



Growth Hacking

Jared Codling

Course Overview

Learn growth hacking techniques used by companies like AirBNB and Pinterest in the early stages to grow really fast on ultra low budgets. You'll learn the completely legal 'grey hat' tactics that include exploiting loopholes in platforms to enable your business target and reach large audiences whilst giving you an unfair advantage over your competition. Jared Codling is one of Australia's best-known growth hackers and is a mentor to Slingshot, Australia's largest startup accelerator. This workshop is limited to 12 participants to enable Jared to spend time identifying low-hanging wins for each business. You'll learn techniques that are being used now by growth hackers around the world and develop the ability to spot opportunities to outpace your competitors and see rapid returns on your marketing investments.

Course Outcomes

- > Learn unorthodox strategies to leverage platforms including Facebook and LinkedIn to target customers, get leads and build your community.
- > Leverage messenger bots to rapidly increase your audience.
- > Learn strategies to collect data including large numbers of targeted email addresses and get the contact details of hard to contact people.
- > Create emails that get delivered, opened and elicit a response.
- > Understand how to make the most out of your content and PR. Learn to get to the top of Medium, increase the reach of your content and 'hack' PR to ensure media stories about your business are picked up by publications such as Techcrunch.
- > Learn to leverage other people's content to grow your audience.
- > Develop a strategy to get lots of positive reviews and boost your ranking on Google, iTunes or Yelp.

About Jared Codling

Jared Codling is a growth hacker who has developed the growth strategies of several highly regarded startups. Jared is the growth-hacking mentor for Slingshot, Australia's largest startup accelerator. In 2016, Jared launched exceeded \$1m in revenue within the first 11 months of co-founding a fitness brand.

Other notable achievements include:

- > Reaching 70,000 comments on one Facebook post for \$100 ad spend (post reached 3% of Australians)
- > Got the #1 article on TechCrunch during the launch of a startup, leading to an 8-figure valuation
- > Ran a viral competition for a gym, resulting in \$96k in revenue in 3 days, from \$127 ad spend
- > Built a leading growth hacking membership course, New Hack Every Week, used by almost

Suitable for

- > Founders and their teams who want to grow their startup rapidly at low cost.
- > Business owners and marketers who want to apply growth hacking techniques to attract customers.
- > Marketing and social media managers who want to learn how successful startups leverage digital channels so effectively.

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Course Curriculum

Module 1: Fast-track growth hacks

- > Learn about messenger bots and the future of marketing to sales transitions
- > Learn how to hack your way to the top of Medium.com
- > Discover the methodology for discovering 'quick wins'

Module 2: Split testing your way to success

- > Learn why we need to split test
- > Understand what you can split test in your business
- > Learn a scientific yet simple approach to split testing
- > Develop a split-testing action plan for your business

Module 3: Data Enrichment

- > Learn tactics for getting (almost) anyone in the world's data
- > Understand the potential uses for having good data
- > Develop a strategy to collect and used advanced data strategies in your business

Module 4: Rapid-Fire Growth Hacks

- > Ethically steal competitors customers via Facebook Groups
- > Get a huge volume of 5-star reviews for your business on all platforms
- > Grow your facebook audience with other people's content
- > Extra hacks if we can fit them in

Course Logistics

This workshop is one day and is limited to twelve participants, enabling us to focus on your business. Jared delivers the course in person, weaving in real-life examples from his time growing 7 and 8 figure companies. Participants will have the opportunity to ask questions particular to their business objective by email in the week leading up to the workshop and Jared will personalize the content and exercises to address everyone's goals. Throughout the workshop, interactivity will occur to ensure you walk away with actionable steps directly applicable to your business.

*If you have questions about this course or to make a group booking please contact us.
The contact us should link to open an email made out to hello@zambesi.com*