



GrowthTribe

growthtribe.io

GROWTH BUNDLE

Some slides and links



About Growth Tribe

Growth Tribe is Europe's leading Growth Hacking Academy. We've trained everyone from small start-ups, well funded scale-ups to S&P500 corporates. Our method and learnings apply across the board.



950+

Companies
trained



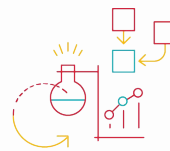
90

Team
members



15.000+

People trained



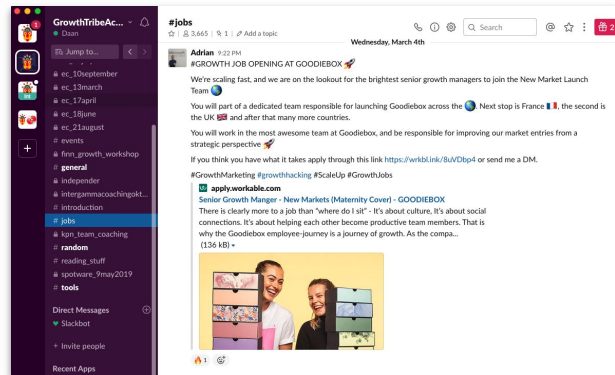
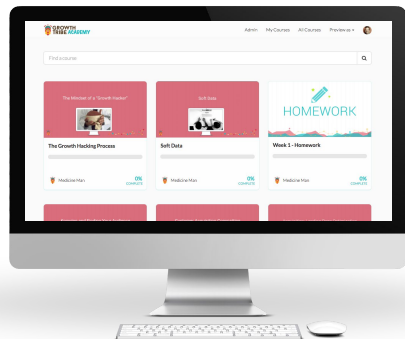
995+

Experiments designed and
executed



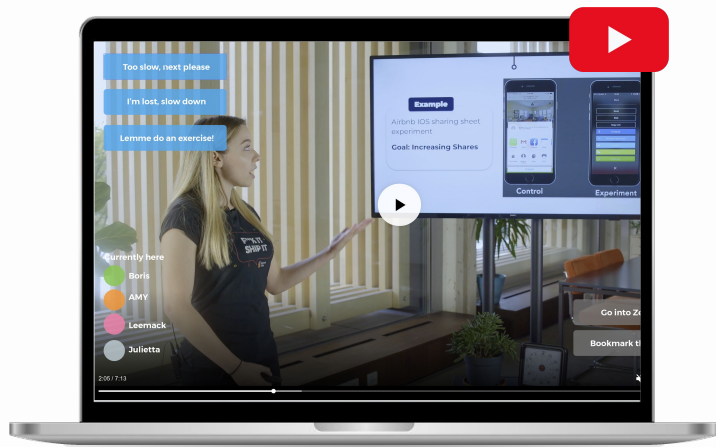
Exclusive Community

Receive lifetime access to our exclusive slack community of 11.000+ alumni to ensure you continue your learning journey after you finish a course. In addition to this you will also receive lifetime access to the content through our Online Learning Environment.



Learn from anywhere

Growth Tribe's courses are now available in an online remote format. We offer the same collaborative classroom, same industry experts, same high quality content - only now fully online.

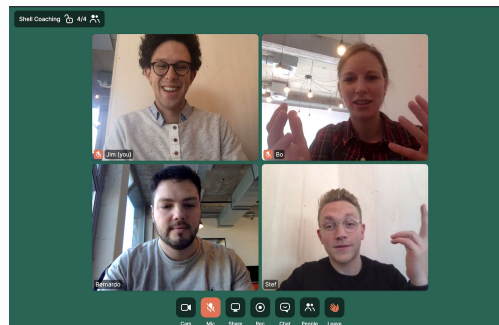


Live Online Sessions Growth Tribe by Experts

Classes will be directly broadcasted from our studio at the Growth Tribe Campus. Our seamless learning environment gives you the flexibility to connect from anywhere you want.

