

Growth Mental Model: Como hacer crecer tu empresa.



 **OUTSCALING.IO**

+ 100 Empresas

+ 5 Países

Google



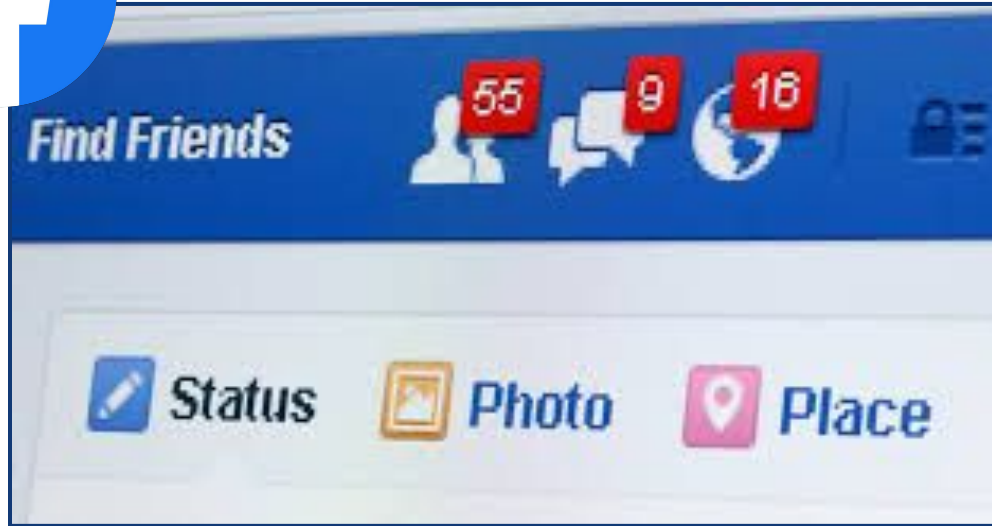
COMEDY CENTRAL

nickelodeon

- 1. Growth History.**
- 2. Growth Mentality.**
- 3. Growth
Methodology.**
- 4. Growth Example.**

GROWTH HACKING







GROWTH MARKETING

A graphic consisting of two overlapping squares. The top-left square is teal, and the bottom-right square is dark blue. The text 'GROWTH MARKETING' is centered in white on the dark blue square.

Es la ciencia que reemplaza las campañas de marketing con experimentos de Growth.

GROWTH HACKS

LANZAMIENTO?

LinkedIn

 *Pinterest*

UBER


SurveyMonkey

 Atlassian

 airbnb

TESLA

 slack

GROWTH TEAMS

LinkedIn

UBER +120

Atlassian

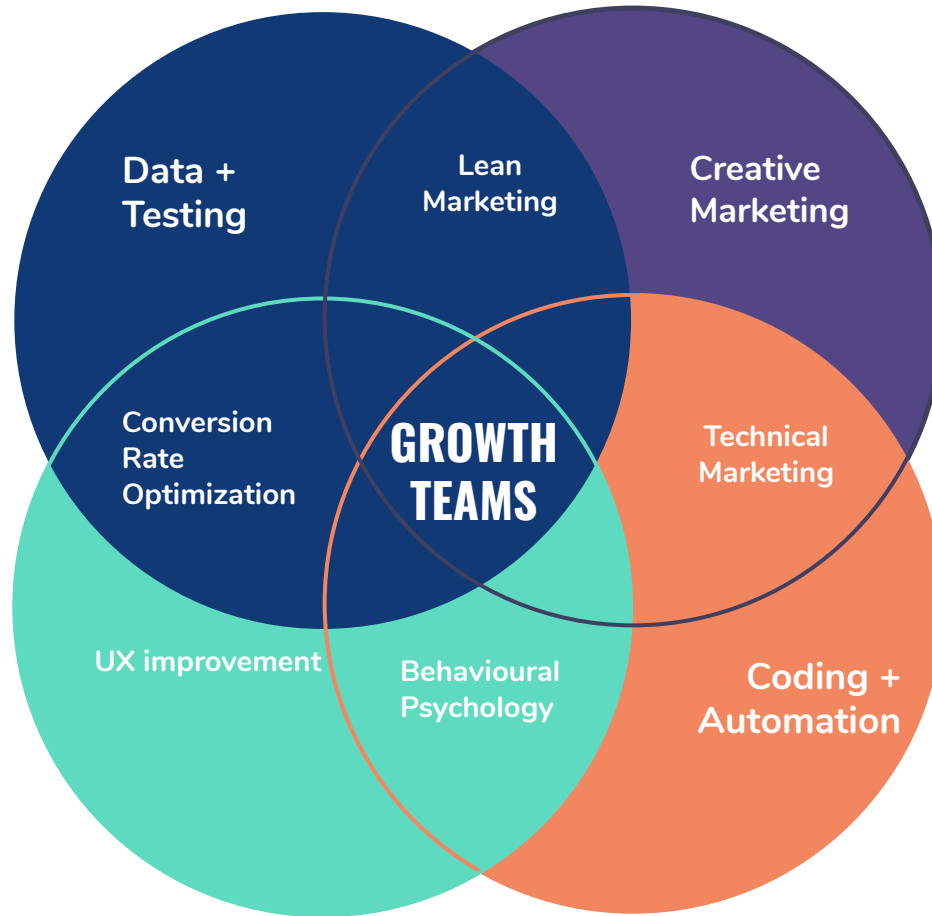
TESLA +50

Pinterest

SurveyMonkey

airbnb +180

slack





CL Amsterdam housing vacation rentals

holiday rentals search holiday rentals craigslist

search titles only
has image
pooled today
search nearby areas

PRICE: min max

all bedrooms
all bathrooms

Nº: min max

cats ok
dogs ok
furnished
no smoking
wheelchair access

housing type
laundry
parking

reset search

list thumb gallery 1 to 100 of 365

- Sep 11 **Sumptuous Studio (Amsterdam)** [x]
- Sep 11 **Quality Abode (A-100 / 2br - Amsterdam)** [x]
- Sep 11 **Comely Abode (A-120 / 2br - Amsterdam)** [x]
- Sep 11 **Perfect Holiday Home (A-80 Amsterdam)** [x]
- Sep 11 **spacious and elegant one bedroom apartment (A-20 / 1br - (Westerpark))** [x]
- Sep 11 **Elegant apartment in the heart of the city (A-30 / 1br - Amsterdam)** [x]
- Sep 11 **Beautifully designed and furnished apartment few mins from Dam Square (A-35 / 1br - (Gordaan))** [x]
- Sep 11 **INVITING ONE BEDROOM WHICH SLEEPS 6 (A-20 / 1br - (HERENGRACHT))** [x]

airbnb New York, NY Add dates Add guests

300+ stays

Stays in New York

Cancellation flexibility Type of place Price More filters

Enter dates and number of guests to see the total price per night.

Check travel restrictions before booking. The health and safety of our communities come first. Please follow government guidelines and travel only if it's essential.

- SUPERHOST** Private room **★ 4.67 (297)**
Sun-drenched 1BD in Upper East Side
2 guests · 1 bedroom · 1 bed · 1 private bath
Wifi · Kitchen · Heating · Air conditioning
Includes cancellation flexibility
- SUPERHOST** Entire apartment **★ 4.90 (134)**
Traveller's Flat – Hell's Kitchen



USAMOS LA



★ from **jill demi** jilldemi17@gmail.com
 to hous-gn8qb-1442756926@craigslist.org
 date Sun, Nov 8, 2009 at 8:14 PM
 subject Re: \$700 / 1br - Lake Tahoe - Lakefront Condo - Sleeps 4 (Tahoe City, CA)

[hide details](#) 11/8/09

[Reply](#)

**** CRAIGSLIST ADVISORY --- AVOID SCAMS BY DEALING LOCALLY**
**** Avoid: wiring money, cross-border deals, work-at-home**
**** Beware: cashier checks, money orders, escrow, shipping**
**** More Info: <http://www.craigslist.org/about/scams.html>**

Hello,

I am emailing you because you have one of the nicest listings in Craigslist in the Tahoe area, and I want to recommend you feature it to one of the largest vacation rental marketplaces on the web, Airbnb. The site already has 3,000,000 page views a month! Check it out here: <http://www.airbnb.com>

