



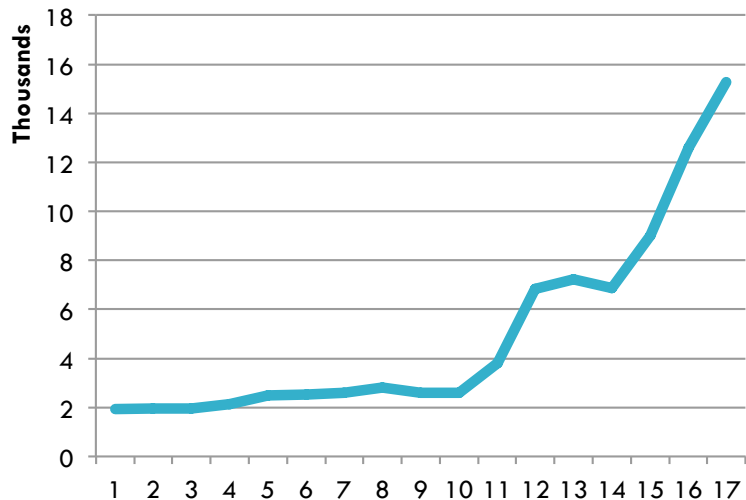
GROWTH HACKER

A hacker's take on explosive product marketing.

A Growth Hacker Story

- ▣ Contact Importer
- ▣ Email Invitations
- ▣ Registration Funnel

Alivenotdead.com New Registrations by Week



The Overlooked Distribution Problem



“Poor distribution – not product –
is the number one cause of failure”

Peter Thiel

“Software Eats the World!”



“Growth Hacker is the new VP Marketing”

Fundamentals



- ▣ Hacking a dominant distribution channel
- ▣ Long-term success depends on product integration
- ▣ The channel switches quickly!

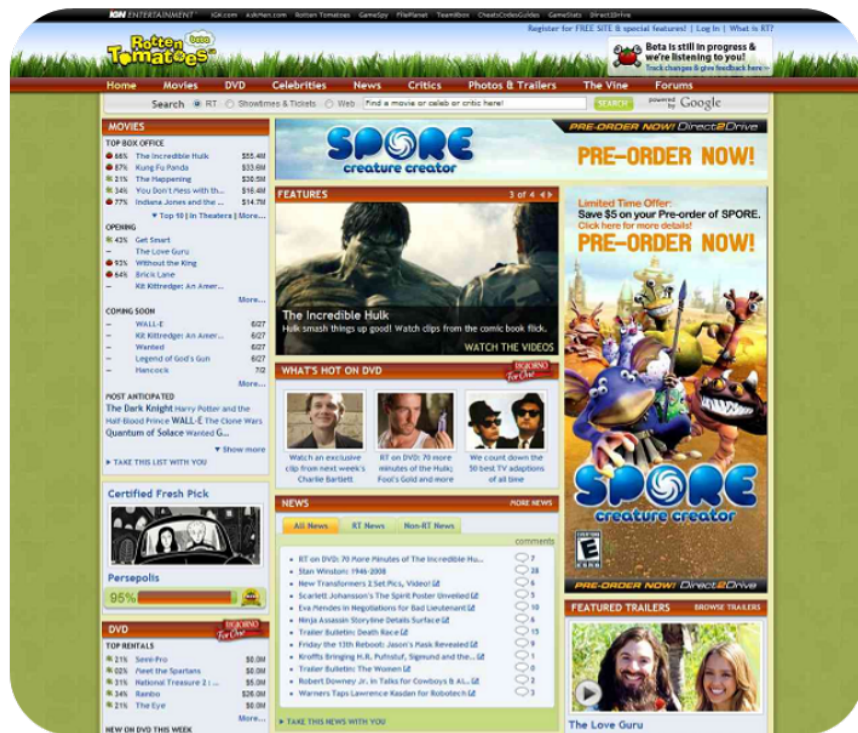
Hack #1: Television



Hack #1: Television



Hack #2: Search Engines



Hack #3: Email



Join Free!

English | [Español](#)

Welcome to Tagged! Enter your first name to get started.

