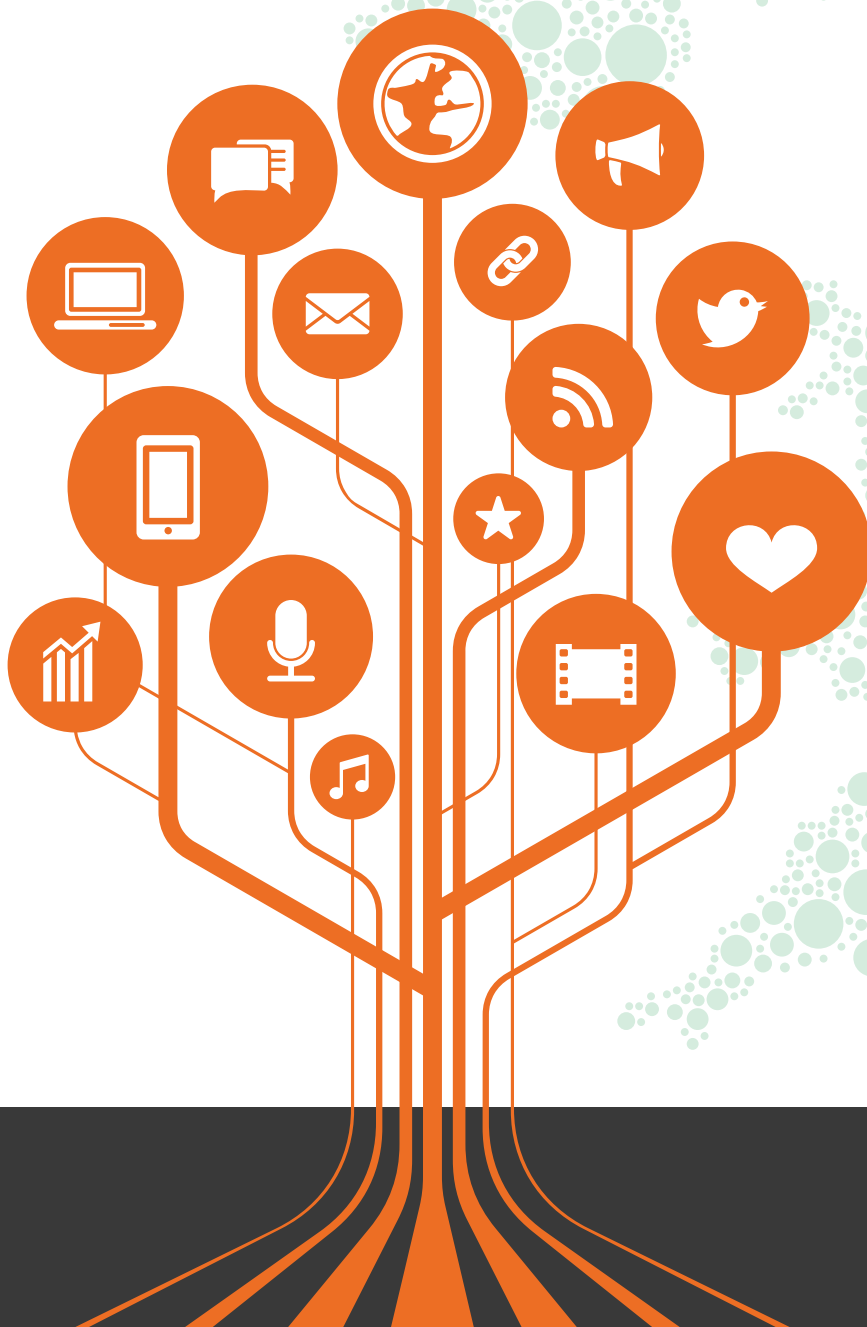


An Introduction to

# GROWTH HACKING

## Brand Awareness



**Brand Awareness is one of the biggest challenges for marketers.**

Learn how to get your brand heard in this ebook.

# GROWTH HACKING BRAND AWARENESS.

Written By Lisa Toner.

Lisa is the content strategist at HubSpot, Dublin. She is a member of the international marketing team, where she creates content for a global audience, drives traffic from outside the U.S., and generates leads for HubSpot.

Lisa is also a regular contributor to the HubSpot blog where she writes about various topics across inbound marketing.



**FOLLOW ME ON TWITTER.**  
**@LISATONER13**



**FOLLOW ME ON TWITTER.**  
**@DAVEBOROI**

Designed By David Boroï

Graphic and web designer and lover of all things Inbound Marketing. Runs a creative agency called BEVL (Branding Elevates Value & Loyalty) where he helps turn the ordinary into epic.

# CONTENTS

- 4 INTRODUCTION
- 6 TOP GROWTH HACKER: INNOCENT
- 11 GROWTH HACKING WITH CONTENT
- 24 GROWTH HACKING ON SOCIAL
- 37 BIG IDEAS FOR BIG RESULTS

# Introduction

As HubSpot scales across Europe, we're learning how the challenges faced by marketers differ here, from the US. We recently looked at data from over 3,500 marketers who told us what their biggest marketing challenge is. The results clearly showed us that brand awareness is the biggest challenge for marketers, especially when resources are limited.

But why is brand awareness such a challenge for companies nowadays? Frankly, branding tactics have drastically changed over the last decade and marketers have had to learn a whole new playbook - a playbook that is constantly evolving with new technologies and social platforms. It's extremely difficult to keep on top of where our audience is hanging out, and figure out a way to provide relevant messaging without interrupting them.

Traditional marketing tactics that used to work in getting your brand recognised in the market included things like attending tradeshow, newspaper ads, and knocking on people's doors. Fortunately, there are far more opportunities to get our brands in front of the right audience now. If we invest our time and resources in the right areas, we can benefit from a much higher ROI from our marketing activities and improved brand awareness and recognition.

