



# Growth Hacking 101

The Aggressive Lead Acquisition  
Webinar



# Who is Phil Laboon?

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## Serial Entrepreneur



I've helped hundreds of brands leverage predictive analytics, unconventional marketing strategies and social media to grow their business

## Thought Leader



Published in hundreds of national publications a year including Forbes, Inc. Magazine and the Huffington Post



## Top Marketing Influencer

Named one of Inc. Magazine's Top Marketing Influencers for 2016



## Kevin W. Tucker

Founder & CEO of  
LaborClaim

“Phil identified 3 concrete and hyper-focused things I can do today with little to no budget”



## Robby Berthume

Forbes  
Mashable  
Huffington Post

“Literally within hours of making the tweaks Phil recommended, I received a podcast invite and a lead!”



## Darrah Brustein

Equitable Payments  
Finance Whiz Kids  
Network Under 40

“I can’t think of the last time I spent more productively than when speaking with Phil”



## Tim McHugh

Saddleback  
Educational

“Phil is a gifted growth hacker with a career built on helping companies rapidly expand their online presence - and most importantly converting leads to sales.”

# Results

1

## Instant Credibility

Become the go-to expert of your industry almost instantly

2

## Lead Generation

Generate hundreds of hot leads each day with minimal work on your end

3

## Save Time

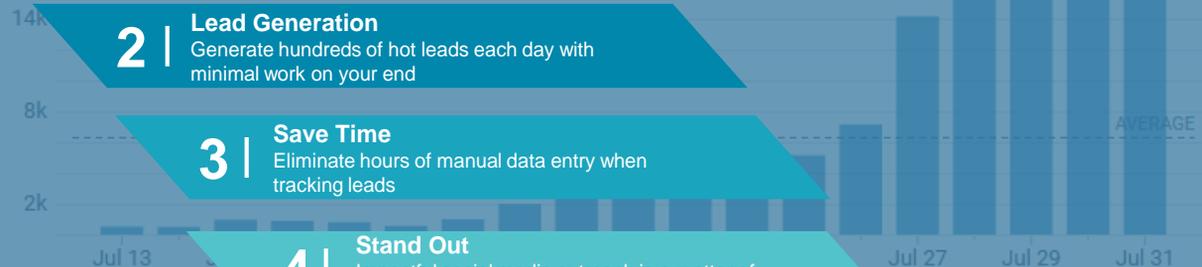
Eliminate hours of manual data entry when tracking leads

4

## Stand Out

Impactful social media outreach in a matter of minutes

## Visitors



## Sales



# Today's Agenda



Email address

Password



Sign In

Not a member? [Join now](#)

# 1

## **What is Growth Hacking**

Strategies to help you generate hundreds of leads without ever sending a single message

# 2

## **Rise to the Top**

Improve your LinkedIn search ranking and land at the top 1% of professionals in your network

# 3

## **Learn the Hustle**

Free tips & marketing tools to attract 300-400 highly targeted visitors a week for fifty cents a day

# What is Growth Hacking?

A Growth Hacker is a person whose true north is growth

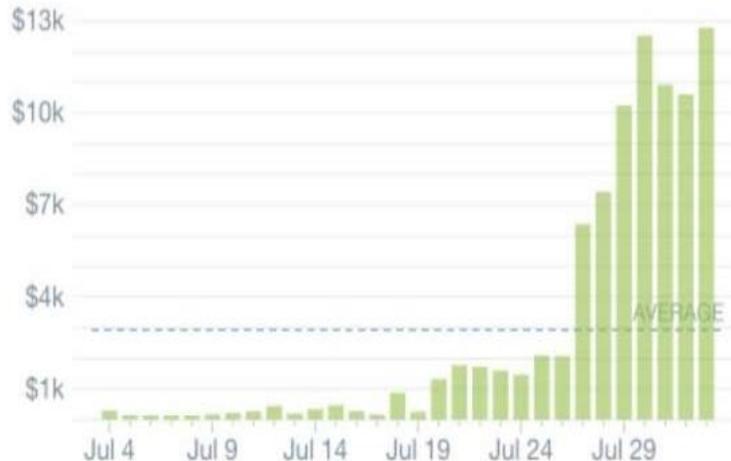
Sean Ellis  
Startup Marketing Blog

- **Growth hacking** is a process of rapid experimentation across marketing channels and product development to identify the most effective, efficient ways to grow your business.

