Growth-Hacking Checklist

Read Your Way to CMO Status With the 9 Best Marketing Books



SEO: SEARCH ENGINE OPTIMIZATION

- [ ] Hire a good engineer to build a website that's optimized for search and will ensure your company appears at the top of the page when people type it into any web browser.

SEM: SEARCH ENGINE MARKETING

- [ ] Find Out the most common search terms related to your company, and buy them on Google AdWords.

PRODUCT MANAGEMENT

- [ ] Closely monitor user experience and behavior using Google Analytics.

A/B TESTING

- [ ] Offer your customers two versions Of a product, and monitor which one they prefer.

FACEBOOK/INSTAGRAM ADS

- [ ] Use Facebook and Instagram ads to convert fans into paying customers.

EMAIL CAPTURE

- [ ] Capture new customers via email, using survey questions, distributed content, and calls to action that drive them back to your site or convert them into paying customers.

LIST BUILDING

- [ ] Break your fans and customers into differentiated lists so you can target them differently and play to their preferences more accurately.

INFLUENCER MARKETING

- [ ] Collaborate with high-profile brands to tap into their audiences.

SOCIAL MEDIA STRATEGY

- [ ] post new content Often so you Stay fresh in people's minds. Time your social media posts to early mornings or early evenings to reach the most eyeballs.
- [ ] Engage with other brands to raise your visibility, and create branded content across channels.

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