



THE INTERNET MARKETER'S Handbook

CHECKLIST

over other competitors. Marketing strategy's goal is to increase sales and achieve the advantage has to do with the that will maximize

A marketing strategy helps convey effective messages with the right blend of marketing will maximize your sales outcome and marketing activities.

Product Categories	Profit per Year			
	2013	2014	2015	2016
General tools	+920.82	-13.9	+920.82	+7207.75
Health & Medical	-13.9	+82.94	+239.74	-229.00
Art Supply	+82.94	+920.82	+82.94	+239.74
Kids & Baby	+659.02	+7207.75	+659.02	-13.9
Kitchen wear	-229.00	-229.00	+7207.75	+82.94
Fashion	-797.75	+659.02	-13.9	+920.82
Furniture	+239.74	-239.74	-229.00	+659.02

Profit per year of each products. Update on October

Growth Percentage

Product Market Fit Hacks

- ☐ Validating your idea
- ☐ Add a video background to any Unbounce landing page
- ☐ Keep on top of your KPIs with a custom metrics dashboard
- ☐ Benchmark Your Cost per Acquisition Target
- ☐ Ensure your product solves real customer problems
- ☐ Use psychology to determine your optimal product pricing
- ☐ Conduct simple A/B tests on your landing page
- ☐ Find the perfect name for your product or service
- ☐ Use Google Ads to test demand for your product
- ☐ Watch customers interact with your site
- ☐ Collect customer feedback with Survey Monkey
- ☐ Collect instant feedback with Qualaroo
- ☐ Collect data on customer activity on your website
 - ☐ Helps you make a better product
- ☐ Hack the best keyword research for SEO and SEM
- ☐ Create a form based website
- ☐ Automate lead scoring to funnel leads to specific landing pages
- ☐ Get the advice you need without having a huge network
- ☐ Start a blog in less than 5-minutes
- ☐ Build your email list
- ☐ Create a marketing plan for your business launch

Hacks for Transitioning to Growth

- ☐ Create a viral pre-launch signup form
- ☐ Make sharing content easier with an UpVote widget
- ☐ Create a viral “invite a friend” thank you page
- ☐ Create a press list using the power of the crowd
- ☐ Target influence marketers with Klout, Brand24, or Followerwonk
- ☐ Get PR with “Help a Reporter Out”
- ☐ Syndicate your blog for additional inbound traffic
- ☐ Analyze your blog so you can optimize it
- ☐ Use customer testimonials to support your product features
- ☐ Identify the most popular blog topics using Buzzsumo
- ☐ Create a customer newsletter with Linkydink
- ☐ Send different traffic sources to different pages
- ☐ Growth hack your customer’s attention spans
 - ☐ Implement a simple progress meter
- ☐ Create your own daily deal for your customers
- ☐ Create a huge content shadow
- ☐ Hack a subscription e-Commerce business
- ☐ Hack an easy and effective online store
- ☐ Create a cheap product demo
- ☐ Offer live chat customer support on your site
- ☐ Use Quill Engage to get started with site analytics
- ☐ Turbocharge your content production with Text Broker
- ☐ Retarget your advertising to stay in front of your customers
- ☐ Use Google’s Quality Score to Lower your Cost Per Click
- ☐ Use Gmail Sponsored Promotions to Infiltrate Your Customer’s Inbox
- ☐ Utilize YouTube to save money on video advertising
- ☐ Get better traffic quality to your site with Google Ads bid multipliers
- ☐ Use Google’s Mobile Ads call button to drive lead volume to your business
- ☐ Acquire new customers with HackerNews and Reddit
- ☐ Use LinkedIn’s visitor tracking code to acquire new customers

- ☐ Start your own industry specific social network with Spot.im
- ☐ Create lookalike audiences on Facebook to attract the right visitors
- ☐ Increase leads, subscribers, and sales with Twitter cards
- ☐ Use AddThis to customize share buttons and encourage sharing
- ☐ Encourage and incentivize sharing with click to tweet style links
- ☐ Use AdEspresso to create, launch, and test your Facebook ads
- ☐ Hack a social media marketing plan
- ☐ Create engaging Infographics for SEO backlinks and shareable content
- ☐ Create an easy and effective viral referral email
- ☐ Create emails that your customers will care about
- ☐ Create your own photos using Shutterstock custom
- ☐ Spy on your competition with BuzzSumo and iSpionage
- ☐ Make sure your customers are happy by asking one simple question
 - ☐ How likely is it that you would recommend us to your friends?
 - ☐ Have them rate your business using a 10-point scale

Scaling for Growth Hacks

- ☐ Use Moz to get serious with your SEO strategy
- ☐ Match your page content with your offer
- ☐ Grow your twitter follower count quickly
- ☐ Create personal content for your website easily
- ☐ Know which metrics are critical to measure
 - ☐ Churn
 - ☐ Contracted monthly recurring revenue
 - ☐ Cash
 - ☐ Lifetime profit per customer
 - ☐ Customer acquisition cost ratio
 - ☐ Cost per acquisition
- ☐ Use Zapier to automate triggers to make your life easier
- ☐ Use email courses to become a thought leader in your industry
- ☐ Send emails to remind customers to refer your business to someone
- ☐ Implement automatic trigger-based emails
- ☐ Collaborate with your customers on product development
- ☐ Hack your site pages to increase organic traffic
- ☐ Learn how to track and follow up on social media mentions
- ☐ Make HubSpot your marketing ground zero
- ☐ Hire a personal assistant without breaking the bank
- ☐ Outsource your market research overseas
- ☐ Create a growth hacking hub with the help of Pocket
- ☐ Keep in touch with your network through LinkedIn connections