



GrowForce
growth marketing
inspiration session



I'm Amaury

Growth Marketeer @ Grow-Force
Founder of QIQO Energy Tea



What are we going to talk about today

- What is Growth Marketing?
- The Growth Funnel
 - Awareness
 - Acquisition
 - Activation
 - Retention
 - Referral
 - Revenue
- Growth Marketing Canvas & Dealbreakers
- Growth hacks you can do today

1

What is Growth Marketing?

“Growth Hacking is more than a mindset than a toolkit” - Aaron Ginn



What is **Growth Marketing** ?



*Growth hacking is a process of **rapid experimentation** across marketing channels and product development to identify the **most efficient ways to grow** a business.*

*Growth Hacking is more of **Mindset** than Toolset.*

“

*Growth hacking refers to a set
of both **conventional and
unconventional marketing
experiments.***

“

*Growth hackers often
focus on **low-cost**
alternatives to
traditional marketing,*



Why should I **care** ?

1. Everyday, new competitors rise. It's time to **outsmart** them instead of outspend them.
2. Growth-hacking brings **different kind of profiles** together. Leading to new and innovative solutions.
3. Growth-hacking generates a lot of **data**. This data allows you to learn more about your potential customers and what makes them tick.



What is the **effect** ?

Awareness
Make sure people know you exist


Acquisition
Leads leave their details

Activation
Help them get that first WOW-moment

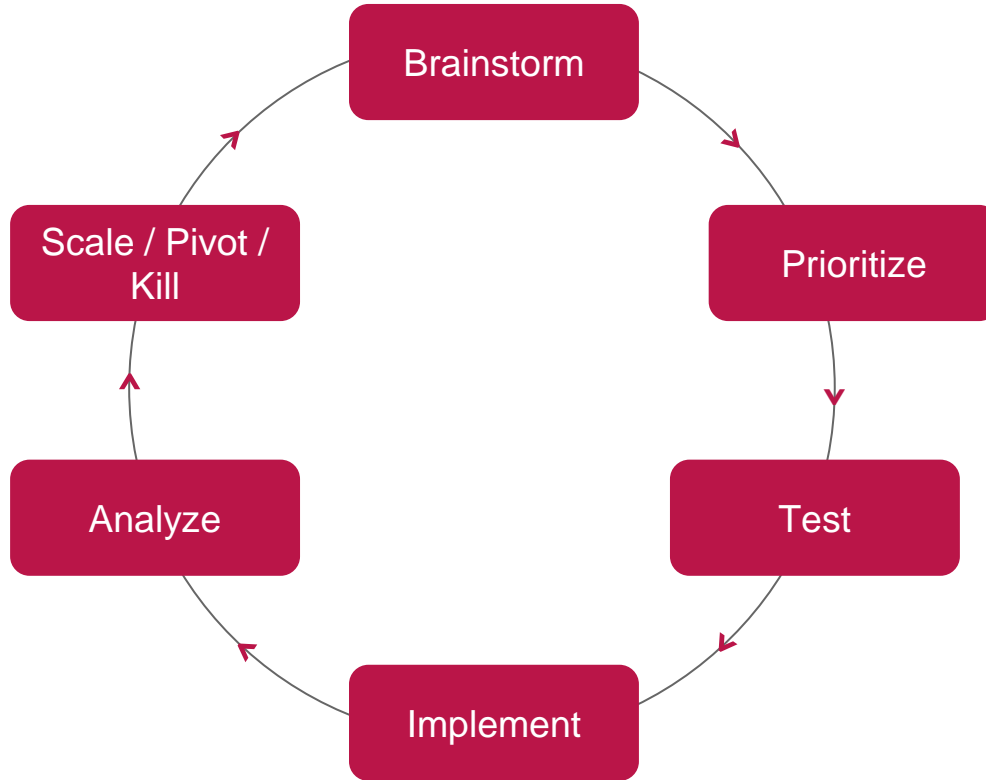
Retention
Customers want to come back

Revenue
Customers spend more money

Referral
Customers are promoting you

1.  Increase the influx of new leads
2.  Increase conversion of users
3.  Increase your virality
4. ...

Growth Marketing Process



Growth marketing prerequisites



**CASH
FREE**

[Shoppers](#)

[Merchants](#)

[Where](#) ▾

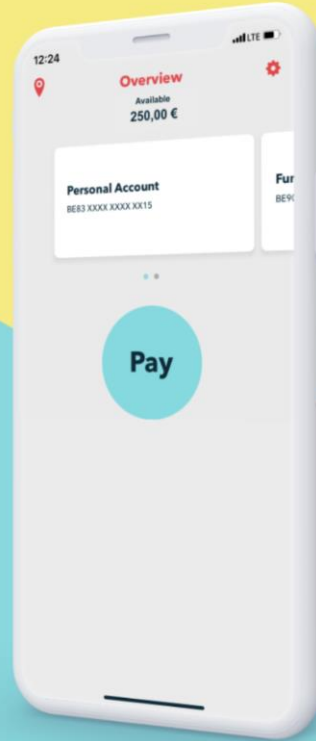
[Blog](#)

[About Us](#)

DOWNLOAD

Shop local, pay mobile.

Cashfree is designed with local shoppers in mind. Our mobile payment solution removes the need for cards or terminals, making life that little bit more simple and payments that little bit more fun.



Raven

The smart way to pay

Use your phone
to pay for everything

the new payment app

COMING SOON



LOCALIZE

the new payment app

COMING SOON

Shop local, Pay mobile.

Boost your local community
by paying with your phone



COMING SOON

Pay back the planet.

Plant trees by simply
paying with your phone

the new payment app:

green **PAY**

Raven

The smart way to pay

Use your phone to pay for everything

the new payment app

COMING SOON



LOCALIZE

the new payment app

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Shop local, Pay mobile.

Boost your local community
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COMING SOON

Pay back the planet.

Plant trees by simply
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the new payment app:

green **PAY**



[Shoppers](#)

[Merchants](#)

[Forest](#)

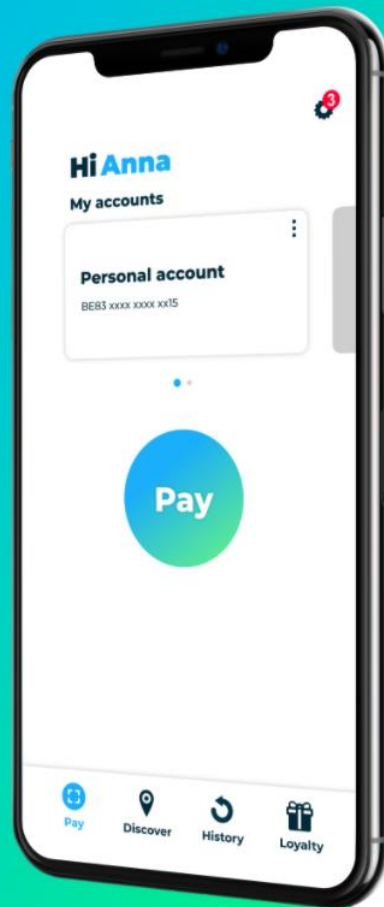
[Where](#) ▾

[Blog](#)

DOWNLOAD

Pay back the planet

bonsai – the payment app that plants trees



Pirate funnel and European examples

“Aaarr” - Anonymous Pirate

Pirate funnel



Awareness

Make sure people know you exist

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Help them get that first WOW-moment

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Revenue

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Referral

Customers are promoting you

Pirate funnel





Cold Outreach - Automated

To: Ruben B, Cc: Steffpeeters

Hi Ruben
Hi Steff

Mijn naam is Nicholas van Plann3r en ik ben op zoek naar strategische partners om mee samen te werken.

Toen ik jullie slogan: "We build your business" las en alle services zag die jullie aanbieden, leek het mij wel interessant om eens contact op te nemen.

Uit jullie website kan ik afleiden dat jullie zowel bedrijven helpen met het ontwikkelen van websites als met het uitwerken van campagnes die als doel hebben leads te generen.

