



Growth Hacking 101

The Aggressive Lead Acquisition
Webinar



Who is Phil Laboon?

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

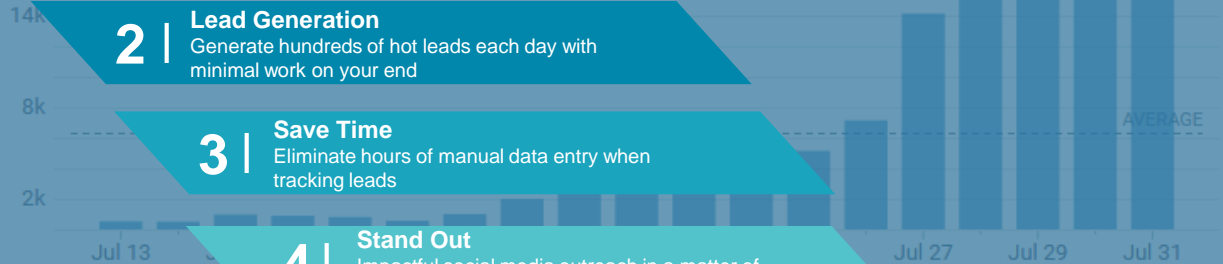
Eliminate hours of manual data entry when tracking leads

4

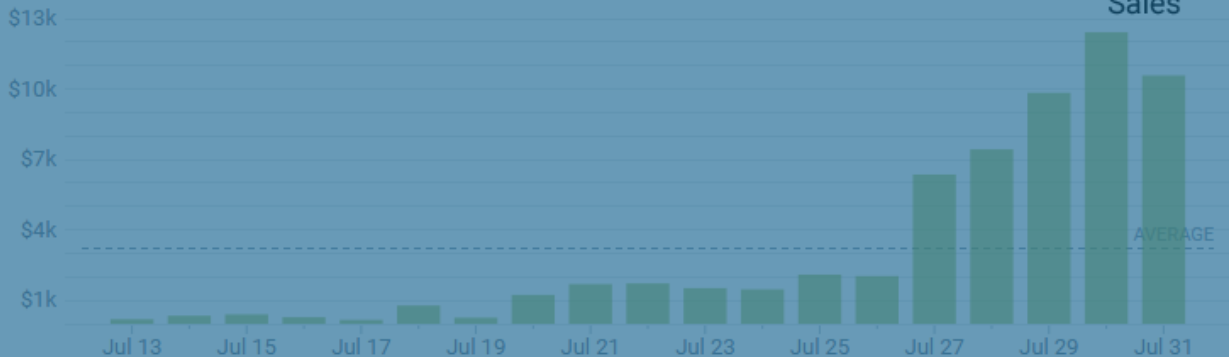
Stand Out

Impactful social media outreach in a matter of minutes

Visitors



Sales



Today's Agenda

LinkedIn™

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

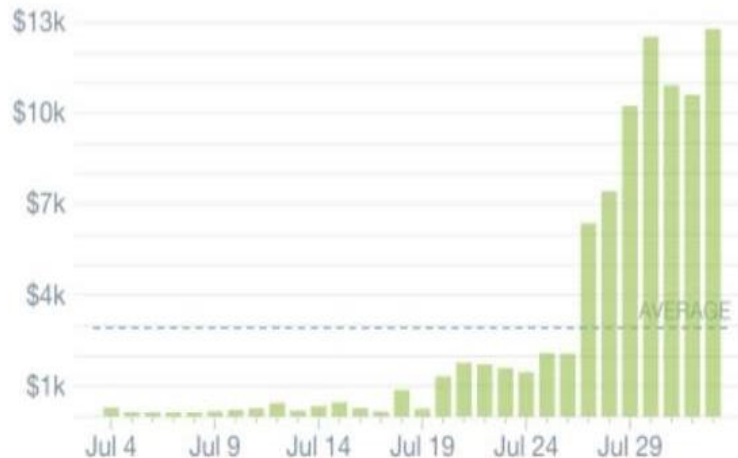
Sean Ellis
Startup Marketing Blog

- **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

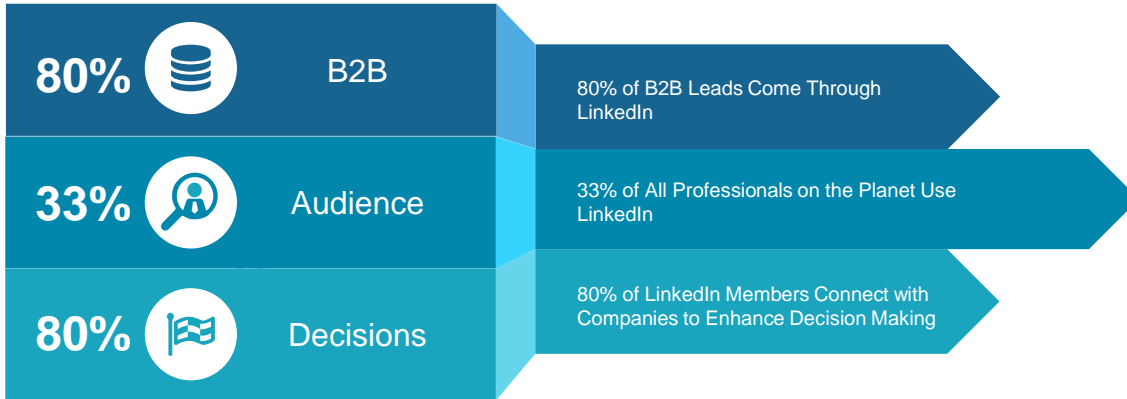
Last 30 days

| | 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

The screenshot shows a list of LinkedIn profiles for 'Growth Hacker'. Each profile includes a profile picture, name, title, company, location, and a 'Connect' button. A large blue circle highlights the profile area. To the right of each profile is a red 'X' icon, indicating a missing or broken image.

| Name | Title | Company | Location | Connections | Similar | Connect | Image Status |
|------------------|---|--------------------------|----------------------------------|-------------------------------------|----------------------|---------|--------------|
| John Shepard | Growth Hacker & Strategist | Baltimore, Maryland Area | Marketing and Advertising | 42 shared connections | Similar | Connect | Missing |
| Lindsay Gaesser | Director of Marketing/Chief Growth Hacker | Infogressive, Inc. | Greater Omaha Area | Marketing and Advertising | Similar | Connect | Missing |