First Name:

Last Name:

Gender: ☒ Female ☐ Male

Birthdate: Month Day Year


Country: Hong Kong

Email Address:

Password:

☒ I have read and agree to Tagged's [Terms of Service](#)

Next >



Find your friends on Tagged!


English | [Español](#)

Check your Gmail address book:

Gmail email address: hob1knob@gmail.com

Gmail password:

Next >

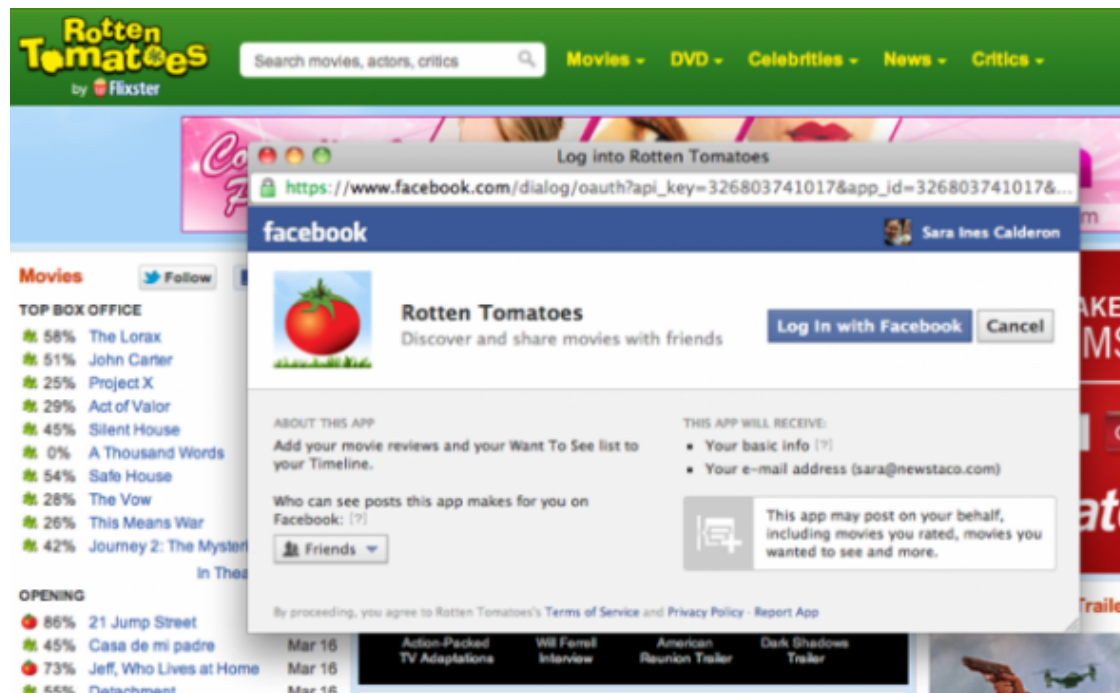
 Congrats! Welcome to Tagged! Enter your password and we'll search your address book for friends on Tagged.

Hack #4A: Facebook Social Graph

The screenshot shows the Facebook Super Wall application interface. On the left is the Facebook navigation bar with the search bar and a list of applications including Photos, Groups, Events, Marketplace, Movies, Causes, and iLike this Artist. The main content area is titled "Super Wall" and features a large green speech bubble icon with the word "SUPERWALL" below it. A sample post shows a photo of a couple and text from Katherine Roman. To the right, there's a section for "Add Application" with a button labeled "+1 Add Application". Below this, it says "Become a Fan", "Block Application", and "Get more Super Wall posts". There's also a "Share" button. Further down, it says "About this Application" with a star rating of 2.7 out of 5 based on 306 reviews. It lists "Users: 2,201,470 daily active users 6% of total, 15 friends". Categories listed are "Photo, Video". A note states "This application was not developed by Facebook." At the bottom, it says "About RockYou!" and describes RockYou! as the leading application developer for social networks, listing other applications like Super Wall, X Me, Likeness, Vampires, Slideshows, Birthdays, MyGifts, Emote, and many more coming soon. A footer note says "Facebook is providing links to these applications as a courtesy, and makes no".