Wij zijn op zoek naar resellers en implementatie partners die onze Plann3r oplossing kunnen aanbieden aan hun klanten.

Plann3r zorgt ervoor dat meetings veel sneller en zelf op automatische piloot ingepland kunnen worden. Dit zorgt er onder andere voor dat leads bij het bezoeken van een web-pagina meteen een eerste meeting / kennismakingsgesprek kunnen aanvragen.

Enkele voorbeelden van zo meeting-pagina's die geïntegreerd kunnen worden in een website of outreach campagnes:

<https://plann3r.com/page/growforce/growforce>

https://plann3r.com/page/Next_Level_Freelancer/Telefonische_intake

De functionaliteit van [Plann3r](#) gaat natuurlijk veel verder dan de gepersonaliseerde meeting pages maar ik denk dat deze meeting-pages in eerste instantie al heel wat extra value voor jullie klanten zouden kunnen betekenen.

Momenteel werken wij samen met één Marketing Automation integration partner en één HR integration partner.

Als dit potentieel interessant lijkt voor jullie, stel ik voor dat we een korte demo-call opzetten om te bekijken welke mogelijkheden er zijn.

Kies gerust een moment via mijn [meeting-pagina](#) of laat iets weten via email.

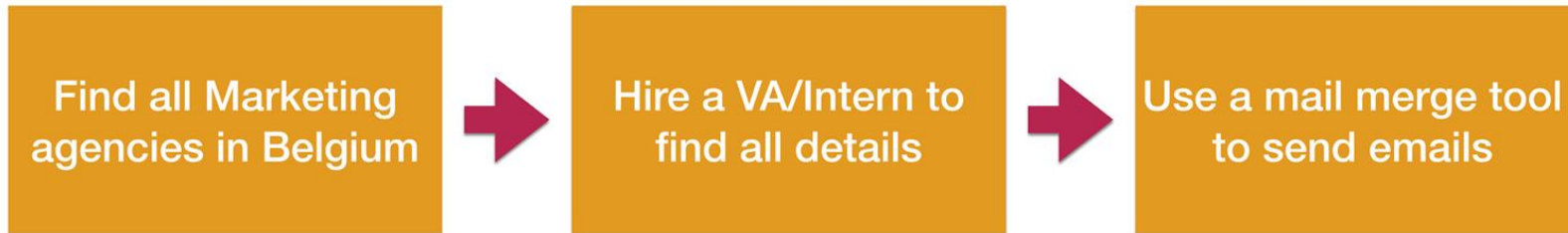
Groeten
Nicholas

P.S. Even geleden schreef ik [een gids](#) over hoe je LinkedIn kan transformeren in een inbound sales-kanaal. Laat maar weten wat je ervan denkt :)



Cold Outreach - Automated

How did we do that?





Cold Outreach - Automated

A	B	C	D	E	F	G	H	I
Company	Tagline		als met	url	Name1	Email	Name 2	CC
Brightsquare	Zet uw merk stevig in de markt met slimme marketing!	het ontwikkelen van logo en huisstijl	het uitwerken van campagnes die als doel hebben leads te generen.	https://www.brightsquare.be/over-ons/	Kevin	kevin@gevitec.nl	Jonathan	jonathan@tolk
Dallas Antwerpen	Wij halen jouw marketing doelstellingen	creatieve marketing concepten	het uitwerken van campagnes die als doel hebben leads te generen.		Stijn	stijn@dallas.be	Marc	marc@foodpr
Antenno	Elkaar beter maken	het uitwerken van marketing strategieën	het uitwerken van campagnes die als doel hebben leads te generen.	https://www.antenno.com/	Mariska	mariska.bross@s@antenno.be	Stefan	stefan.couche
Onlyhumans	Building your story in a digital world	het ontwikkelen van websites/e-commerce oplossingen	het uitwerken van campagnes die als doel hebben leads te generen.	https://onlyhumans.com/nl-BE/blog/work-type/campagne/	Tom	tom@onlyhumans.com	Geert	geert@onlyhu
Prophets	We shape journeys	het bedenken van marketing strategieën	het uitwerken van campagnes die als doel hebben leads te generen.	https://prophets.be/about/who/	Björn	bjoos@prophets.be	Tom	twillekens@
Bubka	Future-proof full-service advertising agency	creatieve marketing concepten	het uitwerken van campagnes die als doel hebben leads te generen.	https://www.bubka.be/	Michel	michell@bubka.be	Raf	rafvr@bubka.t
The Kube	Full-service influencer, marketing en pr-agency	het bedenken van marketing strategieën	het uitwerken van campagnes die als doel hebben leads te generen.	https://thekube.be	Inge	inge@thekube.eu	Lieselot	lieselot.moer meerinfo@smi tmediaagency.
Smart media agency Belgium	Shaping the world of content	het ontwikkelen van web platformen	het uitwerken van campagnes die als doel hebben leads te generen.	http://smartmediaagency.com	Christian	christiannikunapemba@gmail.com		e
The oval office Antwerp	We make people experience brands	brand activation	het uitwerken van campagnes die als doel hebben leads te generen.	www.theovaloffice.be	Wouter	wouter@theovaloffice.be	Isabelle	isabelle@theov
iValue	Maak een digitale koploper van jouw bedrijf	het bedenken van marketing strategieën	het uitwerken van campagnes die als doel hebben leads te generen.	www.ivalue.be	Wim	wim@ivalue.be	Jacob	jacob@ivalue
Whello	Je klant online bereiken op het juiste moment?	het bedenken van advertentie strategieën	het uitwerken van campagnes die als doel hebben leads te generen.	whello.nl	Serge	sergedesousa@	Esther	estherweebe



Co-Webinars



The 5 steps for building a Growth Team with David van der Auwera | Sales Acceleration Show EP 41

5,419 views · Oct 3, 2018

15 1 SHARE SAVE ...

- 1) Contact influencers/ companies with the same Target Audience
- 2) Do a 100% educational webinar
- 3) Spend the last 3 minutes introducing your product and offer people a free trial / demo

Companies that grew using this tactic:

Hubspot, Unbounce, Uberflip



Hacking Twitter

Meeting Revolution
@fastermeetings

Organising meetings is usually a very time consuming and frustrating job. The purpose of this account is to gather interesting tips to start saving time!

📍 Belgium

📅 Joined October 2016

[Tweet to Meeting Revolution](#)

👤 2 Followers you know

TWEETS	FOLLOWING	FOLLOWERS	LIKES	LISTS
297	187	27	147	1

Tweets Tweets & replies

↳ In reply to DrumUp

Meeting Revolution @fastermeetings · Nov 8

@drumupio I noticed you were searching for a good scheduling tool. Check out my recent article on this topic!

Should I start saving time using a meeting schedul...

Why should I start using a meeting scheduling tool and how should I decide which one to choose? On average you waste €11.000 each year scheduling meetings.

plann3r.com

↳ In reply to Ginger & Co. | Laura

Meeting Revolution @fastermeetings · Nov 8

@gingerandcoblog I noticed you were searching for a good scheduling tool. Check out my recent article on this topic!



Should I start saving time using a meeting schedul...

Why should I start using a meeting scheduling tool and how should I decide which one to choose? On average you waste €11.000 each year scheduling meetings.

plann3r.com




Questionnaire Give-away

 **Charge Us**
Gesponsord · 

Neem deel aan de enquête en maak kans op een BOL.com waardebon van €100,00 🎁

De eerste 50 deelnemers belonen wij alvast met een cadeaukaart van €10,00.



CHARGE-US.BE
Samen naar een vlot en groen mobiliteitsaanbod in Vlaanderen - ChargeUs

Rijd je elektrisch of hybride?