Jill D

this message was remailed to you via: hous-gn8qb-1442756926@craigslist.org

CL Amsterdam > No

holiday rentals

- search titles only
- has image
- posted today
- search nearby areas

PRICE: min max

all bedrooms all bathrooms

Nº: min max

- cats ok
- dogs ok
- furnished
- no smoking
- wheelchair access

+ housing type
 + laundry
 + parking

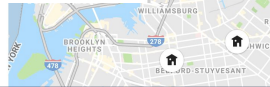
reset search

Search as I move th

UPPER MANHATTAN
 MOTT HAVEN
 GREENPOINT
 BROOKLYN HEIGHTS
 WILLIAMSBURG

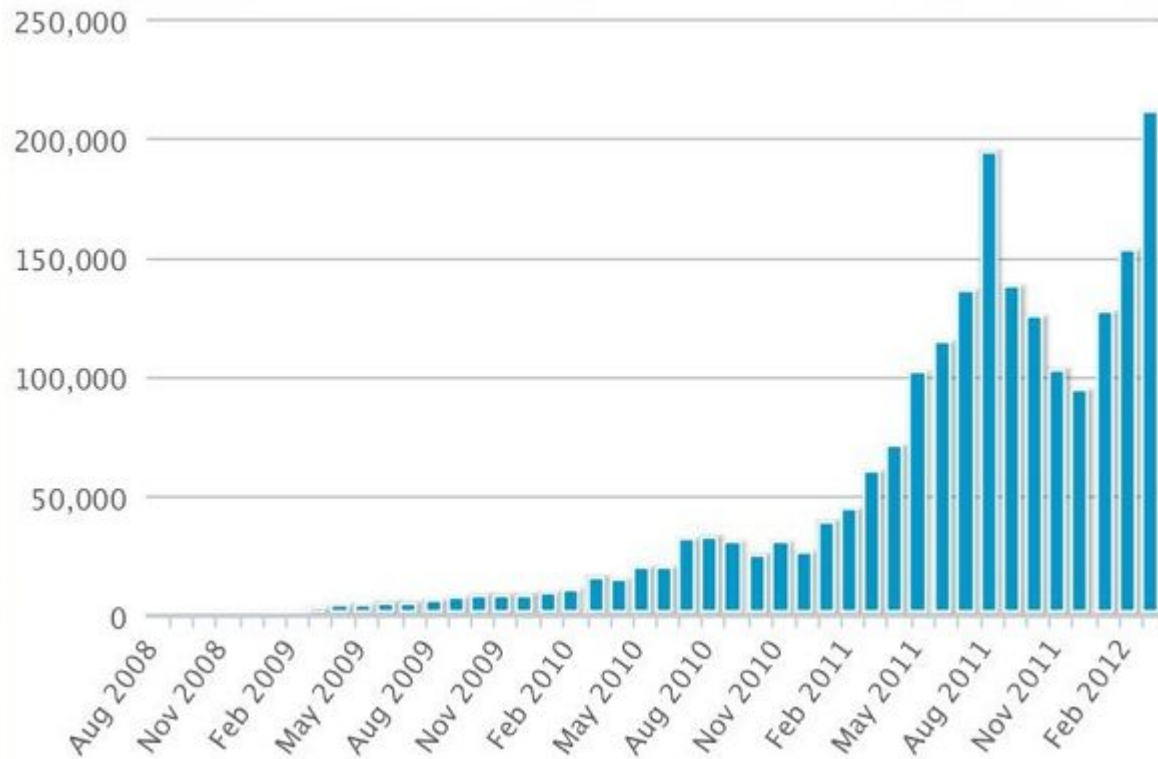


SUPERHOST Entire apartment
 Traveller's Flat - Hell's Kitchen
 ★ 4.90 (134)





Airbnb New Users by Month





Dropbox



Google Ads

Get up to 16 GB of free space by inviting your friends to Dropbox!

For every friend who joins and installs Dropbox on their computer, we'll give you both 500 MB of bonus space (up to a limit of 16 GB)!
If you need even more space, [upgrade your account](#).



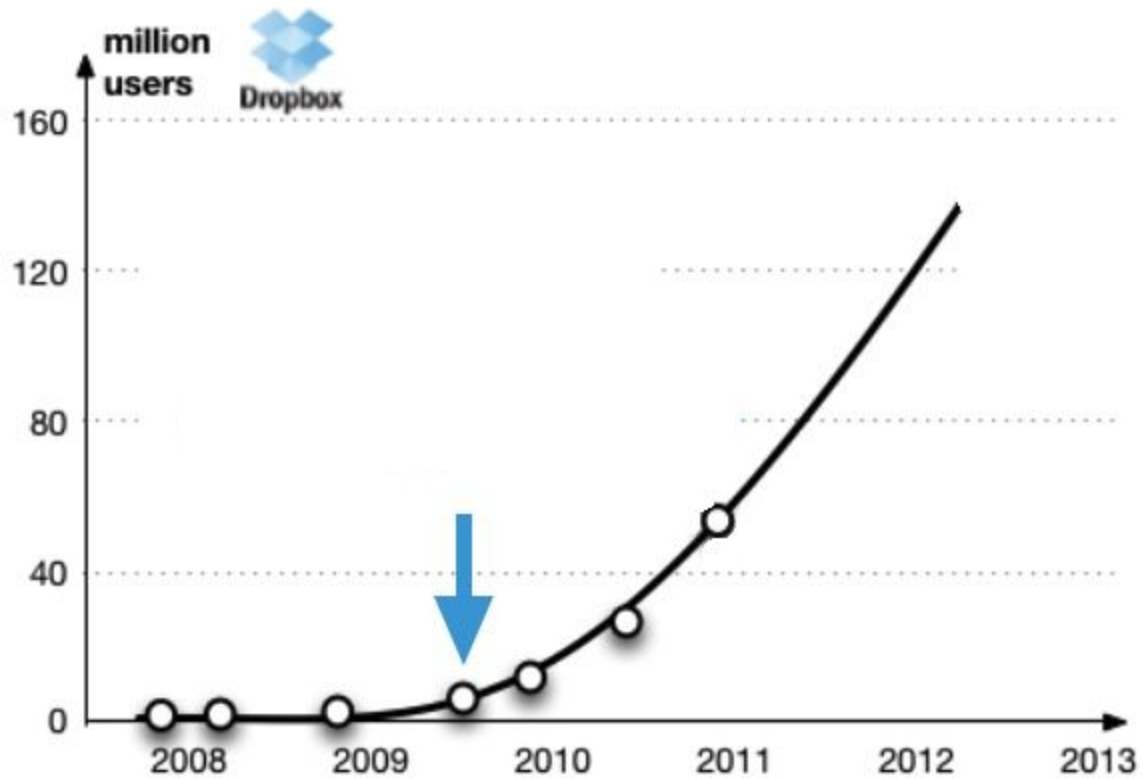
Invite your Gmail contacts...

OR

Add names or emails

 **Send**

 We won't store your password and your contacts are secure.





Email Blasting

Blackboard Learn

utoronto.ca https://portal.utoronto.ca/webapps/portal/frameset.jsp?tab_group_id=null&url=

Blackboard Learn My Places Home Help Logout

UNIVERSITY OF TORONTO

PORTAL My Page Community Content System Admin

Calculus I - Combined - (Fall-2010-MATA30H3-F-LEC30.LEC02.LEC01) Groups Edit Mode: ON

UT Manage

Create Group Assign Students to Groups

Number of Ungrouped Students in Fall-2010-MATA30H3-F-LEC30.LEC02.LEC01: 650

Lookup Student Move Students Copy Students Group Map Manage Staff Import Group Structure

Enable Switching Students are not allowed to switch between groups

Select All	Title	Number of Sub-Groups	Number of Students	Allow Self Sign Up	Baseline Roster	Last Update Date	Is Available	Actions
<input type="checkbox"/>	Tutorial_01	0	31	X	Fall-2010-MATA30H3-F-TUT001	Mon Oct 18 16:25:49 EDT 2010	✓	View Modify Import
<input type="checkbox"/>	Tutorial_02	0	33	X	Fall-2010-MATA30H3-F-TUT002	Mon Oct 18 16:26:06 EDT 2010	✓	View Modify Import
<input type="checkbox"/>	Tutorial_03	0	32	X	Fall-2010-MATA30H3-F-TUT003	Mon Oct 18 16:26:23 EDT 2010	✓	View Modify Import
<input type="checkbox"/>	Tutorial_04	0	33	X	Fall-2010-MATA30H3-F-TUT004	Mon Oct 18 16:26:38 EDT 2010	✓	View Modify Import

Displaying 1 to 4 of 4 items Show All Edit Paging

Modify Selected Delete Selected Copy Selected Clear Students from Selected View/Download Selected Roster

COURSE MANAGEMENT

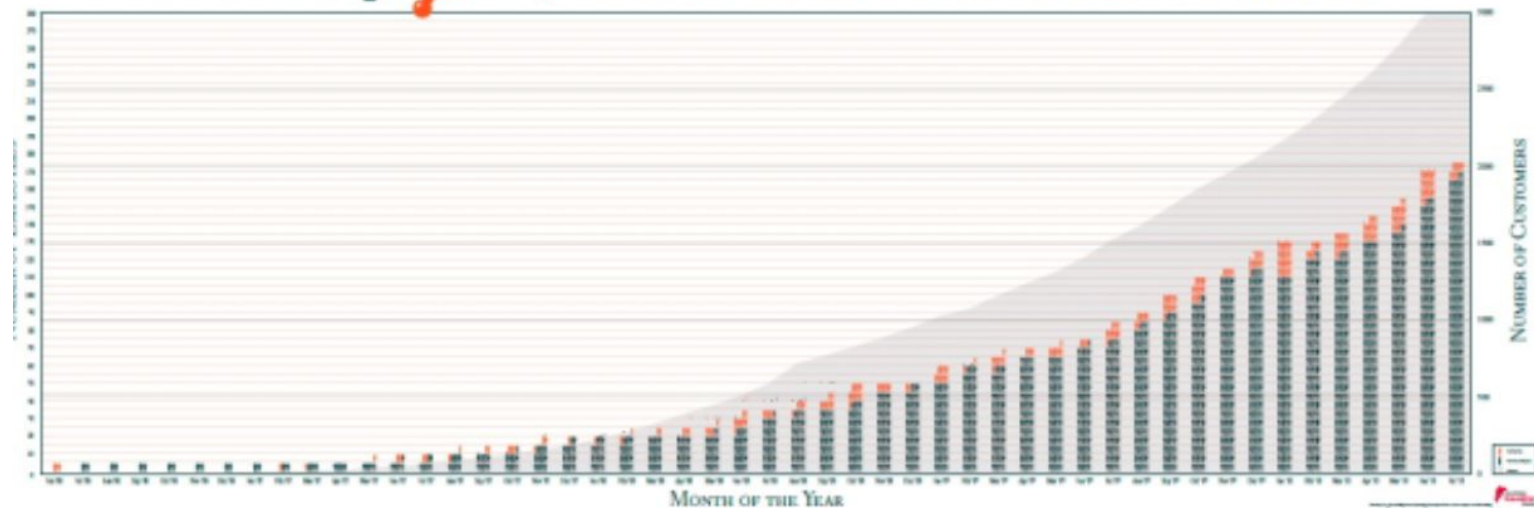
- Control Panel
- Course Tools
- Announcements
- Bligs
- Collaboration
- Contacts
- Course Calendar
- Discussion Board
- Glossary
- Journals
- Self and Peer Assessment
- Send Email
- Tasks
- Tests, Surveys, and Pools
- UT Manage Groups
- UT Manage Users

https://portal.utoronto.ca/webapps/sis-utmanagroups-bb_bb60/admin/index.do?course_id=_579368_1