Real-Time Interactive Classroom

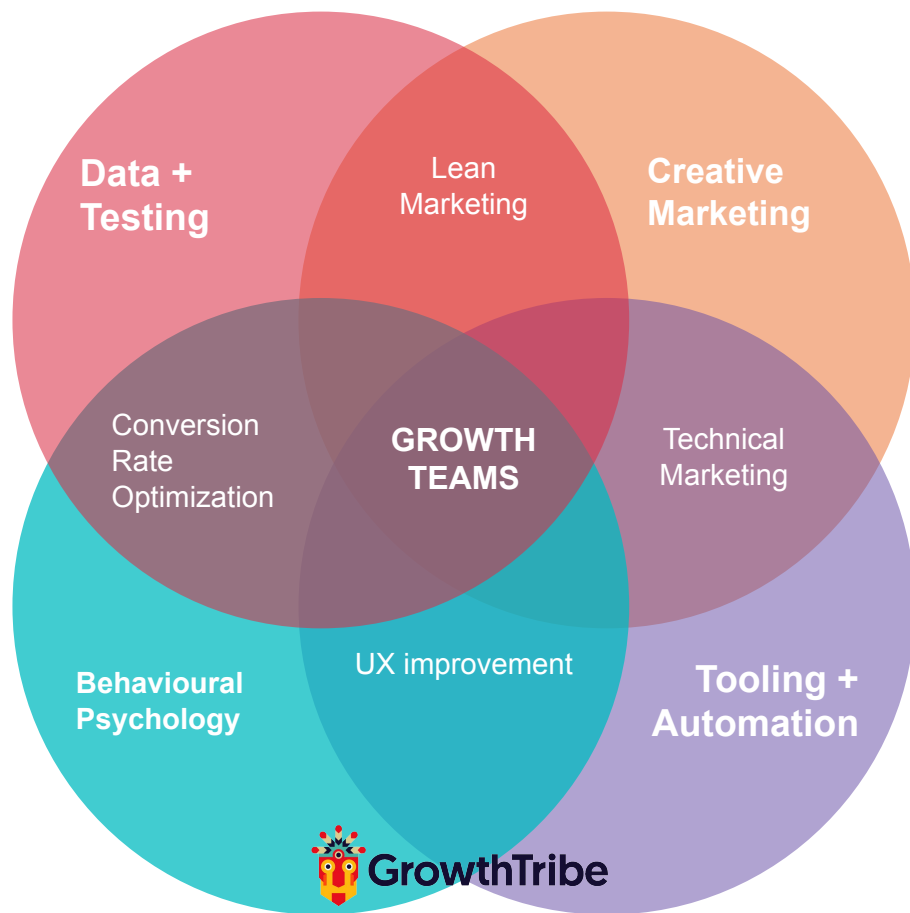
Participants can easily ask questions in real-time. Group discussions take place in peer-to-peer breakout rooms. Our online classes are easily accessible and powered by Zoom and Slack.



Happy participants!

I would definitely recommend taking this 6-week course. Growth Tribe offers you all the relevant tools, their own framework (the grows environment) and the mindset to tie it all together in six weeks. What struck me as an epiphany was the amount of learnings I got via my classmates throughout and after the course.

