



#### **Theodore Moulos**

Entrepreneur / Advisor / Growth Hacker / Investor t.moulos@gmail.com

#### Entrepreneur

Co-Founder & CEO, Growthrocks.com

Co-founder growth.university
Co-founder growthhackingacademy.gr
Co-founder contentmarketingacademy.gr
Co-Founder of viral-loops.com
Co-Founder of vitrinabox.com
Co-Founder search-in-a-box.com

#### Advisor/Speaker

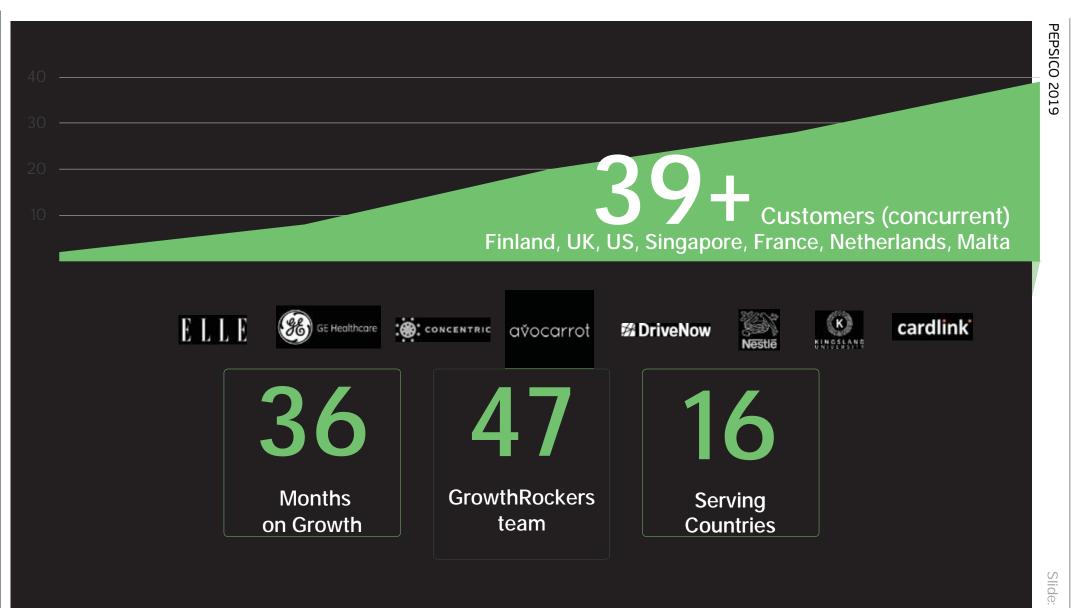
Advisor and board member in numerous companies

Speaker in growthMarketingConference.com
Guest Lecturer in NYU Stern School of Business
Guest Lecturer in Alba Business School
Lecturer in growthAcademy
Lecturer in growthX Academy (SF)

I have studied Phycology, Accounting, Computer Science and Management. As an ex accountant and ex CTO I'm good with numbers and technical issues.

In total, I have have a 20+ year experience in running successful and profitable software products. For the last three years, I'm the Group CEO of GrowthRocks (Ranked #1 for Growth Hacking worldwide). My career includes managerial roles for companies around the globe and I have significant skills in intrapreneurship and entrepreneurship.

In my free time I assist Startups to achieve growth and product-market-fit.









Marketing Agency @ Rome (Viterbo)



Airport AIA



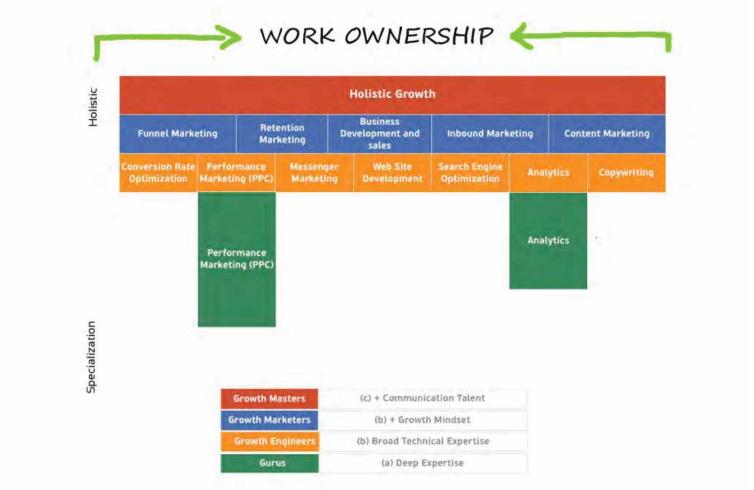




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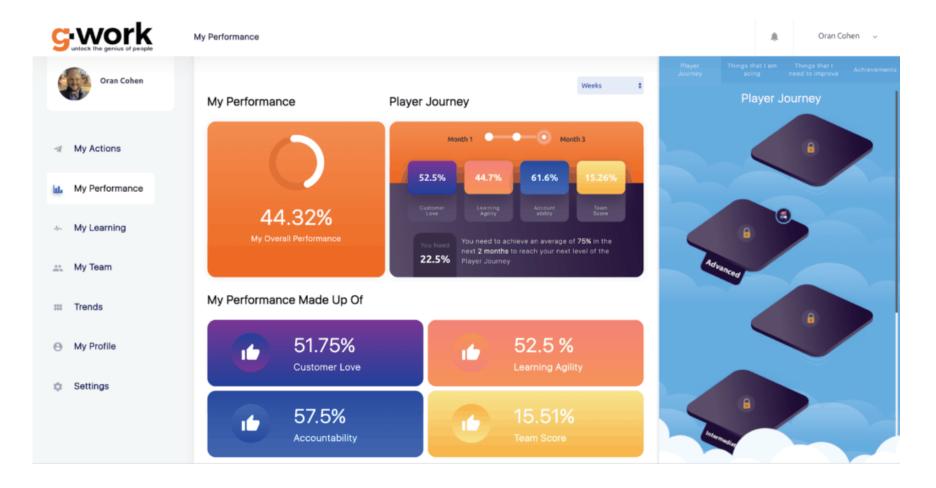
## Remote Working Challenges





#### Performance.

#### Productivity boost (gwork.io)



#### ToolFree Forwarding.



## Standup Meetings (via slack).

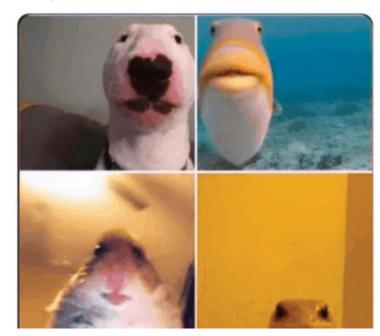


The three daily questions:

- \*What you did yesterday
- \*What you will do today
- \*What is stopping you from today's tasks

## Remote Meetings.

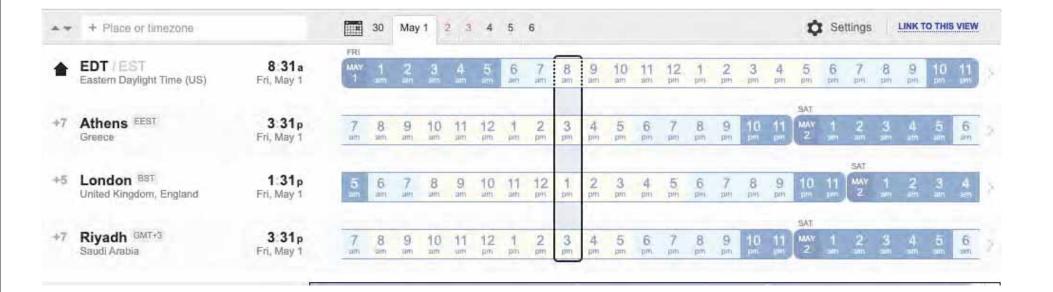
me and my coworkers logging into all of our meetings remotely for the next couple of weeks



