ilaria
Digital School

SERVICES FOR ORGANISATIONS

Growth hacking consulting

Speed up your growth with limited resources: we find your levers, test fast and keep what the numbers confirm.

3
strands: analysis, strategy, tools

A/B tests
to decide on measured results

On request
depending on your goals and how long we stay involved

01

WHAT'S AT STAKE

Grow fast without inflating budgets

Growth hacking replaces big campaigns with fast, low-cost experiments, judged on measurable results.

We analyse your online presence and marketing performance, build a tailored growth strategy and set up the tools to run it. Then we test, measure and adjust continuously.

The approach suits start-ups and growing businesses in particular. Tailored strategies also serve established companies looking to optimise their marketing.

What growth hacking brings you

- Accelerated growth
- Better customer retention
- Marketing resources put to better use
- A better return on investment

02

THE FORMATS

Three strands, wherever you stand

You can hand us all three or start with one. The scope is set with you.

Analysis and opportunities

An evaluation of your online presence and current marketing performance, backed by data.

YOU GET

Your gaps and growth opportunities, identified.

Growth strategy

Viral campaigns, optimised acquisition channels, content marketing.

YOU GET

A tailored plan: goals, channels and resources.

Tools and follow-up

Marketing automation, data analysis and social media management put in place.

YOU GET

Performance tracked in real time and actions adjusted.

03

HOW IT RUNS

Test, measure, adjust

Experimentation is at the heart of the approach. Here is the typical course, adjusted to each business.

1 **Conversation**
Your growth goals and your context.

2 **Analysis**
Online presence, current performance, gaps and opportunities.

3 **Plan**
Clear goals, chosen channels, allocated resources.

4 **Experiments**
A/B tests and quick iterations, with your users' feedback.

5 **Adjustments**
Results analysed and corrections made continuously.

Decisions driven by the numbers

Every action is tracked with tools such as Google Analytics, Hotjar or HubSpot, and judged on three key metrics.

Conversion rate: how many visitors take action?

Cost per acquisition: what does a new customer cost?

Customer lifetime value: what does a customer bring over time?

04

WHO DOES WHAT

What we handle, what you bring

What you get

What you need to steer your growth, with or without us afterwards.

- The analysis of your growth opportunities
- Your personalised growth hacking plan
- Tracking tools in place
- The results of the experiments run

Our part

- Analysing your needs and performance
- The growth strategy and plan
- Setting up the tools
- A/B tests and their analysis
- Follow-up and adjustments

Your part

- Your growth goals
- Access to your marketing data and tools
- The resources allocated to the plan
- A contact person to approve choices

05

THE OFFER

A quote sized to your goals

Every engagement is built for you: the price depends on what we analyse, set up and follow.

On request

What shapes the quote

- The strands you hand over to us
- The number of acquisition channels
- The tools to set up
- The length of the follow-up

Depending on the strategies and your industry, first improvements often show within a few weeks.

06

BEFORE YOU START

Questions to ask yourself

What growth goal are you aiming for, and by when?

Which channels bring you customers today?

Do you know your cost per acquisition?

What data do you already collect?

Who on your side will run the experiments day to day?

Next steps

01

Write to us

Your growth goals and your context.

02

Analysis

A first look at your needs to choose the strands.

03

Quote

A detailed proposal, then the kick-off.

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GROWTH HACKING CONSULTING

Let’s talk about your growth

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