To get our brand messaging heard in the digital age, we need to make an impact using social media, through creating valuable content that positions our brand as an industry leader, and by thinking outside the box with some big ideas that really make us stand out.

*“70% of brand marketers (and 60% of agency professionals) view social media advertising as more valuable for building brand awareness than for driving direct response.”* [Heidi Cohen](#)

In this ebook, we'll show you how companies large and small can get their brand name front and centre of their target market without breaking the bank, through effective social media marketing and a solid content strategy. We hope to inspire you with some examples of companies who have hacked the growth of their brand name and become major success stories.

We'd love to hear if you find it helpful, so please send us your thoughts on Twitter using [#GrowthHacking](#), and mention @HubSpot. But for now, let's jump right in and start hacking!

CHAPTER

1

# TOP GROWTH HACKER: Innocent Drinks





*Remember that every business in the world started small. M&S began life as a market stall, and YouTube was started by two friends in a room above a pizza takeaway. Even in today's heavily competitive world, little can still get big.*

- Richard Reed, Innocent Co-Founder. Source: [Money Magazine](#)



## Top Growth Hacker: Innocent Drinks.

To get you inspired before we jump into the specifics of 'how-to', let's first take a look at a growth hacking success story from the UK: Innocent Drinks.

### What did they do?

In 1998, a group of three friends bought £500 worth of fruit and sold smoothies at a music festival stall. They asked their customers whether they should give up their day jobs and sell smoothies full time by placing their empties in either a bin that said 'yes', or one that said 'no'. By the end of the day, it was a unanimous decision -- they were going into the smoothie business! They were about to disrupt a market dominated by unhealthy sugary drinks with a genuinely healthy option.

Share the Growth





**Growth:** Innocent went from small start up between three friends, to recently selling 90% of the business to Coca Cola. Most people now easily recognise the Innocent brand and the company sells two million smoothies a week to over 7,000 shops with a turnover of £100 million.

**How did they do it?** (Without spending a penny on advertising)

## Content Strategy

Innocent maintains a [popular blog](#) that enables them to attract and engage their audience. They write really valuable content that helps their audience live a healthier life by providing healthy recipes. 10% of Innocent's profits go to charity, so they utilise their blog to highlight important news from [their foundation](#), and how they are making a difference in poverty-stricken countries. Writing content that is valuable and educational makes it shareable, and shareable content is the key to growing your brand awareness.

Not only that, Innocent have really adopted the 'publisher model' of marketing. They have published multiple [recipe books](#) which have had a huge impact on their brand growth. They're not just seen as a company who want to sell a product to make money -- they are seen as a company that helps people live healthier lives, and is socially and ethically responsible.

They express their fun personality through YouTube [videos](#) that are highly shareable, enabling them to consistently grow their audience.



Share the Growth







*The key to Innocent's success has been a consistent tone of voice - one that's natural, honest, and engaging - making social activity feel like a natural extension of the company's personality.*

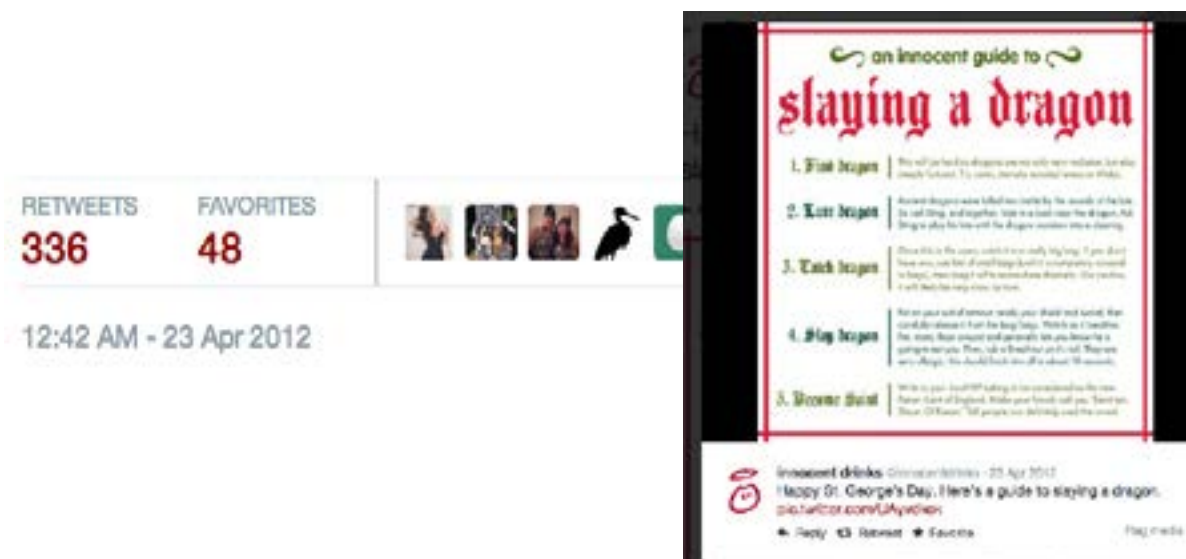
- Joe McEwan, Communities Manager, Innocent. Source: [Brand Watch](#)



## Social Strategy

Innocent was voted no.1 in the [top 100 social brands](#) list for 2012, created by Headstreams. Why? Innocent have always maintained a human, one-to-one relationship with their customers and fans. They have encouraged their customers to reach out to them from day one and have brought that mentality with them as they have evolved on social.

Using timely topics and a creative sense of humour, they publish entertaining and highly shareable posts. Again, the key to growth hacking brand awareness is in getting your network to share your content to their peers. Innocent do an amazing job at this; check out their St. George's day social post below, which got 336 retweets.