VEEG OMHOOG

EN MAAK KANS OP
EEN BOL.COM
WAARDEBON VAN
€100,00





Questionnaire Give-away

Facebook groepen

- <https://www.facebook.com/groups/NissanLeafO>
- <https://www.facebook.com/groups/i3benelux/>
- <https://www.facebook.com/groups/173375046648123/?ref=search>
- <https://www.facebook.com/groups/JagiPace/>
- <https://www.facebook.com/groups/TESLAMODEL3OwnersClub/>
- <https://www.facebook.com/groups/renaultZoeNL/>
- <https://www.facebook.com/groups/1842747469315009/>
- <https://www.facebook.com/groups/kia.e.niro.nl/>
- <https://www.facebook.com/groups/vwegolf/>
- <https://www.facebook.com/groups/SoulEV/>
- <https://www.facebook.com/groups/209947796247205/>
- <https://www.facebook.com/groups/131512204296554/>

Hyundai Kona Electric

Thierry Startpagina Aanmaken

Hyundai Kona Electric
Openbare groep

Communiceren als jezelf

Info

Discussie

Chats

Leden

Evenementen

Video's

Foto's

Zoeken in deze groep

Snelkoppelingen

- Start it @KBC 4
- Antwrepreneur
- Quatre Mains
- C3
- Sportr 17
- 5 minute coffee 2
- GrowForce 7
- Firean Business Flats 4
- TESLA MODEL 3 ... 20+
- 6-week growth marke...
- Renault Zoe Rijders 8
- BMW i3 Benelux
- Meer weergeven

Bericht schrijv... Foto/video Livevideo Meer

Schrijf iets...

Foto/video Videoparty Vrienden ta... ***

Thierry DH
Nieuw lid - Zojuist - Voeg onderwerpen toe

(Verwijderen indien niet toegestaan)

Met ChargeUs werken wij aan een vlot en groen mobiliteitsaanbod in Vlaanderen. Om elektrisch rijden zo aangenaam mogelijk te maken hebben wij jouw input nodig!

Voor 5 minuten van jouw tijd krijg je zomaar een bol.com waardebon van €10,00. Nadien maak je kans op een waardebon van €100,00! Meer info via deze link <http://bit.ly/2WAKdxb>.

Bedankt!

POPULAIRE ONDERWERPEN IN BERICHTEN

CCS chargers (1)

LEDEN UITNODIGEN

+ Voer een naam of e-mailadres in...

LEDEN 600 leden

VOORGESTELDE LEDEN Verbergen

Vrienden

- Justine D'haenens Lid uitnodigen
- Loic D'haenens Lid uitnodigen
- Tanguy D'haenens Lid uitnodigen
- Meer weergeven

BESCHRIJVING

Group for owners and enthusiasts of electric Hyundai Kona .

Opened to anybody interested in electric motoring.

TYPE GROEP
Algemeen

NIEUWE GROEPEN AANMAKEN

Groepen maken het eenvoudiger dan ooit om dingen te delen met vrienden, familie en teamgenoten.

Groep aanmaken

RECENTE GROEPSFOTO'S Alles weergeven

Pirate funnel



Awareness

Make sure people know you exist

Acquisition

Leads leave their details

Activation

Help them get that first WOW-moment

Retention

Customers want to come back

Revenue

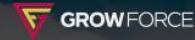
Customers spend more money

Referral

Customers are promoting you

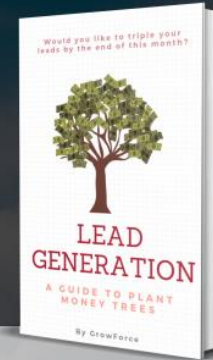


Produce a **Lead Magnet**



Want to
generate leads
on autopilot?

*In 40 minutes, we'll teach you everything you
need to know to get started generating your first
leads.*



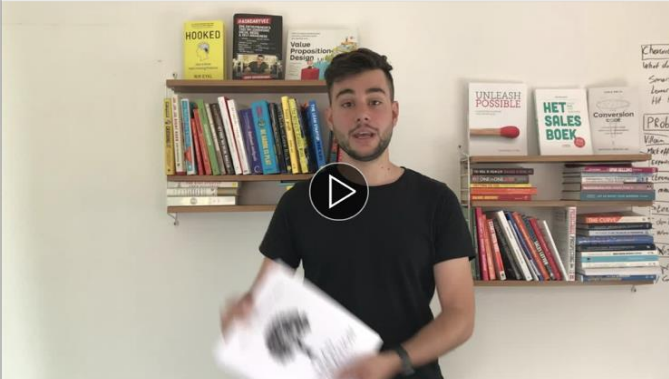
Get the free ebook



Produce a Lead Magnet

Nicholas D'hondt
Helps SME's generate more 🚀 by teaching and implementing the latest...
6d • Edited

We want to teach you how to generate leads on autopilot!
Our eBook about lead generation is almost done (58 pages!) and now it's ready for a LinkedIn audition. ...see more



178 · 374 Comments · 15,446 Views

Like Comment Share Top Comments ▾

▶ 15,446 views of your video



... and follow-up

LinkedIn Message Sender

★ Tutorial ⚙ Settings 📄 Logs ABORT ⋮

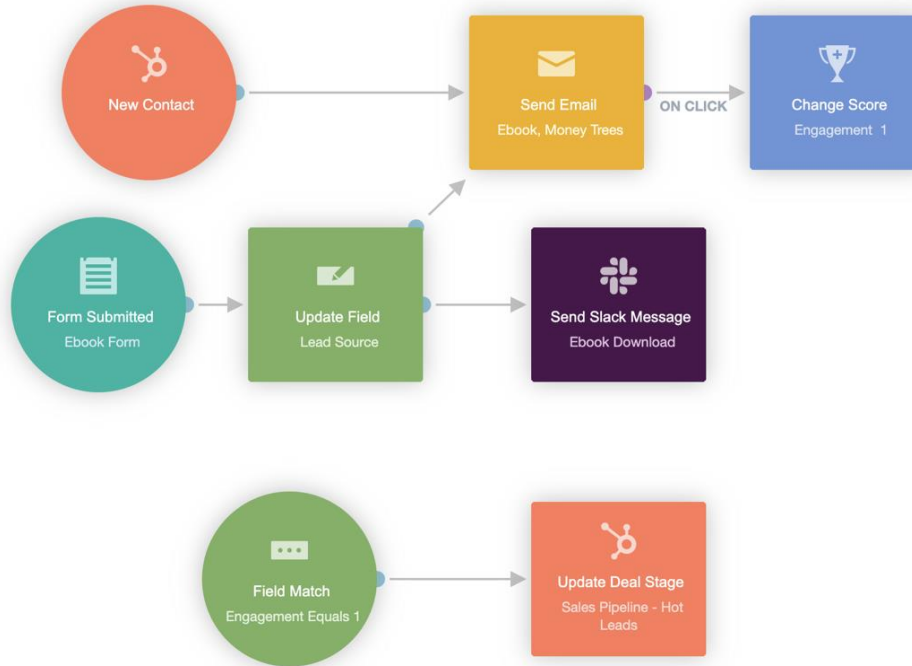
Sending message to <https://www.linkedin.com/in/...> (25%)

Output (▶ Running | 33s)

<p><i>Fri Sep 13 2019</i></p> <p>Agent started</p> <ul style="list-style-type: none">• Launch type: manual• Execution time limit: none	<p>Connecting to LinkedIn...</p> <ul style="list-style-type: none">✓ Connected successfully as Nicholas D&#39;hondt🔄 Loading https://www.linkedin.com/in/michiel-kempen-ba829aa3/...✓ Profile loaded.🔄 Scrolling to load all data of the profile...✓ All data loaded🔄 Scraping page...✓ https://www.linkedin.com/in/michiel-kempen-ba829aa3/ successfully scraped.✓ https://www.linkedin.com/in/michiel-kempen-ba829aa3/ loaded🔄 Sending message to: https://www.linkedin.com/in/michiel-kempen-ba829aa3/🔄 Loading chat widget...🔄 Writing message...✓ Message sent to https://www.linkedin.com/in/michiel-kempen-ba829aa3/: Hi Michiel,
<p><i>Fri Sep 13 2019</i></p> <p>Agent finished (success)</p> <ul style="list-style-type: none">• Exit code: 0• Duration: 05s	
<p><i>Fri Sep 13 2019</i></p> <p>Agent started</p> <ul style="list-style-type: none">• Launch type: manual• Execution time limit: none	<p>Thanks for your comment. I'm looking forward to hearing your thoughts after you've read the ebook.</p>
<p><i>Fri Sep 13 2019</i></p> <p>Agent finished (success)</p> <ul style="list-style-type: none">• Exit code: 0• Duration: 01m22s	<p>As I mentioned in the video, this ebook is quite large. So I can't share it in a LinkedIn message.</p>
<p><i>11:08:41</i></p> <p>Agent started</p> <ul style="list-style-type: none">• Launch type: manual• Execution time limit: none	<p>Can you send me your mail address, so I can forward it to you?</p> <p>🔄 Loading https://www.linkedin.com/in/mathieu-de-belder/...</p> <ul style="list-style-type: none">✓ Profile loaded.🔄 Scrolling to load all data of the profile...