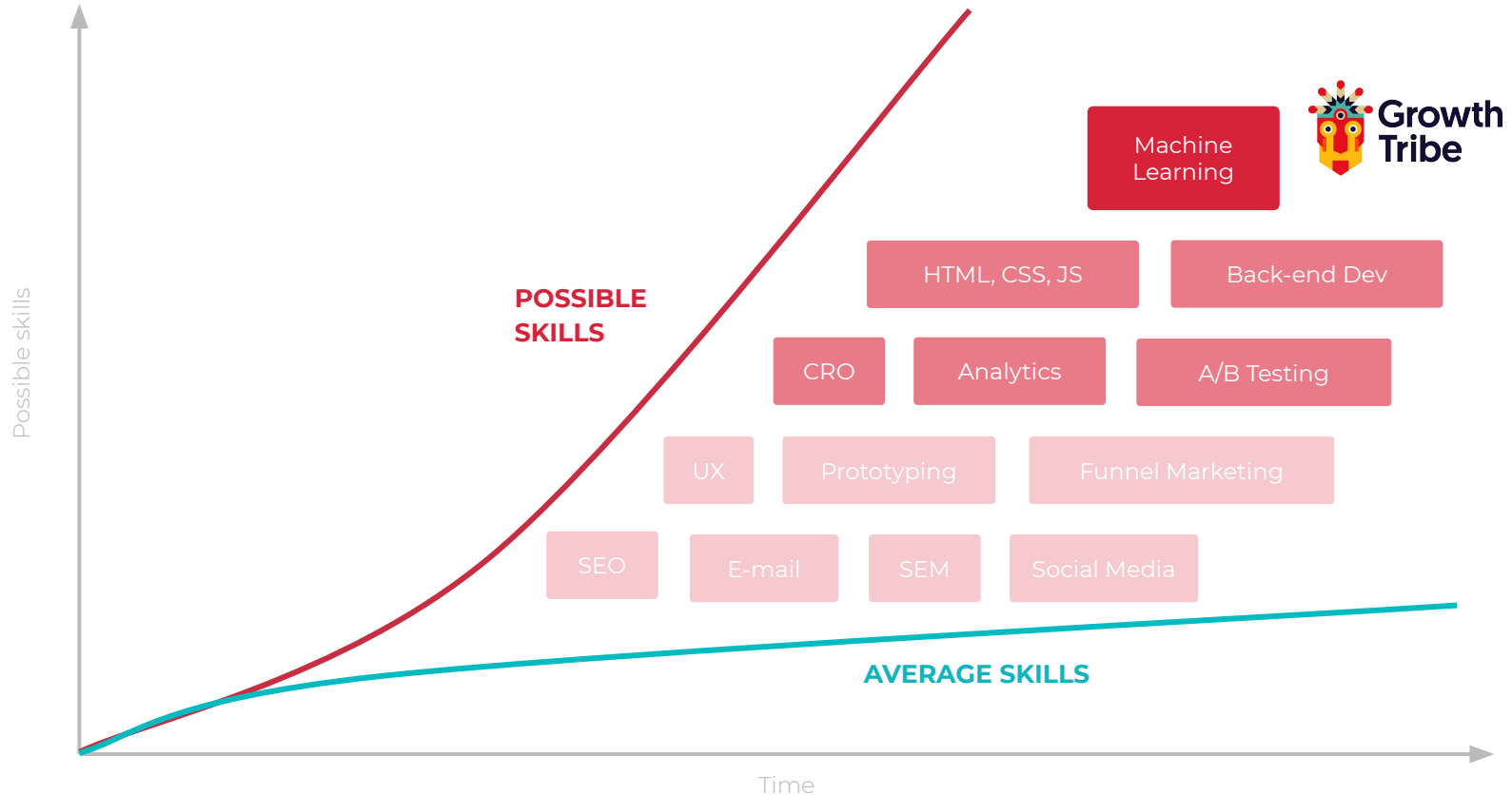
Gino Arends, Product Owner @ HousingAnywhere



We train to
make teams
80% self-reliant



Growing digital skills gap



Growth marketing transformation pyramid

MINDSET =

(Organisational Change a.k.a
"transformation, Leadership
alignment)

MINDSET

GET
SHIT
DONE
NO EXCUSES

DATA
LEVELS ALL
ARGUMENTS

BUILD
STUFF THAT
BREAKS

TEST
FAST.
FIX
LATER..

PROCESS =

(Agile, Experimentation,
Removing 9 Blockers)

PROCESS

PEOPLE =

(Team composition, Skills
Training, Experiment design,
strategy)

PEOPLE

TACTICS

(Implementation, strategy,
tools, best practices,
implementation)

TACTICS



GrowthTribe



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.

GROWTH TEAMS vs. MARKETING?

Marketing teams focus on the top of the funnel. Growth teams focus on the full customer journey.

Marketing teams are campaign-focused. Growth teams are experiment focused.

Marketing teams are made up of marketers. Growth teams are made of self-reliant cross-skilled teams.

growthtribe.io

MARKETING TEAMS

GROWTH TEAMS

AWARENESS

Visit the website or product

ACQUISITION

Sign up or First engagement

ACTIVATION

Reach the WOW moment

RETENTION

Come back or Buy again

REVENUE

Sell, up-sell, cross-sell

REFERRAL

Invite others



Growth Marketing Transformation Pyramid

MINDSET =

(Organisational Change a.k.a
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GrowthTribe

THE GROWS PROCESS



Do you have these prerequisites?