Share the Growth



## Big Idea Strategy



### THE BIG KNIT

**What is it?** An initiative where Innocent fans knit thousands of little woolly hats for smoothie bottles, with the money from every bottle sold going towards supporting older people during the chilly winter months.

**Success:** Since they started, they have raised over €80,000 for the cause, and created a tonne of brand awareness for their company.

The idea of knitting hats for a smoothie bottle was sure to get tongues wagging and also gave people an emotional connection to the brand since Innocent were enabling their customers to do good for the community.



### INNOCENT KIDS (FOR PARENTS)

**What is it?** Innocent have developed an online game zone for kids. From within here, they smartly added a parents zone, which gives parents the nutritional information about the kids product range.

**Success:** They have managed to engage both of their target audiences with one idea. Both the child consumer, and parent customer benefit from this big idea. They have also optimised the site with easy sharing icons for parents to 'send to a friend'.

Share the Growth



CHAPTER

# 2

## GROWTH HACKING BRAND AWARENESS with Content





*Content marketing works. 70% of marketers say that content marketing has increased their brand awareness; 59% believe it supports sales growth; and 45% say it has reduced their advertising costs.*



- iMedia Connection

Creating educational and engaging content can help you become an invaluable resource to your target audience. Giving your audience exactly what they want will help you grow an organic audience who not only engage with your brand on your website and following you across social, but also through recommending your brand by sharing that content with their friends and peers.

Many businesses don't have the resources to hire an entire content team, but luckily that's not necessary for implementing an effective content strategy. There are tonnes of ways to create content that gets your brand in front of the right people and grows an engaged audience that spreads the word of your business for you.

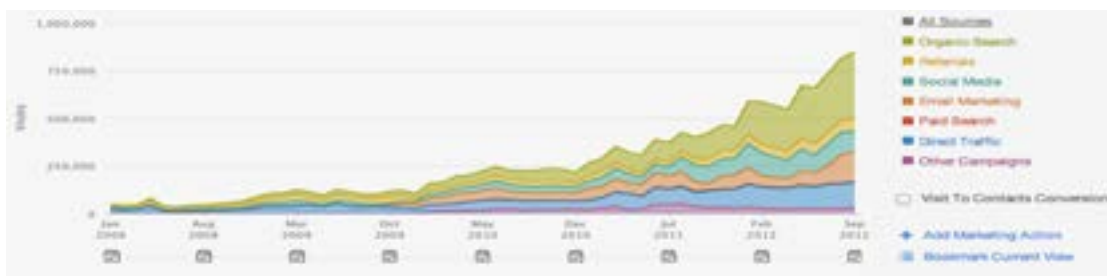
Share the Growth



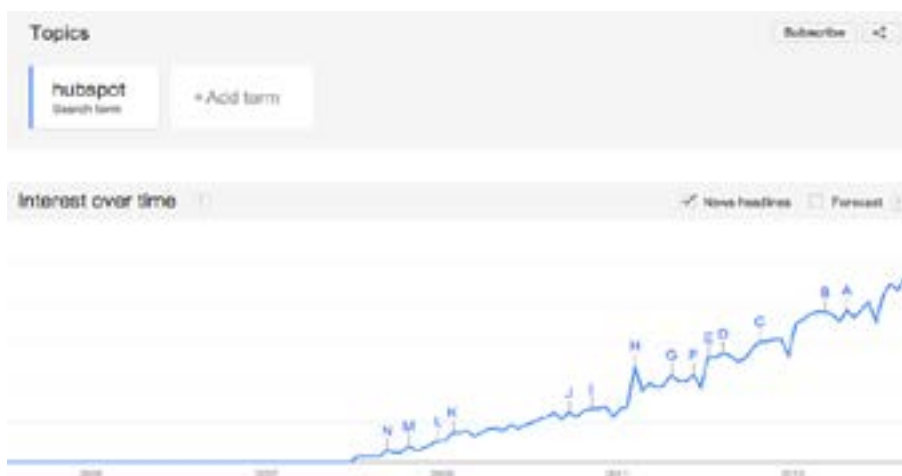
## How HubSpot Grew a Successful Brand with Content

### The HubSpot Blog

HubSpot grew a successful marketing software company by creating educational content that helped marketers do their jobs better. The volume of content that you see now on the HubSpot blog isn't what it used to be like. (See graph below) The company started out with a handful of people in a room writing articles that taught marketers how to do their job in a more effective way - a way that wouldn't interrupt the lives of the consumer as traditional marketing does.



As a result, we have gone from having no traffic in 2006, to having over one million monthly visitors to our blog in 2014. The blog generates over 20% of our website's organic traffic. You can see how interest in the term 'HubSpot' grew rapidly over time in the Google Trends graph below:



Share the Growth



## Webinars and Long-Form Content

HubSpot's early strategy was about creating valuable content in different formats that helped our audience be better marketers. We hosted free webinars that were packed full of great information, we gave away free guides, ebooks, templates, and a variety of content that helped our audience do more effective and non-disruptive marketing.

In doing all of that, we made sure all of the content was remarkable so that it would be shared. HubSpot currently holds the Guinness World Record for the world's largest webinar. The final tally was 10,899 attendees. In addition, there were 31,100 registrants, a new HubSpot record, passing our previous record webinar, which had about 25,000 registrants.

**Hacker Tip:** Use Hashtags on Every Webinar

HubSpot was one of the first companies to use Twitter as a discussion tool to allow people to join the conversation during a webinar, which has resulted in some of our webinar hashtags becoming global top trending topics. This is a great way to get people talking about your brand and spread awareness.