TESLA

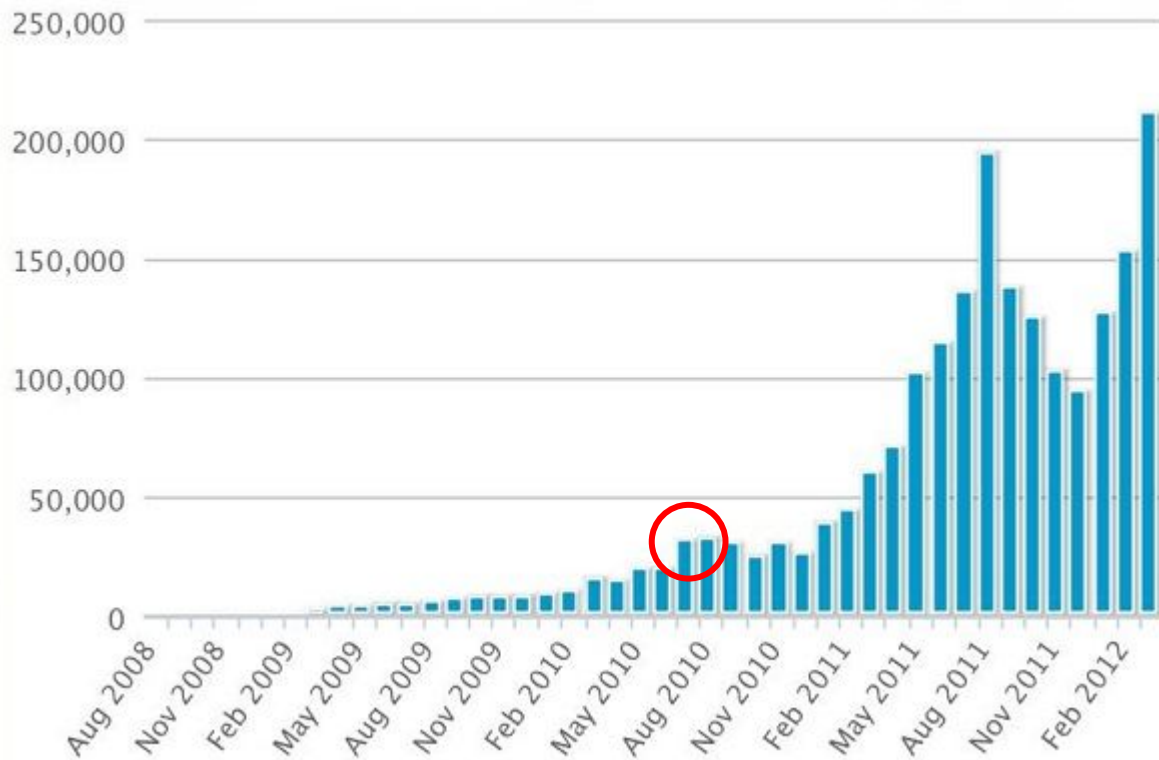
HubSpot | The First Four Years





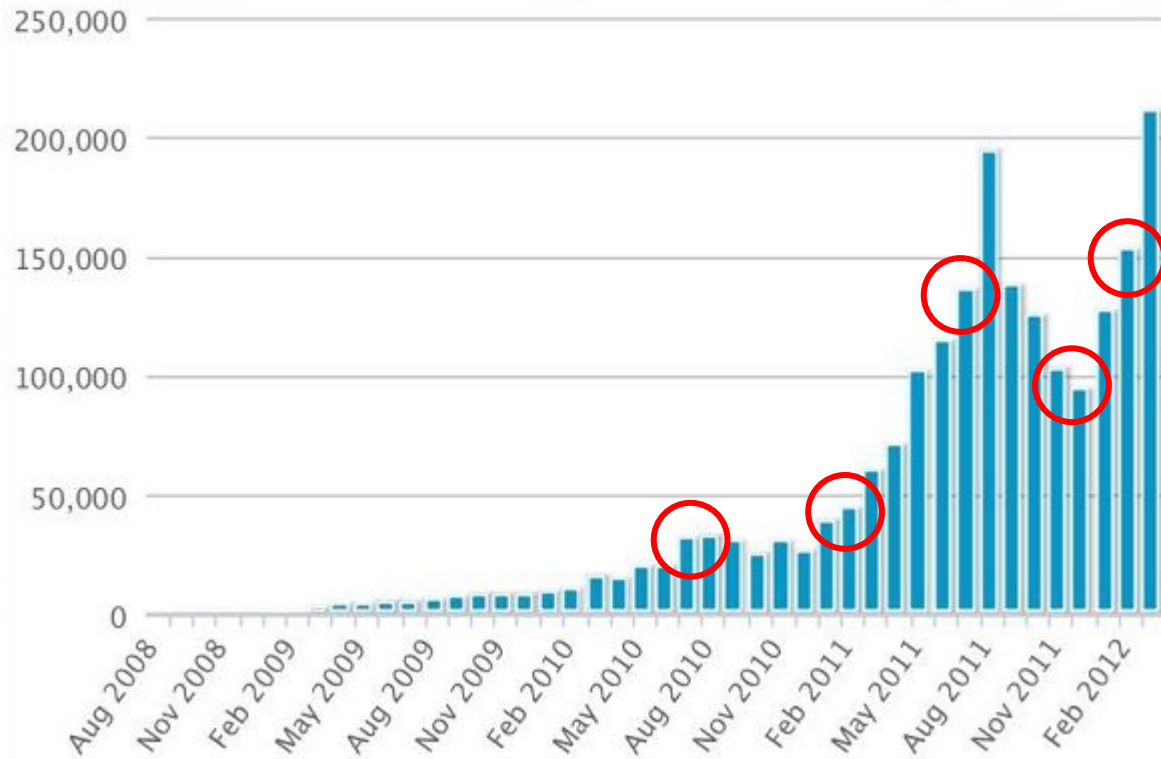


Airbnb New Users by Month



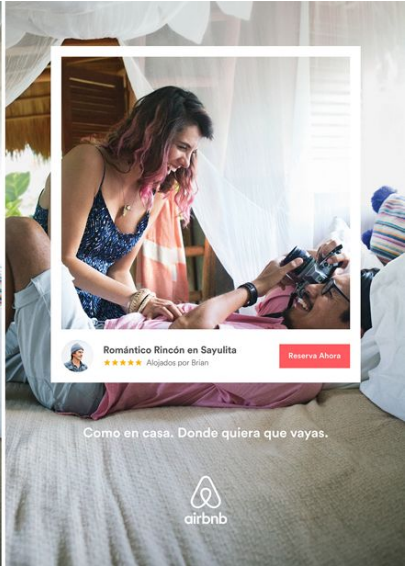


Airbnb New Users by Month





PHOTOGRAPHERS HACK





airbnb

Quick Links

[View/Edit Listings](#)

[Reservations](#)

[Post to Craigslist](#)

[Standbys](#)

[Reviews & Recommendations](#)

[★ Starred Items \(7\)](#)

Growth Iceberg



1. **Growth History.**
2. **Growth Mentality.**
3. **Growth
Methodology.**
4. **Growth Example.**

**USE
OTHERS
NETWORK**



PayPal



ebay[™]

Experimentation Mentality



100k +



20k +



1000 +



**Capaña
Marketing**

\$ 1000

Lean Mindset



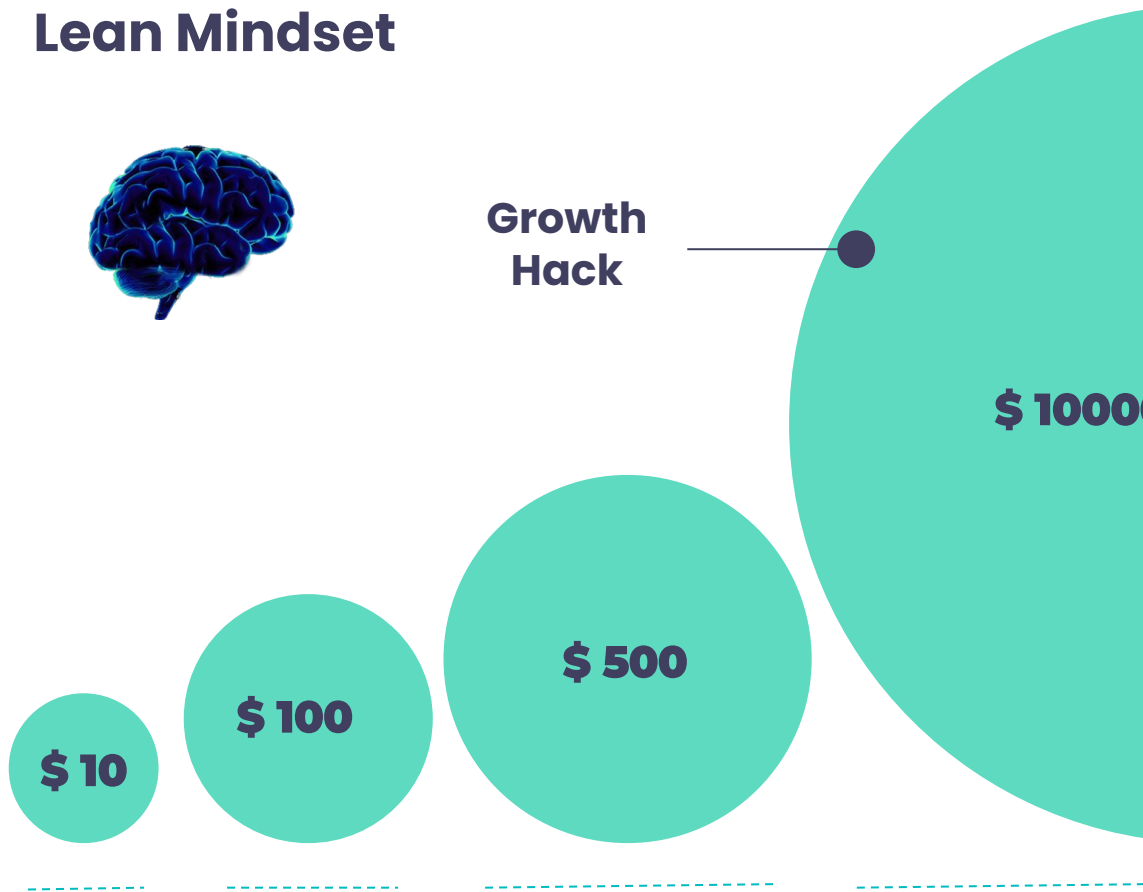
**Growth
Hack**

\$ 10

\$ 100

\$ 500

\$ 1000



FAIL FAST





Fail Fast → Learn Fast → Improve Fast





Our success at Amazon is a function of **how many experiments we do per year, per month, per week, per day.** Being wrong might hurt you a bit.. But being slow will kill you!



