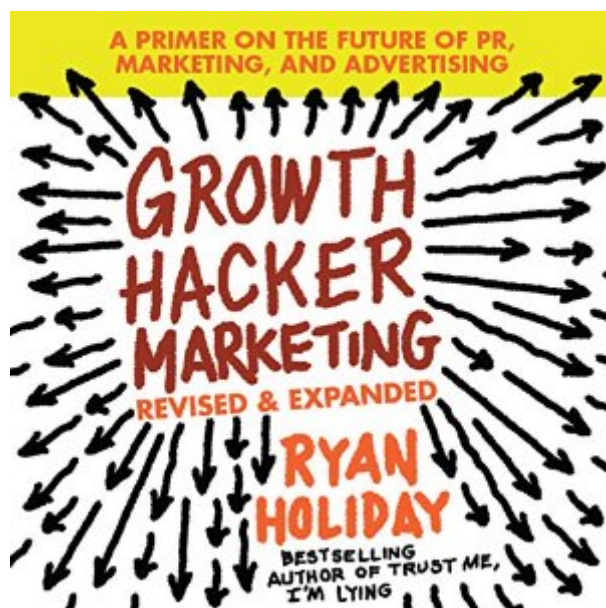# Growth Hacker Marketing: A Primer On The Future Of PR, Marketing, And Advertising

## Synopsis

A new generation of megabrands like Facebook, Dropbox, Airbnb, and Twitter haven't spent a dime on traditional marketing. No press releases, no TV commercials, no billboards. Instead, they rely on a new strategy - growth hacking - to reach many more people despite modest marketing budgets. Growth hackers have thrown out the old playbook and replaced it with tools that are testable, trackable, and scalable. They believe that products and businesses should be modified repeatedly until they're primed to generate explosive reactions. Best-selling author Ryan Holiday, the acclaimed marketing guru for American Apparel and many bestselling authors and multiplatinum musicians, explains the new rules and provides valuable examples and case studies for aspiring growth hackers. Whether you work for a tiny start-up or a Fortune 500 giant, if you're responsible for building awareness and buzz for a product or service, this is your road map.

## Book Information

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## Customer Reviews

Once again Ryan's at the forefront of change. In Growth Hacker Marketing, he shows how the marketing game has changed forever and how marketers must learn a new mindset or risk becoming obsolete.Here's 5 takeaways from the book that will help you stay relevant:1.) Adopt the Growth Hacker MindsetIf you wait until your organization gives you something to market/sell, then you've probably already lost.Growth hackers get involved during the development and design phase to ensure they help build something that people want.Via Growth Hacker Marketing: "A growth hacker doesn't see marketing as something one does, but rather something one builds into the product itself."This isn't about the tools (those change depending on the task); it's about "finding

clarity in a world that's been dominated by gut instincts and artistic preference for far too long." (Holiday)2.) Establish Product Market FitIt's time to stop guessing what people want. You can't sit in your office with your colleagues discussing what would be cool or what you think potential customers would want.Or rather, you can, but you're wasting valuable time.A better strategy is to get a minimum viable product in front of your customers to ensure that you're meeting their needs.Via Growth Hacker Marketing: "Product market fit is a feeling backed with data and information."Have you ever tried to market or sell something that people didn't want and that you didn't believe in? How'd that work out for you?3.) Make Mistakes QuicklyVia Growth Hacker Marketing: "The thing about marketers -- and, well, everyone -- is that we're wrong all the time.

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