Share the Growth





## Creating Your Own Content Machine



*Journalists bring a lot of skills to the table - writing, editing, research etc. But for content marketing natural curiosity is probably the most important.*



- John Collins, Managing Editor [Intercom](#) - Ex Journalist for The Irish Times

Content helps you achieve brand awareness, but here's the issue; content isn't free, and it's not easy to create. Here are some tips on how you can scale your content to increase brand awareness without either spending a fortune or an unsustainable amount of time creating it.

### 1. Hire a Journalist for Content Marketing

More and more, companies who do have the budget to hire a content marketer are turning to journalists to find the perfect candidate. You don't need subject matter experts, instead you can hire a journalist that can help you create a content machine by leveraging the writing skills they already possess, and teach them how to write for your world.

Example: [Intercom recently hired an ex Irish Times Journalist](#) with 20 years experience in journalism to be their managing editor.



*Whether working for a traditional media outlet or in-house, a journalist's job is still the same - to figure out what makes an interesting story that people are going to want to read about.*



- John Collins, Managing Editor [Intercom](#) - Ex Journalist for The Irish Times

Share the Growth





## What to Look for in a Journalist

You'll want to hire a journalist who has shown a knack for creating new initiatives and ideas, and someone who relishes change. Follow our checklist below and you should be able to hire a really strong content marketer.

- Has the reporter ever created their own blog?
- Do they understand the business model of your company, and how does their work fit with the overall goals of the company?
- Can they create content across a variety of publishing formats?
- Do they understand your industry and will they be able to represent your brand tone of voice in their writing?
- Do they display enthusiasm for what you do and stand for?
- Are they coachable?
- Are they passionate about content marketing?

## How to Identify a Good Candidate in the Interview Process

- Give them a mini project so you can test their skills
- Have them interview someone within your company to create a piece of content
- Include a proof-reading test
- Ask for samples of their previous work
- Ask references what their first drafts were like
- Hire for potential over experience
- Look for their social footprint

Share the Growth



## Using External Resources

Not every business will be able to afford to hire someone to create content and that's OK, too. There are lots of resources you can use that won't cost you a fortune and will get you some really great content to spread your brand's messaging and get lots of new visitors to your website. There are a few places you can turn to when outsourcing your content creation:

### Industry Experts

Reaching out to topic experts to create content for you can be a really cool way to get new content. Find your experts using tools like [FollowerWonk](#) or [Klout](#). Be really specific about what the content should look like and provide a clear outline for them. It's also a really good idea to work on a promotion plan with them so that you can get your brand in front of their audience as well.

### Content Writer Platforms

There are lots of content creation platforms available with plenty of skilled freelance writers just waiting for you to give them a project. Two of the platforms you can use are [Zerys](#) and [Contently](#). It's important to sample a lot of writers and be extremely detailed in your project brief. For more tips on how to be successful using these outsourced content platforms, you can read one of our blogs here: [7 Secrets to Outsourcing a Killer Content Creation Team](#).

If you're a HubSpot customer, you can simply look up the [HubSpot Partner Directory](#) for a partner that specialises in content creation and hire them on a project basis.

Share the Growth



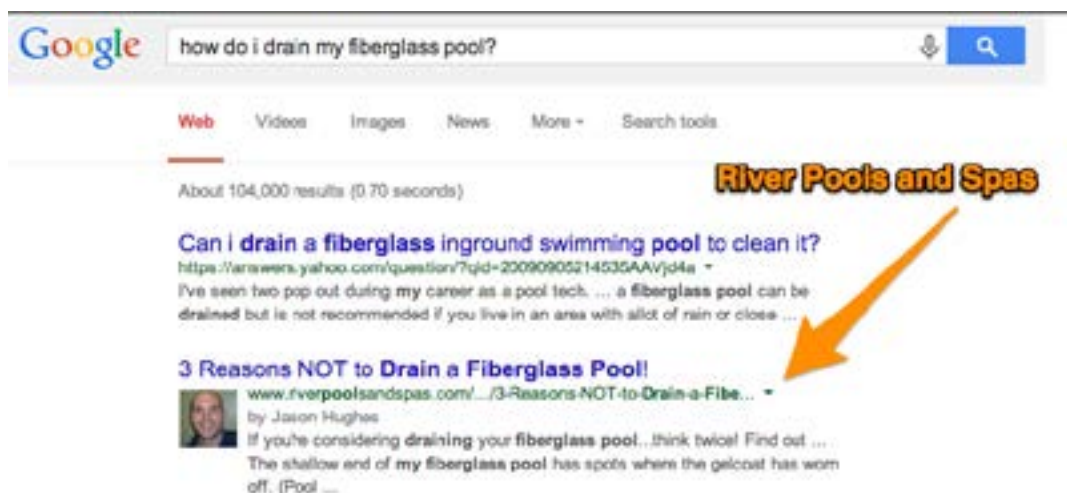
## Content Hacks to Scale Brand Visibility

We have discussed how important content is to your brand awareness strategy and some ways that you can outsource the creation of content if you don't have the resources internally to create content in-house. However, there are lots of ways you can create content internally with limited resources. The following content formats are all really quick things you can do to help you scale your content with very little investment.

### 1) Answer customer questions / FAQs

You can easily turn all of the frequently asked questions across your entire organisation into a full calendar of content that will get your brand name found in search engines. You can create blog posts, tons of social post ideas, and even a valuable ebook out of simply answering those questions.

You can read a [great example](#) here of how [River Pools and Spas](#) pulled their company out of a hole by doing just this.



Share the Growth



## 2. Curated Posts

Gathering valuable content from the thought leaders in your industry and packaging them up into one curated post can really help build your inbound links, which will in turn, make your site a lot more visible to the search engines, like Google. You can see how HubSpot do this in our [monthly marketing roundup post](#) from April 2014.