... and follow-up





Hacking acquisition - Produce a lead magnet



= autopilot





Hacking **acquisition** - Produce a lead magnet

20.000 views

420 leads

Budget €0,00



Automate Event Invitations

GROWFORCE

THE FUTURE OF SALES

Attend our conference to learn about the newest sales trends.

Full Access
€5
Access to all presentations, food and drinks included just for a small donation.

[REGISTER MY SPOT!](#)

JUN 20

Future of Sales- Unleash Your Potential (Gent)

by GrowForce [Follow](#)

€7.49

[Tickets](#)

Description

DESCRIPTION

Learn about the hottest new sales trends. Renowned speakers from leading companies will be present to answer your questions and give you amazing insights into creating successful sales strategies.

Agenda
13:30 -14:00

Date And Time
Thu, June 20, 2019
1:30 PM - 4:30 PM CEST
[Add to Calendar](#)

Refund Policy
No Refunds

GROWFORCE

GROWTH MARKETING INSPIRATION SESSION

Sign up for free to learn what growth marketing can do for you, your team or your company.

OCT 18

Free Growth Marketing Inspiration Session by GrowForce - Antwerp

by GrowForce academy [Follow](#)

Free

[Register](#)

Growth marketing inspiration session by GrowForce - Antwerp

About this Event

What is growth marketing and why should you care? These are the questions that will be answered during this 1 hour power Inspiration Session at GrowForce HQ in Antwerp. We'll tell all about GrowForce and the details of the [6-week growth marketing evening course](#).

Date And Time
Fri, 18 October 2019
12:00 - 13:00 CEST
[Add to Calendar](#)

Location
GrowForce HQ Antwerp
Cogels-Osylei 19
2600 Antwerpen
[View Map](#)



Automate Event Invitations

The screenshot shows the LinkedIn Sales Navigator interface. On the left, there are search filters for keywords, custom lists, past lead and account activity, geography (Lille Area, France and Lille, Nord-Pas-de-Calais, Fr...), relationship, company, industry, and company headcount. The main area displays a list of leads, including Philippe Gouvaert, Julien Decoster, and Emmanuel Le Bouille. A 'Dux-Soup Turbo Recorder' overlay is active, showing a search for '2353 Profielen vastgelegd' and a message template for an event invitation: 'Nous organisons des sessions d'inspiration gratuites sur le thème du growth marketing à Lille pour des sociétés comme ADEO. Puis-je vous envoyer une invitation?'.

This is the very beginning of your conversation with Julien

Monday

You 7:02 PM
 > Invited Julien Chenaf to connect

Bonjour Julien ,

Enchanté.

Nous organisons des sessions d'inspiration gratuites sur le thème du growth marketing à Lille pour des sociétés comme ADEO .

Puis-je vous envoyer une invitation?

Thursday

Julien Chenaf 8:42 PM
 Bonjour oui ok julien.chenaf@adeo.com



FB Messaging Bots

Crimibox
Sponsored · 🌐

Which detective is hidden inside? 👁️🔍
Get through our intense investigation and discover who you truly are. 🤖👤

MESSANGER
Discover your inner detective [Learn More](#)

Crimibox
Become the lead detective in a lifelike murder investigation. Get access to the police files of an unsolved murder case.

Bot Link:
<https://m.me/crimibox>

Bot Stats



Experiment Quiz Crimibox UK

Experiment Quiz Crimibox US

3,851	69,582	109,715	€0.16
Messaging ...			Per Messagi...
1,147	38,168	48,899	€0.33
Messaging ...			Per Messagi...

Pirate funnel



Awareness

Make sure people know you exist

Acquisition

Leads leave their details

Activation

Help them get that first WOW-moment

Retention

Customers want to come back

Revenue

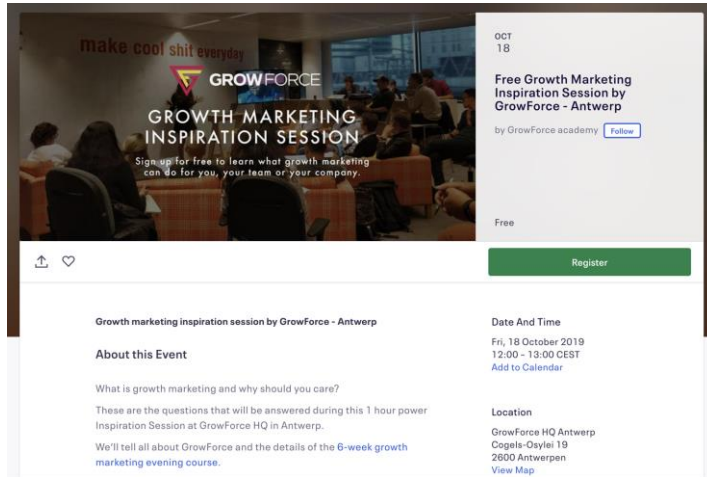
Customers spend more money

Referral

Customers are promoting you

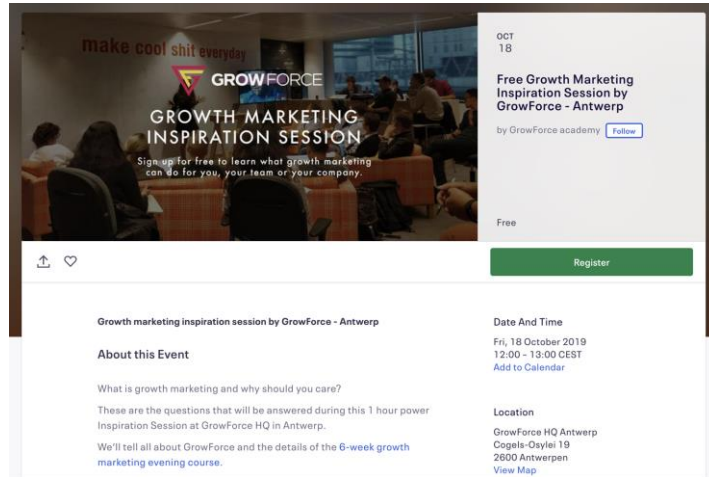


Raw data -> LinkedIn connection request





Raw data -> LinkedIn connection request



First name + Last name + Company



Raw data -> **LinkedIn connection request**

Eventbrite



zapier*



Google
Sheets

Activation



Linkedin automation connection requests



File Edit View Insert Format Data Tools Add-ons Help [All changes saved in Drive](#)



fx =B2&" "&C2&" "&F2

	A	B	C	D	E	F	G
1	Combined	First name	Last name	Title	Email	Company	Source
2	Thierry D'haenens GrowForce	Thierry	D'haenens	Head of academy	thierry@grow-force.com	GrowForce	Inspiration Session
3							
4							
5							
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23							
24							



