

Growth Hacking Step-by-Step

10 Point Checklist

Vin Clancy

Want to gain as much knowledge as possible out of Marketing Speak?
Read on below for a **10 point checklist** that gives the next, real steps
you can take to elevate your marketing to the next level.

MARKETING SPEAK 

HOSTED BY **STEPHAN SPENCER**



**"Growth hacking allows you to get in front of
competition and scale your relationships with
people even with few resources."**

VIN CLANCY

10 STEPS YOU CAN TAKE TODAY

Want to step up your marketing game?

Here are 10 steps that can move you closer to your goals – today.

- Try different marketing strategies, apps and software to find what works best for my business and my clients. There's no one size fits all approach to running a business.
- Use growth hacking to get more done with less resources. Growth hacking is the process of using data and new technologies to grow a company.
- Gather strong leads with FindThatLead, a tool that finds business email addresses for cold emailing.
- Use Linked Helper to automate LinkedIn activities like sending connection requests, group invites, and bulk messages.
- Spark more interest before product launches by adding my leads to a viral queue. Create a landing page with opt-in features to notify my audience of my next launch.
- Launch my products on Product Hunt. It's a website for product enthusiasts to share and geek out about the latest mobile apps, websites, hardware projects, and tech creations.
- Be active on the right social media platform for my business. Determine what's effective for my niche but also realize that the top three social accounts for experts are Facebook, LinkedIn and Twitter.
- Do an "ask me anything" webinar as part of my lead magnet strategy. Conduct a one-hour question and answer session for people who are interested in my pitch.
- Conduct flash sales once in a while to pique my prospects' interest and convince them to buy what I'm offering.
- Grab a copy of Vin Clancy's growth hacking book, *Ace of the Game*, to get new tips, tools and marketing strategies.