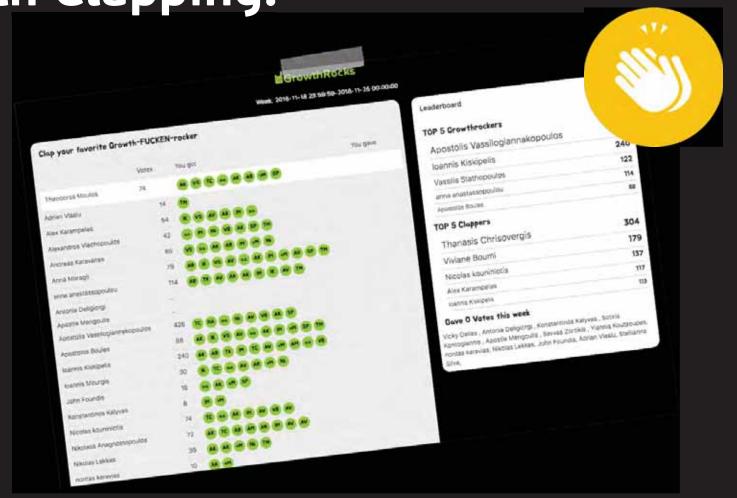
### Tasks.



#### Time Control.



## Growth Clapping.



**GrowthClaps.com** 

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## Remote Working Opportunities

Slide: 2C

# Webinars, trainers, educators Training



Free e-book



Free Price teaser



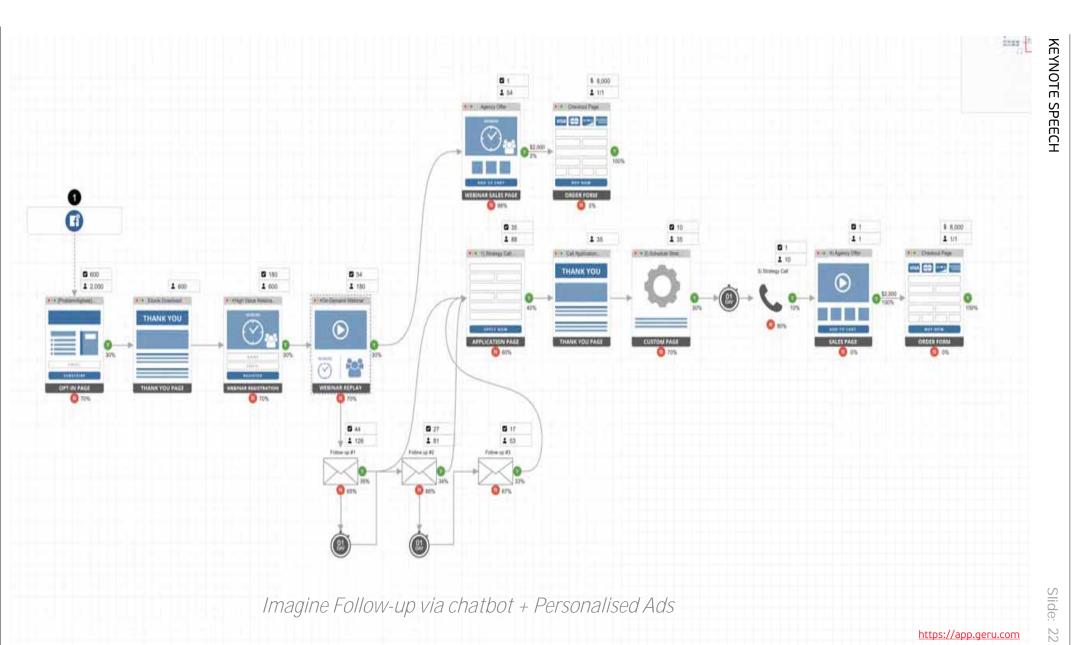
Low Ticket teasers



Your Info Product







#### Blockchain 2.0: Welcome To The Future

...An Inside Look At A NEW, Lucrative Career Path For Developers and Programmers

#### Details HERE



#### Have Questions? Let's Talk.

Feel free to contact an Advisor directly at the phone number below: (888) 689-8285



Welcome inside Kingsland University, the only accredited School of Blockchain in the world...

We've received your request for more information and we are excited you're here! What we are about to share with you could revolutionize your career as a Developer and catapult you into a whole new income class in just the next few short years. Blockchain development is now among the most sought-after skills in hiring suites globally. You could be next!

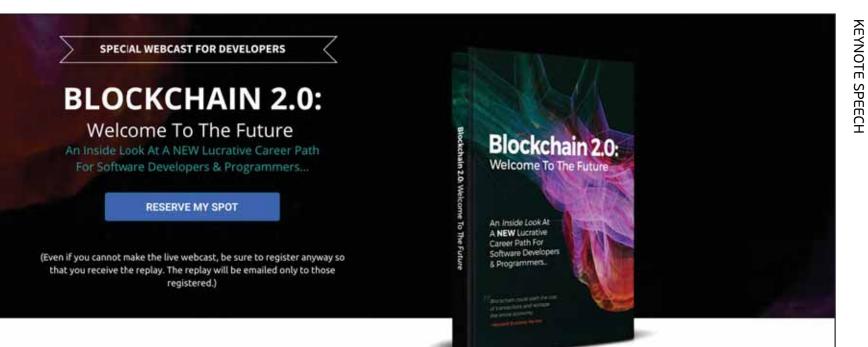
We invite you to book a complimentary Discovery Session with a Kingsland University Enrollment Advisors right below to learn more and to get your questions answered. Space is limited. We look forward to meeting you...

> "Blockchain could slash the cost of transactions and reshape the entire economy."

> > - Harvard Business Review

Schedule My Discovery Session

NOTE: Scheduling a Discovery Session by phone with a Kingsland University Advisor is free and doesn't oblige you in any way to enroll. It's simply to give you an idea as to whether you're ready and eligible to upskill your coding arsenal for Blockchain, and to dramatically increase your demand (and salary).





"Blockchain could slash the cost of transactions and reshape the economy."







