

Why Growth Hack is better than Traditional Marketing

Growth Hacker

Traditional Marketer



What is growth hacking?
One who's passion and focus is growth through use of an empirical and scalable methodology.

1. Who is?

Growth Hackers is a person who really understands users, design, coding, analytics and viral marketing by relentless tweaking & optimization.

Traditional Marketer incorporates many forms of advertising and marketing without real actionable analytic data.



2. FEATURES OF HIRING

Growth hacker should be easier to hire than a traditional marketer, because they work on a scalable growth which is an actionable item.

Finding a quality traditional marketer who brings results on the time they promised is more difficult.

3. HARDER TO TARGET AUDIENCE

Growth hacking allows marketers to more precisely target potential customers based on the amount of analytic information websites collect about visitors.

Remember, It is not easy to measure when an advertisement is telecasted. Many times we missed to judge who read, view, saw our ad. Results - Inappropriate market.



Not every business are same, what make success for others, will not probably work for your business.

Strategies are fully matters, They do not care about the process.



4. LESS INFORMATION

Compare to traditional marketing, growth hacking provides a elaborative data which helps to visualize the profit/loss insights.

The information you can deliver with traditional marketing is much more limited to.

5. LACK OF TIMELINESS

Growth Hacking allows you to change the marketing methods from day to day or even minute to minute. It provides the opportunity to read and understand the marketing situation from real analytic data.

Changing the ways of marketing in the middle will cost time and money, so ultimately the whole process will not see the significant results at the end.

6. GROWTH HACKING: SCALABLE AND PREDICTABLE

Develops Built and Knowledge Base

Split the Ideas, Convert the ideas, Filter them and find which suits for us

Keep Tweaking & Optimization



Member in a team should watch every aspects

Learning of New things, Innovation and Creativity

7. PRICE

Growth Hacking is a kind of new marketing paradigm approach to grow user base virally. Growth hacking expects a smaller amount of time and dollars to achieve the best result.

Traditional advertisement always depends on cost, sometimes missed to estimate the total cost spend and the ROI. Example: To get benefit from TV broadcast, you need to invest big before if return the result.

8. WHY IT DOESN'T WORKS

Growth Hacking is a fresh way of marketing. The strategy involves new ideas and creative skills which helps to sustain in the market for long time.

It is an out dated marketing approach, but many traditional marketers still follow this type of approach which can't prove the good result.

9. UNPREDICTABLE

Scalable, trackable, visualized results and process which will make your clients happy and want more!

In traditional market, users are spamming the marketing campaigns. Example: Not all the surveys brings us good results, nowadays anything can be done in fake. Paying people for taking the survey doesn't produce the finest results.

10. DATA QUALITY

Understands what each user wants, the technique has the ability to reach the potential customers.

Survey participation is low, and the type of people taking the surveys may not be indicative of the desired research subjects, resulting low-quality data.