VALUE
PROPOSITION



BUSINESS MODEL



PERSONAS / SEGMENTS

This is where you should have reached **product-market fit**



PIRATE FUNNELS



DEFINE OMTM

Now it's time for rapid experimentation!

1

GATHER IDEAS

Data & Analytics
User testing
Business intelligence

2

RANK IDEAS

Prioritization framework
P.I.E.S.
B.R.A.S.S.

3

OUTLINE EXPERIMENTS

Minimum Viable Experiment
Time Box
Qualitative Results

4

WORK WORK

Weekly sprints
Cross skilled teams
Working Agile

5

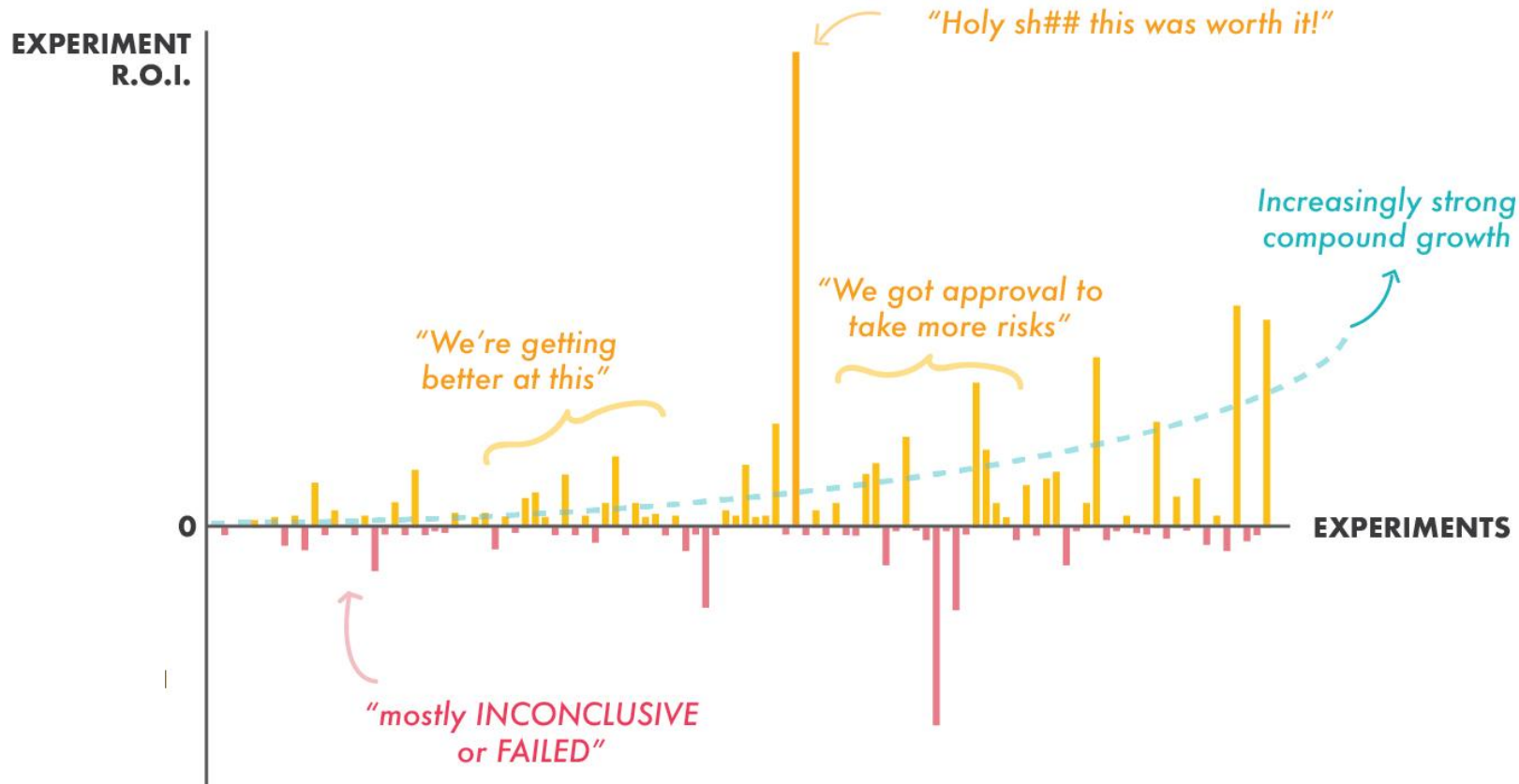
STUDY DATA

Hard & Soft Data
Learnings
Systemize



Full process here:
GROW.AC/GROWS

Why your company needs rapid experimentation (quality AND quantity)



