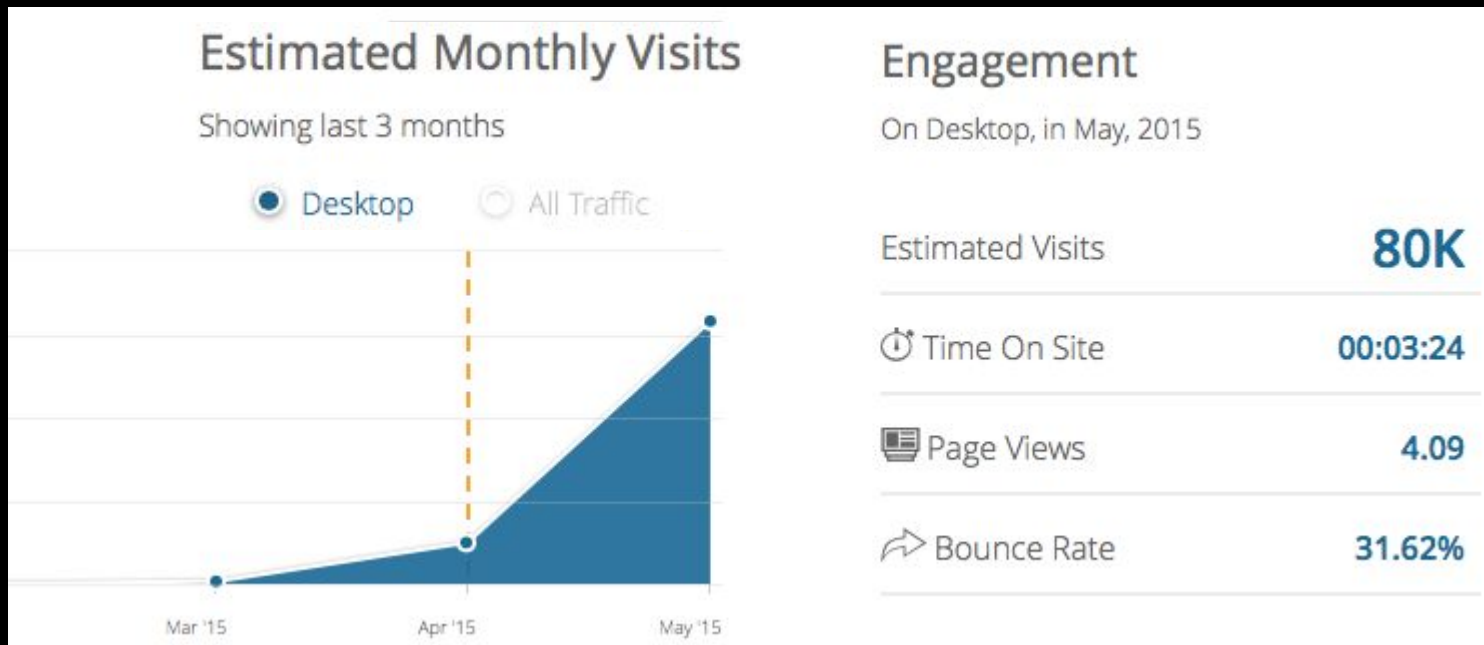
"Grow fast or die slow" - Samir Patel

- 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 competitive landscape hardest**
 - 5. Set S.M.A.R.T. goals**
 - 6. Read the basics for your channel(s) on growthhackers.com**
 - 7. Don't sweat the small things or do 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**
- # **GET USERS/ CUSTOMERS FROM OTHER PLATFORMS**

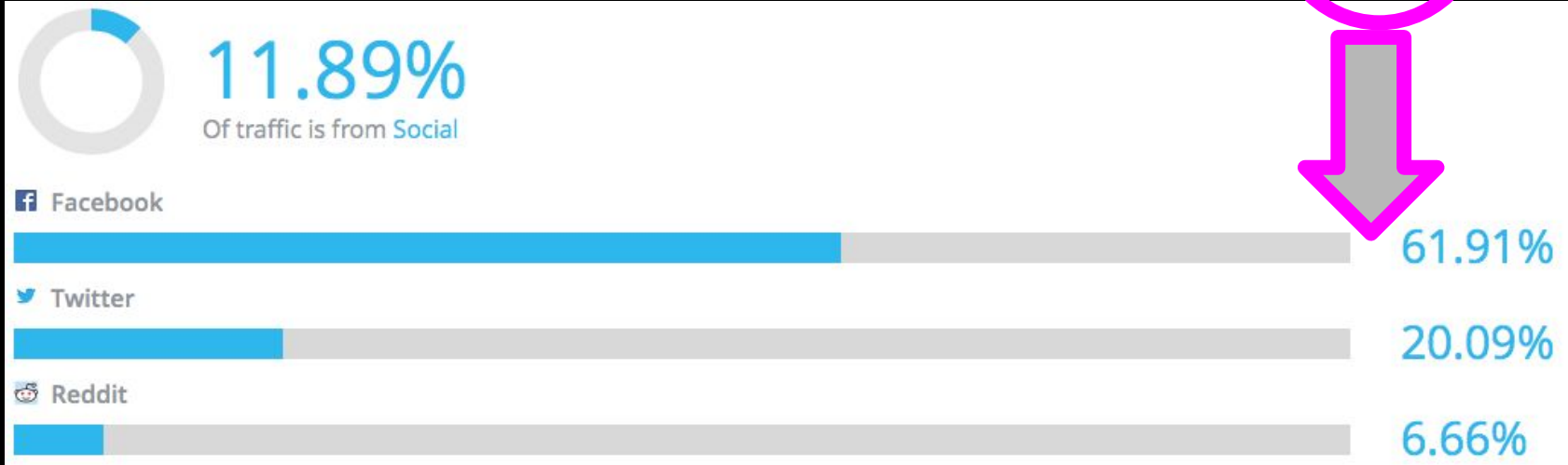
If you have a milkshake...

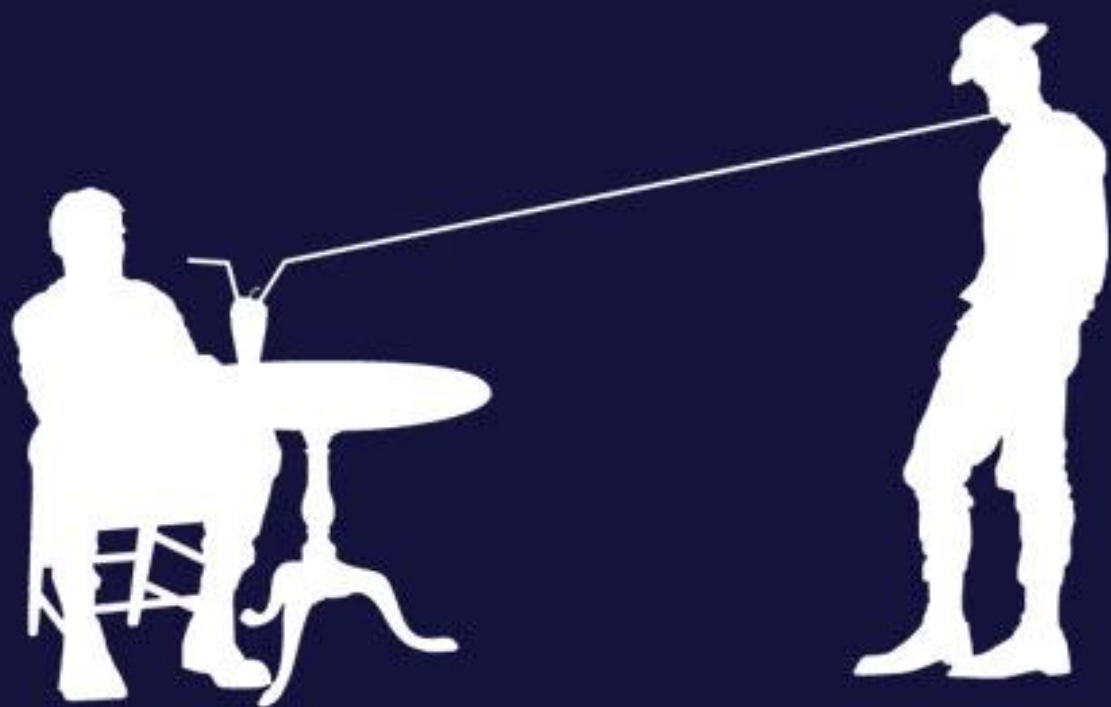


Similarweb: Spying is officially “okay”



Reverse engineering growth:





I Drink Your Milkshake.

Extract web data the easy way

The world's leading web data extraction platform for businesses and individuals. Go explore!