**Example:** [Upworthy](#) is an example of a company who have become the fastest growing media company in the world, simply by curating content.

### How do they do it?

**Social:** Upworthy's curators find stories on social media feeds, like Twitter and Facebook - but find most value comes from Facebook. *"We go for visible, sharable stories and really stay away from doing more typical, text-driven articles and blogging. We lean into images and videos"* - Eli Pariser, CEO and Co-Founder of Upworthy

**25 Headlines:** When you're looking to create something that gets maximum exposure for your brand, nailing the headline is essential. At Upworthy, the curators need to come up with 25 headlines for every piece. They then select their favourite four, and the managing editor makes the final decision. Coming up with an attention-grabbing headline for your content will help maximise the reach of your content, and your brand.



*A good headline can be the difference between 1,000 people and 1,000,000 people reading something."*



- Eli Pariser, CEO and co-founder of Upworthy - source: Business Insider

Share the Growth



**Hacker Tip:** A/B test your headlines. Upworthy A/B tests two headlines per article, and geo-target them for two cities on Facebook. They monitor how many people click on a link once it's been liked, and how many people share an article once they've read it. They then pick the winning headline from the results. Read more about their process in this SlideShare: [How to Make That One Thing Go Viral](#).

### 3. Repurpose Content

When you have invested time and resources in creating an ebook, there are lots of ways you can repurpose that content to increase the visibility of your brand. You can create a series of blog posts, a presentation for Slideshare, a calendar of posts for social media, or an infographic if you have good data points.

Similarly, when you put together a strong, educational presentation, whether for an internal training session, a conference speaking gig, or a webinar, you can upload it to SlideShare. This gives you an entirely new piece of content to promote or embed in a new blog post.

**Example:** Our CMO, Mike Volpe presented at the B2B Marketing forum, and afterwards he uploaded the deck he used to SlideShare. [That presentation](#) has since gotten over 36,000 views! There was very little effort involved in creating that additional piece of online content from something that was done offline. It was also embedded on almost 60 other websites - just think about how much extra brand awareness you can gain from simply uploading an offline presentation to SlideShare!

Share the Growth



## 4. Take Advantage of Data-Based Content

Whether you have your own original data or you stumble across interesting industry data in your reading, compile that data into a data-based report, or write a really interesting article around those points -- or do both for extra effect! Using supporting data can also spice up a piece of content, and data in general is very shareable. Shareable content is what we are aiming for in order to get our name out there, so you should always be thinking about how shareable your content is. Ask yourself; 'If I read this, would I share it with my friends?' If the answer is no, go back to the beginning and rethink it.

Furthermore, data-based content can help you get the attention of the press who write about your industry. Data-driven content can be done with very limited resources.

**Hacker Tip:** Run a poll on [Survey Monkey](#) to gather data for free. You can turn it into a great piece of content, and then do some outreach to let influencers and press know about it.

[Download our free guide here](#) on how you can use surveys in your marketing, which we co-authored with Survey Monkey.

Download our data-driven offer: [Driving Content Marketing Success](#) to get an idea of what this content could look like.

Share the Growth



## 5. Newsjack

Newsjacking presents us with a big opportunity to get a lot of brand awareness. By writing around a piece of news that impacts your industry, you put your name out there as a thought leader as well as the added bonus of becoming part of the conversation around that news story. If you really nail it, your content could be picked up by the press, gaining you even more brand exposure.

**Example:** One of HubSpot's newsjacking articles [The New Gmail Inbox: How It Works and Why Email Marketers Should Pay Attention](#) got picked up by several blogs and the author, Ginny Soskey was invited to speak with the Boston Herald as a result -- gaining her lots of credibility as a thought leader in the industry.

**Hacker Tip:** We referenced earlier in the ebook about using journalists for content creation, and newsjacking is a great way to try that out. By using [Google Alerts](#) and subscribing to relevant blogs that issue timely updates, you can stay on top of emerging news and breaking stories in your industry. Then hire a freelance journalist or writer from Zerys to write about how your industry will be affected from said news story.

Share the Growth





## 6. Guest Blogging

Not all your content has to be written by you. Guest bloggers can offer a fresh perspective, so inviting other industry experts to write content for your blog is a great way to produce more valuable content without spending your own time or money on it.

The more you build your brand awareness from all of the other tactics mentioned in this ebook, the easier and more effective this one will become. If you have a well known brand, you can leverage that to get well known names in the industry to write for you - it's a snowball effect!

**Hacker tip:** For every guest blogger you have write content for you, make sure you can tap into their audience by asking them to share the blog to their own networks. This is going to be really valuable for your brand awareness as you start to attract more influential people to write for you.

Share the Growth



CHAPTER

3

# GROWTH HACKING

## on Social



“ *Social media can play a huge part in growth hacking and really build brand awareness for companies. The trick is to make sure you get the balance right between simply broadcasting and real live engagement.* ”

Lilach Bullock, Founder, [Socialable UK](#)

When it comes to social media, “good” is far from good enough for getting your brand messaging heard over all the noise out there. Thousands of brands are vying for the same audience’s attention. People are beaten over the head with product information, promotional offers, and branded cat memes.

To stand out, your brand needs to stop fixating on best practices and do something remarkable.

*“80% of Faceook users prefer to connect with brands on Facebook.”*

- [WordPress Hosting SEO](#)

Share the Growth



## Hacker Tips for Facebook

Recent changes to Facebook's News Feed has made our chances of showing up in our fans' feed next to impossible. [A study](#) has revealed that Facebook Page organic reach went from an average of 12.05% in October, 2013 to 6.15% in February, 2014. If our fans can't see our content on Facebook, that means they can't share it with their networks, and we won't be able to increase our brand awareness. So what can we do to ensure we are included in our fans' News Feeds?