## Total Sales

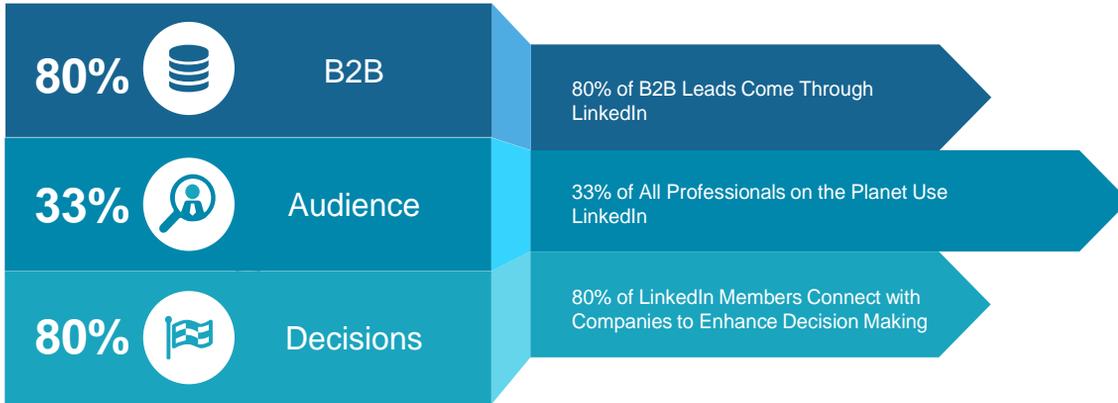
Last 30 days

	Total sales	Order count
Last 30 days	\$87.2k	1k
Today	\$5,604.69	40
Yesterday	\$12,782.61	159
Last 7 days	\$70.9K	830
Last 90 days	\$88.7K	1K



# Why LinkedIn

LinkedIn Drives More Traffic to Corporate Websites & Blogs than Any Other Social Network



**The Companies That Identify the Best Marketing Tactics on LinkedIn are the Ones Reaping the Biggest Results**

- Finding New Leads Fast
- Turning Connections into Paying Clients
- Transform Your Profile into a Lead Magnet



“ Growth Hacking Makes Things Happen,  
Makes Sourcing Simple and Makes Selling Easier ”

# Getting Started

LinkedIn Growth Hacking Strategy

# Optimize Your LinkedIn

Current Company	Profile	Action	Status
<input checked="" type="checkbox"/> All <input type="checkbox"/> SalesSalvage.com (36) <input type="checkbox"/> Avaus (20) <input type="checkbox"/> Google (18) <input type="checkbox"/> Business Fuel LLP (7) <input type="checkbox"/> Little Internet Private Lim... (7) + Add	 <b>John Shepard</b> 2nd Growth Hacker & Strategist Baltimore, Maryland Area • Marketing and Advertising ▶ 42 shared connections • Similar Current: Growth Hacker & Strategist at Xcusi Labs	Connect	
Industry	 <b>Lindsay Gaesser</b> GROUP Director of Marketing/Chief Growth Hacker at Infogressive, Inc. Greater Omaha Area • Marketing and Advertising Similar Current: Director of Marketing/Chief Growth Hacker at Infogressive, Inc.	Connect	
School	 <b>Nick Sanchez</b> 2nd Growth Hacker at Crunchbutton Orange County, California Area • Food & Beverages ▶ 3 shared connections • Similar Current: Growth Hacker at Crunchbutton	Connect	
Nonprofit Interests	 <b>Kyle MacWilliams</b> 2nd Growth Hacker at Cribspot State College, Pennsylvania Area • Information Services ▶ 1 shared connection • Similar Current: Growth Hacker at Cribspot	Connect	
Groups			
Years of Experience			
Function	 <b>James R. Myers</b> 1st 2nd Entrepreneur, Agile UX/UI Engineer, Interaction Designer, Web/App Developer, Programmer, Growth Hacker & Data Scientist Salinas, California Area • Internet ▶ 2 shared connections • Similar Current: Entrepreneur, Agile UX/UI Engineer, Interaction Designer, Web/A... Past: Religious Affairs Specialist at Headquarters, 14th Psychological... Regimental Chaplain Assistant at Headquarters, 11th Armored C... Lead Custodian at Barstow Community College (Fort Irwin Campus)	Connect	
Seniority Level			
Interested In			
Company Size			
When Joined	 <b>Marija Markov</b> 2nd Growth Hacker at KickAssGrowth Austin, Texas Area • Information Technology and Services ▶ 6 shared connections • Similar Current: Growth Hacker at KickAssGrowth	Connect	



99% of LinkedIn Profiles aren't set up properly; minimizing business opportunities and hurting their brand

Profile privacy

Blocking and hiding

Data privacy and advertising

Security

# Profile privacy

## Edit your public profile

Change

Choose how your profile appears in search engines

## Who can see your connections

Change

Choose who can see your list of connections

Connections

## How You Rank

Change

Choose whether or not to be included in this feature

Yes

## Viewers of this profile also viewed

Change



### Check Your Privacy

Ensure the 'Select What Others See When You've Viewed Their Profile' option is set to 'Your name and headline.'