Growth Marketing Transformation Pyramid

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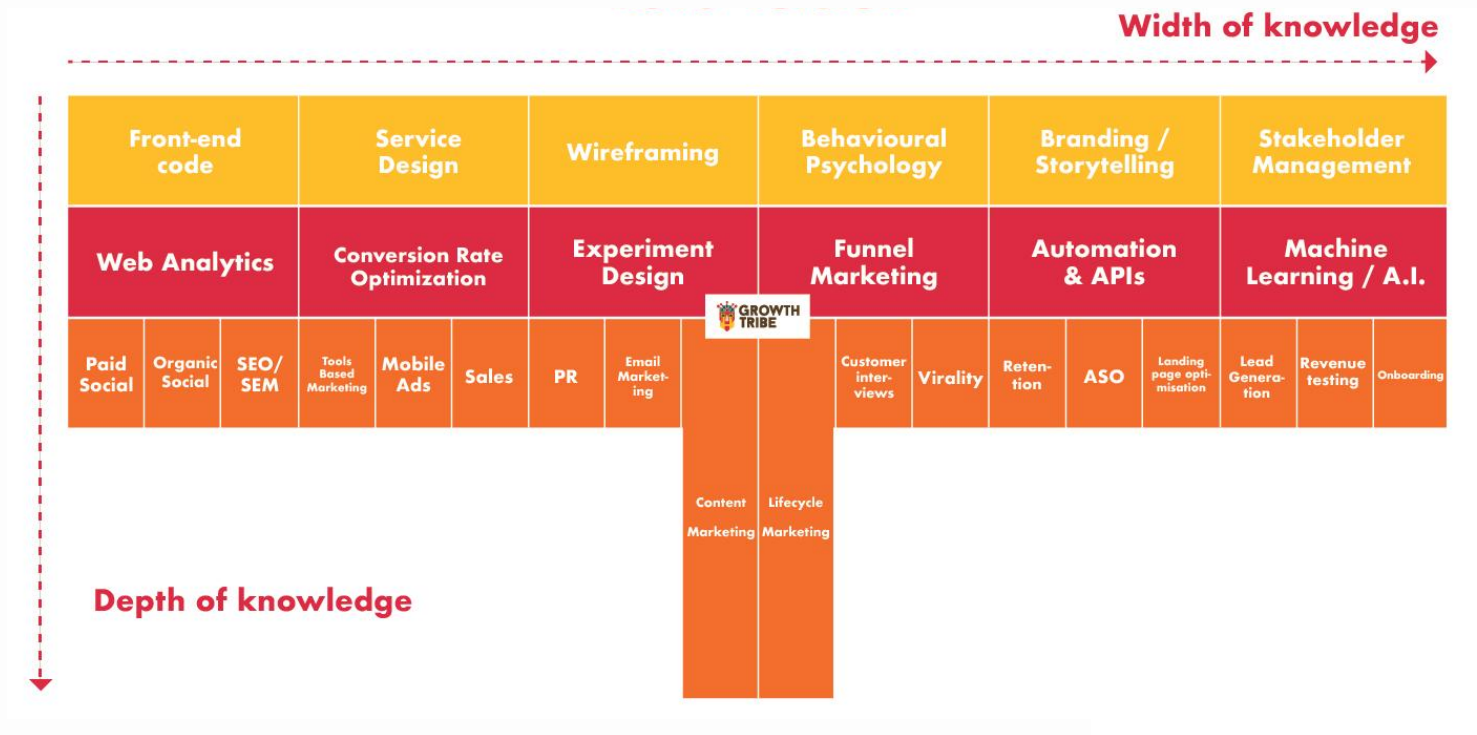
GrowthTribe

Your First Growth PM Hire!