### 1. Optimise Every Post

Use photos instead of links in your copy. 90% of information transmitted to the brain is visual, and visuals are processed 60,000X faster in the brain than text. (Sources: [3M Corporation](#) and [Zabisco](#)) Photos on Facebook Pages receive 53% more Likes and 104% more comments than the average post. (source: [HubSpot](#).) Attaching the link rather than pasting it into the post copy will make the post look cleaner and more clickable.



Share the Growth



## 2. Engage Your Audience

Funny, attention-grabbing, and engaging content will help your Facebook Page stand out from the competition. [Companies that generate 1,000 likes on Facebook also generate approximately 1,400 website visits a day.](#)

**Example:** [George Takei](#) hosts one of the most hilarious pages on Facebook. He has built a community around inappropriate jokes, witty puns, and incredible commitment to humanity.

Caption contests, fill-in-the-blank games, surveys, and questions are all ways to improve social engagement on Facebook.



Share the Growth



### 3. Invest in it

With organic reach at 6.15% and expected to decrease even further, more and more companies are investing in paid content distribution on Facebook. With very targeted ad campaigns, great content and even the smallest amount of cash to spend, companies can reach their current fans and more on Facebook. Moz's Brian Carter mentions, *"If you can't spend \$30 per month (\$1 per day on Facebook Ads), you shouldn't be in business."*

For more on this topic, [read our guest blog](#) from Simon Penson of Zazzle Media.

**Example:** Cruise line Costa Crociere used a Facebook Ad to book an entire ship's worth of passengers in 48 hours.

Costa Crociere offered specially priced cruises to its Facebook fans using an engaging Page and Facebook Ads to increase distribution of the campaign to friends of fans, inviting them to like the Costa Crociere Page and gain access to the "Minivacanze" promotion and share it with friends.

#### Success:

- 438,431 people requested to take advantage of the deal advertised on Facebook
- 700 bookings in less than 48 hours, filling an entire ship

Share the Growth



#### 4. Use Unpublished or ‘Dark Posts’

Facebook Dark Posts are promoted page posts that do not appear on a page’s timeline but still allow you to send traffic to them via Facebook advertising. Using dark posts you can create a large number of page posts and send different, highly targeted traffic to each segment you are targeting.

**Example:** Using unpublished posts (aka ‘dark post’ ads), Nokia was able to efficiently deliver pinpoint messages to a very specific target group, achieving both mass reach and bull’s-eye focus—all at extremely low CPC. [Read their success story here.](#)

#### 5. Incentivise Sharing

Although a little controversial and not necessarily obeying Facebook rules, this tactic is very effective in growing your brand awareness on Facebook. Offering discounts or competition entry in exchange for sharing your company posts are common ways to get your brand to show up on the timelines of people who don’t know who you are yet.

If the post your fans share is compelling enough, you should be able to garner a lot of new fans to your Facebook Page and even new visitors to your website.





## 6. Run a Competition

*48% of consumers who follow brands on Facebook do so in order to take advantage of sweepstakes and promotions. ([MarketingProfs](#))*

### Example: Dublin's Bunsen Burger Restaurant

Bunsen Burger run lots of competitions on [their Facebook Page](#) that gets word of mouth out about their brand and engages their followers. The restaurant encourages fans to post their own pictures and comments for a chance to win burgers and even a much-coveted limited edition Bunsen onesie—the 'Bunsie.' Through one single competition they were able to increase turnover by 18% and gained nearly 7,000 Page likes in less than one year.



*Our Facebook Page allows us to get our brand message across to existing and potential customers in an easy, relevant way—and at a fraction of the cost of other advertising options.*



- Tom Gleeson, Founder, Bunsen Burger

Share the Growth



## Hacker Tips for LinkedIn

With more than 259 million users, LinkedIn is the most popular social network for professionals as well as one of the top social networks overall. LinkedIn can be extremely powerful for building your brand awareness, especially when you're aware of all the little hidden tricks below.

### 1. Post Company Status Updates (and target them).

Make the most of your LinkedIn Company Page by publishing company status updates for all your page followers to see. This will give LinkedIn users even more reason to follow your Company Page, growing your LinkedIn reach. To learn how to enable LinkedIn Company Status Updates, [read this post](#).

Once you have gotten started with Company Status Updates, why not step it up a notch and leverage the power of segmentation with [LinkedIn's targeting options](#), which enable you to target your status updates to the Network Update feeds of specific users. Page admins can target their updates by criteria like company size, industry, job function, seniority, geography, or by including/excluding company employees. In fact, according to an [internal LinkedIn study](#), companies have shown a 66%+ increase in audience engagement as the result of targeted updates.



Share the Growth



## 2. Use LinkedIn's Trending Content tool.

Get a sense of which types of content are most popular on LinkedIn in your industry with [LinkedIn's Trending Content tool](#), unveiled in March 2014. The interactive tool highlights the most popular content being shared on LinkedIn for various audiences and topic segments. Monitor this to understand what content your company should be creating and sharing on LinkedIn to generate the most engagement.



## 3. Experiment with LinkedIn Ads and Sponsored Updates.

If you're looking to complement your organic marketing efforts with some paid advertising, LinkedIn Ads aren't a bad choice to consider. LinkedIn's PPC ads let you target specific job titles, job functions, industries, or company size, to name a few options. If you want to get started with LinkedIn's advertising platform, enabling you to grow an audience that is more likely to want to buy from you in time, [here's a simple guide to setting up your first LinkedIn ad campaign](#). To learn specifically how to use LinkedIn's newest form of advertising -- Sponsored Updates -- [this is the post for you](#).