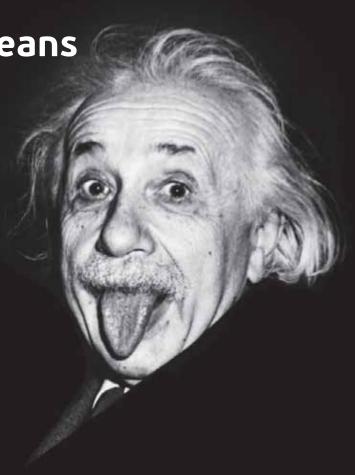


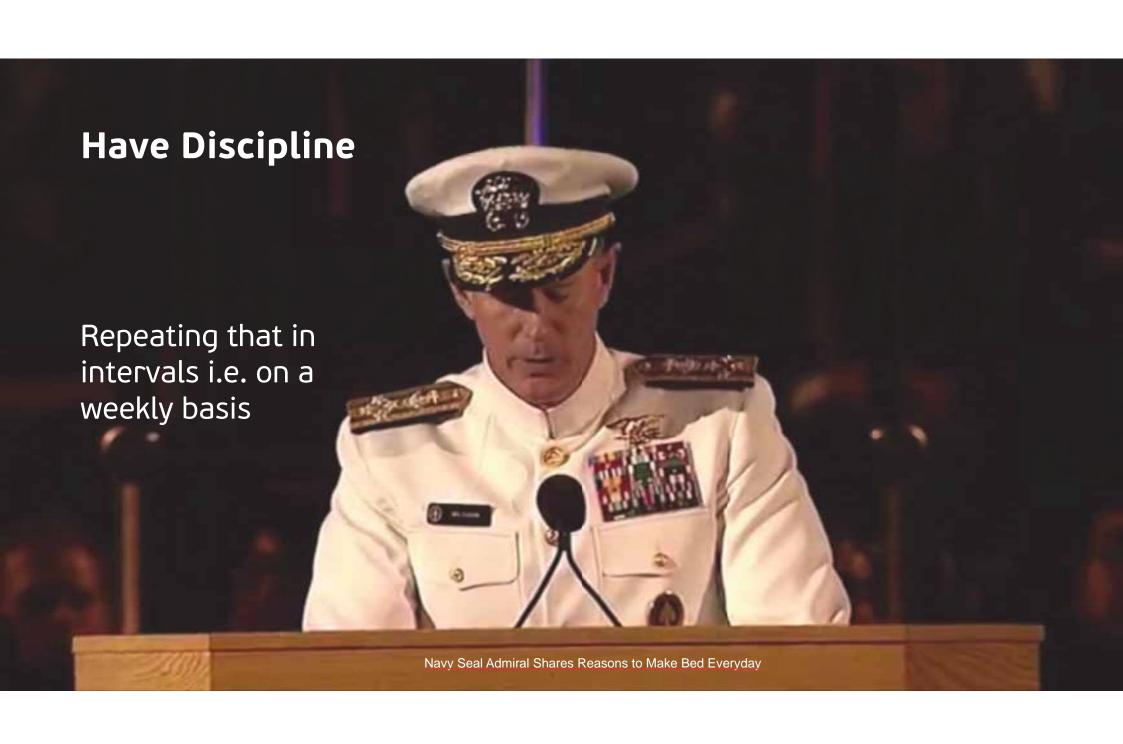


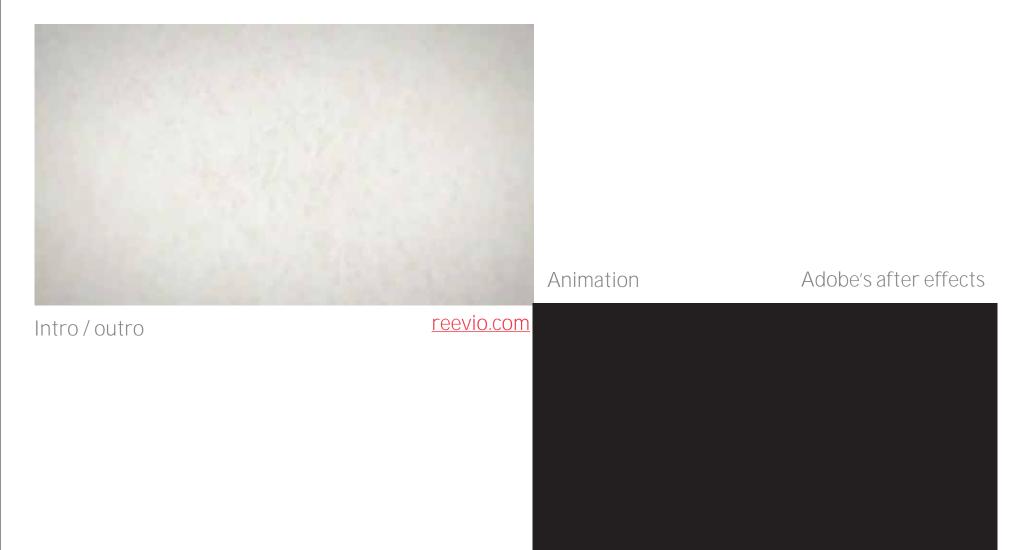


12' video result means

- 1. 60' scripting and testing scripting for time
- 2. 30' shooting
- 3. 180' post production (aligning slides with video, adding animations, cutting scenes)
- 4. 60' creating supportive material
- 5. 30' intro-outro
- 6. 30' exporting, converting, rendering, uploading
- 7. 30' video visuals, graphs, animations, titles







#### Skillset for the video part

- 1. Video editor
- Designer (for ebook covers, green screen background, landing pages design etc)
- 3. Animator
- 4. Technical Delivery (encoding, hosting, serving)
- 5. Photographer, stylist (?)

#### **Tools / Apps**

- 1. Ad(s) facebook, Google
- 2. Landing Page(s)
- 3. Email(s) for following-up
- 4. Automation (to glue them all)
- 5. LMS system to host them
- 6. (Optional) chatbot-ing

#### Skillset for the rest

- 1. Paid Ads
- 2. **SEO**
- 3. Copywriting
- 4. Aesthetics
- 5. Technical (scripting, hosting, serving)
- 6. Marketing/Sales !!!

## 27 different tools / apps

1.Adobe's premiere

2. Adobe's after effects

3.Vimeo

4.Reevio

5.Bitable

6. Wordpress

7.LearnDash

8. Active Campaign

9.Google Ads

10. Facebook Ads

11.Manychat

12. Adobe's Photoshop

13.Adobe's Illustrator

14.Zapier

15.Elementor

16.Slack

17.Webhooks

18. DataStudio (Reporting)

19. Google Analytics (events)

20. Google Tag Manager

21. Handbrake (compression)

22.Geru app

23. Subtitles Creator

24.Go Pro Animator

25. Woocommerce

26.Stripe/paypal/bank

27.Pixels.... And more

#### 2.000 euro

- 1. Envato Elements for images and more assets
- 2. Motionarray for titles and music and animations
- 3. Wordpress' elementor pro
- 4.learnDash Elementor + Pro Panel Reporting
- 5. Geru for visualisation
- 6.Active Campaign
- 7.Manychat

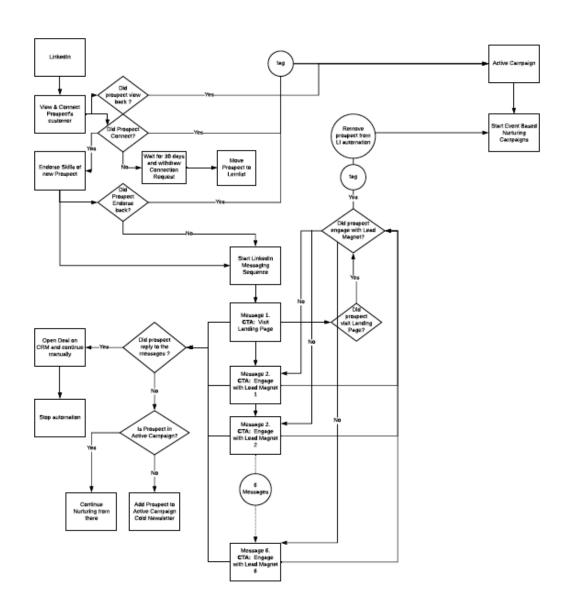
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# Acquiring new users Freelancers

