ilaria
Digital School



SERVICES FOR ORGANISATIONS

Growth hacking support

With your teams, we identify accessible, low-cost acquisition channels and prepare actions to attract visitors, convert them into customers and keep them.

3 themes

acquisition, loyalty, business development

No media budget

accessible, low-cost channels

On request

depending on the number of sessions and participants

01

WHAT'S AT STAKE

Win customers without a big media budget

Growth hacking was born among tech entrepreneurs who had to grow fast with few resources. It combines creativity, data analysis and digital marketing to target growth opportunities.

It does not replace traditional marketing: it is another way to acquire customers, by finding the most accessible and least expensive channels. Often, a few small changes pay off.

First used by start-ups, it adapts to any type of business, e-commerce sites included.

What growth hacking aims for

- Visitors to convert into customers
- Qualified leads
- An engaged and loyal community
- A brand identity that sets you apart

02

THE FORMATS

A theme for your priority

The topic follows from what is holding back your growth. The number of sessions and participants is agreed with you.

Acquisition

Build an online audience and a steady stream of visitors: organic SEO, relevant content, targeted ads, social media.

YOU GET

Acquisition channels identified and actions ready to test.

Engagement and loyalty

Engage a community and keep it: email, gamification, answers to your customers' expectations.

YOU GET

Actions to turn your audience into loyal customers.

Business development

Generate qualified leads and tell your story differently from your competitors.

YOU GET

Lead opportunities and a sharper brand position.

03

HOW IT RUNS

From analysis to action plan

Here is the typical sequence, adjusted to your business.

1 **Analysis**

Your business, your customers, your data and your current channels.

2 **Opportunities**

Growth opportunities and low-cost channels.

3 **Ideas**

Actions: content, SEO, viral marketing, email, gamification.

4 **In practice**

The chosen actions are launched and observed.

5 **Review**

Keep what works and plan what comes next.

What we look at

Growth hacking turns an audience into customers: build an audience, generate traffic, engage a community, keep it. At each stage, three questions:

Channels: which are accessible and low-cost?

Engagement: what brings your users back?

Expectations: what do your customers complain about on social media?

04

WHO DOES WHAT

What we handle, what you bring

What you get

An action plan for your teams to carry out.

- The growth opportunities identified
- A prioritised list of actions
- The acquisition channels to test
- The review and next steps

Our part

- Preparing the sessions from your business
- Running the sessions with your teams
- The techniques: SEO, content, targeted ads, email, gamification
- Analysing the data available
- The review and priorities

Your part

- Your growth goals
- The participants: marketing, sales, product
- Access to your data and current channels
- Time to put the actions into practice

05

THE OFFER

A quote that fits the support

Each engagement is built for you: the price depends on what we prepare and run.

On request

What shapes the quote

- The number of sessions
- The number of participants
- The topics chosen
- Preparation based on your data

The schedule is set with you during scoping.

06

BEFORE YOU START

Questions to ask yourself

Which customers do you want to acquire first?

Where do your visitors come from today?

What data do you have on your users?

What makes a customer come back to you?

What do your customers complain about on social media?

Next steps

01

Write to us

Your business, your growth goals and your current channels.

02

Scoping

A conversation to choose the topics and number of sessions.

03

Quote

A detailed proposal, then preparation.

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GROWTH HACKING SUPPORT

Let’s talk about your growth

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