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growing startups
all share one thing
in common: a new
approach to how
they grow. Using
new a way of
marketing, called
growth hacking,
these startups

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way to learn is to look at the success stories and find the things they have in common. This is exactly what we do in the text below.

Who Should Read “Startup Growth Engines” and Why?

Startup Growth Engines PDF Summary - Sean

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Ellis | 12min Blog

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Ellis and Morgan

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respected in the
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community,
particularly for
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shows you the
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difficult it is to
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company whilst
highlighting the
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adapting, changing
and developing
designs to create
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experience which is
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disappears just as quickly as it arrived. Instead of wasting your budget on promotions, you need to focus on one of the three engines of growth. [...]

The Three Engines of Growth - with Eric Ries - Lars

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Startup, Eric Ries
defined the engine
of growth as "the
mechanism that
startups use to
achieve

sustainable
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described
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as following a simple rule, "new customers come from the actions of past customers." The three engines of growth are the sticky engine, the viral engine, and the paid engine. Each of those can be measured and tracked by a few key metrics.

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on the country's
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methodologies in
Silicon Valley and
beyond. It seems
hard to believe
today, but there
was a time when
Airbnb was the
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Crafters, LinkedIn was an exclusive network for C-suite executives and top-level recruiters, Facebook was MySpace's sorry step-brother, and Uber was a scrappy upstart that didn't stand a chance against the Goliath that was New York City Yellow Cabs.

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So how did these companies grow from these humble beginnings into the powerhouses they are today?

Contrary to popular belief, they didn't explode to massive worldwide popularity simply by building a great product then crossing their

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fingers and hoping it would catch on. There was a studied, carefully implemented methodology behind these companies' extraordinary rise. That methodology is called Growth Hacking, and it's practitioners include not just

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today's hottest
start-ups, but also
companies like
IBM, Walmart, and
Microsoft as well as
the millions of
entrepreneurs,
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managers and
executives who
make up the
community of
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involves cross-
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functional teams
and rapid-tempo
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focuses customers:
attaining them,
retaining them,
engaging them,
and motivating
them to come back
and buy more. An
accessible and
practical toolkit
that teams and
companies in all
industries can use
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market share, this book walks readers through the process of creating and executing their own custom-made growth hacking strategy. It is a must read for any marketer, entrepreneur, innovator or manager looking to replace wasteful

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get traction.

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platitudes

repackaged with
new buzzwords,

but Traction is

something else
entirely. As Gabriel

Weinberg and

Justin Mares

learned from their
own experiences,

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sputter and die.
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originality of your offering, the brilliance of your team, or how much money you raise. It's how consistently you can grow and acquire new customers (or, for a free service, users). That's called traction, and it makes

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other channels
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using ·Get targeted
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deconstruct the phenomenon used by Silicon Valley's fast growing tech elite, growth hacking. Raymond and Chad's framework, the ASP(TM), is an easy to understand blueprint that empowers any business to apply growth hacking.

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marketing channel
will be your key to
growth. "If you can
get even a single
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channel to work,
you have a great
business." -- Peter
Thiel, billionaire
PayPal founder The
number one
traction mistake
founders and
employees make is

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not dedicating as much time to traction as they do to developing a product. This shortsighted approach has startups trying random tactics -- some ads, a blog post or two -- in an unstructured way that will likely fail.

We developed our

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traction framework called Bullseye with the help of the founders behind several of the biggest companies and organizations in the world like Jimmy Wales (Wikipedia), Alexis Ohanian (Reddit), Paul English (Kayak.com), Alex Pachikov

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framework to get
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"TOP 101 growth
hacks" became a
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small businesses"
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that there are a lot
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more leads + (A/B
test) A 60%

increase in signups

+ Case study

+178% more

repeat business +

This boosted

conversions by

785% in one day +

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One line of code:

revenue +500% +

Case study Double

the donation +

367% boost in

revenue + This

simple trick

boosted revenue

by 600% + 71% to

referral activation

+ From 150K users

to 2M in 5 months

...

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excel at
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are like most, you
are focused on
building your
product or
service...and don't
know how to
execute a
marketing strategy
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inexpensive viral
video- and
rocketed to
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combined content

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marketing, creative branding, and old-fashioned subway ads to convince consumers to buy mattresses a whole new way *

SoulCycle's obsessive fixation on their brand fueled their rise from spin studio to cult-like fitness sensation Through

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