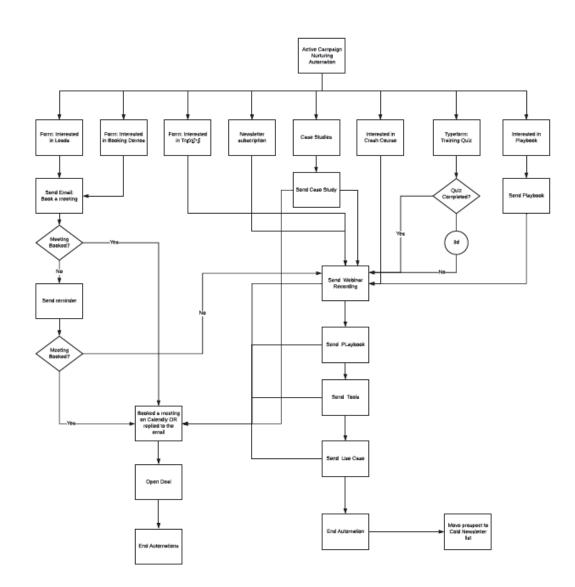


### Finding new customer via wordof-mouth has reached to its limit

### Prospecting.



### Outreaching.



Made wi

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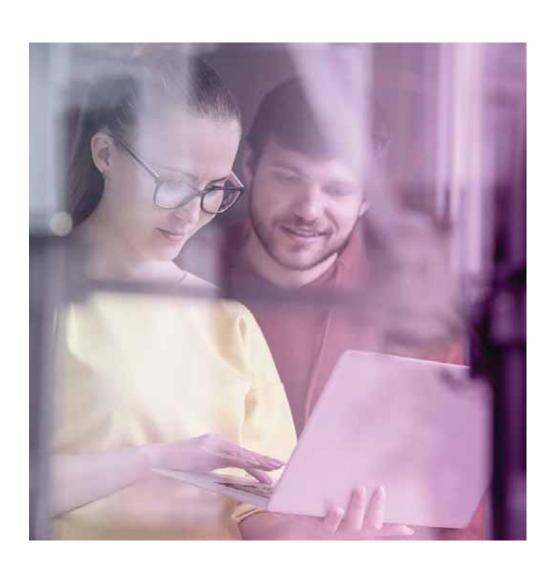
### Virtual Reality (VR) It's a new world

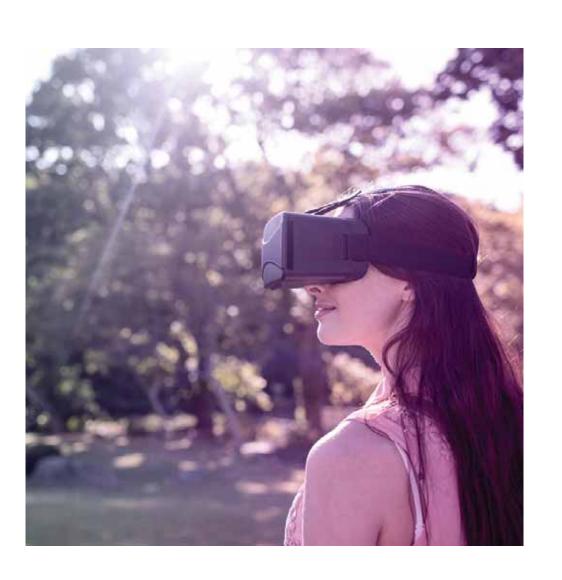




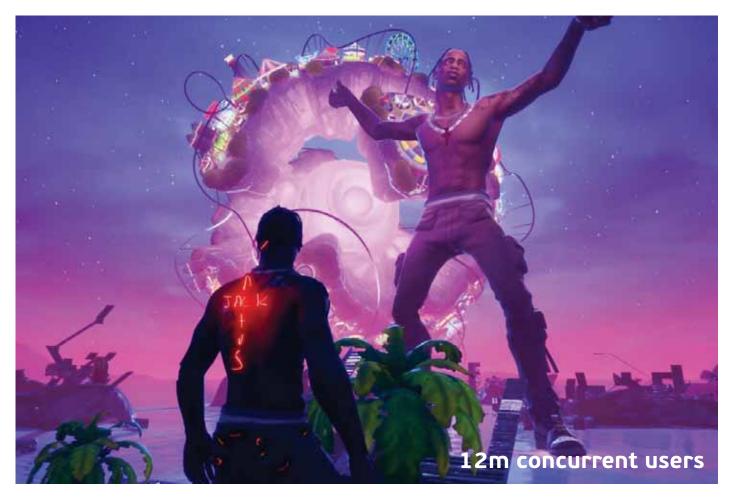


# An immersive education you will remember!





### The first live "VR" conference Travis Scott - Fortinite

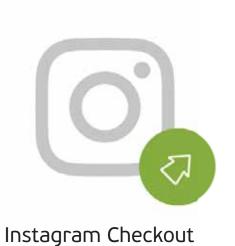


# Virtual Walkthrough Walkthrough Malkthrough Interest in the second secon

### New channels popping-up

e-commerce is not the same any more









Whatsapp shopping

Marketplaces, AI, VR Google's rich Snippets

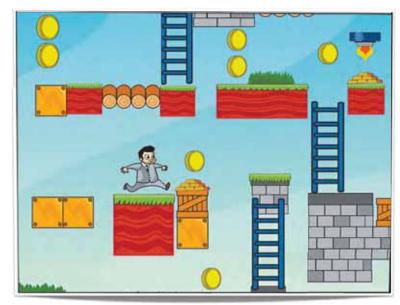
#### A Real Example

IKEA in many countries



#### Walkthrough Virtual Shopping

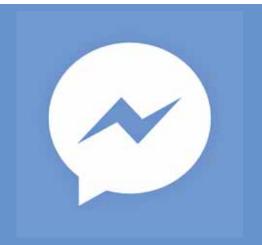
What's coming Next



Gamification i.e. treasure hunt



Loyalty program while "walking"



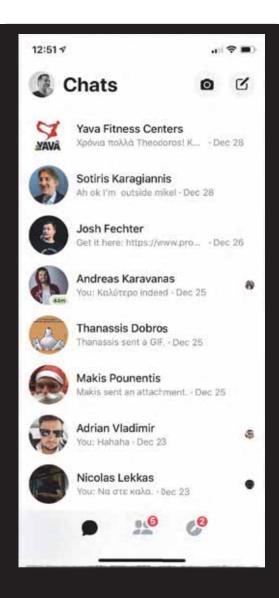
### Conversational Marketing for everyone