Growth PM

- * Likes product and marketing
- * Process-Driven
- * Data oriented
- * Creative
- * Strong Personality
- * **T-shaped**
- * Soft Skills



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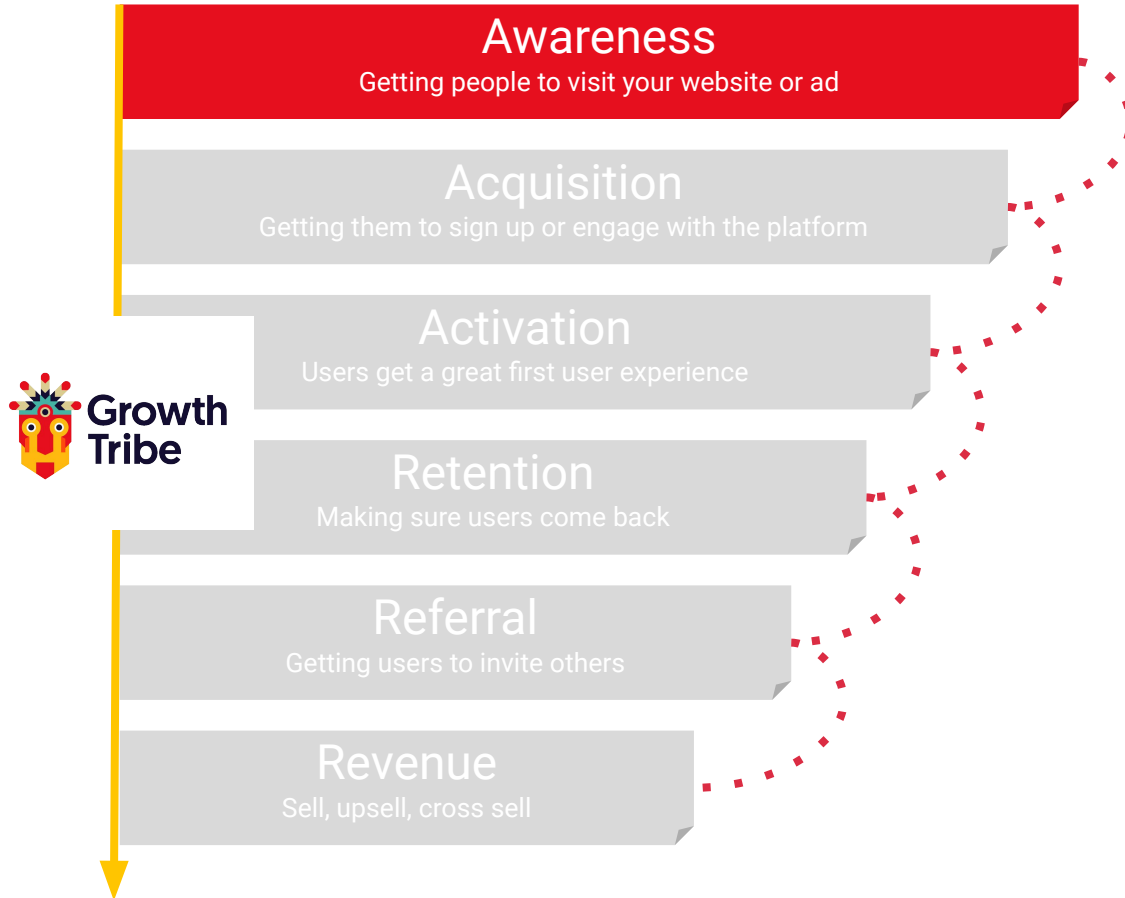
PEOPLE