**Sneaky
or Smart?**

Uber

lyft

Sniky



Growth
Hacks

Creative

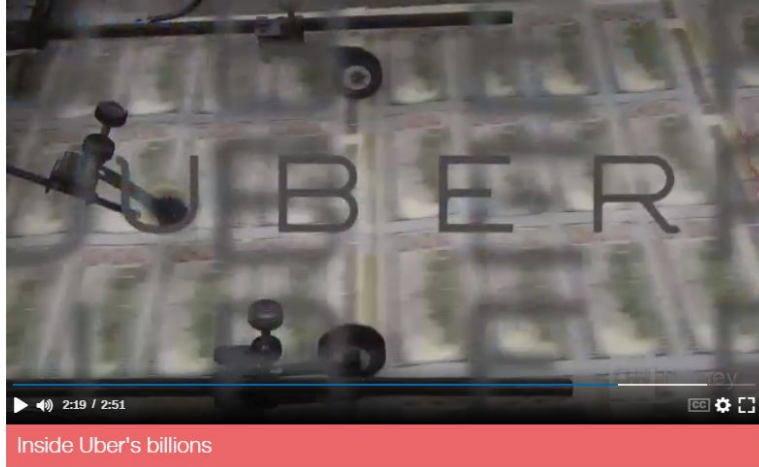
Innovation Nation

Uber's dirty tricks quantified: Rival counts 5,560 canceled rides

by Erica Fink @EricaFink

August 12, 2014: 3:11 PM ET

Recommend 26



It's the taxi app version of ding-dong ditch.



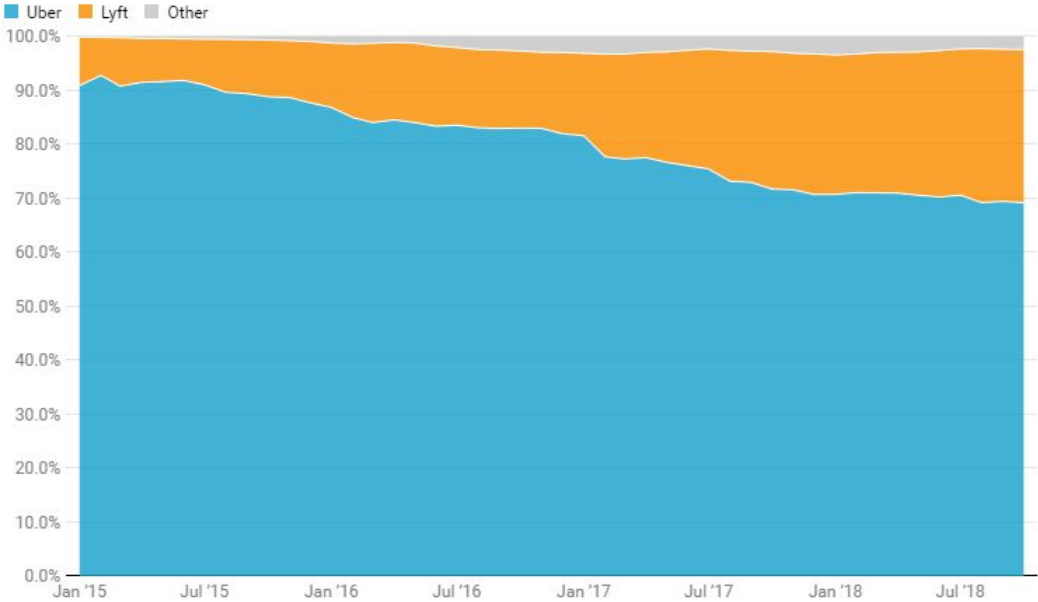
Paid Content by Outbrain



lyft

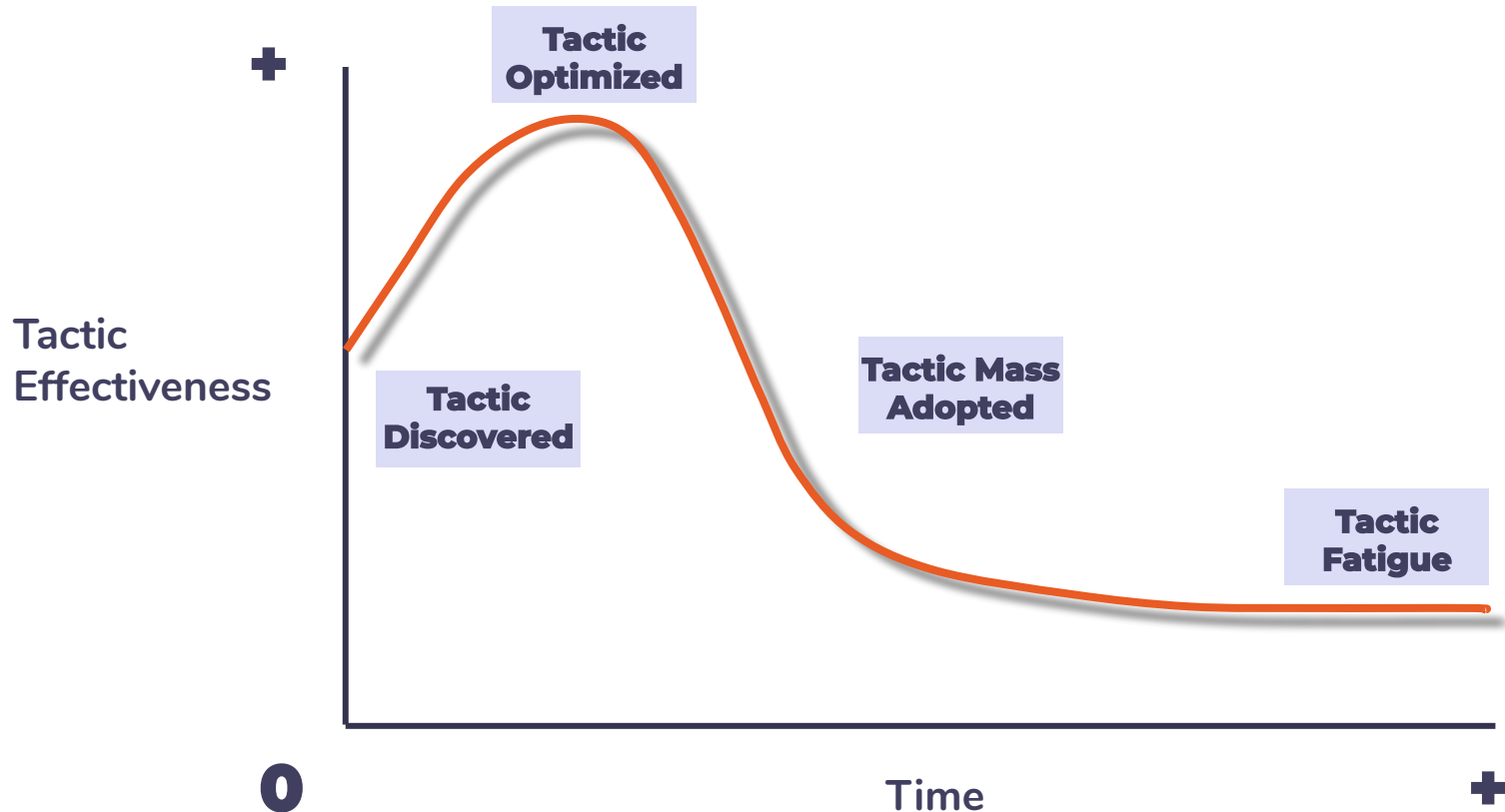


U.S. ride-hail market share



Uber

PORQUE TÁCTICAS **NO** SON LA BASE DEL GROWTH?



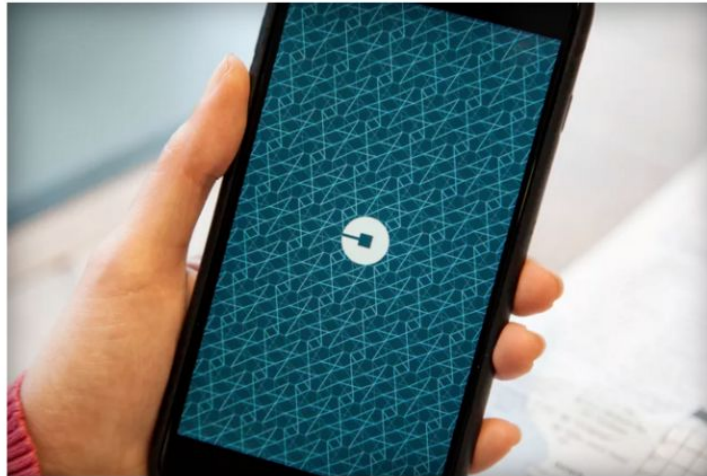
Can you cancel my order?