**Building Top-of-Mind is vital** 

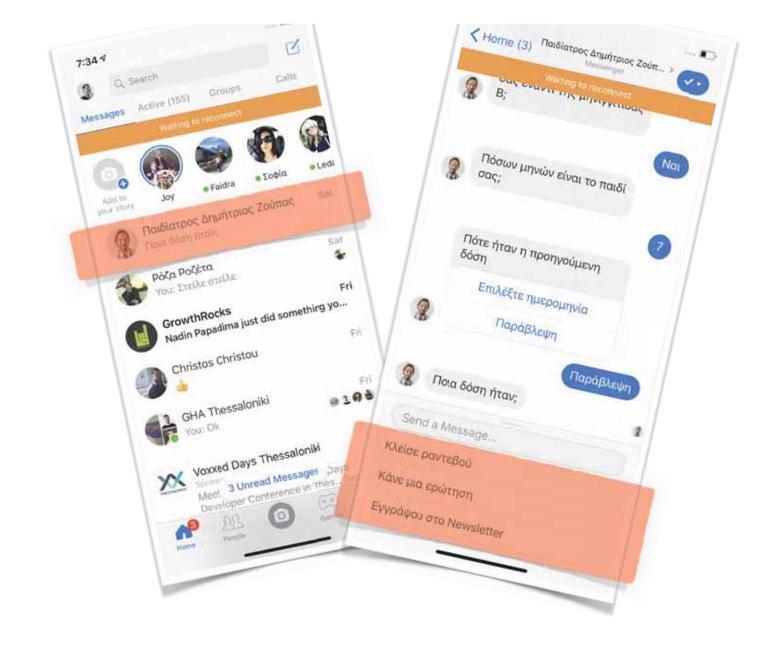
#### **Building Top-of-Mind**

Every brand wishes to be where our friends and family is, thus on messenger(s)

Conversational marketing or conversation marketing is a one-to-one approach to **marketing** that companies use to shorten their sales cycle, learn about their customers, and create a more human buying experience







### Building Communities around your brand

Because even happy customers won't always use word-of-mouth to talk about you.

Ambassador Programs Affiliate Programs Referral Programs

### Referral Marketing Programs Is the epitome of viral sales and Low CPA

A referral program is simply a process in which you prime and reward customers for spreading the word about you.







"I realize what it is: the appointments, lack of address and general exclusivity of this place is so alluring that people can't see sense. They're looking at photos of the sole of my foot,

### gamification

"I realize what it is: the appointments, lack of address and general exclusivity of this place is so alluring that people can't see sense. They're looking at photos of the sole of my foot,

### exclusivity

"I realize what it is: the appointments, lack of address and general exclusivity of this place is so alluring that people can't see sense. They're looking at photos of the sole of my foot,

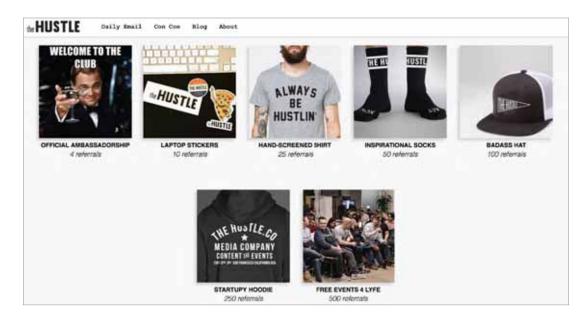
### remarkable

### the milestone concept of



#### Ambassador program.

- Perfect for brands and eCommerce
   Stores. The rewards can be your own products 69
- Suitable both for prelaunch campaigns, referral and ambassador programs.
- You can use it for email list building and give merchandise, like stickers, t-shirts, etc.
- Don't just put the name of your brand.
   Make something people will love to wear
- 9
- Simple referral links/codes for more vitality and offline word of mouth.
- Messaging apps as sharing channels.



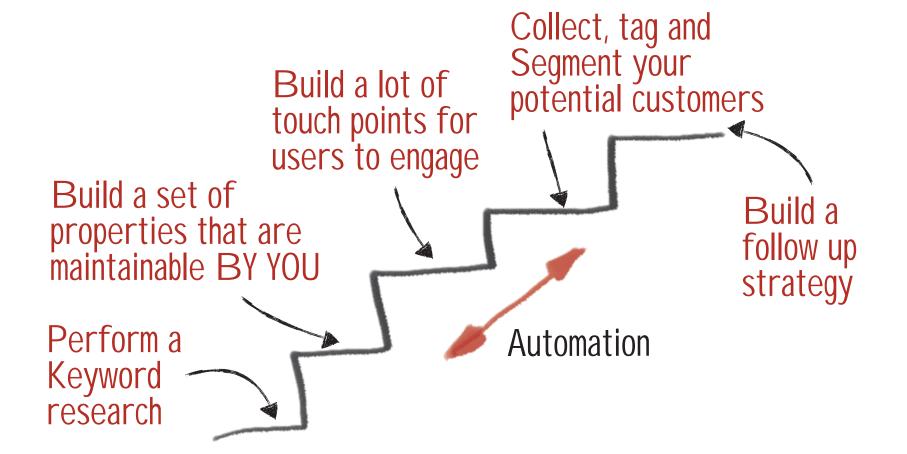






## Differentiation Strategy DO THE OBVIOUS

#### The 5-steps success ladder



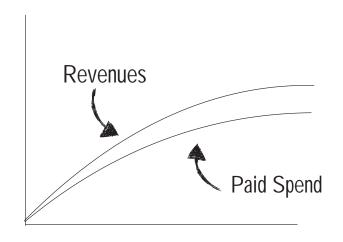
# Growth Hacking (or Marketing) At rescue

### What is Growth Hacking #1

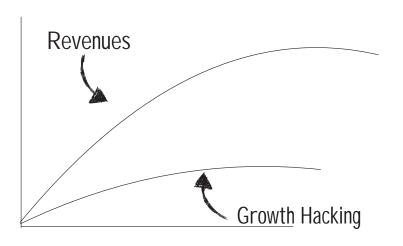
Growth hacking is a marketing technique developed by technology startups which uses creativity, analytical thinking, new technological options and social metrics to sell products and gain exposure.

Marketing for the poor

## What is Growth Hacking in <a href="One">One</a> word "Cheap #NOT"



"The PPC Way"



"The GH Way"

### What is Growth Hacking #2

growth hacking marketing is a combination of mindset, process and tactics to achieve sustainable growth for your company quickly, taking into account budget constraints

#### **Social Media**

**SEO** 

Social Selling

#### Performance Marketing

**Content Marketing** 

Influencer Marketing

Copywriting

**Google Analytics** 



#### **Digital Marketing Services**

## They run separately







#### How about combining those together?

How about deciding upon them?

How about orchestrating those?

How about Implementing them?

How about Systemising them?

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## no choice

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#### skills



GrowthHacking | TAG Innovation School

#### skills



#### Marketing

Web & Mobile Analytics, A/B Testing, Marketing Automation, Conversion Optimization, SEO, SEM & PPC, Copywriting, Email Marketing, Social Media

#### **Data Analysis**

Spreadsheets, Statistics, SQL, NoSQL, BI, Cohorts

#### Coding/Engineering

HTML, CSS, JS, jQuery, Macros, PHP, Python, APIs

#### Designing

Photoshop, Illustrator, Sketch, Video Editing

GrowthHacking | TAG Innovation School

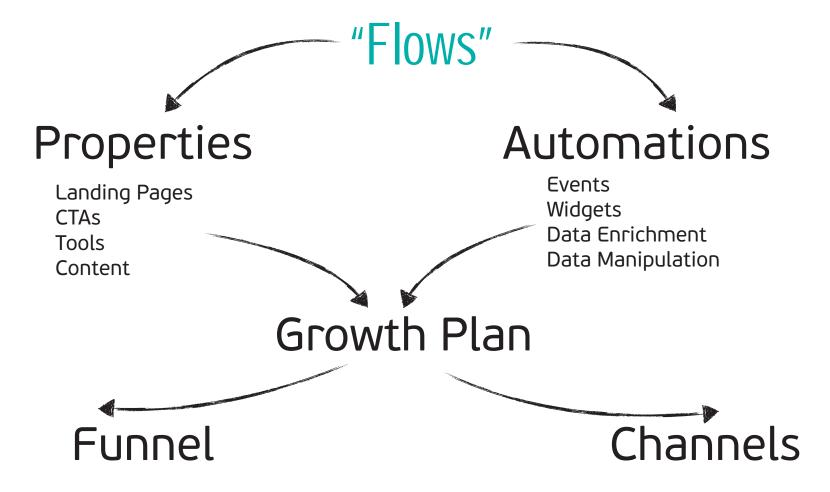
## Digital Marketing → Awereness Growth Marketing → Sales