### Leverage Activity Broadcasting

Guarantee activity updates are shared in your feed



### Open Up Communication

Select all opportunities & fill out the 'Advice to people who are contacting you' field.



### Engage Daily

Engage on a daily basis by posting short updates or publishing long form posts

# Eliminate Obstacles

# Attract.

It's Not About Where You Are; It's About What You Can Offer



**Phil LaBoon, Growth Hacker** 1st PREMIUM

I Get People to Buy What You Are Trying To Sell. Did I Mention I'm Inc Magazine's 2016 Top Marketing Influencer? ←

Greater Pittsburgh Area | Internet

Current Eyeflow Internet Marketing, WUDN - Handcrafted Wooden Lifestyle Products, Pittsburgh Tech Talk  
Previous Save a Buddy  
Education Pittsburgh Technical College

Send a message

500+ connections

As seen in...  
Forbes SE| Entrepreneur BUSINESS INSIDER Corp!  
THE HUFFINGTON POST FOX! BUSINESS YAHOO! SMALL BUSINESS Inq+

## Trigger

Your headline needs to trigger your prospects to action

## Highlight

Broadcast exactly what it is you are selling to elicit reaction

## Represent

Your tagline should be a clear indication of what you have to offer or the services you represent

## Target

Your tagline needs to align with your audience's needs

# Engage.



## Visit

Visiting the right profiles is the best way to engage potential prospects



Between **6%** and **8%** of people will visit a profile of the person who visited their profile



## Diversify

Target new demographics to diversify the visits coming back to your profile.



Visiting other profiles can create new leads while helping your own profile climb up industry rankings because of the unique people returning the visit to your profile.

1



**Rand Fishkin** <sup>2nd</sup>  
Wizard of Moz



2



**Phil LaBoon, Growth Hacker** <sup>YOU</sup>  
I Get People to Buy What You Are Trying To Sell. Did I Mention I'm Inc Magazine's 2016 Top Marketing Influencer?

3



**Audra Carpenter** <sup>2nd</sup>  
CEO and Founder at Reviews.Today



4



**Roman Stanek** <sup>2nd</sup>  
Founder and CEO at GoodData



5



**Marissa Evans Alden** <sup>2nd</sup>  
CEO & Co Founder Sawyer



6



**Steven Dresner** <sup>2nd</sup>  
Founder & CEO of Dealflow.com



7



**Andrew Hazen** <sup>2nd</sup>  
BobbieBoss, Domainer, Serial Entrepreneur & Attorney



8



**Seth Besmertnik** <sup>2nd</sup>  
CEO at Conductor, Inc



9



**Rémi Aubert** <sup>2nd</sup>  
CEO & Founder at AB Tasty



10



**Fabien Beckers** <sup>3rd</sup>  
Cofounder and CEO of Arterys





“

But who has time to view 20 profiles a day,  
let alone reach out to them with  
endorsements and messages?

”

# Solution.

Using unconventional strategies, I've identified the solution to your LinkedIn Marketing Problems



You rank in the **top 1%** for profile views among your connections.

#24 out of 3,714 | Your rank has held steady in the last 7 days

3,297 Profile views  
Last 90 days

16 Viewers who work at BNY Mellon

334 Viewers with the title Marketing Specialist



Aug 14 – Aug 20

318 Profile views  
Up 9% from the previous week

321 Actions taken  
Up 261% from the previous week

- What you did:
- Endorsed 239 people
  - Added 70 connections
  - Edited 3 positions
  - Commented on 2 updates
- [Get more profile views](#)

## What We Do



Visit 800  
Profiles a  
Day



Become the Most  
Noticed  
Profile in  
Your  
Network



Capture  
Hundreds  
of Leads a  
Week



# MAKE THINGS HAPPEN.



## Make Things Happen

If visiting the right profiles is one of the most effective means of building your network, imagine what visiting 800 profiles a week could do?



## Lead Generation Automation

The browser plug-in becomes your virtual assistant on LinkedIn



## More Leads, Less Time

Set your filters to align with your target and let Dux-Soup handle the rest



## Auto Track Connections

Keep notes on every connection, every call and every message sent with new contacts



“

LinkedIn isn't the only way to get your brand out there.

”

# Hundreds of Growth Hacking Tactics

Social Media is the real deal for B2C & B2B Connections





# Growth Hacking Crash Course

Authentic growth comes from an often painful process of experimentation. I'm looking forward to sharing the experiments that have and haven't worked for me and some of today's fastest growing brands.