Enter a URL for a page with data

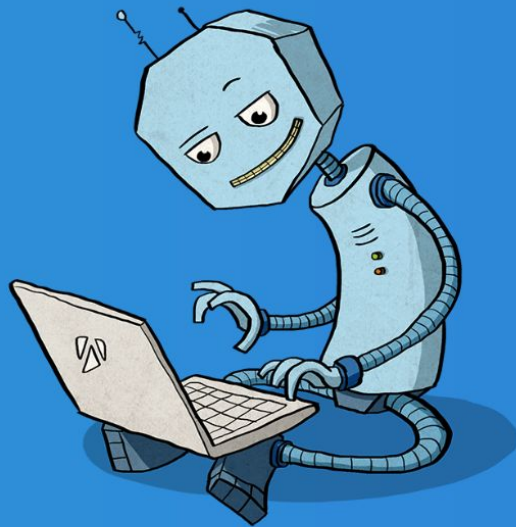
Try it out

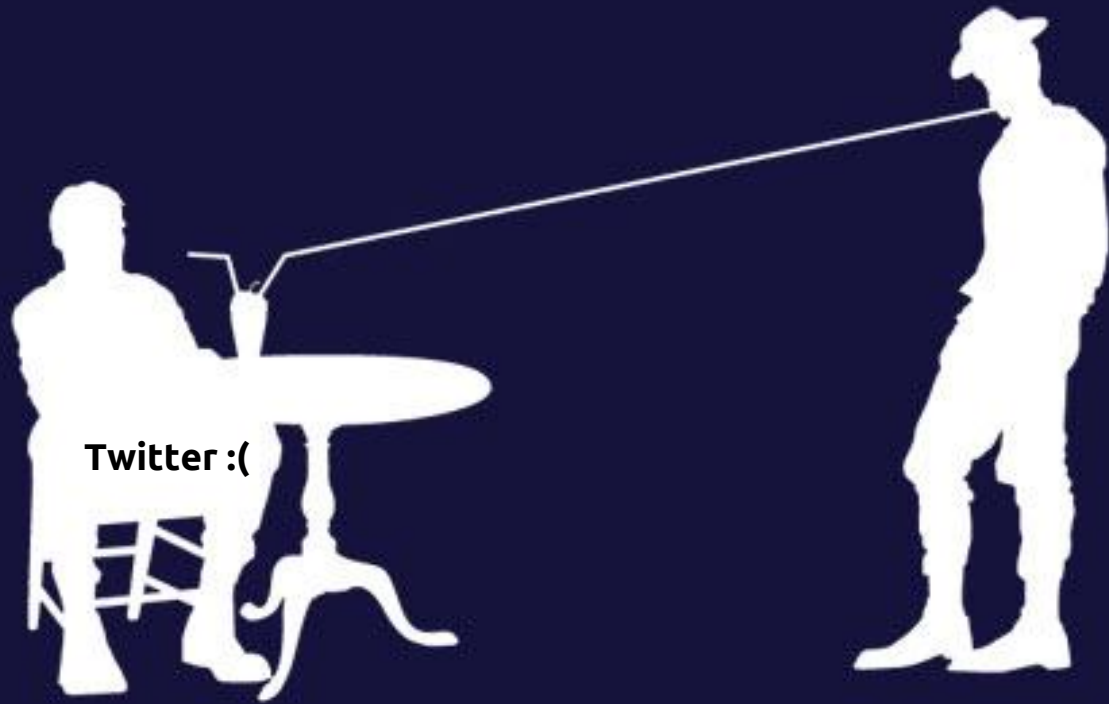


Web crawler that works on every website

Free for developers.

RUN EXAMPLE





Twitter :(

I Drink Your Milkshake.

5 Scams happening right now



Crazy iPhone rig shows how Chinese workers manipulate App Store rankings

BY [LUKE DORMEHL](#) • 3:30 AM, FEBRUARY 5, 2015





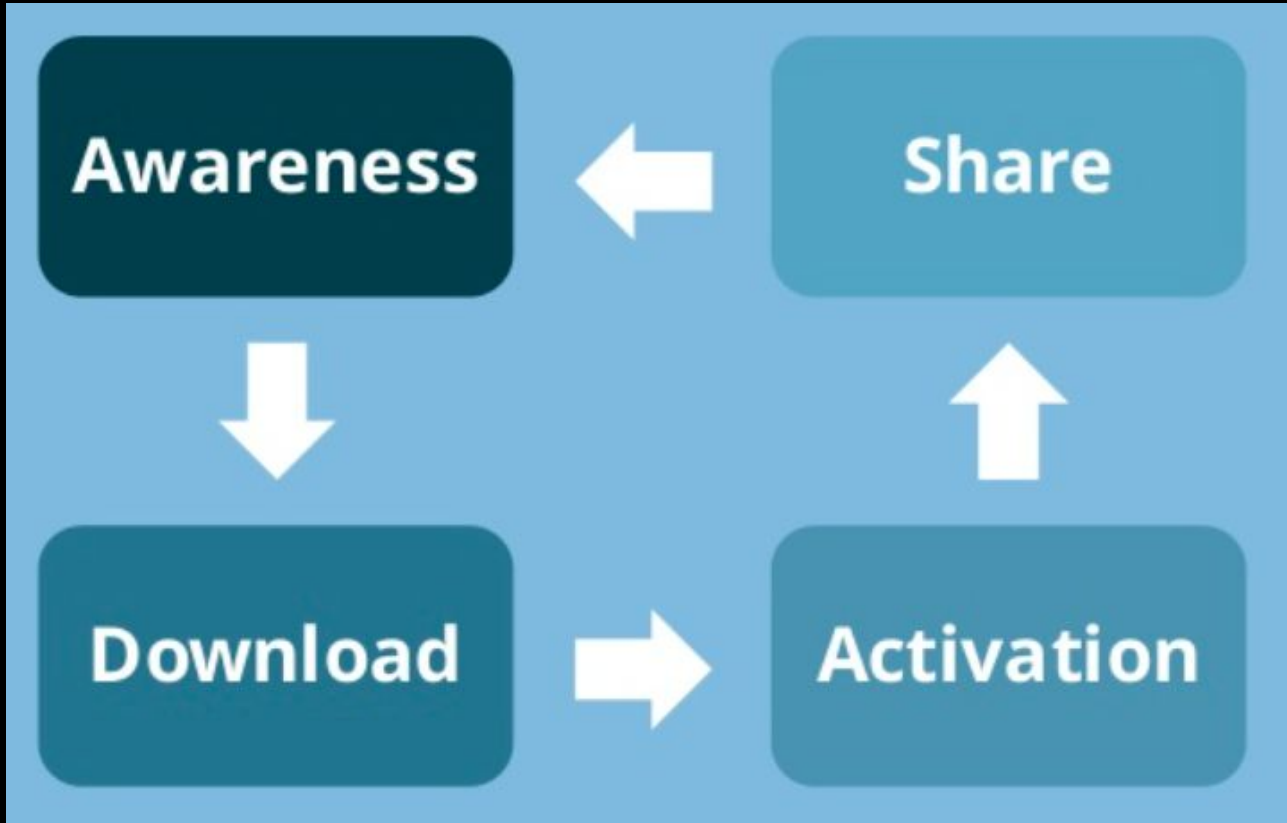
The image is accompanied by a second one, showing the alleged prices being charged to get your app to the top of the App Store rankings. Here's how much you need to pay to secure a no. 1 rated app for yourself:

AppStore排名TOP10价格:				
App分类	单天冲榜	包周	包月	在线客服
免费总榜TOP10	¥70,000	¥405,000 (暂时不接)	不接	 QQ留言
游戏类TOP10	¥68,000	¥297,000	不接	 QQ留言
工具TOP10	¥18,000	¥810,000	¥288,000	 QQ留言
娱乐TOP10	¥12,000	¥54,000	¥192,000	 QQ留言
生活TOP10	¥12,000	¥54,000	¥192,000	 QQ留言
社交TOP10	¥12,000	¥54,000	¥192,000	 QQ留言
摄影录像TOP10	¥10,200	¥40,500	¥163,200	 QQ留言
图书TOP10	¥9,000	¥40,500	¥144,000	 QQ留言
教育TOP10	¥9,000	¥40,500	¥144,000	 QQ留言
音乐TOP10	¥8,000	¥36,000	¥96,000	 QQ留言
体育TOP10	¥3,000	¥18,000	¥48,000	 QQ留言
健康健美TOP10	¥6,000	¥27,000	¥96,000	 QQ留言
医疗TOP10	¥3,000	¥13,500	¥48,000	 QQ留言