| Nick Sanchez | Growth Hacker | Crunchbutton | Orange County, California Area | Food & Beverages | 3 shared connections | Similar | Missing |
| Kyle MacWilliams | Growth Hacker | Cribspot | State College, Pennsylvania Area | Information Services | 1 shared connection | Similar | Missing |
| James R. Myers | Entrepreneur, Agile UX/UI Engineer, Interaction Designer, Web/App Developer, Programmer, Growth Hacker & Data Scientist | Salinas, California Area | Internet | 2 shared connections | Similar | Connect | Missing |
| Marija Markov | Growth Hacker | KickAssGrowth | Austin, Texas Area | Information Technology and Services | 6 shared connections | Similar | Missing |



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 ^{2nd}
Wizard of Moz



2



Phil LaBoon, Growth Hacker ^{YOU}
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 ^{2nd}
CEO and Founder at Reviews.Today



4



Roman Stanek ^{2nd}
Founder and CEO at GoodData



5



Marissa Evans Alden ^{2nd}
CEO & Co Founder Sawyer



6



Steven Dresner ^{2nd}
Founder & CEO of Dealflow.com



7



Andrew Hazen ^{2nd}
BobbieBoss, Domainer, Serial Entrepreneur & Attorney



8



Seth Besmertnik ^{2nd}
CEO at Conductor, Inc



9



Rémi Aubert ^{2nd}
CEO & Founder at AB Tasty



10



Fabien Beckers ^{3rd}
Cofounder and CEO of Arterys





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

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Solution.