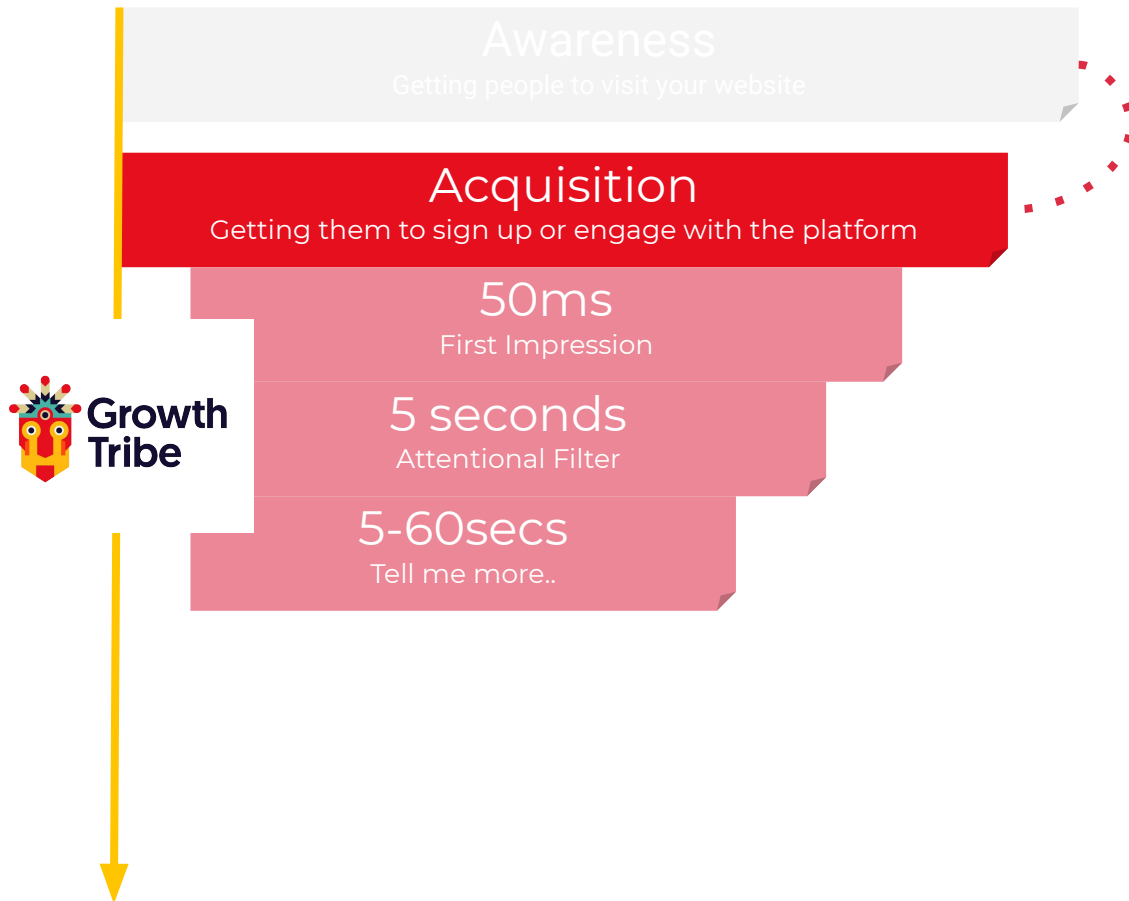
TACTICS

(Implementation, strategy,
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implementation)

TACTICS

Pirate Funnel





You have 5 seconds to answer..


What does this
website do or
offer?

Why is it
special? What is
the USP?

LINKS MENTIONED DURING TALK

1. www.rebrandly.com
2. **Bezos:** <http://grow.ac/bezos>
3. www.usertesting.com
4. www.crayon.co
5. www.grow.ac/grows
6. www.crystalknows.com
7. <https://www.ibm.com/watson/services/personality-insights/>
8. **Our Youtube:**
<https://www.youtube.com/channel/UCj6owuAZrJNsJQzc2ZtILlw>

"Growth Tribe Youtube"




Growth Tribe
6,055 subscribers

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Uploads [PLAY ALL](#)




MARKETING AUTOMATION TOOLS & FACEBOOK AD RETARGETING TIPS
EPISODE #10
8:39

Marketing Automation Tools & Facebook Ad Retargeting
1.3K views • 1 day ago
CC




COME HELP US GROW THE TRIBE!
0:54

Come Help Us Grow the Tribe!
282 views • 6 days ago




ARE YOU THE NEXT TRIBER?
0:55

Are You The Next Triber?
502 views • 1 week ago




IT'S NOT MAGIC, IT'S DATA - ARTIFICIAL INTELLIGENCE FOR BUSINESS
6:13

It's Not Magic, It's Data - Artificial Intelligence for
784 views • 2 weeks ago
CC