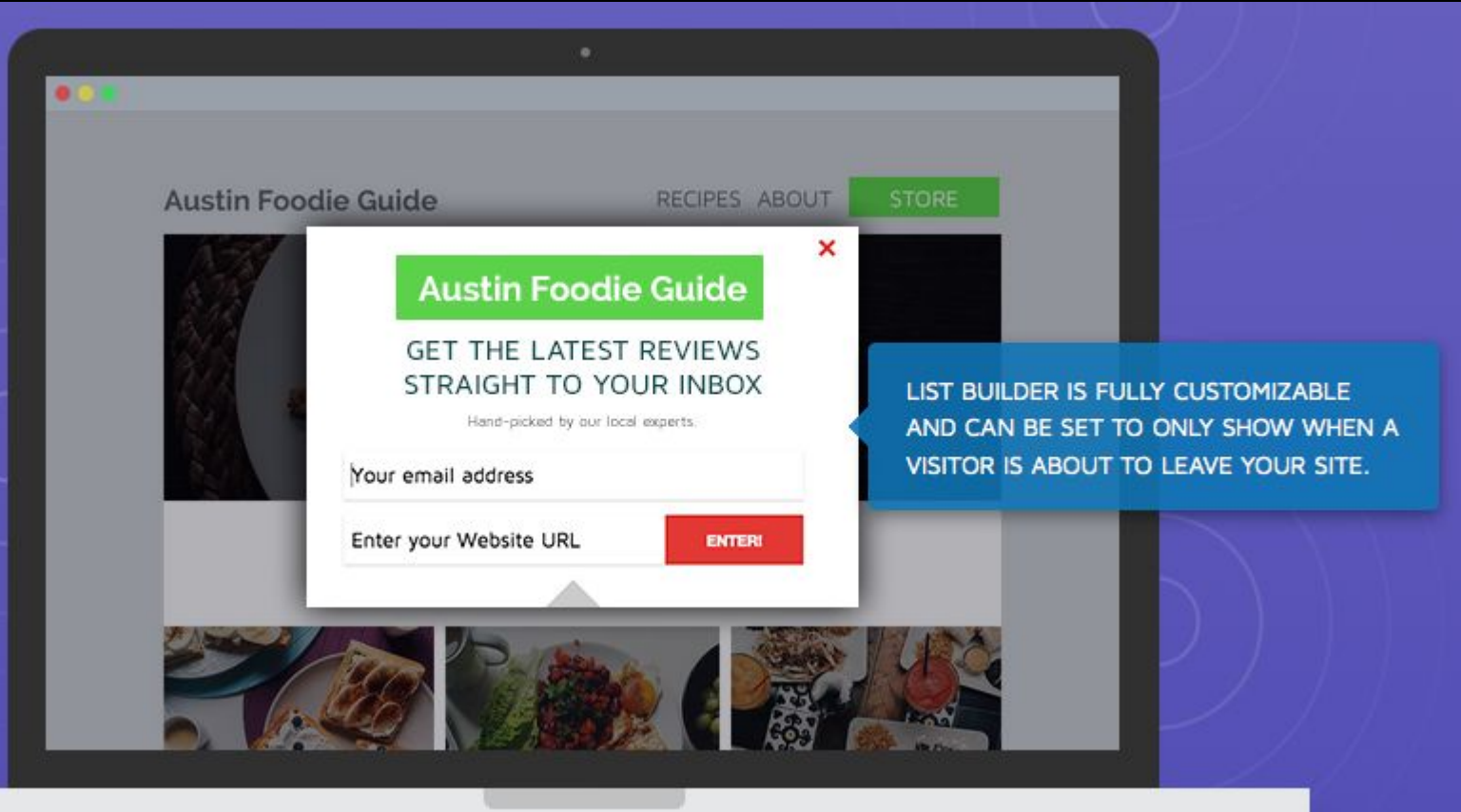
5 Scams happening right now

1. App Store fraud [Source](#)
2. Ad fraud [Source](#)
3. Click fraud [Source](#)
4. Copyright fraud [Source](#)
5. Influencer networks [Source](#)

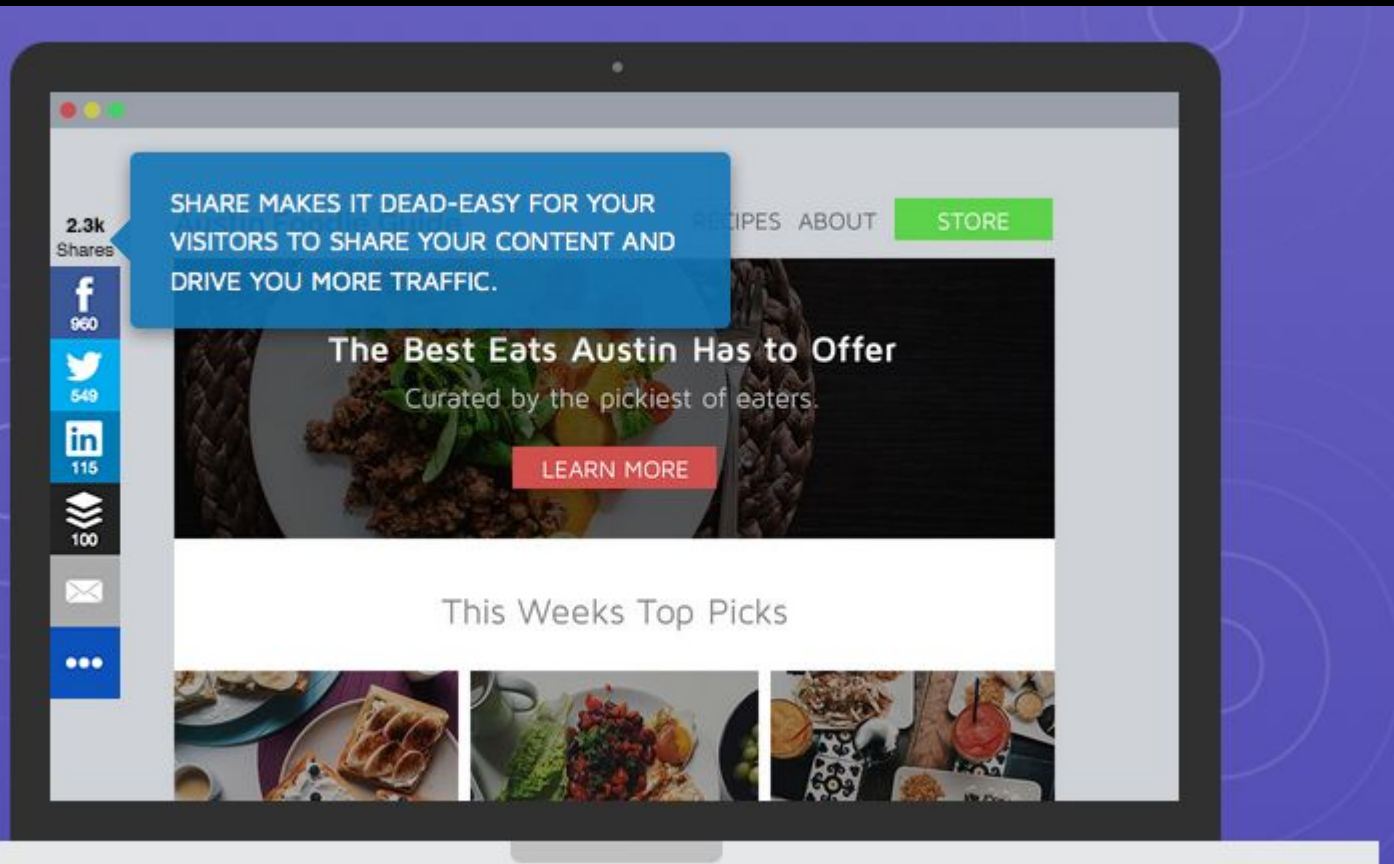
Typical growth engine (for an app)



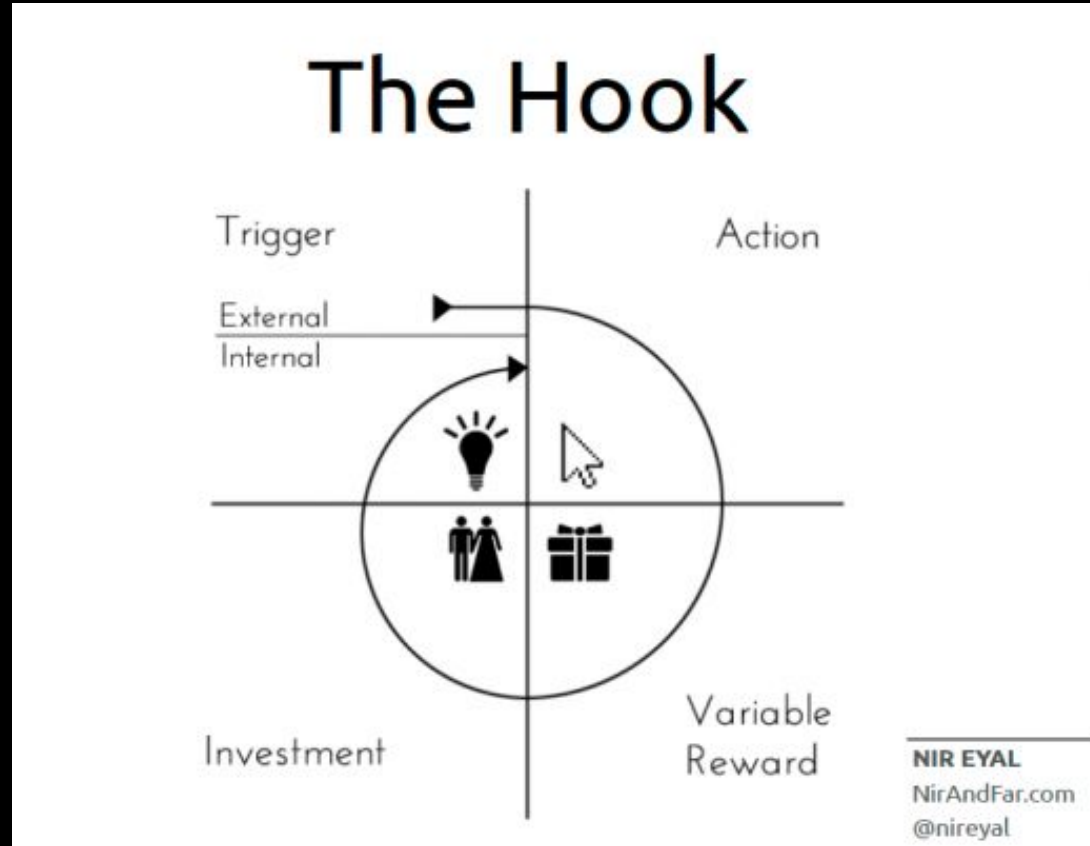
Sumome.com - Awesome widgets, no code



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

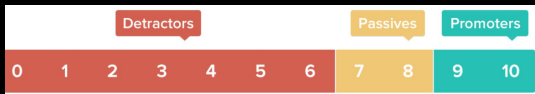
Clarity

- 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.

My reaction when a startup without product/market fit Starts growth hacking:

NET PROMOTER SCORE:

How likely is it that you
Would recommend our
product to a friend?



% **promoters**

- % **detractors** = NPS

Improve this Qr on Qr

What is your reason for
that score?



What's the main benefit
of our product to you?

If our product went away
tomorrow, how
Disappointed would
you be?

