



## Growth Hacker Marketing : A Primer on the Future of PR, Marketing and Advertising

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Monografía

Your new business went online yesterday and you've got a marketing budget of zero. How are you supposed to create a movement around your product? How can you get to your first thousand - or million - customers? Starting from zero, it feels impossible. Enter the growth hacker. You may not have heard of growth hacking yet, but you've certainly used the billion dollar brands built by it: Hotmail, AirBnB, Facebook, Dropbox, amongst many others. Spotify has used growth hacking to reach twenty million users and nearly 1bn revenues less than four years after it launched. Growth hackers

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**Contenido:** Cover; Contents; About Ryan Holiday; Also by Ryan Holiday; Title Page; Copyright; Epigraph; An Introduction to Growth Hacking; STEP 1: It Begins with Product Market Fit; STEP 2: Finding Your Growth Hack; STEP 3: Turn 1 into 2 and 2 into 4-Going Viral; STEP 4: Close the Loop: Retention and Optimization; My Conversion: Putting the Lessons into Practice; Special Bonus; Becoming a Growth Hacker: The Next Steps; Endnotes

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