WHY WE ADDED ONE STEP TO THE PIRATE FUNNEL
2:24

Why We Added One Step to the Pirate Funnel
938 views • 1 month ago
CC




A.I. FOR MARKETING & GROWTH - WHERE DO I START?
5:03

A.I. for Marketing & Growth - Where do I start?
1.5K views • 1 month ago
CC




WHY YOUR COMPANY NEEDS RAPID EXPERIMENTATION
5:50

Why your Company Needs Rapid Experimentation
1.1K views • 1 month ago
CC




WHAT IS GROWTH HACKING - DATA DRIVEN MARKETING 2018
3:40

What is Growth Hacking - Data Driven Marketing 2018
2.4K views • 1 month ago
CC




HOW TO BE A T-SHAPED MARKETER - 15 NECESSARY
3:40

How To Be a T-Shaped Marketer - 15 Necessary
2.2K views • 2 months ago
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BEST GROWTH TACTICS & TOOLS FROM FB TIPS TO COMPETITIVE ANALYSIS
7:54

Best Growth Tactics And Tools From Facebook Tips to
3.1K views • 2 months ago
CC




#1 PREDICTIVE ANALYTICS IN MARKETING
3:17

AI for Marketing & Growth #1 - Predictive Analytics in
2.7K views • 3 months ago
CC




PREDICTING CHURN IN WORLD OF WARCRAFT
43:34

How to Predict Churn in World of Warcraft by Jorie
446 views • 3 months ago




ARTIFICIAL INTELLIGENCE TOOLS & COLD EMAILING
7:40

Artificial Intelligence Tools & Cold Emailing Tips - Growth
4.4K views • 3 months ago
CC




#0 APPLICATIONS OF A.I. IN BUSINESS

AI for Marketing & Growth #0 - Applications of AI in
2.4K views • 4 months ago
CC




WHAT TOOLS DO GROWTH HACKERS USE?
5:26

What Tools Do Growth Hackers Use? - Growth
3.9K views • 5 months ago
CC




SOCIAL LISTENING TOOL & DATA DASHBOARD
7:40

Data Dashboard & Social Listening Tool - Growth
3.7K views • 6 months ago
CC




ECOMMERCE CONVERSION FUNNEL & ECOMMERCE TECHNIQUES
8:03

Ecommerce Conversion Funnel & Ecommerce
514 views • 6 months ago



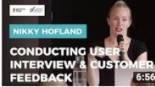
ECOMMERCE PSYCHOLOGY & PSYCHOGRAPHIC MARKETING
8:02

Ecommerce Psychology & Psychographic Marketing by
509 views • 6 months ago




CUSTOMER ONBOARDING PROCESS & MARKETING AUTOMATION
27:52

Marketing Automation Tutorial & Customer
666 views • 6 months ago




CONDUCTING USER INTERVIEWS & CUSTOMER FEEDBACK BENEFITS
6:50

Conducting User Interviews & Customer Feedback Benefits
156 views • 6 months ago




PRODUCT LAUNCH OF REVUE & NEWSLETTER TOOLS
11:04

Product Hunt Launch of Revue & Newsletter Tool by
165 views • 6 months ago




CONVERSION RATE OPTIMISATION & MULTIVARIATE TESTING
22:53

Conversion Rate Optimisation & Multivariate
355 views • 6 months ago



IDEA VALIDATION PROCESS & ECOMMERCE APPS BY NIKKY
6:18

Idea Validation Process & Ecommerce Apps by Nikky
268 views • 6 months ago



CONVERSION PSYCHOLOGY & CUSTOMER PROFILING BY JORIS
15:40

Conversion Psychology & Customer Profiling by Joris
497 views • 6 months ago

Ready for some Growth Hacking?

Check out our different courses and upskill yourself:

Growth Marketing Crash Course
6-Week Growth Marketing Immersive
A.I. for Marketing & Growth



Or get in touch with our Growth consultant:

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Growth Consultant

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