Not Disappointed at all
Disappointed
Very disappointed ☐

...Once 40% are "very
disappointed, it's time
to scale!

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

Selected in the Top 50 products of all time by Product Hunt!

CREATE A VIRAL WAITING LIST IN 60 SECONDS

Let your community share your product to get ahead in the queue.

“

*OK, here's the timeline, no joke. Tuesday I signed up for the widget.
Wednesday we installed it and customized its look (this took maybe 10 minutes).
Thursday we launched the page and told our 800 Kickstarter backers.
By Monday the virality had taken over and we had **15,000 sign-ups**.
Best \$50 I ever spent on marketing.*

Jake Bronstein

Founder, Whistler Wash



Thank you

2,635

People in front of you

839

People behind you

Improve your position by signing up your friends.



Powered by [Maitre](#)

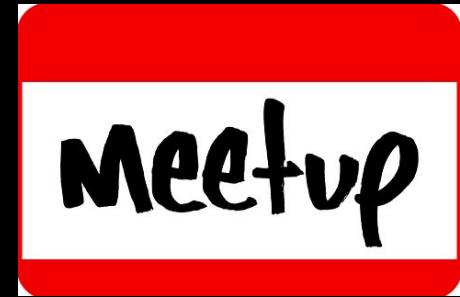
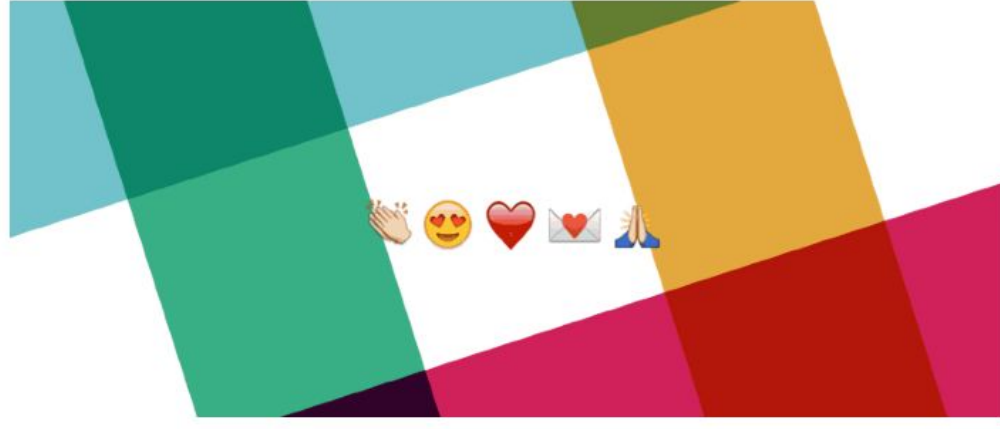
Get 25% off with **'VINCENT25'** on www.maitreapp.co

Get your skates on & hustle



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

Check please

MailTester.com

Test Mail

Download

E-mail address verification

E-mail address

Check address

@vincentdignan

We are all connected



As seen in: Forbes TechCrunch pandodaily VentureBeat Entrepreneur.com



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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



“IF YOU’RE NOT AN
A**HOLE THIS
COMPANY DIES.”

ERLICH

*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

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

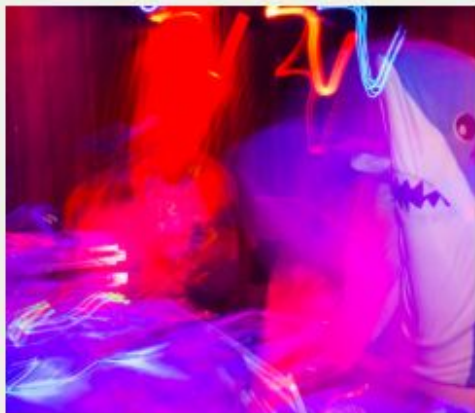
More ▾

Ruzzit.com - Viral content aggregator

RUZZIT BETA

find the most shared content on the web!

Search Keyword or Share a link



If you go to one party at SXSW, make it the 2016 MashBash - Mashable

Our annual SXSW MashBash is back at a brand new location and time, and you're officially invited.



[Read More](#)

▲
SCORE
166
▼

f 95 shares
t 0 tweets
in 56 likes
yt 0 views
g+ 13 +1's
p 2 pins

10/3/2016 05:09

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 or 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!

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@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 @robson @valeriantandae

Justin_ryan_blankenship Get it!

flash__mc Cheers @andr3w023

@vincentdignan

Some (girls) have all the power on IG

audiense:

The screenshot displays the Audiense Instagram analytics dashboard. At the top, navigation tabs include Home, My Community, Analytics, and Target. Below these, filters for ACCOUNT (@worldtableco), SOURCE (no source selected), AT (Search users), and CRITERIA (All Instagram) are visible. On the left, a search bar contains 'fashion', and three sliders are set for 10K Followers, 0 Following, and 0 Followers/Following Ratio. The main area shows a grid of four influencer profiles:

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

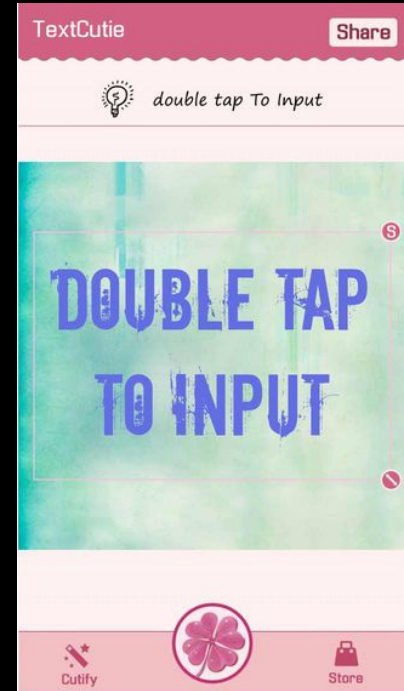


Add a comment...



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



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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

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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

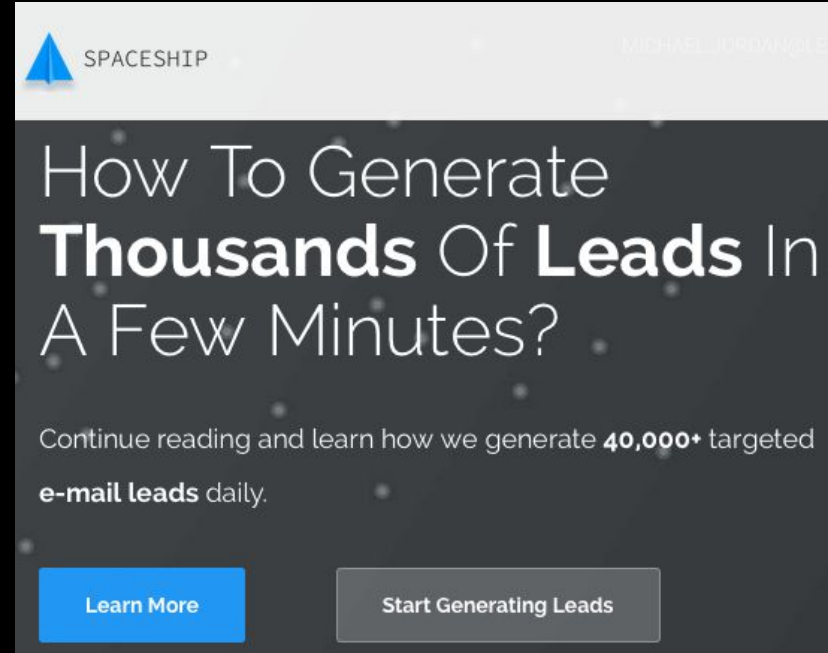
* This is a simplified equation. Facebook also looks at roughly 100,000 other high-personalized factors when determining what's shown.