## Growth Hacking IS NOT about Digital Marketing

It's about

- \*CRM
- \*Business Intelligence
- \*Operational excellence
- \*Business Development
- \*ERP and Sales and Invoices
- \*All kind of automations (for operational excellence)

## What is Growth Hacking in **One** word



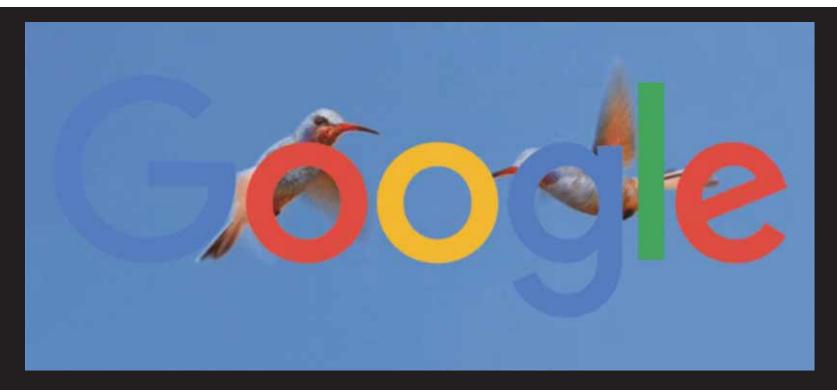
## Digital Marketing



## Traffic and Funnels



## **Multiple Properties**



#### [BREAKING NEWS] Two Results Max For Most Queries

Google said they generally won't show more than two results from the same domain in the top Google search results. Google may still show more than two results if they determine a searcher would benefit from it and it is relevant for the query.

## It's all about A LOT of Web Properties

- \*Full blown websites,
- \*Landing Pages,
- \*Power Pages,
- \*Engineering-as-marketing Pages or apps
- \*Mobile apps
- \*BOTs
- \*Pre-launch Pages and
- \*Other specialized pages.

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# IF YOU DON'T HAVE ENOUGH WEB PROPERTIES THE ONLY OPTION IS PPC\*

## **Building Funnels**

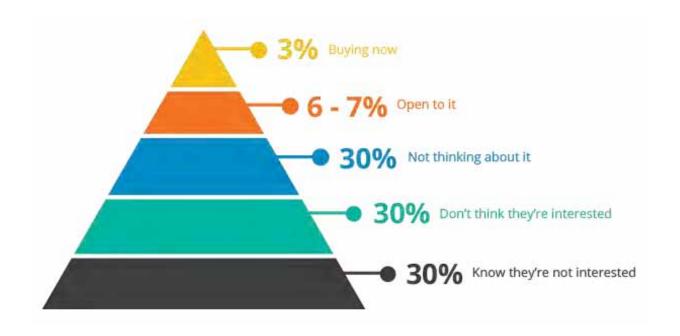


## Remember

## It takes 5-13 touches to generate a Sales Qualified Lead

Sources: Salesforce.com, InsideSales, Hubspot Data & Marketing Association

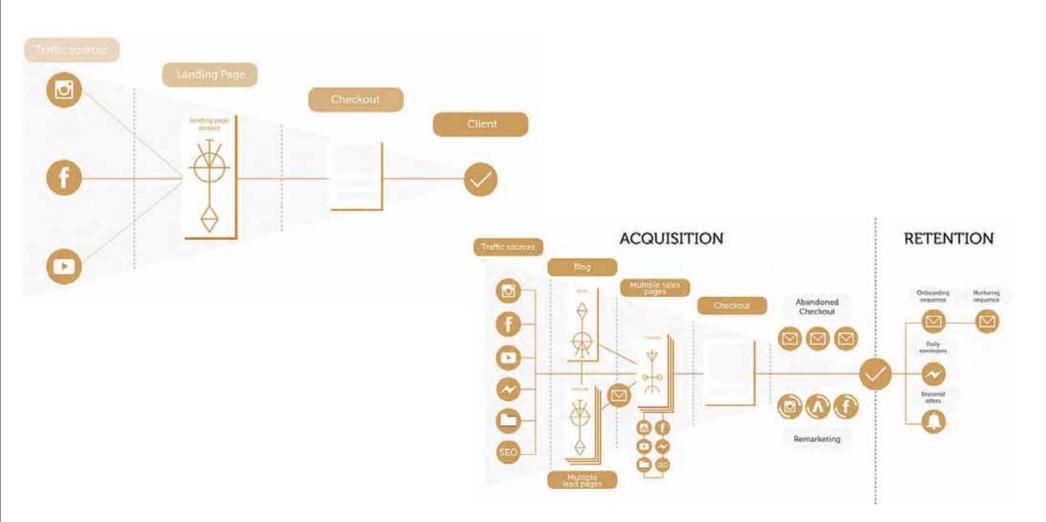
## Do we need one? YES!



It shows that only 3% of all people you'll contact (if you are targeting right) will buy something from you right now. 6-7% are open to the fact of being sold your product or services. That's just 10% at best

#### VS

#### New Funnel



Old Funnel

## **Definitions**

## MQL/SQL/PQL

They took some action that shows they might be interested in buying

Sales has confirmed it. They are interested in buying

They tried our Product?
They must be interested in buying!

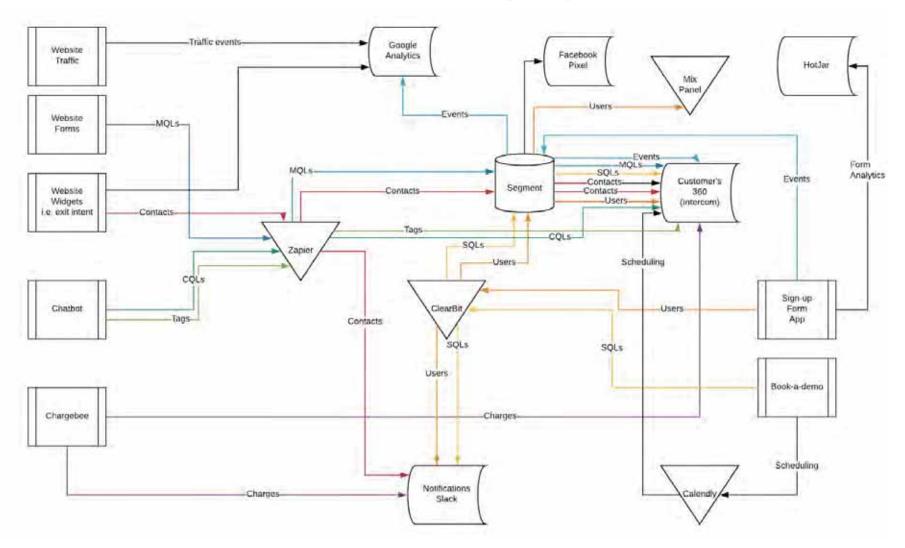
## **Definitions**

CQL: We talked to them:

They told us why they are interested in buying and what they're trying to accomplish with our product



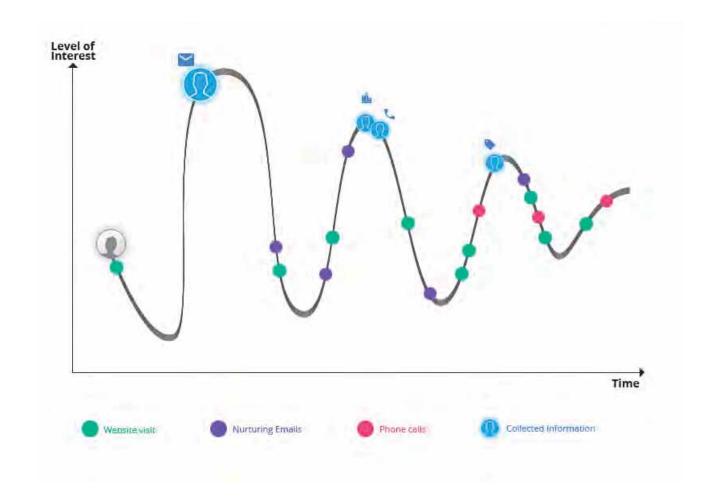
## A B2B SaaS Funnel on paper



## Funnels go hand-by-hand with progressive Profiling.

The more you push the potential customer down the funnel the more data you collect the more targeted the communication becomes.

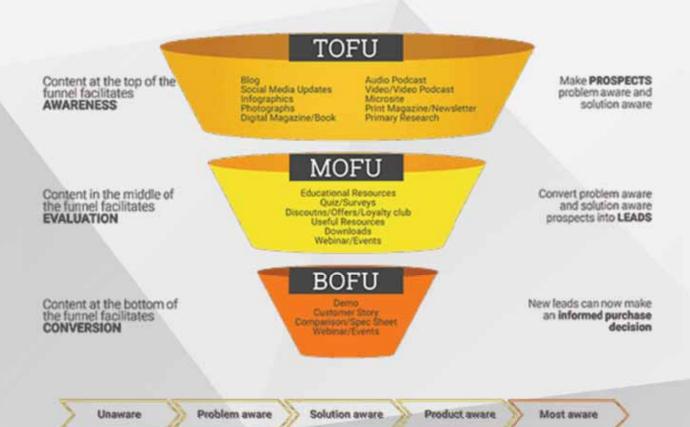




## Funnels go hand-by-hand with Content Marketing

All web properties they need to be supported by awesome content, nice visuals and persuasive messages. Content marketing and copywriting are vital ingredients of a funnel.





## Funnels go hand-by-hand with Automation

Marketing Automation is the glue of putting everything together. Collecting data in one step and using those data on the other end to lead conversions and push down potential users to become customers

## **Events**

The Absolute Prerequisite to build your funnel

**Events are used** to track user interactions with web, mobile applications or backoffices. They were **used** for measuring page views. Nowadays, an event helps you to analyze the actions that people perform in your application. ...

## Funnels go hand-by-hand with Web Development

You need fully integrated properties to drive potential customers to. From landing pages to rich thank you pages, they are all part of your funnel



## NOT HAVING TECHNICAL CONFIDENCE... MEANS

- 1) Experiments take toooooo long
- 2) Focus is moving from business to technical

#### WHERE DO I NEED TO SPEND MY TIME

10% — Building Site(s), Landing Page(s)

Technical — Configuring Wordpress

— Finding Name

90%

— 30% Concept and purpose

— 10% Branding

Business — 30% Writing content

— 30% Metadata and SEO features

## Embrace Technology

## Technology is your friend

You may gain significant competitive advantage if you have the agility to adopt technologies as they emerged

## The Measurements Changed

Data Driven Marketing is king

Monitoring the visitor before becoming "known"