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



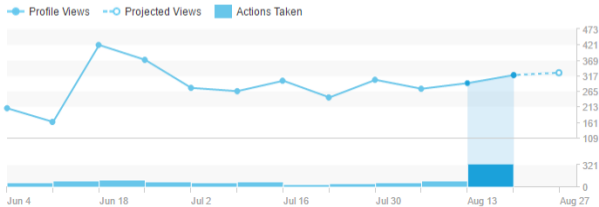
You rank in the **top 1%** for profile views among your connections.

#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



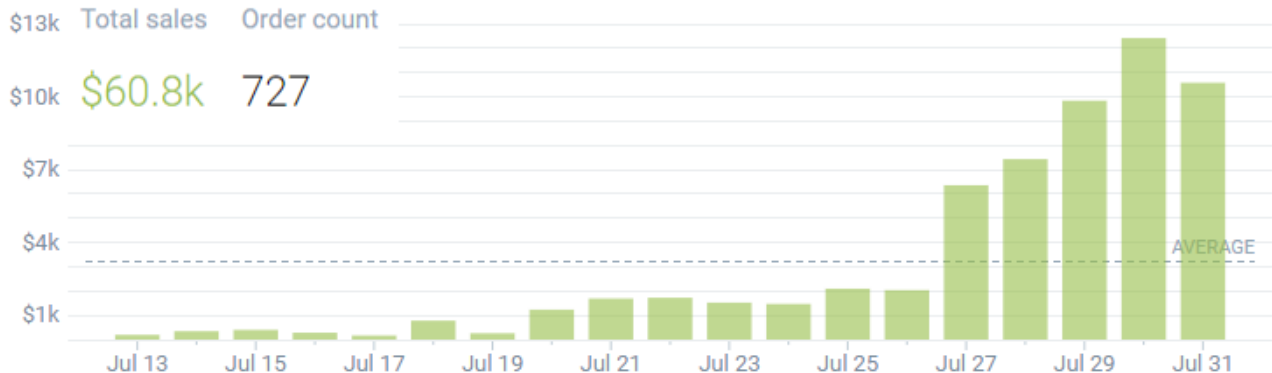
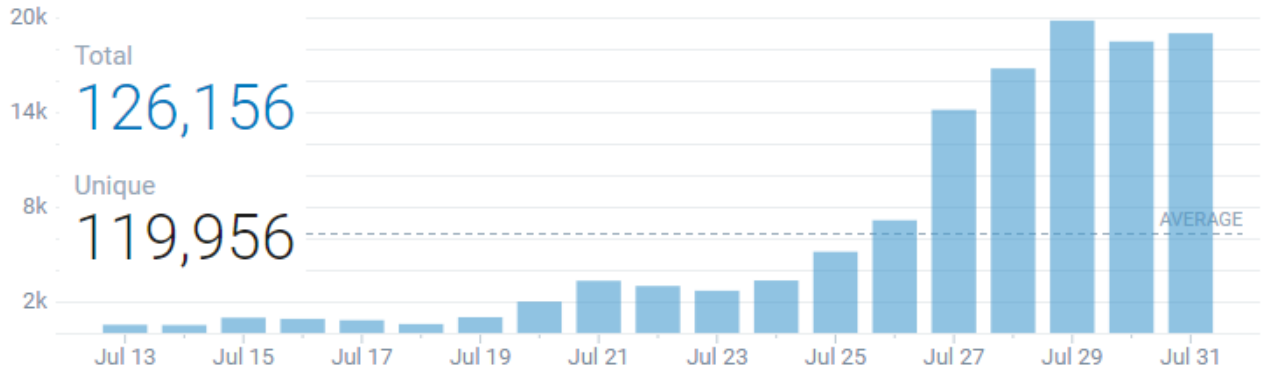
“

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.