Uber accuses Indian rival Ola of booking 400,000 fake rides

COMMENTS

Is Uber getting a taste of its own medicine?

By [Andrew J. Hawkins](#) on March 23, 2016 03:08 pm [Email](#) [@andyjayhawk](#)



[Share on Facebook](#) [Tweet](#) [in Share](#) [Pin \(3\)](#)

PART OF THIS **STORYSTREAM**



83 UPDATES TO
Uber's bumpy road to world domination

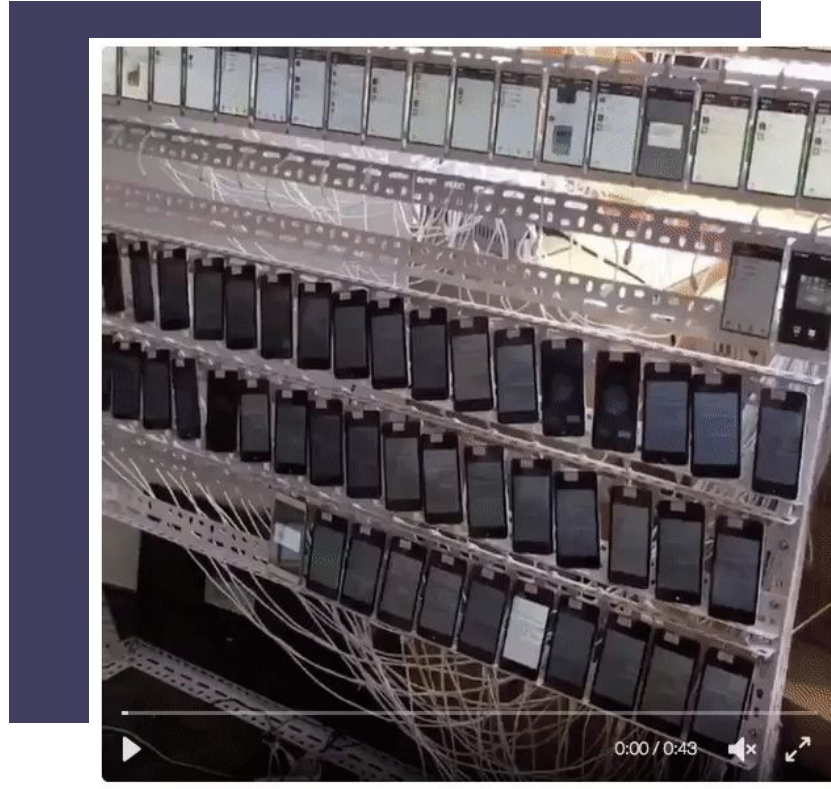
APR 27 Arianna Huffington joins Uber's board of directors

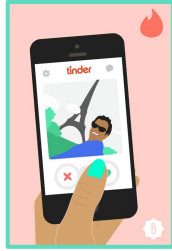
APR 26 Uber drivers can now find the cheapest gas stations within the app

APR 24 Uber drivers in California join with Teamsters Union to fight for better benefits

APR 22 You should probably tip your Uber driver from

Granjas de Celulares en China





Me Gusta?



Chatear?



Cita?



Beso?

 **tinder**
+
flickr

Explore

Share





DISTRIBUTION

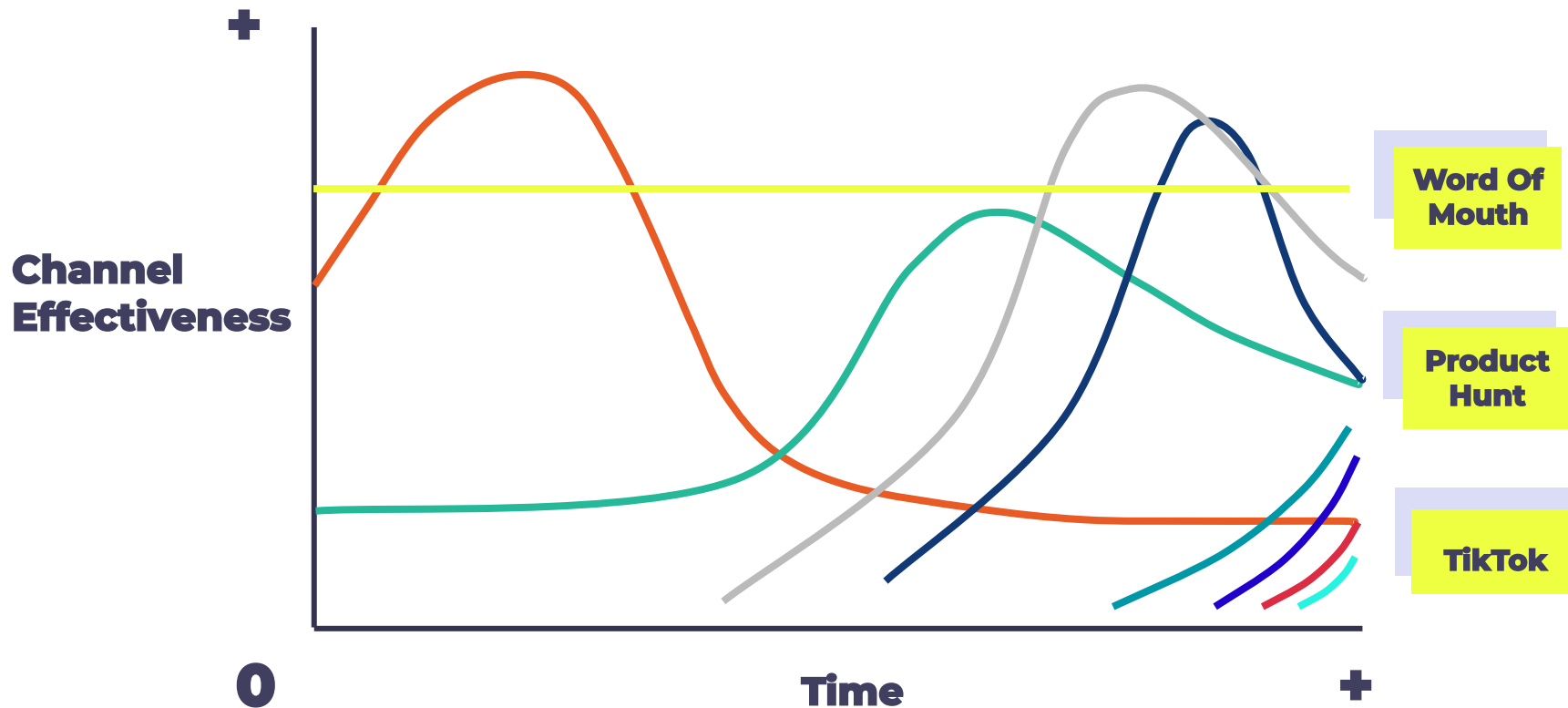
nickelodeon

**If Content is
KING**

**Distribution
is GOD.**

NETFLIX

Efectividad de los Canales en el tiempo



Awareness

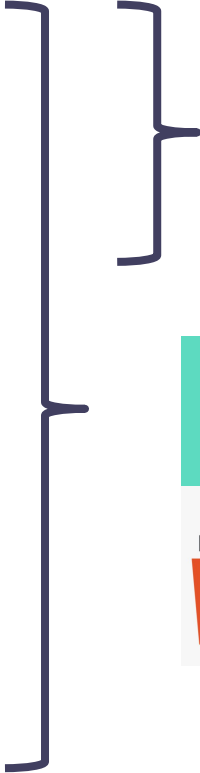
Acquisition

Activation

Revenue

Retention

Referral



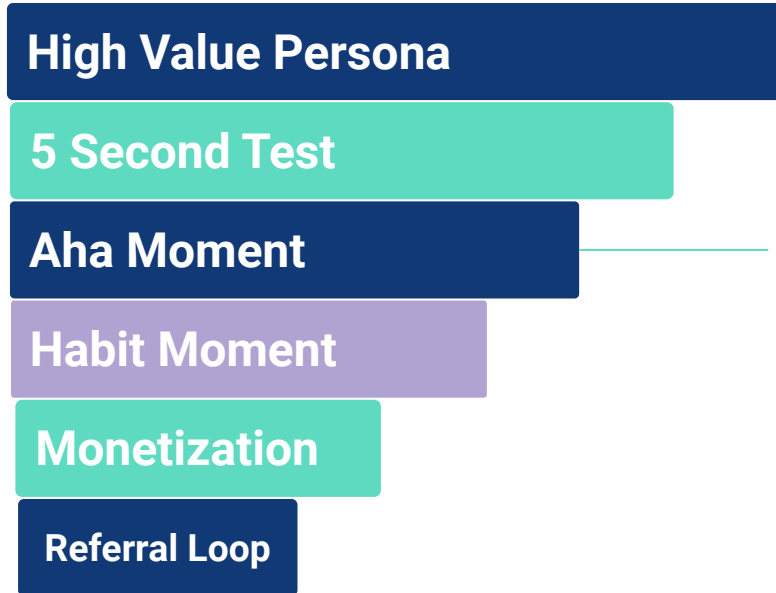
Digital Marketing

Growth Marketing



The Customer Habit Funnel

How to Create Habit Forming Products for High Valuable Customers

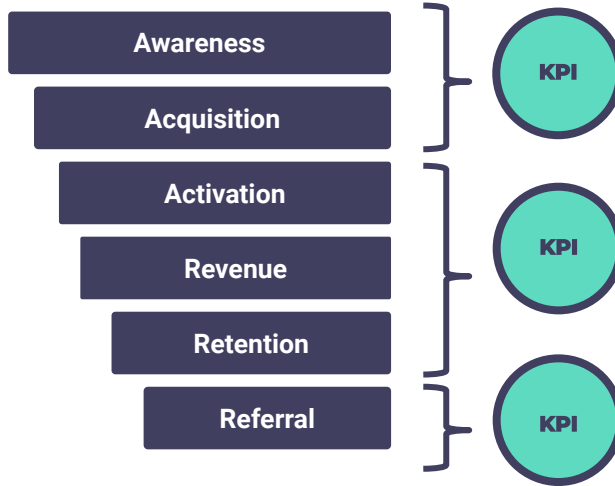
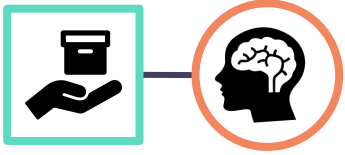