Raw data -> **LinkedIn connection request**

Eventbrite



zapier*



Google
Sheets



PHANTOM
BUSTER //



Raw data -> LinkedIn connection request

Eventbrite



zapier*






Google
Sheets



PHANTOM
BUSTER //



 → 
**LinkedIn Profile URL
Finder**
Find LinkedIn profile URLs from
first and last names



Raw data -> LinkedIn connection request

Eventbrite



zapier






Google
Sheets



PHANTOM
BUSTER //






  → 

LinkedIn Profile URL Finder

Find LinkedIn profile URLs from first and last names



  → 

LinkedIn Network Booster

Automatically send invitations and connect to a list of LinkedIn users with a personalized message



Good onboarding

The screenshot displays the Plann3r user interface for a user named Nicholas. The main navigation bar includes 'Mijn Pagina's', 'Mijn Meetings', 'Instellingen', 'Uitloggen', and 'NL'. The user profile section shows 'Nicholas' with options for 'Layout', 'Voorkeuren', and 'Beschrijving'. A 'Thema' section offers 'Basiskleur' and 'Accentkleur' options. A 'Logo' section includes a 'Kies een bestand' button and a progress indicator for 'Getting Started' tasks: 'Create your account' (checked), 'Customize your meeting page' (25% progress), 'Schedule a meeting on your page', and 'Share your page with a colleague'. A 'Get Started' button is visible at the bottom left.

A central modal window titled 'Welcome to Plann3r' is overlaid on the page. It contains the text: 'We are going to show you how to customize your meeting-page and schedule your first meeting!'. Below the text is a video player showing a tutorial for 'Plann3r meeting pages' with 'exellys' integration. The video player includes a play button, a progress bar, and a 'Next' button. The modal also shows a '1 of 4' indicator and a 'Next' button.

The background page shows a 'Pagina Voorvertoning' (Page Preview) section with a large '3' in a circle and the text 'Plan een meeting met Nicholas'. Below this is a 'Telefoon' field and a location pin for 'Rijnkaal 37'. At the bottom, there is a 'Soort meeting' section with a radio button for 'Short meeting - (15 min)'.



Good onboarding

Who to follow · [Refresh](#) · [View all](#)



Jeremy Corman @JeremC



[+ Follow](#)



Marina Aubert @aubertm



[+ Follow](#)



VentureBeat  @VentureB...



[+ Follow](#)



Find people you know

Import your contacts from Gmail

[Connect other address books](#)

Pirate funnel



Awareness

Make sure people know you exist

Acquisition

Leads leave their details

Activation

Help them get that first WOW-moment

Retention

Customers want to come back

Revenue

Customers spend more money

Referral

Customers are promoting you



Automated Emails



Trigger emails based on the behaviour of your customers

Tool: Autopilot



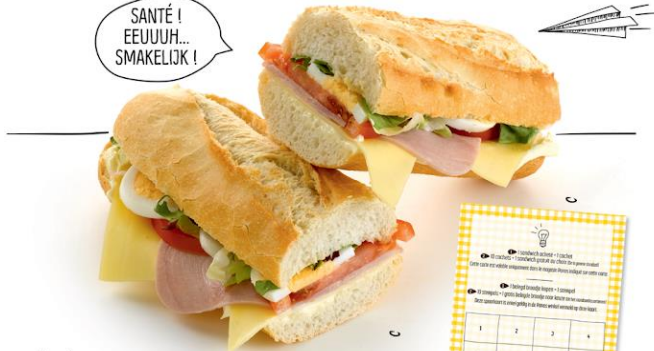
Loyalty Program



SPECIAAL VOOR

U

SANTÉ !
EEUUUH...
SMAKELIJK !



10 BROODJES KOPEN = 1 BROODJE GRATIS

VRAAG JE SPAARKAART !



Geniet hier van
leuke extra's met je
joyn-klantenkaart

joyn

Pirate funnel



Awareness

Make sure people know you exist

Acquisition

Leads leave their details

Activation

Help them get that first WOW-moment

Retention

Customers want to come back

Revenue

Customers spend more money

Referral

Customers are promoting you



Similar items

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Dave Ramsey
★★★★☆ 809
Hardcover
\$15.35



In-app **upsell**

Do you want to add more pages, manage your company and employees and use our integrations? 🛠️

[Upgrade Plann3r](#)

Erik

[Layout](#) [Preferences](#) [Availabilities](#) [Share](#)

Theme

Base Color Accent Color

Logo



[Choose a file](#)

[Generate Branded Logo](#)

We recommend using a square logo.

Essential

after trial
\$136
/mo

[Try for free →](#)

Seats

Includes 2 seats
extra seats + \$19/mo

Active People

up to 200	+ \$0/mo
201-500	+ \$16/mo
501-2,000	+ \$40/mo
2,001-5,000	+ \$71/mo
5,001-10,000	+ \$121/mo
0,001-20,000	+ \$241/mo
Over 20,000	Contact sales

Pirate funnel





Invite friends to **listen / watch / sign up**

The screenshot displays a referral program interface with the following elements:

- Step 1: Refer a friend**
 - Buttons for social sharing: **share** (Facebook), **send** (WhatsApp), and **tweet** (Twitter).
 - Text: "Share your unique link"
 - Input field containing the URL: `http://yourUniqueLink.com?referralCode=abc123`
- Step 2: Invite your friends & win prizes**
 - A circular counter showing **15** friends who have joined.
 - Placeholder text: "Friends who have joined"
 - Placeholder text: "Invite your friends & win prizes"
- Step 3: What you get**
 - A progress bar with three milestones: **3**, **5**, **10**, and **15**.
 - Milestone 3:** Win Stickers (represented by "#goviral", "#gov", "#gov" stickers).
 - Milestone 10:** Win a T-shirt (represented by a blue t-shirt).
 - Milestone 15:** Coffee with our Pug (represented by a photo of a man with a dog).



Bolt Energie

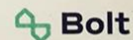


De beste
energie krijg je
van je vrienden

Doe net als ik

...en haal je energie rechtstreeks bij lokale, duurzame opwekkers via het nieuwe energieplatform Bolt. Persoonlijk, transparant en sowieso groen.

Stap nu over op go.boltenergie.be/vrienden met de code FRIENDS4EVER en krijg 15 euro korting omdat je m'n vriend bent!



Tegen de stroom in

3

Pirate funnel metrics

Pirate funnel Neuhaus (E-commerce)



Awareness
Make sure people know you exist

Acquisition
Leads leave their details

Activation
Help them get that first WOW-moment

Revenue
Customers spend more money

Referral
Customers are promoting you

Retention
Customers want to come back

What?	How to measure?
Arriving on a page. (Homepage or Product Page)	Unique visits, Bounce rate
Exit-intent OR Checking Specific Product	#Opt-ins Time on site
Add to basket	#added to carts
Order & pay for an item	Checkout completion, Average basket size
Share on socials Share free product code for friends	Usage of #neuhaus Codes used
Repeat Purchase	Email CTR, CLTV, Repurchase Rate

Pirate funnel Plann3r (SAAS)



What?	How to measure?
Visiting the homepage or landing-page	Unique visits, Bounce rate
Signing up for a free account	#free accounts
Edit Meeting page + Schedule first meeting	%onboarded #meetings Sent
Schedule at least 1 meeting / week	% of "active" users
Share meeting page	# of new "invitees" % converted to user
Become a paying user	MRR #new paying accounts

Pirate funnel GrowForce (Services)



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Referral
Customers are promoting you

What?	How to measure?
Website visits People listening to public speaking	# people reached
Sign up for inspiration session Request eBook	#email addresses
Participated in inspiration session. Got a free consultation	#face-to-face meetings
Start a 2 day program with GF	# contracts closed
Prolong collaboration Participate in academy	Revenue/customer
Refer other companies to services or academy	#referrals #referral-payouts