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 headline reads 'How To Generate **Thousands Of Leads** In A Few Minutes?'. Below this, a sub-headline 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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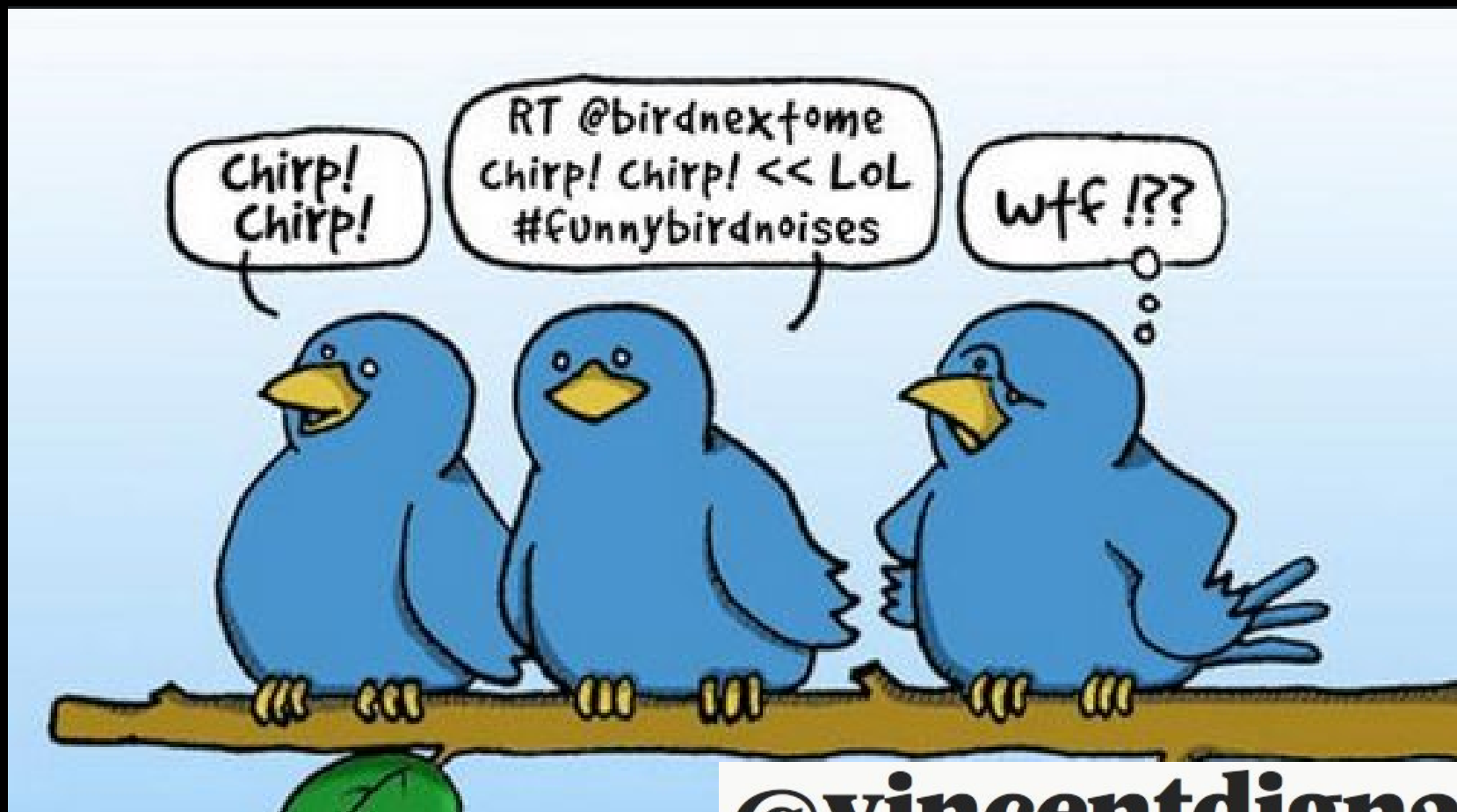
Businesses who may need Facebook

- 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

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Companies that use Twitter average

**double the amount
of leads per month**

than those that do not.



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audiense:

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



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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

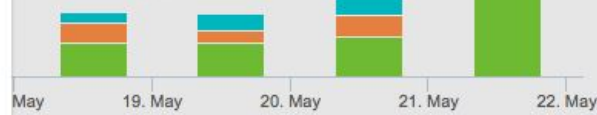


Export

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...](#)

 Try the advanced search

Criteria keywords, e.g. designer OR graph

..in..

...this location, e.g. Sydne

SEARCH



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

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Businesses who may need Twitter

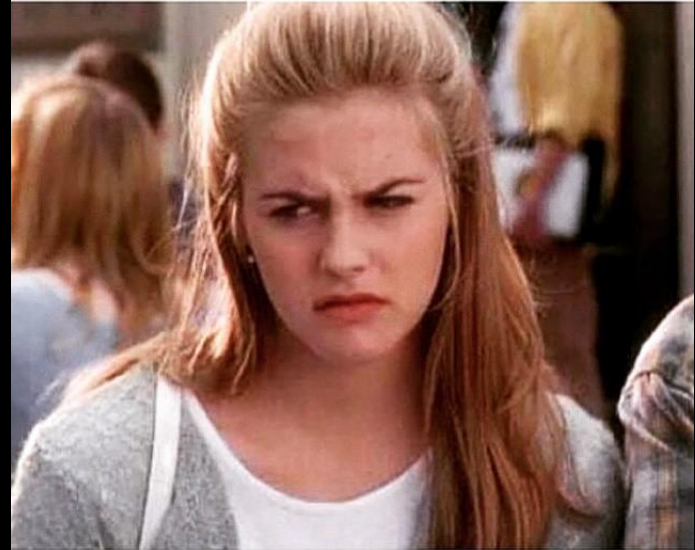
- Apps/Software/Platforms looking to get a large (as in tens of thousands) userbase
- Businesses where content is important
- Anyone looking to reach a certain job title/location (basic demographics, Facebook needed for complex targeting)
- Events businesses

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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**



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Finding Influencers (2)



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.

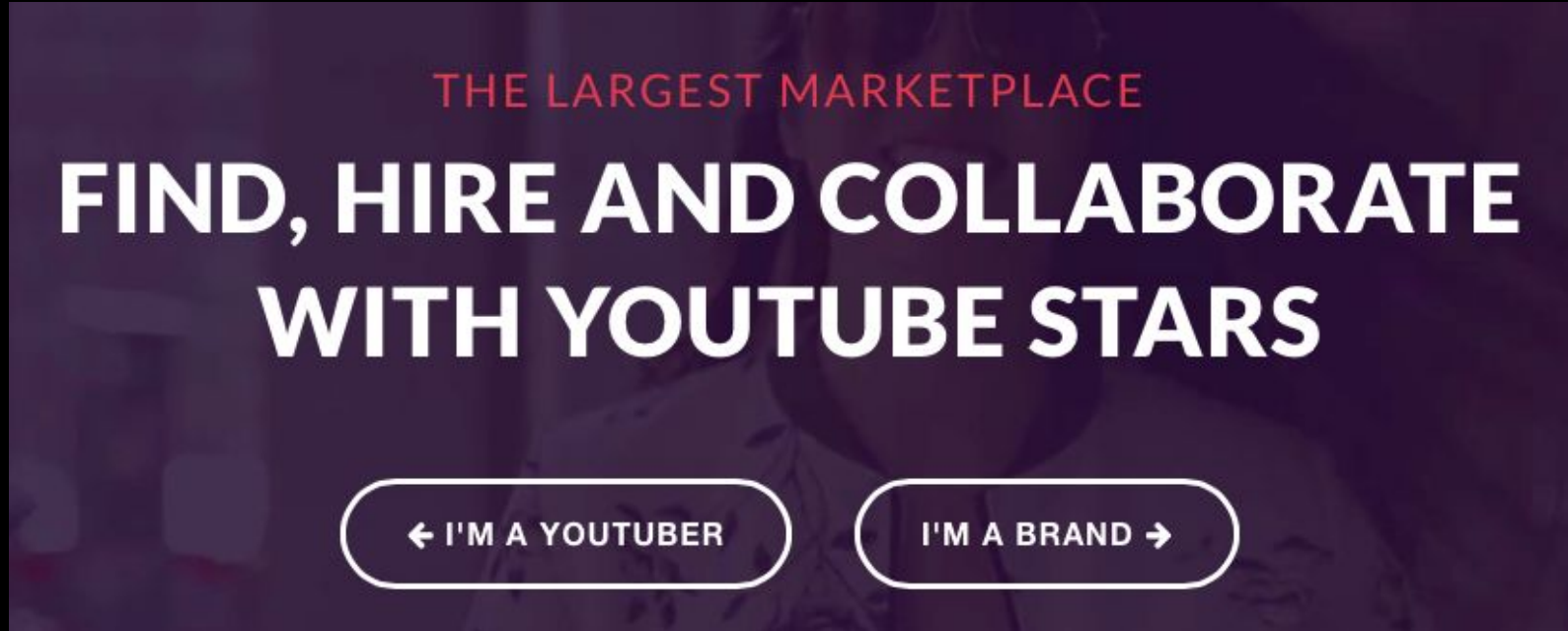


INFLUENCE

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

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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, out-of-focus image of a person. 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>

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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

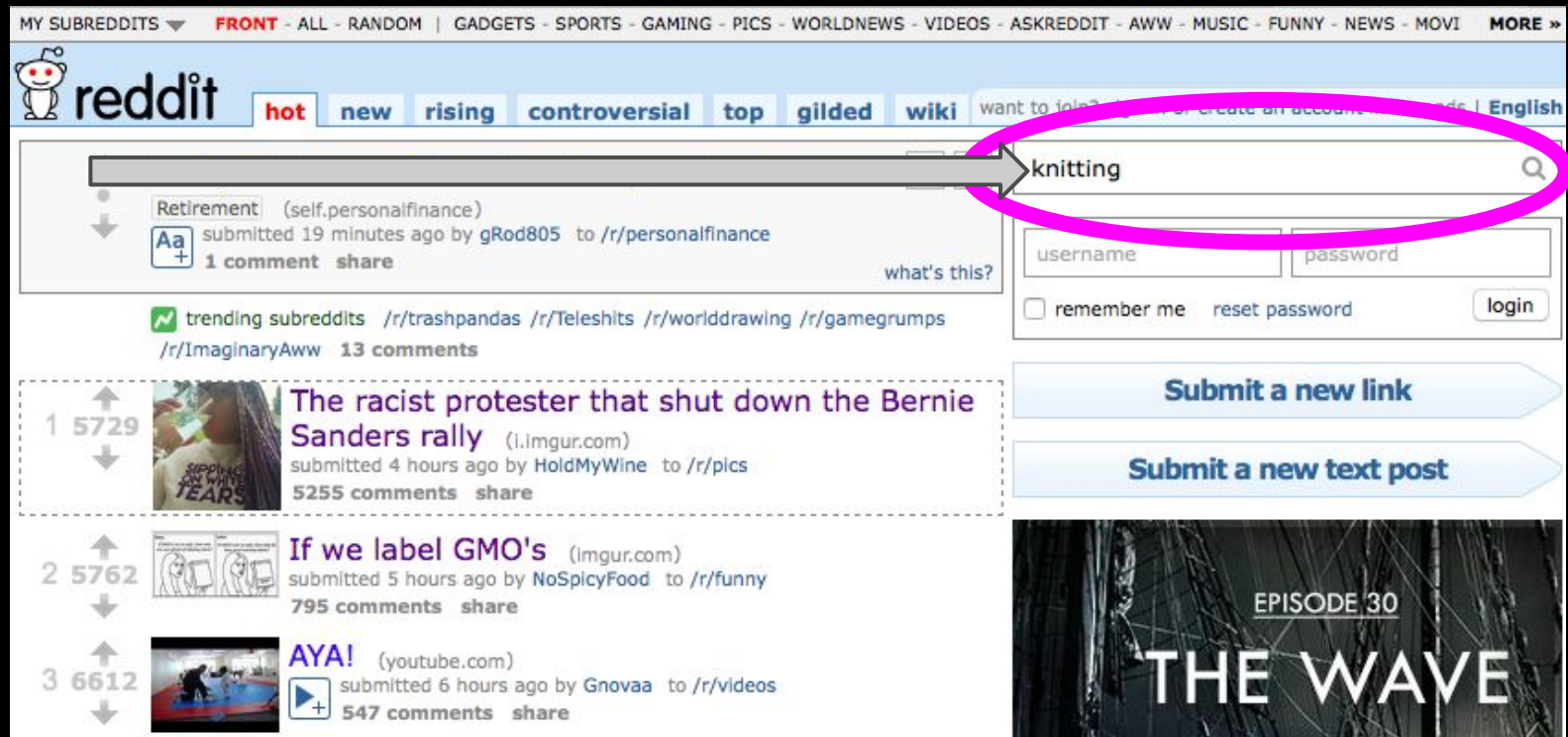
- Build a robot that looks at people's profiles



