



5 Growth Hack Strategies

FOR SOCIAL MEDIA



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>>> 90% of young
adults aged
18to29 use SM

>>> 30% of
millenials
prefer SM when
communicating
with business



**Power of social media
is undeniable.**



- »»» Data - Driven Test and Measure approach to converting and retaining customers.
- »»» Creative use of scalable and repeatable methods to optimize every digital touchpoint.
- »»» An approach at the intersections of marketing tactics & product development, inspired by analytics, data.



What is Growth Hacking?

Get to the point with a clear CTA



Tell your audience exactly what you want them to do with a clear Call To Action (CTA).
A CTA could be the difference between no engagement at all versus a powerful conversation

Referrals are a must!



92% of people trust recommendations from friends - Nielsen. Offer super valuable rewards to both the referrer and referee related to the product or service

User-Generated Content is Gold!



A genuine word-of-mouth recommendation from an actual human is always powerful and effective

Build social media marketing hooks into your product funnel offering



Add social media functionality that forces engagement and makes it easy for people to share and advocate for your product

Leverage your network Ask others for help



- For example, after you post a killer update, reach out to five people who you know would be willing to help promote it.



**Growth-hacking is
a mindset**



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**thank you for
your attention!**



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