4

Dealbreakers canvas

Think as your worst customer





Dealbreakers



Phase	Discovery	Research	Usage	Love
Description	Why would a customer never know that your company exist?	The potential customer compares different possibilities.	What could go wrong while using your product and would make a customer stop using your product	Why would a customer never tell someone else about your product/services?
Why wouldn't the customer complete this phase in favour of your company?	Example: The customer never saw an online ad for your company	Example: It's cheaper for me to just go to the fitness. I will be able to learn everything by myself	Example: The level of service is not high enough.	Example: There is no incentive for me to share these products/services



DEALBREAKERS

DISCOVERY PHASE	RESEARCH PHASE	USAGE PHASE	LOVE PHASE
Why aren't customers finding your service / application / business?	Why would customers choose your competition instead of your offer?	What are reasons that a customer might stop using your service / application / products?	Why would a customer never tell someone else about your product?
Example: Your business never ran an ad on Facebook	Example: Your competitor seems more trustworthy	Example: The level of service not what they expected	Example: The Experience was not special enough
			

<https://canvas.grow-force.com>

5




The Growth Marketing Canvas

Your company's compass to growth



GROWTH MARKETING CANVAS

Company:

Target Audience Describe the customers you want to service. 	Value Proposition Describe the value(s) you are bringing to your customers.. What are the customer gains and pains? 	One Metric That Matters A single number that you care the most about at the current stage of your company 
---	--	---

Awareness Let people know you exist How: Ads, SEO, Guest blogs, Social Media, Cold-Mail, Partnerships, News Metrics CTR, Unique visits, Reads, Engagement, Reach	Acquisition Leads leave their details How: Gated content, Webinars, Chatbots, Newsletters, Lead forms, Pop-ups, Exit-intents, Free trial signups Metrics New email addresses, New subscribers, Cost per lead	Activation Customers want to use your service How: Tutorials, Onboarding, Automated mail campaigns, Offer unique experience Metrics CAC, Magic Moment Metric, Time spent on site	Retention Customers want to come back How: Email-campaigns, Loyalty benefits, Notifications, Retargeting ads Metrics Churn, Repeat Purchase Rate, Average Order Value, Customer Lifetime value	Revenue People spend more money How: Upsell, Extra features, Improve buy process Metrics Average spent per customer, Amount of services per customer	Referral Customers are talking about you and recommending your services How: Referral programs, Easy sharable content, Shareable experiences, Rewards for sharing, Subtle Virality Metrics Viral coefficient, Referrals converted, New visits through referrals, Referral behaviour
--	--	--	--	--	---

CHANNELS




Targeting blogs Write guest posts on popular blogs	Publicity Use traditional media to get attention	Unconventional PR Do something exceptional to draw attention	SEM Advertise on search engines	Social & Display Ads Advertise on Facebook, Twitter, Reddit,...	Offline Ads TV-Spots, Radio, Flyers, Billboards	SEO Make sure people find your website/content	Content Marketing Use your blog to get traction	Email marketing Use email automation and drip-campaigns	Engineering as marketing Make a free tool to generate leads
Viral marketing Let users pass on your marketing message	Business Development Partnerships with other businesses	Sales Directly exchange product for dollars	Affiliate programs Let other people do sales for you	Existing platforms Leverage the power of existing platforms	Trade shows Exhibit at industry specific trade shows	Offline events Organise an offline event	Speaking Give awesome talks and convince people	Community building A community around your brand or pain	Others ...



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 To view a copy of this license, visit
<https://creativecommons.org/licenses/by-nc-sa/4.0/>
 Some content of this Growth Marketing Canvas is based on
 Growth Marketing Canvas v1.0 by Jean-Christophe Guéhen
 & Thomas Fera

Growth Marketing Canvas



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---	---	---



OMTM
The **O**ne **M**etric **T**hat **M**atters

Growth Marketing Canvas



MRR (monthly recurring revenue)

CTR

Downloads

Signups




Revenue

...



GROWTH MARKETING CANVAS

Company:

Target Audience Describe the customers you want to service. 	Value Proposition Describe the value(s) you are bringing to your customers... What are the customer gains and pains? 	One Metric That Matters A single number that you care the most about at the current stage of your company 
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<https://canvas.grow-force.com>

6

Hacks you can do today

Let's do some cool stuff



Exit-intents

and sales team to a higher maturity level.

Telenet tmecc

150+ companies coached 200+ Professionals trained

Not yet convinced? ✕

Can we send you the 15 reasons why any company should start with Growth Marketing?

I promise you it will include some interesting tips & tricks!

Enter your Email

Send me the free ebook!

HANDS-ON APPROACH

During the 6 week evening course we'll give you a deep-dive into growth marketing with a very hands-on

SUMO



Exit-intents

Free standard shipping (24/7, 365 days a year),† plus an extra 199 points on your first purchase when you join J.Crew Rewards.††

Details

Q SEARCH

DRES SIGN IN BAG

NEW ARRIVALS

FACTORY

WANT AN EXTRA 15% OFF YOUR PURCHASE?

Plus, early access to new arrivals, exclusive sales, and lots more? Sign up (it only takes a minute, promise).

YOUR EMAIL, PLEASE **SUBMIT**

[No Thanks](#)

To see how we may use your information, take a look at our [privacy policy](#).

New season, new blooms from J.Crew X Abigail Borg, Liberty London and our own designs... Fall is almost here.

SHOP WHAT'S NEW



Exit-intents





Social Proof

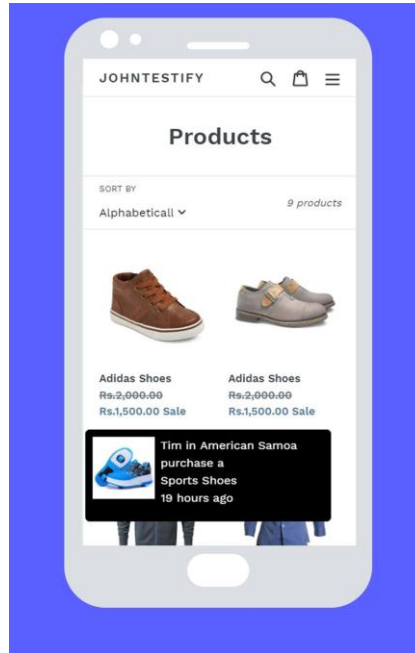


A Marketer from Gandia, ES
Recently Joined Notifia

2 hours ago  by [Notifia](#)



Social Proof





Social Proof



Danny from Amsterdam, NL

Recently purchased this product...

39 minutes ago ⚡ by [LetImpact](#)



Kimberly from Kaysville, UT

Recently purchased this product...

1 hours ago ⚡ by [LetImpact](#)



Vipul from N.Delhi, IN

Recently purchased this product...

2 hours ago ⚡ by [LetImpact](#)



Social Proof





Adding CTA's to your content

about nine months or more to scale. In contrast, if they have people's trust, they can do it in three to four months or more.

Of course, one thing to keep in mind is that your indirect sales partners have a different business model or strategy. While you're focused on developing products, they're concerned about their workshops and consultation hours.

This brings us to the next step...

Get Free Poster

DO YOU MAKE YOUR
ACCOUNT PLAN WORK ?

Understand Your Partner's Type

Keep in mind that there are different types of partners, and for each type there's a different sales process.

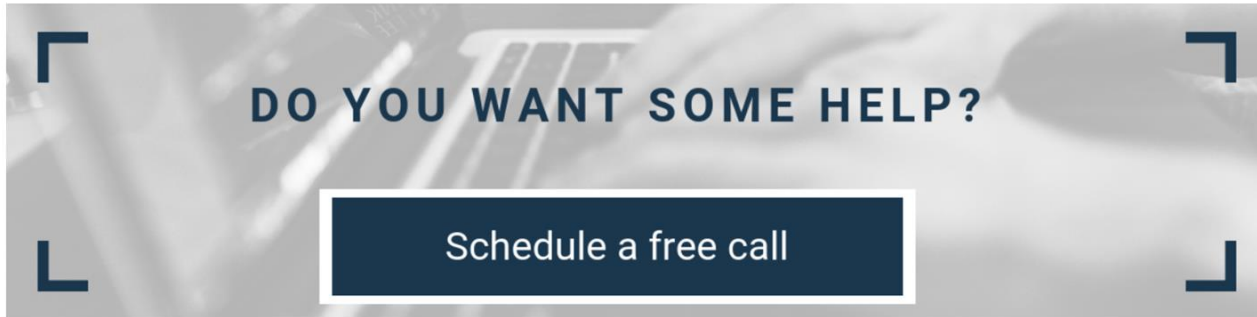


Adding CTA's to your content

Stop wasting time, start smart scheduling. Click this link now for more information.