The screenshot shows the SuperPoke application interface. At the top, there's a yellow header with a cartoon sheep icon, the text "SuperPoke", and the "by slide.com" logo. Below the header, there are tabs for "SuperPoke!", "Action Feed", and "Your Friends". On the right, there are links for "Cool Apps | Help", "Invite Friends", and "Settings". The main content area is titled "Mark's SuperPoke! Feed" and shows a list of activities. On the right side, there's a section for "SuperPoke! Level" with a "Level" indicator and a list of "Items Received Recently" including a cake, a joke, a green frog, a four-leaf clover, a firecracker, a hit beach, a chocolate, and a tulip. The feed activities include: "Wil ZC has hit the beach with Mark 10:53am", "Jim Tramel has enjoyed grass-fed beef with Mark 10:31am", "Private has sucker punched Mark 5:40am", "Jim Tramel has celebrated SuperPoke's Birthday with Mark", "Jim Tramel has given a tulip to Mark", "Jim Tramel has given a keg to Mark", "Max Levchin has bitten Mark", "Thomas A. Moore has wished a happy hump day to Mark", "Thomas A. Moore has wished 'Happy Birthday' to Mark", "Karen Zuckerberg has wished 'Happy Birthday' to Mark", "Jim Tramel has Saucy Huglocked Mark", and "Mark has used the force on Malique Carr".

Hack #4B: Facebook Open Graph



Best Hacks: Dropbox



Hi Iftekhar,

You can now earn **twice as much** free space by inviting your friends!

For each friend that installs Dropbox, you'll both get 500 MB of free space.
You can earn up to 16 GB.

[Invite your friends now!](#)

Thanks for spreading the Dropbox love,
- The Dropbox Team

P.S. Already invited a bunch of people? Don't worry! You'll get credited for all of them.

Best Hacks: AirBNB

Post to Craigslist

Reach thousands of people, instantly by re-posting your Airbnb listing (photos, reviews, description) to Craigslist. Travelers will be redirected back to Airbnb to contact & book with you. [For help, click here.](#)

1. Select Listing

Queen Airbed in Central, Modern Apt

2. Customize title for Craigslist

Stay at 'Queen Airbed in Central, Modern Apt' by the

3. E-mail (will be hidden)

lukeemily@googlegroups.com

4. Craigslist Category

Vacation Rentals

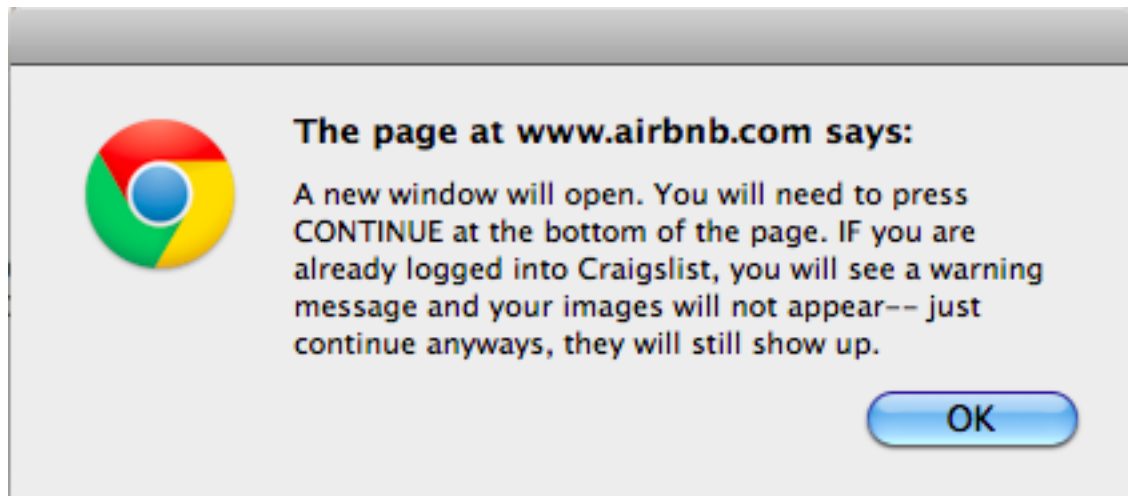
5. Craigslist Market

SF bay area - sfc

☒ Remind me when it is time to re-post

Post to Craigslist

Best Hacks: AirBNB



Best Hacks: AirBNB

SF bay area craigslist > san francisco > housing > vacation rentals

\$59 Stay at 'Queen Airbed in Central, Modern Apt' by the night (Castro)

Date: 2011-07-18, 8:37PM PDT

You have chosen not to show an email address. Be sure you include contact information in your ad, or nobody will be able to answer it!