Tik Tok

1. **Growth History.**
2. **Growth Mentality.**
3. **Growth
Methodology.**
4. **Growth Example.**

GROWTH STRATEGY

Business Model



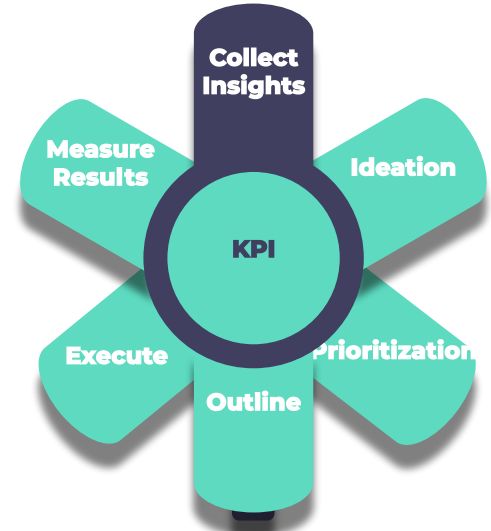
User Journey



Data Insights

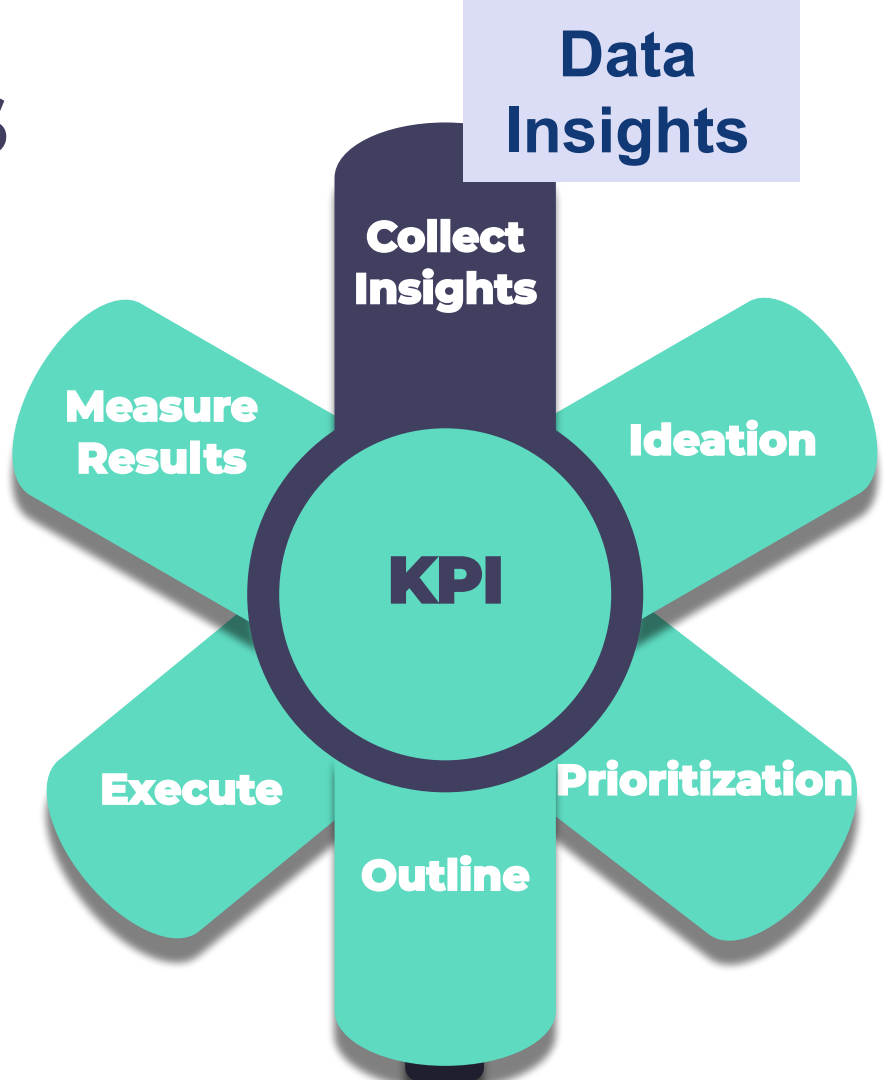
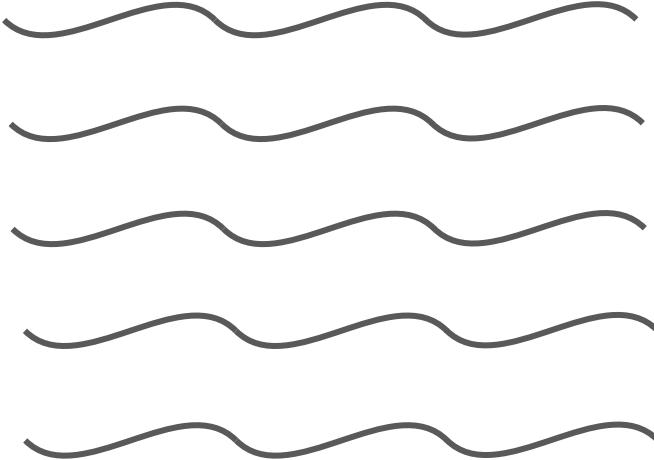


Growth Loops

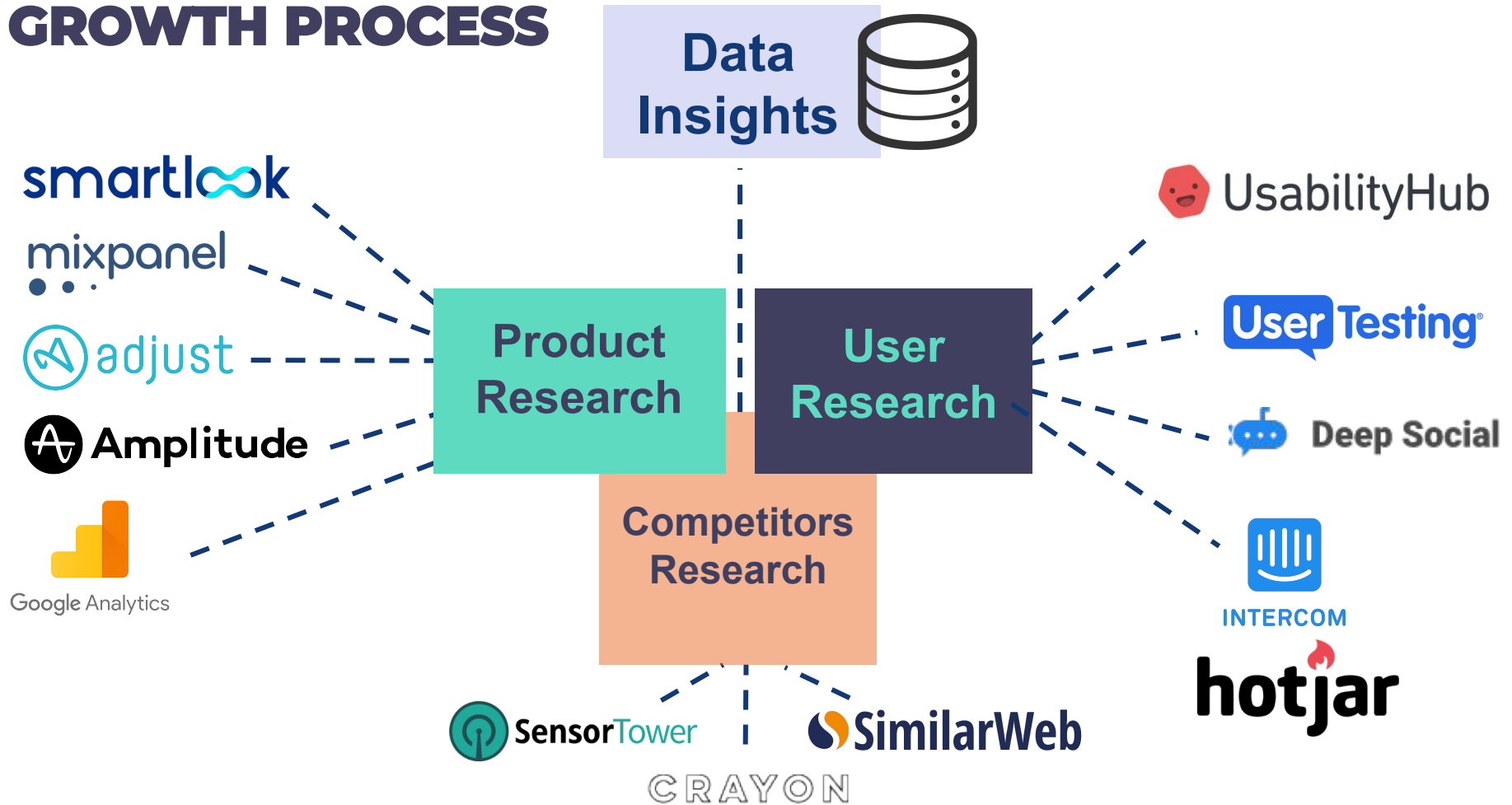


GROWTH PROCESS

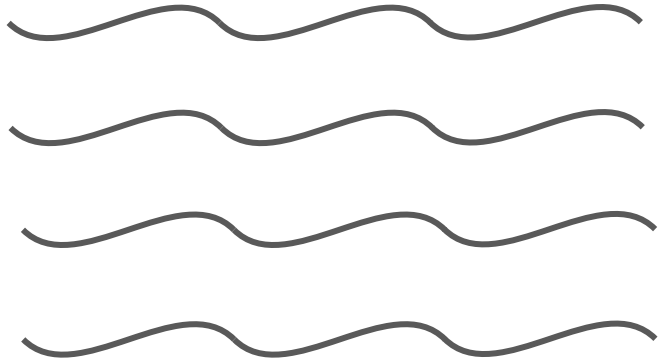
Windmill Model



GROWTH PROCESS



Growth Marketing Windmill Model



Entra a <https://ladder.io/playbook>

LADDER

OUR SERVICES

MENU

The Ladder Playbook: Your Growth/Marketing Tactic Database

Grow without the guesswork. Enter your email below to connect with a strategist.