Share the Growth



#### 4. Create your own industry LinkedIn Group (or subgroups).

It's easy to create a LinkedIn Group (or subgroups) of your own, like HubSpot did with our popular [Inbound Marketers Group](#). Create a group based on an industry-related topic, and become a LinkedIn Group administrator. You can then use this group to establish yourself as a thought leader in your industry and grow a community of brand advocates.

#### 5. Experiment with LinkedIn's Publishing Platform

Get your brand in front of a whole new audience with LinkedIn Pulse - the LinkedIn publishing platform. You don't have to be an influencer to publish a new article to [LinkedIn Pulse](#). Publishing is now available to all users ever since a February 2014 feature announcement. Experiment with how this feature can support your marketing goals by creating content for the platform and promoting it via your Company Page. [Learn more about it here](#).

Share the Growth



## Hacker Tips for Twitter

With 255 million members, Twitter is one of the most popular social networks out there and presents a huge opportunity for us to get massive brand exposure. In fact, [companies that use Twitter generate 2x more leads](#) than those that don't, and [42% of companies that use Twitter for marketing have acquired a customer through it](#).

### 1. Add lazy tweets to your content

A lazy tweet is an amazing way to push your audience to share your content. By simply using a free program like [ClicktoTweet](#), you can pre-populate a tweet that they can send from their account, simply by clicking on a button. Here's an example: [Tweet this ebook to your network!](#) You can also provide lazy tweets to your employees, partners, and influencers to make sharing impossibly easy for them.

### 2. Optimise your tweets with keywords.

Tweets are publicly available content which means they show up in search results, making it possible for anyone to easily find them. Use this opportunity to optimise your tweets with relevant keywords for your business to increase your chances of getting found via your tweets when someone uses Google to search for something related to your business.

Share the Growth



### 3. Join and host Twitter chats.

[Twitter chats](#) are organised discussions about industry and business-related topics with peers on Twitter. They're usually organised around a specific hashtag which can get your brand a tonne of exposure if you are the organiser.

[Here's an example](#) of one that HubSpot did with our CMO, Mike Volpe using the hashtag #InboundChat where Mike not only responded to fans' questions on Twitter, but he sent video responses through Vine!

### 4. Build relationships with journalists and reporters.

Twitter can serve as a great tool for media relations. Use free tools like [Tweet Grader](#), (Now part of Marketing Grader) [Muck Rack](#), and [Seek or Shout](#) to find journalists on Twitter who cover stories related to your industry, follow them, and start tweeting and building relationships with them. When you have a good piece of content full of data like we mentioned earlier, you can do earlier, you can tweet it to some journalists and see if you can get more traction through them.

### 5. Discover who is tweeting your content.

Use the free tool [Bitly](#) to gather insight about how much your content is getting shared on Twitter, and by whom. Use the information you collect to understand what types of content spread on Twitter and identify the influencers who are sharing your content. Consider thanking those influencers for sharing it, and use it as a way to build relationships with key people in your industry. This will encourage them to keep sharing!

Share the Growth





## WHO SHARED A BITLINK TO THIS CONTENT

 bitly  
9,927 clicks

 luis goes  
6,324 clicks

 chester123569  
2,040 clicks

 tobakung  
797 clicks

 Oikhala Daniel  
183 clicks

 Mastura Gshasaa  
134 clicks

There are 7838 more Bitlinks to this content that received 7000 clicks.

## 6. Use Buffer or HubSpot

Using products like [Buffer](#) or [HubSpot](#) to manage your social media posts is a great way to ensure your content is published across all available mediums over an extended period of time, gaining you maximum exposure. You can set up all the social media accounts for your employees across Facebook, Twitter, LinkedIn, and Google +, and schedule posts to go out over days, weeks, or months.



Share the Growth





CHAPTER

4

# BIG IDEAS FOR BIG RESULTS



## BIG VALUE IDEAS TO SCALE YOUR BRAND

At HubSpot, we talk about the need to be remarkable in our marketing. Let's face it though, it's not easy to create something that blows everything else out of the water; a piece that has massive impact on our audience and spreads like wildfire through the night!

It's these thought-provoking pieces that have the best effect on our brand awareness, so let's take a look at some brands who have done this well, and see what it takes to execute on big ideas.

Share the Growth





## Air BnB - Overall Company Growth

**GOAL:** To promote the company offering - which allows anyone with a spare bedroom in their house or apartment to rent it out to anyone who needs somewhere to stay on a short term basis.

**GROWTH:** Grew from a start up to a \$1 billion company in two years.

**HACK:** They used reverse engineering to create a Craigslist API that didn't exist publicly, which allowed anyone posting a room listing on the Air BnB site, to also publish it to Craigslist, getting them a tonne of inbound links and double the exposure.

## BlinkBox - Game of Thrones #DragonSkull Campaign

**GOAL:** To promote the launch of Game of Thrones Season 3

**GROWTH:** On the day Game of Thrones Season 3 arrived on Blinkbox, the service saw a 632 per cent year on year revenue hike and celebrated its biggest ever day of trading.

**HACK:** A giant skull the size of a London bus was 'found' on a beach in Dorset, UK and within hours #DragonSkull was trending on Twitter. BlinkBox was featured in 250 pieces of fully credited coverage across the homepages of Mashable, Reddit and BuzzFeed.



Share the Growth



## WestJet Christmas Giving Campaign

**GOAL:** To spread awareness of WestJet Airlines and position them as a personal brand that cares about their customers.

**GROWTH:** Over 14 million views of the video and featured on sites like Mashable, Huffington Post, The Daily Mail, and LA Times. In fact, the article on Mashable has been shared over 1m times (which is apparently a first for Mashable) and has added further fuel to WestJet's PR campaign for the video.

Before the video was uploaded, WestJet had a respectable 3,700 subscribers as of December 9th. Now, the channel has over 12,000 subscribers, a growth of 320% in just 3 days.