Reply to: see below

Interested? Got a question? [Contact me here](#)



Airbed in shared room

\$59
per night

Includes:

- No Smoking
- TV
- Cable TV
- Internet
- Wireless Internet
- Heating
- Kitchen
- Washer / Dryer
- Buzzer/Wireless Intercom

Best Hacks: Youtube

Hack the
<embed> and
<iframe> tags!

Jeremy Lin - Episode 2 The Offseason

TheJlin7  Subscribed 6 videos



0:19 / 3:35

Like Add to Share

301 views

<http://youtu.be/Hc7Rdl0TeH> Embed Email    More

Options

```
<iframe width="560" height="315"
src="http://www.youtube.com/embed/Hc7Rdl0TeHo?rel=0"
frameborder="0" allowfullscreen></iframe>
```

After making your selection, copy and paste the embed code above. The code changes based on your selection.

- ☐ Show suggested videos when the video finishes
- ☐ Use HTTPS [\[?\]](#)
- ☐ Enable privacy-enhanced mode [\[?\]](#)
- ☐ Use old embed code [\[?\]](#)

560 × 315 640 × 360 853 × 480 1280 × 720 Custom

Width: px
Height: px

Commerce: Plukka

"BORGIA" BANGLE *by Plukka Designs*

Diamond, Mustard Yellow Enamel, Silver & 18K Gold Bangle

Time Left: 2 Days, 10 Hours

Estimated delivery: Sep. 9 - Sep. 16

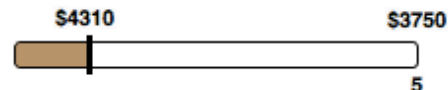
This mustard yellow enamel bangle is heavily laden with diamonds set in a pattern reminiscent of Renaissance embroidery. 3.90 carats of diamonds set in sterling silver with an 18k yellow gold safety clasp.



Current Price: US\$4310.00

Suggested Retail Price: US\$11500.00

The Plukka Value Proposition



EVERYONE is charged the same final, low price when the event ends, so commit now to avoid losing out. Learn exactly [How It Works](#)

Select a size (*not sure?*):

None

[Buy more than one](#)