ENTER YOUR BUSINESS E-MAIL

TALK TO A STRATEGIST

853

GROWTH TACTICS

Across Every Channel

4

TACTICS ADDED

In Last 30 Days

7,000+

EXPERIMENTS LAUNCHED

By Ladder Marketing
Operations

Welcome to the
database!
How can I help?

Noggin Growth Marketing Plan

Brainstorm Acquisition

Launch campaign in Adcolony - Approving - Mobile Advertising Platforms

NickJr site - Smart banner on mobile to download the app
🕒 20 Sep 2019 📧 0/1

SMS to Download - When traffic it from Desktop to our LP offer SMS after onboarding process asking for Number and Name - Bunq as eq.
🕒 20 Sep 2019 📧 0/1

Affiliate Marketing - Rob Levin

Influencer Marketing - Rob Levin

+ Add another card

Brainstorm Retention - Monetization

Viral Marketing - Referral Links deep linked to specific Landing Page in the app
📧 0/2

Marketing Campaign - Push Notifications based on User Touching points and value perceived during User Journey
📧 0/4

Retargeting Ads for Installed app users
📧 0/2

FTUX - Onboarding Process Highlighting Value Prop
🗨️ 1 📧 0/1

Customer Pleasure Moment - Trigger in-app message to review Noggin in App Stores

Improve Payment Page for non-fiction details that can be improved.

+ Add another card

Pipeline Aw. Acquisition

Research Keyword and HTML structure from Noggin USA - Competitors - Add them to Landing Page
🕒 13 Sep 2019 📧 0/1

Google Play Ads
🕒 1 Oct 2019 📧 0/3

Google Ads - Search Network Ads
🕒 16 Oct 2019 📧 0/3

Google Ads - Display Network Ads
🕒 25 Oct 2019 📧 0/6

Retarget NickJr Facebook Fans with Facebook Ads

NickJr Fb Fans lookalike Adience

Nick Jr Fans - Instagram placements target

ASO - App Store
🕒 27 Sep 2019 📧 0/10

ASO - Play Store
🕒 27 Sep 2019 📧 0/10

+ Add another card

Pipeline Retention

Lifecycle Marketing - How we connect all these dots for different Segments?

Recovery Churned Customers Campaign

AHA - WOW moment discovery.

+ Add another card

Running

Apple Search Ads
🕒 1 Oct 2019 🗨️ 1 📧 1/4

Google Ads - Youtube Ads
🕒 25 Oct 2019 📧 0/3

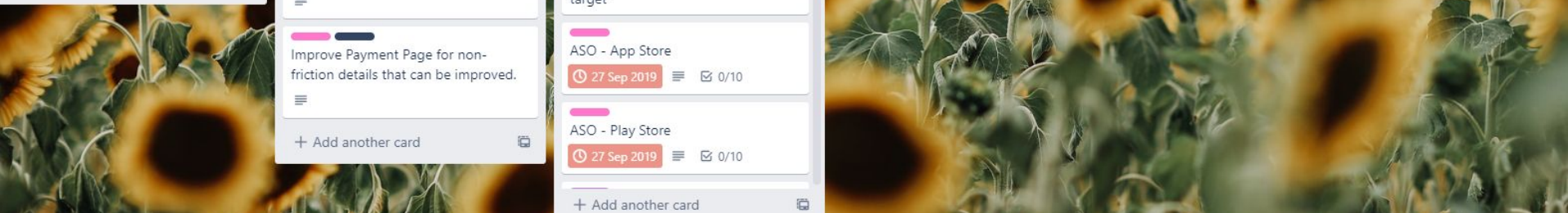
Dunning Email Campaigning

+ Add another card

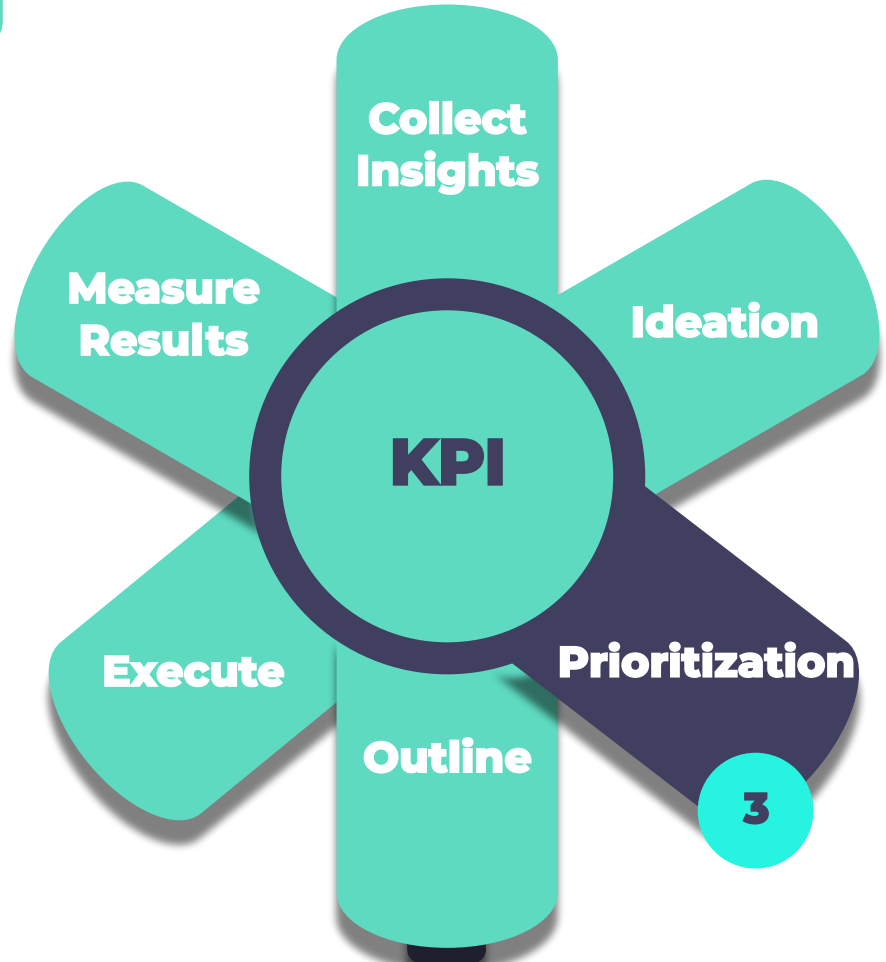
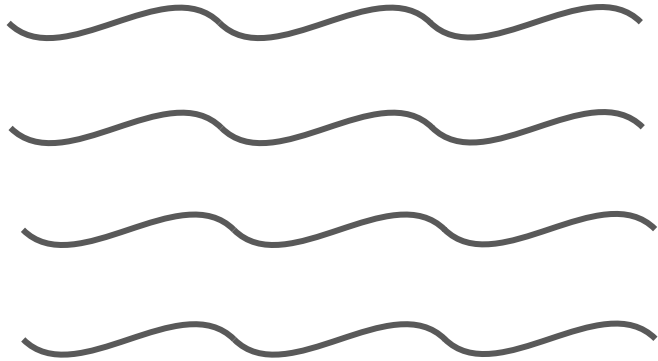
Analyze