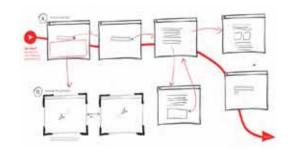
Clicks: HeatMaps



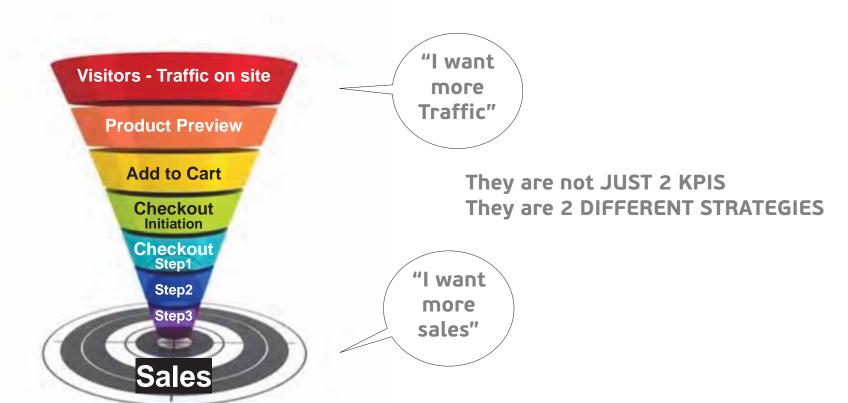
Scrolls: Scroll Maps



The path they follow



## Select your KPIs carefully

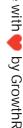
















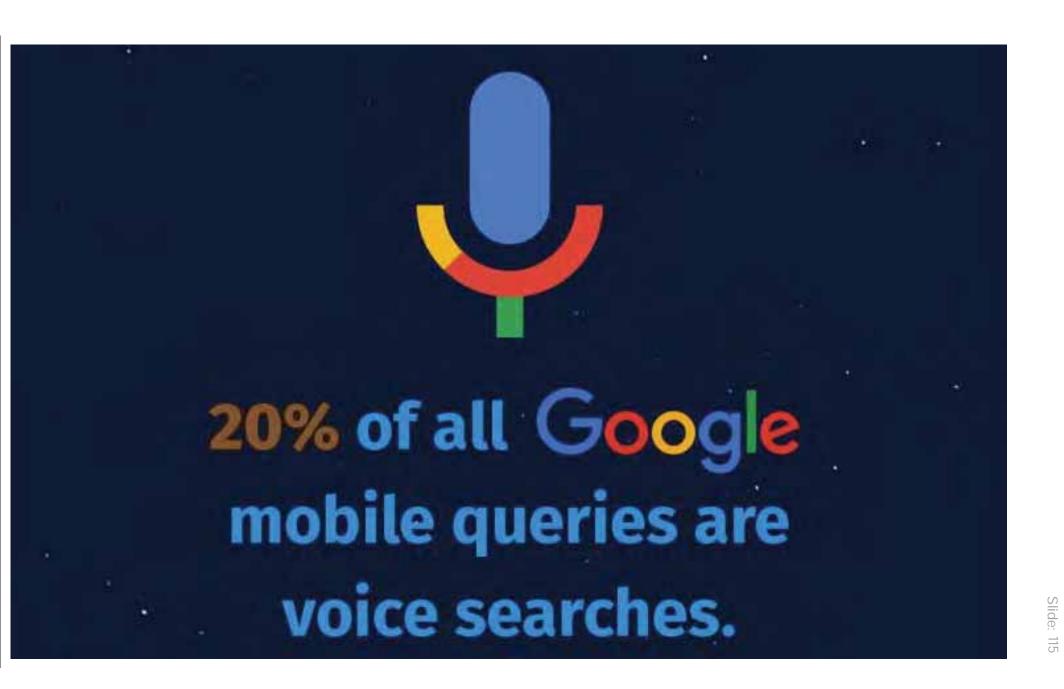




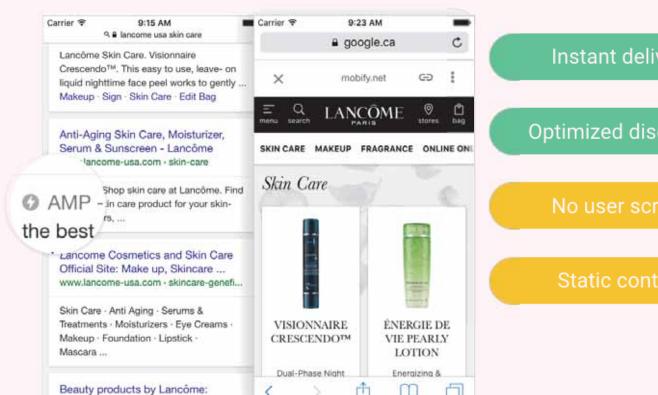
#### **New Touch Points**

Smart assistants are the future of search!





#### AMP and Instant Article = 1" promise



makeup, skin care and perfume

Instant delivery

Optimized discovery

#### AMP and Instant Article = 1" promise

#### Instant Articles

Better for people. Better for publishers.



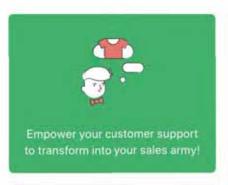








#### Social Media Gets Transactional





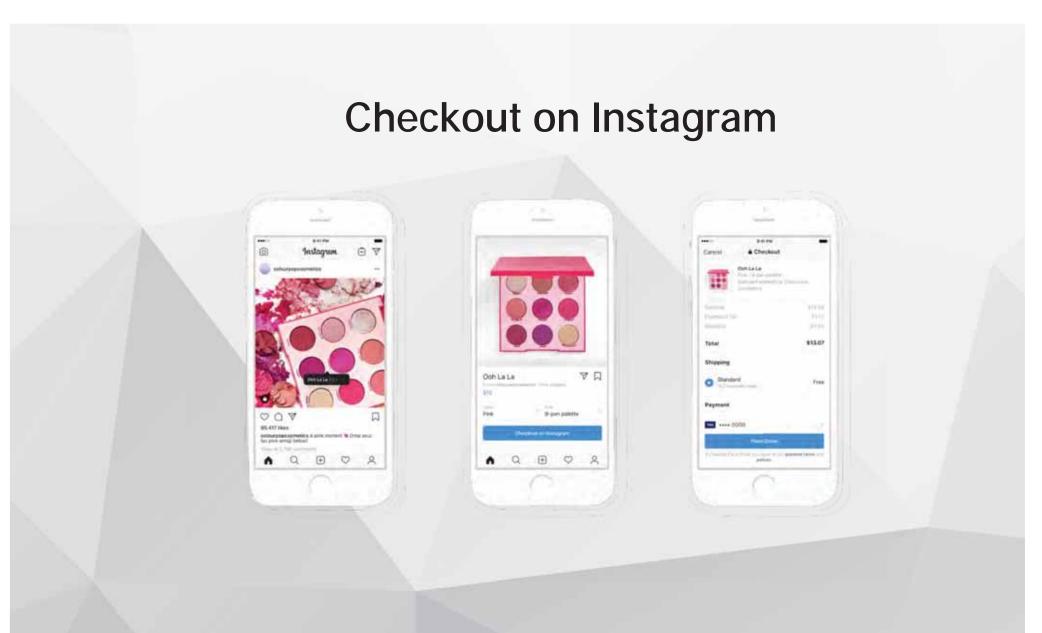








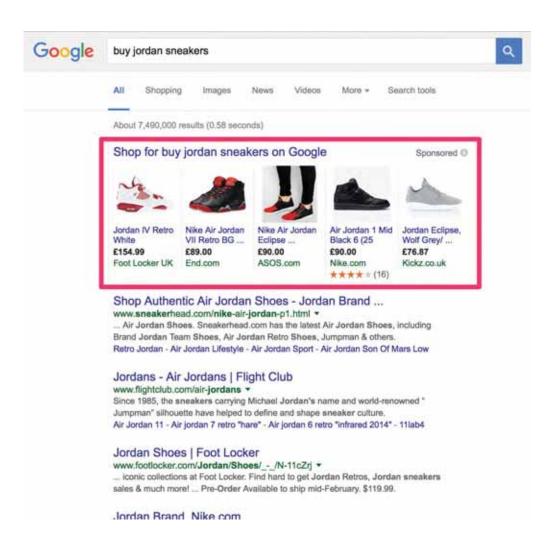




### Google Shopping is here!

Search for, view and compare products without leaving the Google SERP.

← Tip: implement structure data for a higher chance to get listed





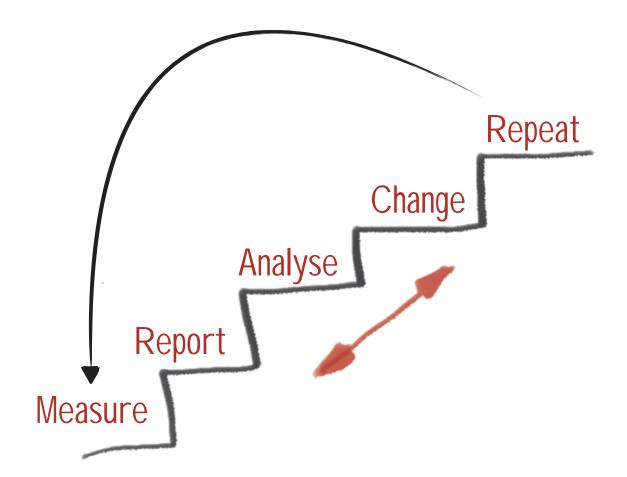


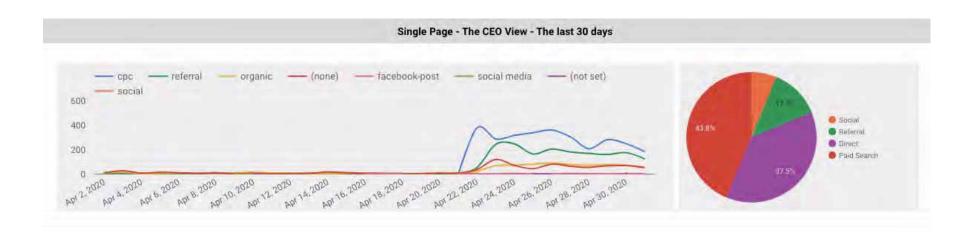
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## Running my company Measuring



#### The sequence of the Steps













# When your competitor strives to be better Try to be faster

# Don't try to get Tomorrow's customers using Yesterday's tools

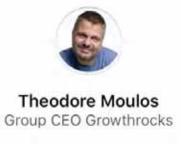
### The first growth hacker & the first salesman is the founder



#### Conv19 Gifts



Send an email to <u>i-want-ebooks@growthrocks.com</u> to get them









Messenger LinkedIn Instagram

So, get out and build something



Thank you...