- 15,000 views a day = 9,000 people looking at your own LinkedIn page!

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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](#)

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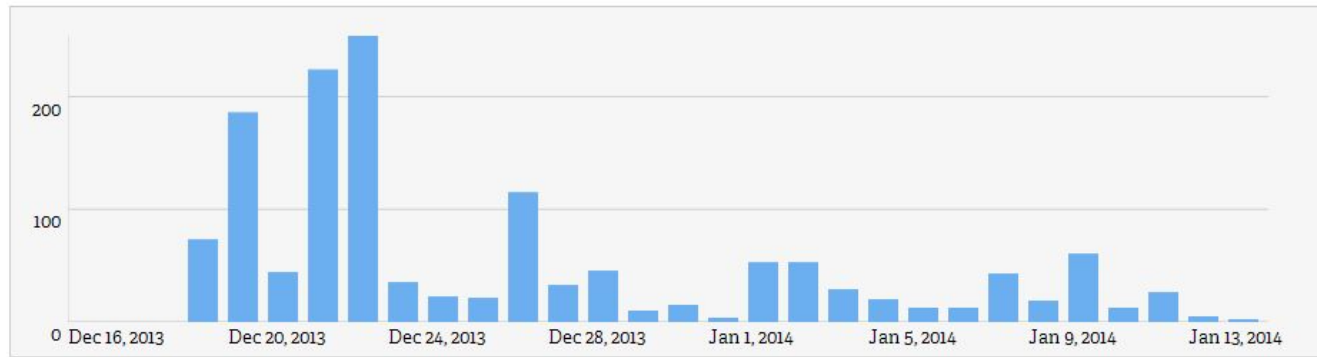


TIME	sort by	Clicks on Your Link	CLICKS VIA YOUR BITLY LINK		TOTAL CLICKS	TOTAL SAVES
			Past 7 days	Total		
Dec 22 6:52p	Clicks on Your Link ▼	The rise of synthol: How bodybuilders a... planetivy.com/uknews/59475/the-terrifying-world-of...		157	199	12
Dec 29 12:17p		Tullamore D.E.W.'s short film will make ... planetivy.com/life-2/84152/tullamore-dew/		132	204	15
Dec 19 6:05p		The freakiest things we've found on the i... planetivy.com/mayhem/85013/scariest-things-weve-...		126	126	1
Dec 19 10:13a		17 reasons why I reject everyone on Tind... planetivy.com/love-2/81124/17-reasons-reject-every...		107	277	15
Dec 21 1:19a		Becoming a male escort and being paid t... planetivy.com/love-2/9713/becoming-a-male-escort-...		62	88	7
Dec 20 1:21p		9 reasons to be happy you live in the UK ... planetivy.com/life-2/81086/9-reasons-happy-live-uk/		56	80	5
Jan 4 8:28p		The weirdest search terms used to find P... planetivy.com/mayhem/25062/the-weirdest-search-t...		54	54	1
Dec 22 7:34p		Eight unavoidable university stereotype... planetivy.com/uknews/74222/stereotypical-people-y...		53	135	6
Dec 23 4:09p		The top 30 Planet Ivy headlines of all tim... planetivy.com/mayhem/85788/top-30-planet-ivy-hea...		44	44	1
Dec 22 7:32p		The Planet Ivy pocket guide to the Britis... planetivy.com/uknews/uknews-uknews/17242/the-p...		40	62	4

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

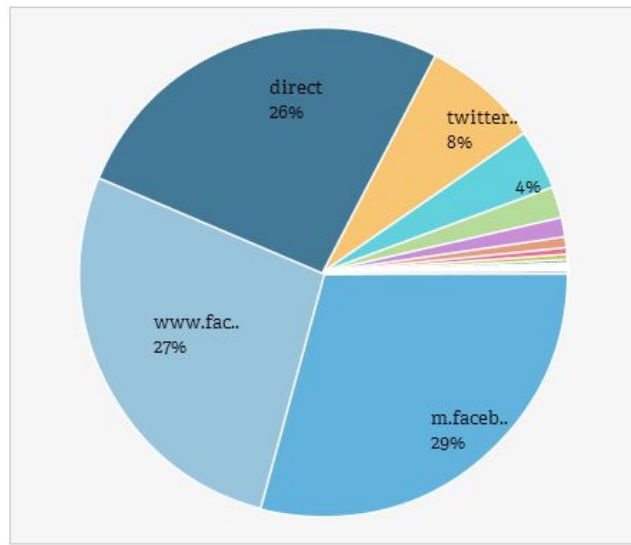
Clicks

Past 30 Days

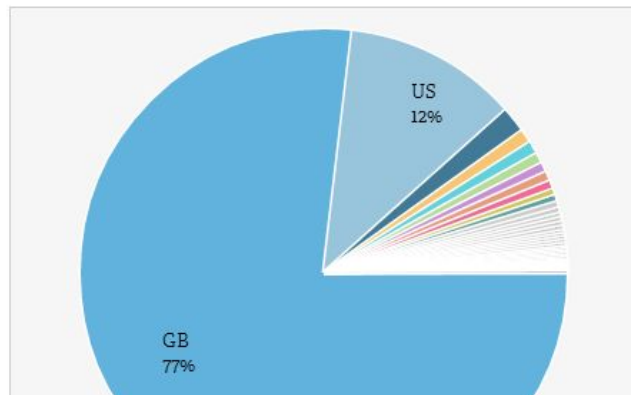


All times are in UTC

Referrers



Locations: 40 Countries



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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



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★ 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

Community Management Cheat Sheet

1. Use Buffer software
2. Block out 9pm-12pm every Sunday night
3. 4x Money/Event Facebook posts/LinkedIn posts a week every morning M-Th 10am, fun posts 6pm every day
4. 3 money tweets a day: 10am, 2pm, 6pm
Fun tweets 11am, 4pm, 7pm
5. Peripheral networks: Instagram, Pinterest etc
6. Write mailout

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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/ - Cool
4.  - Paid but easy way to find SEO keywords
5. Find easy to rank Keywords using [Alexa](#)



Businesses who may need SEO

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

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Now convert into gold...



I'M BRINGING

EMAIL BACK



Email is 40x as effective as Facebook and Twitter combined

(Source: McKinsey, 2015)

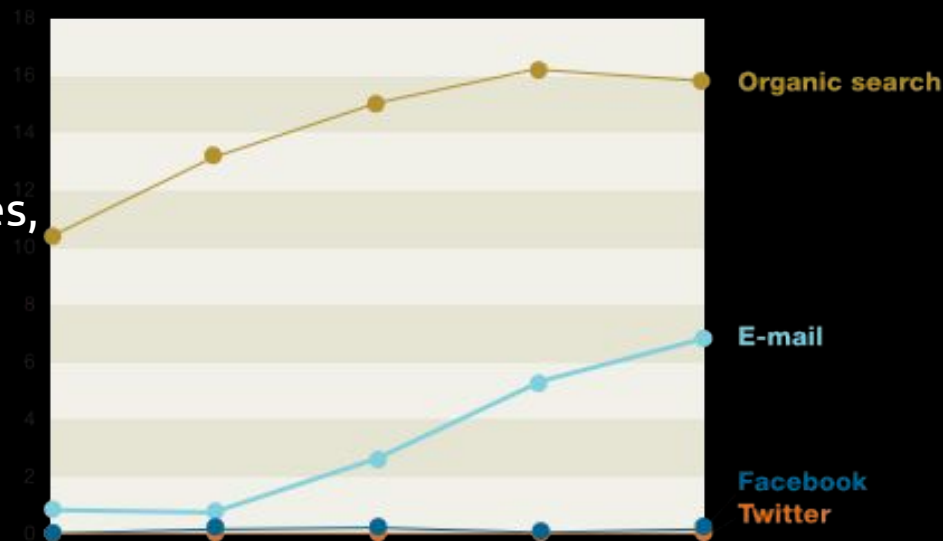
Send people to Customized landing pages,
increases conversion rate by 25%+

45% of all e-mails are opened on mobile



-email automation

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



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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.