NOGGIN APP TOOLS
🗨️ 1

+ Add another card



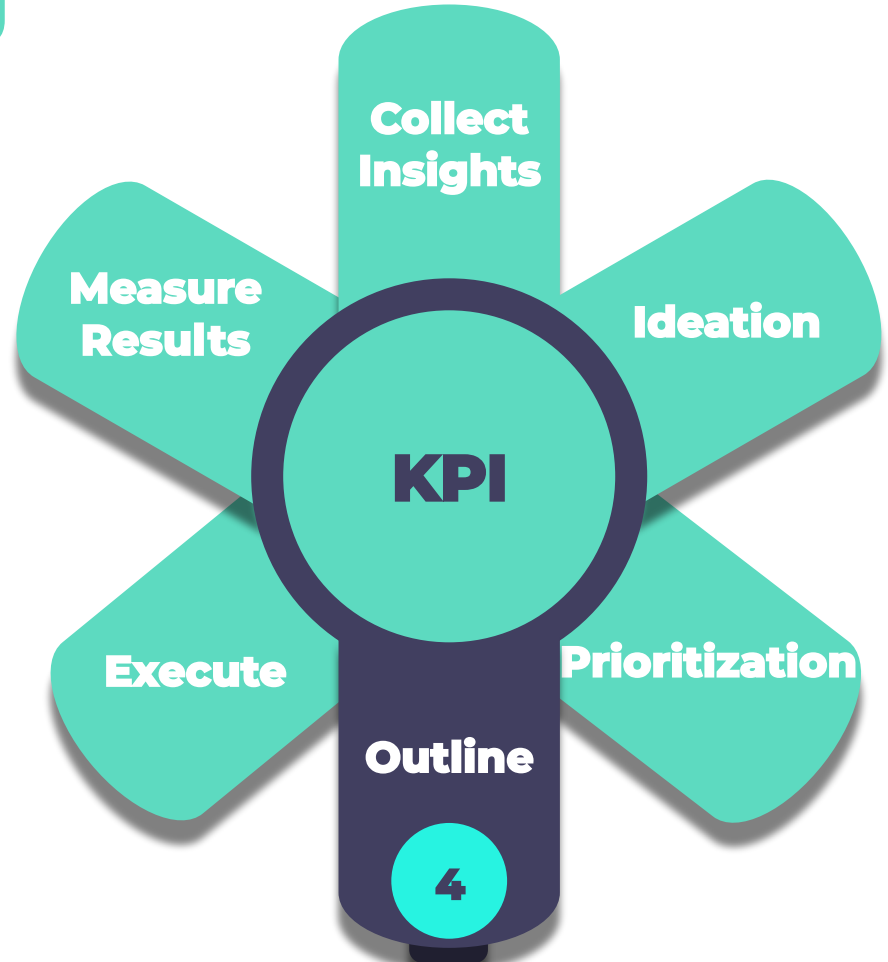
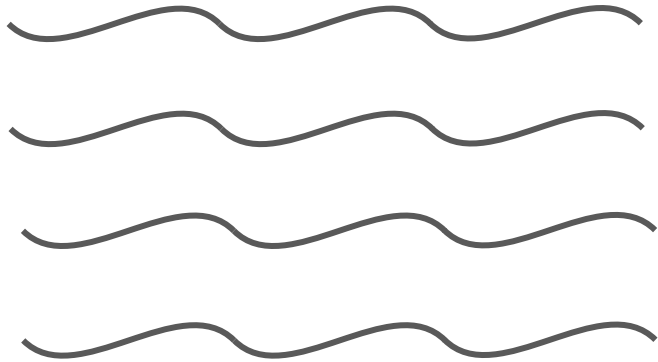
Growth Marketing Windmill Model



Experiment Scoring

$$\begin{array}{c} \text{Expected} \\ \text{KPI} \\ \text{Value} \\ \text{Increase} \end{array} - \begin{array}{c} \text{Expected} \\ \text{Cost} \end{array} = \begin{array}{c} \text{Expected} \\ \text{ROI} \end{array}$$

Growth Marketing Windmill Model



Growth Experiment Card

EXPERIMENT CARD

Experiment Name

Start Date

Experiment Owner

Deadline

Step 1. Hypothesis

WE BELIEVE THAT

Step 2. Test

TO VERIFY THAT, WE WILL

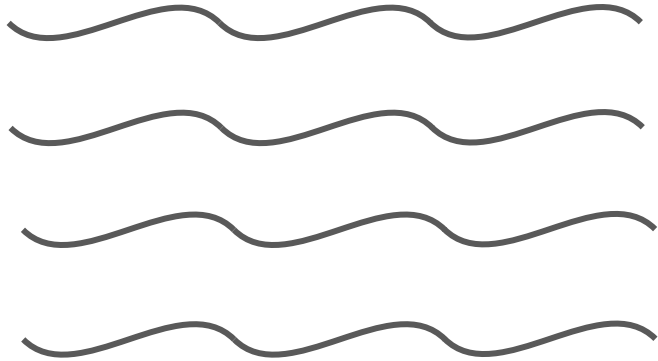
Step 3. Metric

AND MEASURE

Step 4. Criteria

WE ARE RIGHT IF

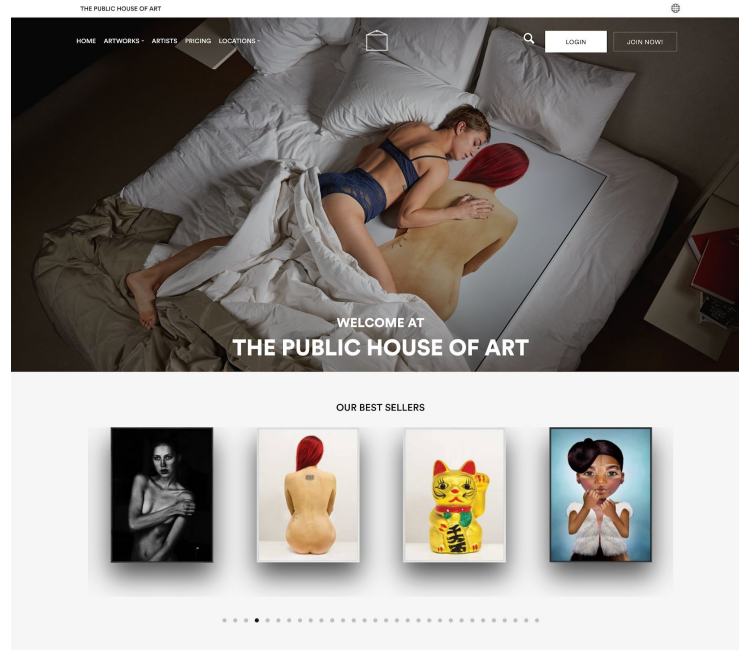
Growth Marketing Windmill Model



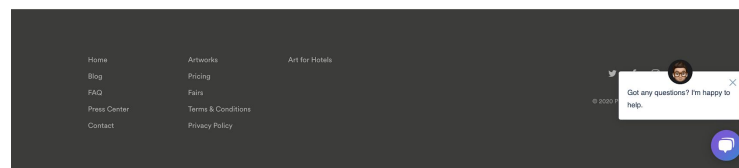
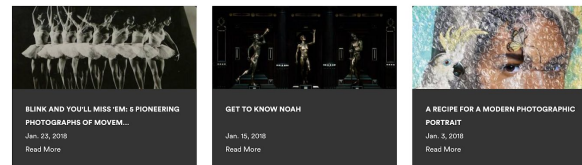
- 1. Growth History.**
- 2. Growth Mentality.**
- 3. Growth
Methodology.**
- 4. Growth Example.**

EJEMPLO

publichouseofart.com

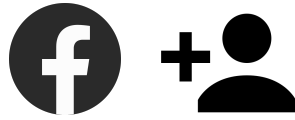


CHECK OUT OUR AMAZING BLOG AS WELL:



Performance Marketing

1

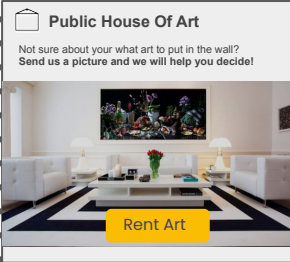


Cold Pain Ad 1

Cold Pain Ad 2

Cold Benefit 3

Facebook Warm Campaign



2

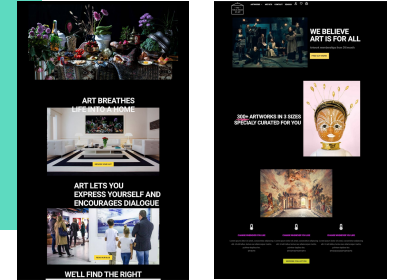
Landing Page A/B Test - 5 Second Test

LANDING PAGE A

LANDING PAGE B

Data Analysis

Bounce Rate %
Subs %

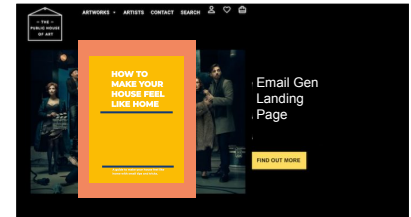


3

Behaviour Analysis

Downloaded Guide?

Subscribed User?



Data Analysis

+10 seconds on site
+3 pages visited



4

Referral Campaign

Referral

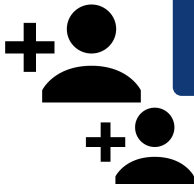
Retargeting pixel

Engagement

Email Sequence

- High engagement = 20% Open Rate
- Medium
- Low

GROWTH LOOP



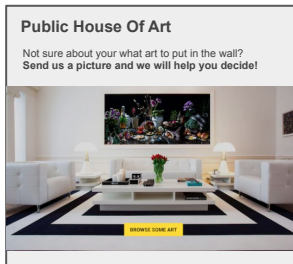
GROWTH STRATEGY

Business Model



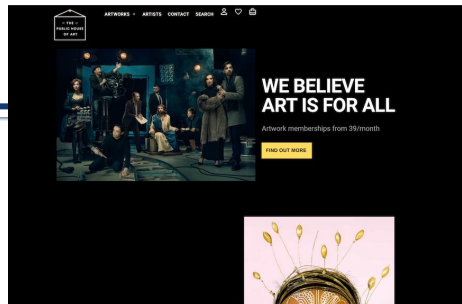
Performance Marketing

1



Landing Page CRO

2



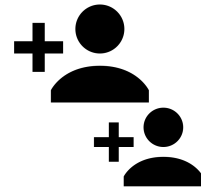
UsabilityHub

Data Insights 

SHARE THIS LINK WITH YOUR FRIENDS AND EARN 1 MONTH FOR FREE



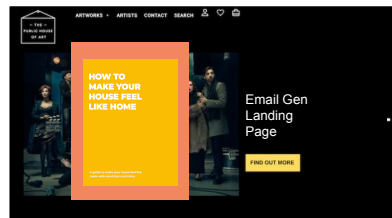
4



GROWTH LOOP

Behaviour Analysis

3



mixpanel



 **OUTSCALING.IO**
tomascapponi@gmail.com