Add to Cart

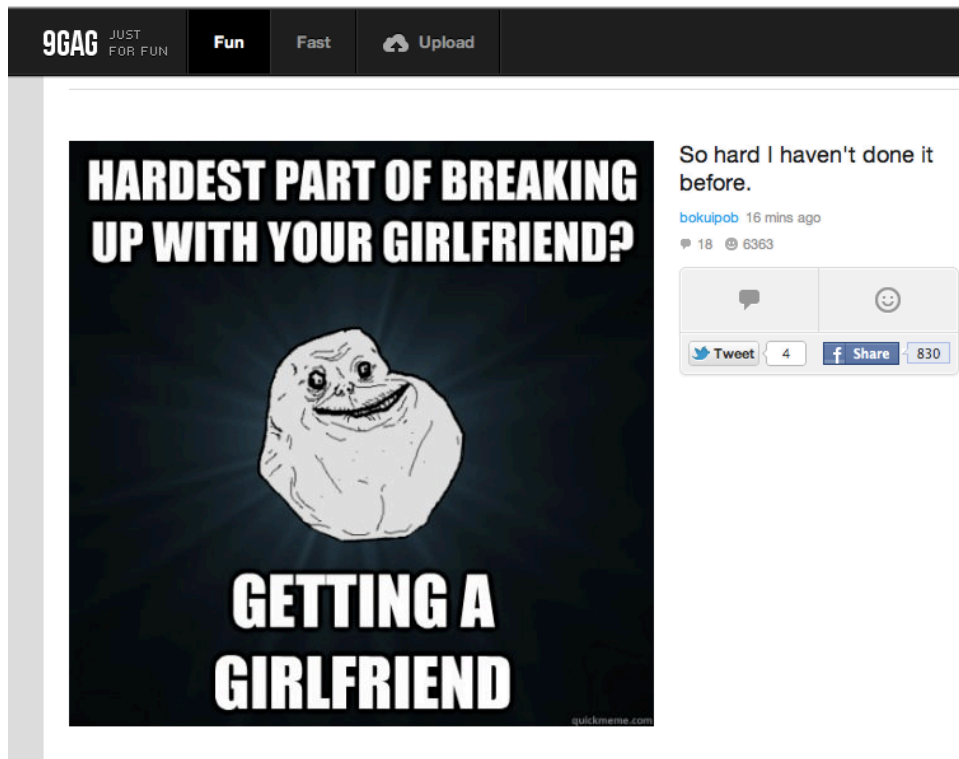
Community: Polyvore, Meilishuo



More Than a Feeling with Swarovski: Hope



Content: 9gag



Game Hacks

 Samuel Axon I reached level two on FarmVille! Please don't unfriend me for sharing this! I have common sense, I swear, I had to do this for work. Really. Hide

 Samuel is movin' on up in FarmVille!
Samuel attained the level of Kinderfarmer in FarmVille!

12,947 people like this. Be cool

Connect with  Invite friends

4 minutes ago via FarmVille · Comment · Like · Play FarmVille now

App of the Day™ Help · Topics · Search

Sign up to learn about the coolest apps everywhere!

Today's iPhone App of the Day

 **Groupm** Free

Groupm is the world's largest mobile advertising network. It's the only way to reach the most influential mobile devices in the world.

Today's iPad App of the Day

 **Living Earth HD** Free

Living Earth HD is a stunning 3D HD visualization of our planet.

Past Featured iPhone Apps

 **Debt Tracker Pro** Free

 **Podcaster** Free

 **Big Bad Sudoku Book** Free

 **Camera Solitaire** Free
















Past Featured iPad Apps

 **Notebooks** Free

 **Tunnel Shot Pro** Free

 **Delicious Bookmark Discovery** Free

 **VLC Media Player** Free

1.  Super Monkey Ball Category: Games Released Jul 02, 2008 \$9.99 BUY APP	2.  Cro-Mag Rally Category: Games Released Jul 03, 2008 \$9.99 BUY APP	3.  Enigma Category: Games Released Jun 30, 2008 \$9.99 BUY APP
4.  Texas Hold'em Category: Games Released Jul 06, 2008 \$4.99 BUY APP	5.  BOMBERMAN TOUCH - The Legend Category: Games Released May 30, 2008 \$7.99 BUY APP	6.  Moto Racer Category: Games Released Jul 06, 2008 \$9.99 BUY APP
7.  Bejeweled 2 Category: Games Released Jul 03, 2008 \$9.99 BUY APP	8.  AQUA FOREST Powered by Octopus Category: Games Released Jul 04, 2008 \$7.99 BUY APP	9.  MotionX™-Poker Category: Games Released Jun 28, 2008 \$4.99 BUY APP
10.  Sudoku Vol.1 Category: Games Released Jul 04, 2008 \$5.99 BUY APP	11.  Trism Category: Games Released Jul 04, 2008 \$4.99 BUY APP	12.  Bubble Bash™ Category: Games Released Jul 04, 2008 \$7.99 BUY APP
13.  Etch A Sketch Category: Games Released Jul 05, 2008 \$4.99 BUY APP	14.  BattleAtSea Category: Games Released Jul 09, 2008 \$3.99 BUY APP	15.  Ms. PAC-MAN Category: Games Released Jul 04, 2008 \$9.99 BUY APP

No Relaxing!



"Over time, all marketing strategies result in s---ty clickthrough rates."

Reid Hoffman

New Channels to Explore

- ▣ Weixin
- ▣ Siri / Google Now
- ▣ Hack Game Ad Exchanges

Learning More



- AndrewChenBlog.com
- Peter Thiel lecture: <http://goo.gl/ez837>
- Viral Coefficient: <http://goo.gl/wjXah>
- Quora Board: <http://www.quora.com/growth-hacks>
- Feel free to contact me: StephenWang.com, @swang75 (Twitter), @王傳仁Stephen (微博)