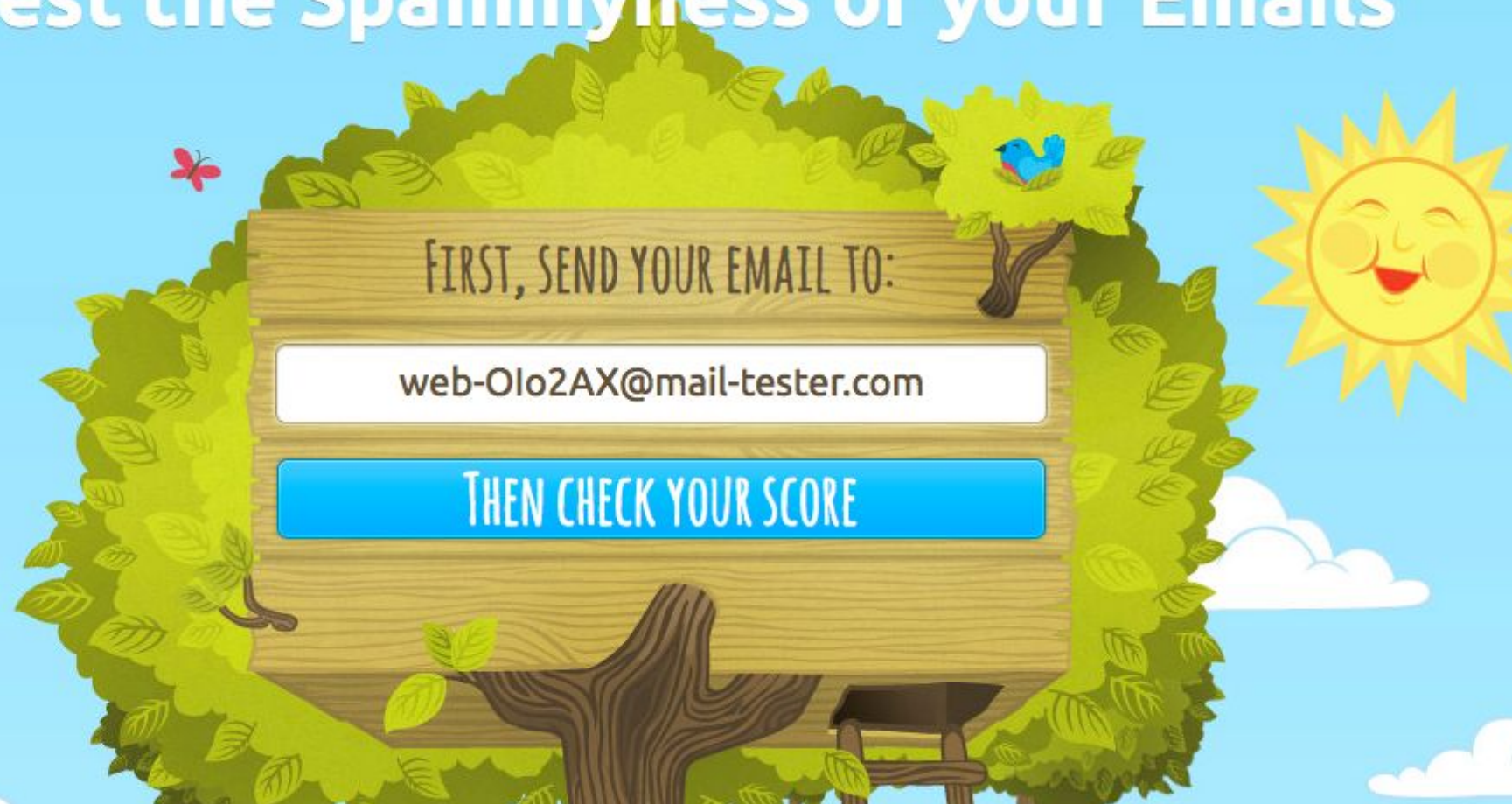


Kickbox.io: Get rid of broken email addresses: \$10 to verify 1,000 email addresses

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 IN GETTING STARTED PAGE

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. Or get in touch with your account manager.

Thank You,
-The AdRoll Team

Contact Us Privacy Policy

TRADESAY

SHOP | SELL

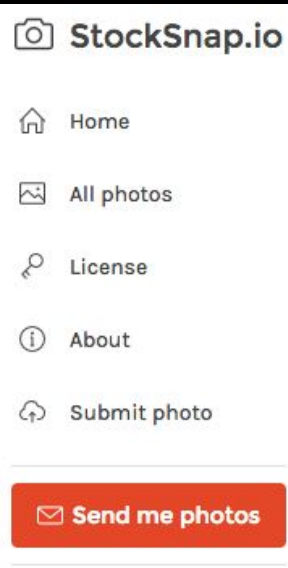
starting now

THE SUMMER SAVINGS SALE

SPEND \$100+ SAVE \$10 CODE: SUMMER10	SPEND \$200+ SAVE \$75 CODE: SUMMER75	SPEND \$1000+ SAVE \$200 CODE: SUMMER200
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Stocksnap + Pixtabay = Free photos



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.

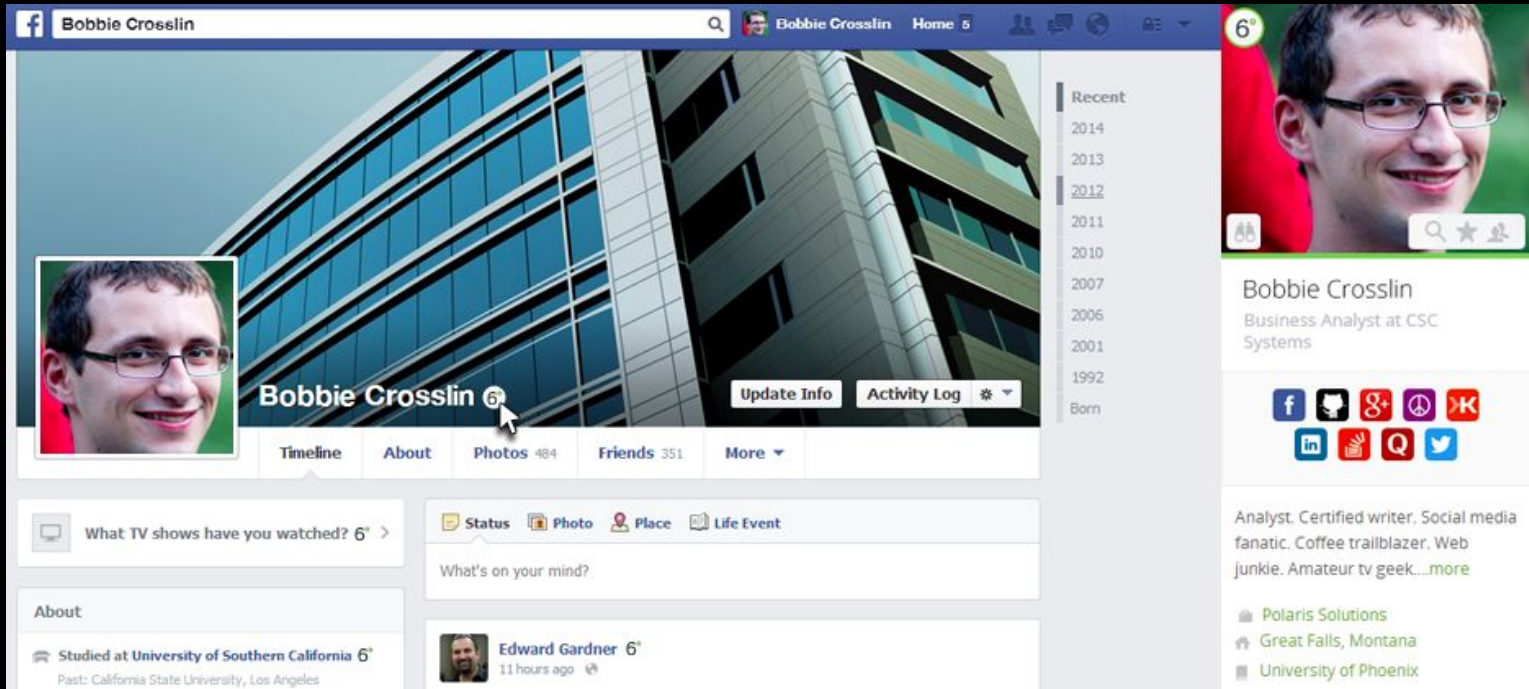
Powered by *MailChimp's Email Genome Project*, Wavelength identifies other MailChimp newsletters that you have something in common with. We'll show you images of newsletters like yours, so you can get to know publishers like you.

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' with a '6' icon and 'Past: California State University, Los Angeles'. The 'Recent' years list on the right includes 2014, 2013, 2012 (highlighted), 2011, 2010, 2007, 2006, 2001, 1992, and 'Born'. The bio states 'Business Analyst at CSC Systems'. Social media links for Facebook, GitHub, Google+, Peace, YouTube, LinkedIn, SoundCloud, Quora, and Twitter are shown. The bio also mentions 'Analyst. Certified writer. Social media fanatic. Coffee trailblazer. Web junkie. Amateur tv geek...' with a 'more' link. Work and education history includes 'Polaris Solutions', 'Great Falls, Montana', and 'University of Phoenix'. A post by Edward Gardner is visible at the bottom.