**HACK:** Westjet set up a cool interactive way to find out what their customers wanted for Christmas before they got on their flight. While they were in flight, WestJet staff scrambled to get those gift purchased, wrapped and delivered to the baggage claim in time for their customers' arrival. This was all compiled into a promo video which quickly went viral and melted hearts around the world. [Watch the touching video below.](#)



Share the Growth



## HubSpot's Marketing Grader

**GOAL:** One of the tools that really helped to propel HubSpot's growth was the [Marketing Grader](#). The goal was to provide a free tool that offered immense value in exchange for an email address and positioned HubSpot as an educator in the marketing industry. It allows visitors to input their website URL and receive automated suggestions on where they can improve their marketing.

**GROWTH:** In the first week alone, it was used by more than 140,000 companies. To date, it has graded over 4 million websites.

**HACK:** Thinking outside of the regular content we create at HubSpot, we used a bit of creativity and some engineering to develop this app. It's simple to use, provides immense value to the user, and collects prospect data for HubSpot. Win, win!

A screenshot of the HubSpot's Marketing Grader web form. The form is titled "HubSpot's Marketing Grader" in a large, bold font, with the tagline "Grade your marketing. Make it better. Outpace your peers." below it. The form contains two input fields: "Your website URL" and "Your email address", both with placeholder text. A blue "Grade Me" button is positioned below the email field. To the right of the form, a grey arrow points to the input fields with the text: "Enter your website address and we'll work up a full report on how you're doing with your marketing online." The entire form is enclosed in a dashed orange border.

Share the Growth

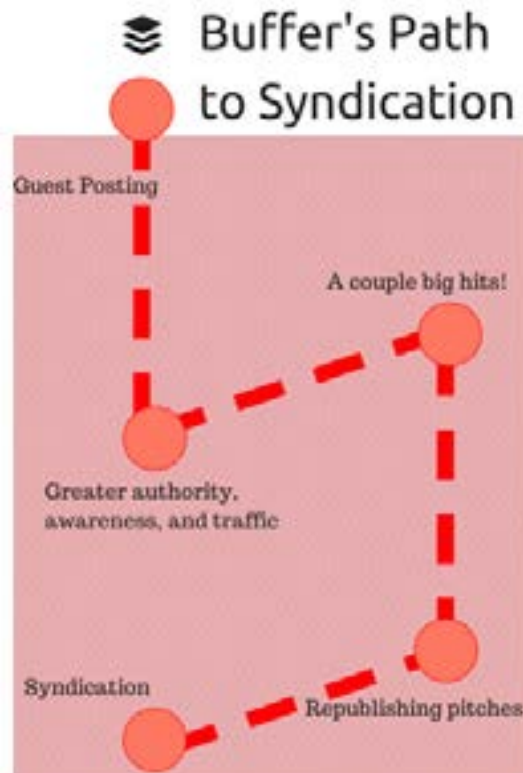


## Bufferapp

**GOAL:** To launch Bufferapp - a social media publishing platform that allows you to publish your marketing messages to the right networks at the right times.

**GROWTH:** Fastest growing tech company in 2012. Featured on over 100 blogs in just two months -- giving them over 70,000 new users in their first year.

**HACK:** Blogging and guest blogging like there's no tomorrow. Co-founder Leo Widrich dropped out of college to write blogs every day for the first two months of Bufferapp. 50% of the articles were written by Leo, and the other 50% were outsourced to experienced writers.



Share the Growth



# Conclusion

After analysing the data we have at HubSpot EMEA HQ, we realised that many marketers in the UK were struggling with getting their brand name in front of their target audience. It's plain to see that the brand names with the deepest pockets can do this easily, leaving the little guys behind, choking on the dust. However, through the growth hacker tactics mentioned in this ebook, we believe that even the smallest business can become a well known brand for their target market, and there are lots of success stories outlined in here that prove just that.

Putting a solid content strategy in place doesn't need to be an expensive exercise and doesn't necessarily require making a new hire either. Hopefully the tips we have discussed will help you get the perfect writer secured for creating awesome content that gets your brand found online.

Similarly, there are lots of ways that you can leverage social media to get heard above all the noise. The hacking tips we've provided in this guide are less commonly used and will help give you a headstart from the competition. So what are you waiting for? Get started right away!

We would love to hear your thoughts on this ebook as well as what other challenges you are facing as a marketer using the hashtag #GrowthHackers and mentioning @HubSpot.





# FOR THE LOVE OF MARKETING.

## HUBSPOT'S ALL-IN-ONE MARKETING SOFTWARE.

[Request A Demo](#)

Bringing your whole marketing world together in one, powerful, integrated system.



### MARKETING ANALYTICS

Analyse your web traffic and see which sources are generating the most leads.



### SEARCH OPTIMISATION

Improve your rank in search engines by finding and tracking your most effective keywords.



### BLOGGING

Create blog content quickly while getting SEO tips and best practice pointers as you type.



### LEAD MANAGEMENT

Track leads with a complete timeline-view of their interactions with your company



### EMAIL

Send personalised, segmented emails based on any information in your contact database.



### SOCIAL MEDIA

Publish content to your social accounts, then nurture leads based on their social engagement.

Share the Growth



# LEARN HOW YOU CAN GROW YOUR BRAND WITH INBOUND MARKETING.

Talk to a HubSpot specialist to learn how you can develop a content and social strategy that get's your brand in front of the right audience at the right time. [Click here to contact a marketing specialist today.](http://bitly.com/contact-sales-hubspot)



TALK TO US  
TODAY.



[HTTP://BITLY.COM/CONTACT-SALES-HUBSPOT](http://bitly.com/contact-sales-hubspot)