Do you have any questions about this blog post, or are do you just want to know more about Plann3r?

Click on the image below and we'll gladly help you. 📌





3rd party content with CTA

The screenshot shows a browser window displaying a website with a sidebar and a main content area. A widget is overlaid on the main content area, featuring a keyboard image and the text 'Tips & Advies Ondernemingsdatabank'. The widget includes a '3 maanden GRATIS op proef' badge, a search bar, and a 'Do you have questions about XYZ' section with a profile picture and a 'Pick a moment!' button. The sidebar contains a navigation menu with categories like 'Home', 'Mijn Bibliotheek', 'Domeinen', and 'Meer over...'. The main content area has a breadcrumb trail, a search bar, and a section titled 'ZAKELIJK - WEBDIENSTEN' with the sub-heading 'Makkelijker een meeting inplannen'. Below this, there is a promotional text block with a '3 maand gratis proefaanbod' and a 'JA, geef mij onmiddellijk 3 maanden gratis toegang!' button. An 'Inloggen' form is also visible at the bottom of the widget area.



3rd party content with CTA

≡ SEJ

See Anyone's Analytics Account

START FREE TRIAL

NachoAnalytics

ADVERTISEMENT

CONTENT MARKETING, SEO

How to Do Content Curation for SEO: Your Starter Guide



Steven van Vessum

November 1, 2018

528 4.5K

SHARES READS

Retarget ANYONE who clicks on your links

If you want to get 4X best return from your content curation and link sharing efforts, you should start using Replug today!

Replug makes it super easy to optimize & boost your links and retarget people on Facebook, Google, and other networks.

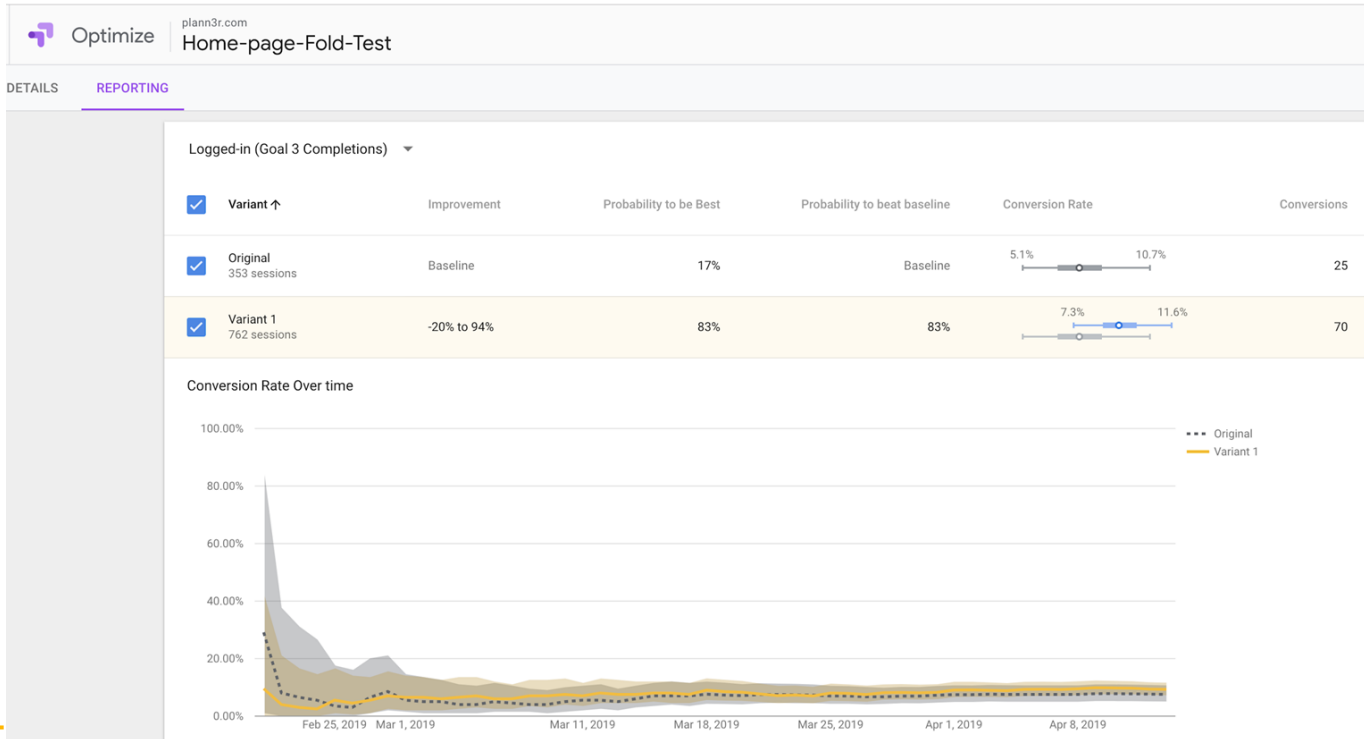
Get Started for FREE!

Powered by Replug





Experiment with your website





Who visited your website?

The screenshot displays the LinkedIn Sales Navigator interface. On the left, a list of companies is shown with filters for 'Companies' (19) and 'People' (0). The companies listed are:

- Cummins Auto Sales (Daventry, United Kingdom)
- Crelian (Anderlecht, Belgium)
- sintel security print solution (Brussels, Belgium)
- forbo linoleum (Ghent, Belgium)
- advanced projects and products (Antwerp, Belgium)
- BNP Paribas Fortis (Brussels, Belgium)
- Katoen Natie (Beveren, Belgium)
- onan corporation (Columbus, IN, United States)

The right-hand pane shows the 'Company info' for Cummins Auto Sales. It includes a 'SALES NAVIGATOR' banner with an 'Upgrade to LinkedIn Sales Navigator Team Edition' button. Below this, it states: 'You need a LinkedIn Sales Navigator Team contract in order to gain access to this integration.' There is also a 'Web' section with 'Add website...' and 'Google' options. The 'Contacts' section shows 'Leadfeeder contacts' (0) and 'LinkedIn Sales Navigator' (NEW) with a 'Get Premium' button. The 'Visits' section shows 17 visits and a 'Get Premium' button to see the full listing.



Who visited your website?

leadfeeder

Companies People Top leads Oct 12 - Oct 19

- Bickeny Stockholm, Sweden | Telecommunications
- Rimoko Rotterdam, Netherlands | Internet
- Madyhell Helsinki, Finland | Telecommunications
- Penn Mukluk Budapest, Hungary | Facilities Services
- Ware Briefing London, United Kingdom | Marketing and Advertising
- Gardcureless Mumbai, India | Marketing and Advertising
- Dackl Jy Vib, Denmark | Information Technology and Services

Rimoko Rotterdam, Netherlands

Assign Email Register Hide +Add tag Important

Company info

Contacts

Leadfeeder contacts LinkedIn contacts

- CL Chris A. Lightner Associate Director - Rotterdam, Netherlands
- LL Loretta W. Lincoln Account Director - Rotterdam, Netherlands
- KB Kasey J. Burress VP People - Rotterdam, Netherlands
- WH William S. Mancock Director of Sales - Rotterdam, Netherlands



Chatbot



- 90% of consumers consider live chats helpful.
- 62% are more likely to purchase again from a site that has a live chat feature,
- 38% made their purchase due to the live chat itself.