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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

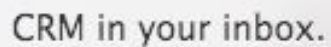
The New York Times



TIME

Inc.

THE WALL STREET JOURNAL
WSJ



31 Count ▼



References

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

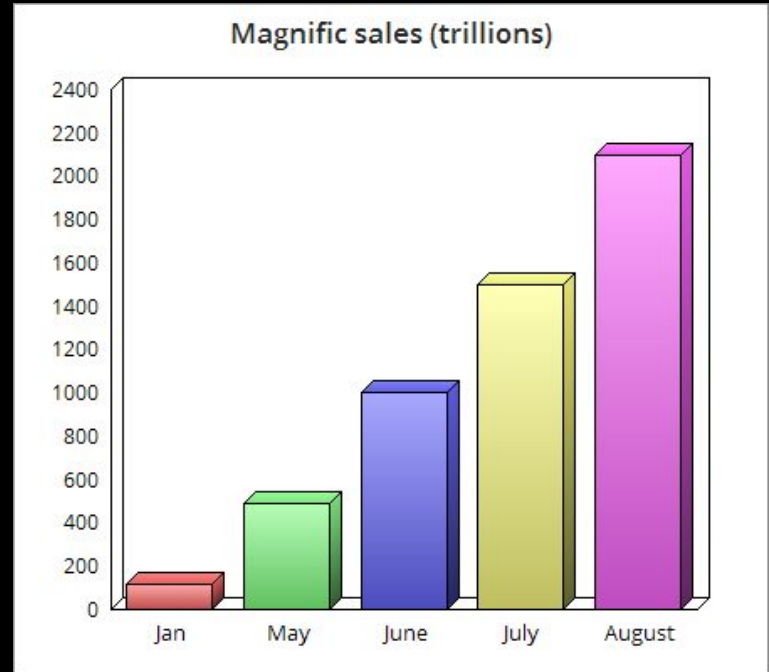
CLICK HERE TO START YOUR TRIAL
(14 DAY FREE TRIAL) >

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Chartgo: Create a chart in 30 seconds



Chart Data		Rules	Example
X Data	Y Data		
Jan May June July August	120 490 1000 1500 2100		



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 - For finished kickstarter projects

kicktraq.com - For estimations on how a project will do

crowdfundfusion.com - For seeing all projects from top crowdfunding sites in one place

CrowdDistrict.com - A news source covering projects across all platforms.

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

reddit.com/r/Assistance - For charity and GoFundMe campaigns

CrowdFundingForum - A place to discuss all things crowdfunding.

Herdsurf.com-A great source of interviews and news about current and successfully funded projects.

CrowdsUnite.com - The ultimate source for crowd funding knowledge.

Crowdcharts.com - Hour by hour crowdfunding tracking and analytics.

Stiqblox.com - News on crowdfunded gadgets, games and funded projects.

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PR Presshour: A starting point

PRPresshour

Places to get press coverage for a startup

[PR for startups](#)

[Request a Feature](#)

[Partner with us](#)



PR for startups, by a startup [Checkout >](#)

Website	Startup Categories	Alexa	Twitter followers
YahooTech	Technology	5	41.5K
MSN	News, Life, LifeStyle, Sports, Technology, Health, Entertainment	16	236K
CNN	News, Entertainment, Sports, Health, Politics	83	23.5M
NyTimes	Education, LifeStyle, election, Politics, Entertainment, Health	105	24.8K

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Hey Press: Find any journalist, anywhere

Hey.Press

Find relevant journalists.

Enter a keyword, e.g. bitcoin, virtual reality, Skype



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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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GAME OVER? :)

CONTINUE?

5



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Insert Emojis into Email, Twitter, Instagram...

What can you do here?

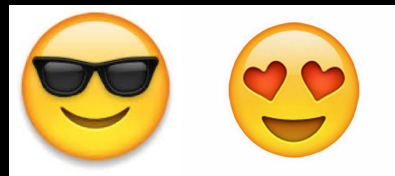


Convert emoji characters!

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

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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

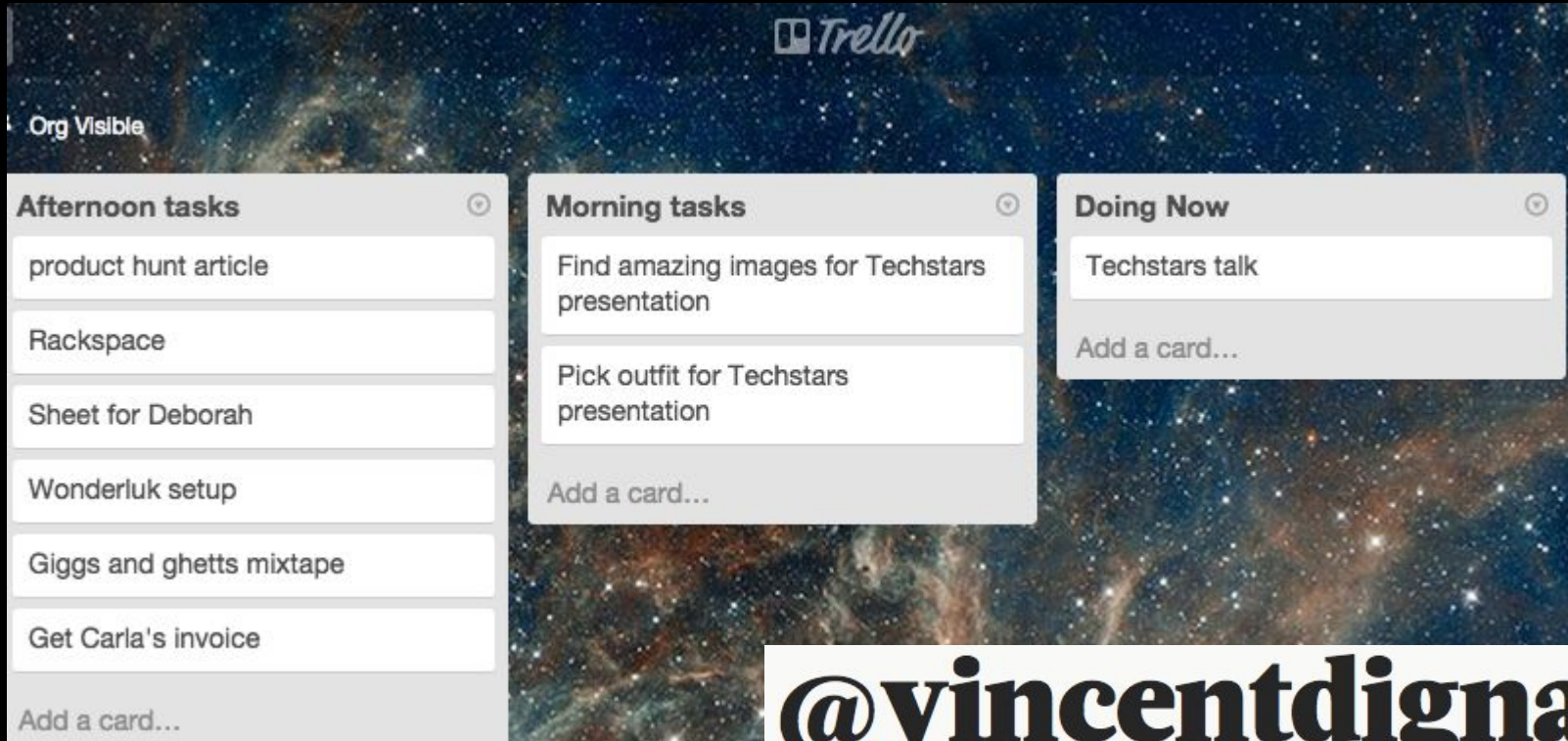


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Bonus mosh!

- [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

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f.lux[®] software to make your life better

Stop straining your eyes, go to bed earlier, sleep better

Ever notice how people texting at night have that **eerie blue glow**?

Or wake up ready to write down the Next Great Idea, and get blinded by your computer screen?

During the day, computer screens look good—they're designed to **look like the sun**. But, at 9PM, 10PM, or 3AM, you probably shouldn't be looking at the sun.

f.lux

f.lux fixes this: it makes the color of your computer's display adapt to the time of day, warm at night and like sunlight during the day.

It's even possible that you're staying up too late because of your computer. You could use f.lux because it makes you sleep better, or you could just use it just because it makes your computer look better.

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

Be charming, be bold: investorlist.co

Investor List

Your search matches 223 results

App investors

Category: All



Location: United Kingd...



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/conferences to give talks
- Anyone interested in content for my forthcoming webinar "Content Marketing 101"
- Next SSC June 24th!

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RELEASE ON KICKSTARTER MAY 10th

Secret Sauce:

The step-by-step guide to growth hacking

Everything you've seen tonight, in a lot more detail.

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Ask yourself these questions :(

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Ask yourself these questions :(

Why don't our customers like us?

If our company went out of business tomorrow, would anyone who doesn't get a paycheck here care?

How can we become the company that would put us out of business?

Are we relevant?

If we weren't already in this business, would we enter it today? And if not, what are we going to do about it?

Do you have at least 50% of your time free for emergencies, things over-running, and coming up with new ideas to solve problems?

What is the smallest subset of the problem we can usefully solve?

Who, on the executive team or the board, has spoken to a customer recently?

If I had to leave my organization for a year and the only communication I could have with employees was a single paragraph, what would I write?

Do we underestimate the customer's journey?

What do we need to start doing?

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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

princessfroakie

THANK YOU!

EMAIL ME FOR SLIDES

vincent@magnific.com

+ Tweet me your feedback: **@vincentdignan**