Source: [ATG global consumer trend study](#)



Chatbot

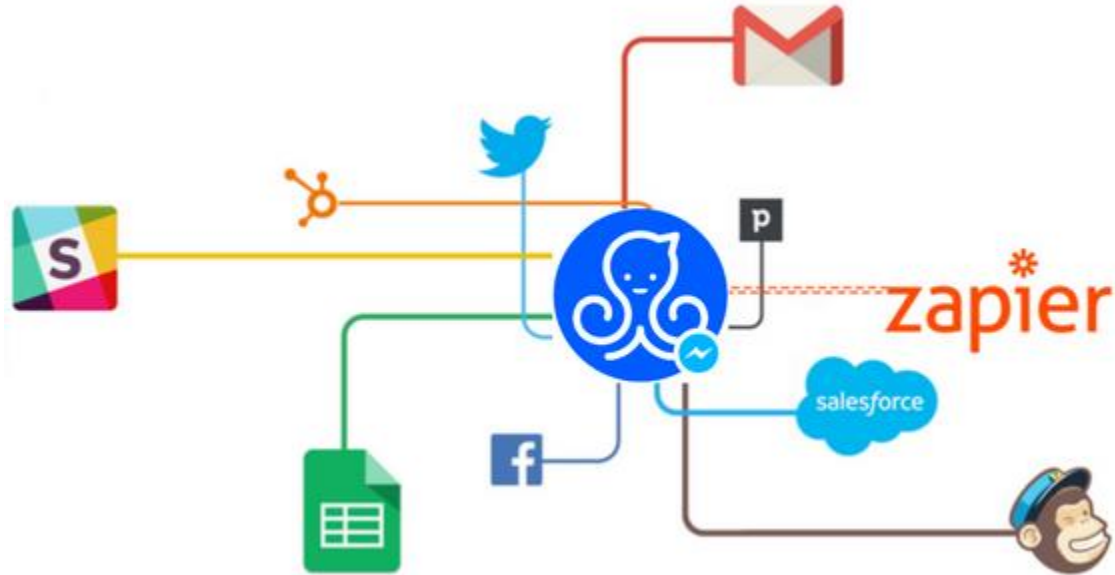
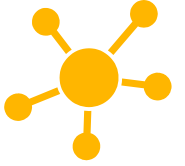


INTERCOM



Drift

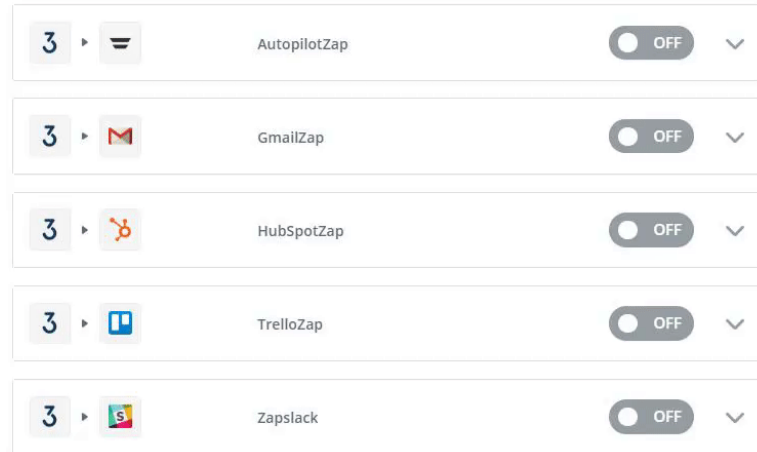
Let's meet Zapier





What is it?

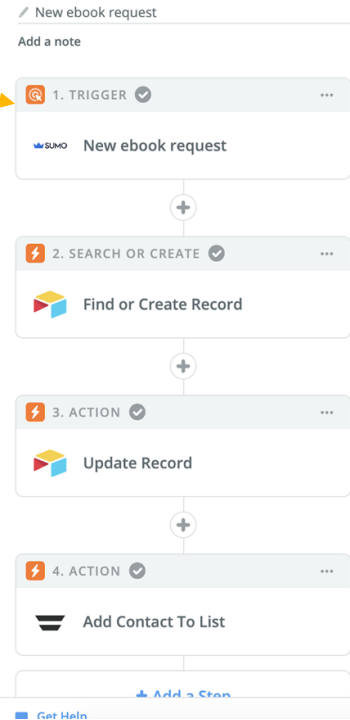
- It's the glue between your apps
- No more copy pasting
- Automated actions



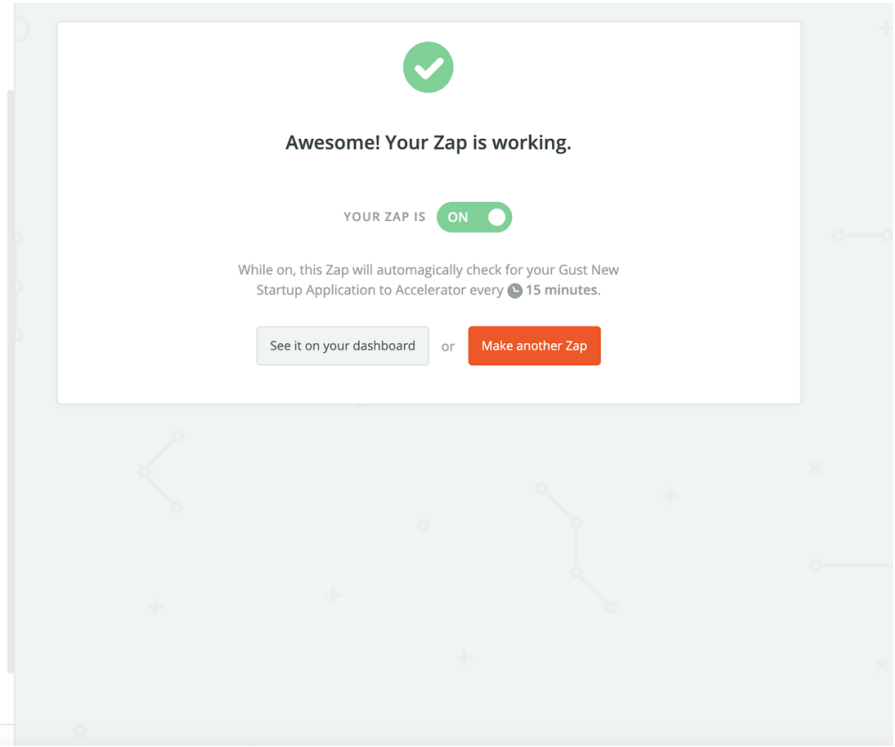


How does it work?

Trigger:
Starts an automation



Action:
Automatically executed



7

Who is GrowForce

Let's do some cool stuff

How can we help you?

Consulting

Implementation



Education

We're here to help

Looking for advice?



Growth Deepdive

Want to know what the current maturity of your B2B, B2C or E-commerce growth organization is? In this 2-day program, we assess your sales & marketing processes, campaigns, team, technology stack, objectives, and digital value proposition



Growth Technology Blueprint

To build a Growth Technology Blueprint & Roadmap, we will select/suggest a combination of sales, marketing, and e-commerce tools that fit your current and future growth processes and that are aligned with the IT department Requirements & Roadmap.



Interim Management

No driver's seat in your management team should be unmanned. But certainly not that of your sales, marketing or talent acquisition department. After all, in order to stay on track and focussed on yearly goals, adjustments need to be made continuously.

Can we help with implementation?



Growth Marketing Sprints

In this 7-day growth marketing program we train your team in our best-practices while creating and implementing proven growth marketing campaigns throughout every phase of the growth funnel.



Growth Marketing As A Service

Looking to add a growth marketing hotline that delivers the latest proven strategies and playbooks, on a month-by-month basis, to grow your company to the next level?



Getting Started With Video Marketing

Video is everywhere. But how do you choose the right channels, format and content at every stage in the funnel?



Questions?



✉ amaury@grow-force.com

🌐 [linkedin.com/in/amaury-timmermans](https://www.linkedin.com/in/amaury-timmermans)