



30 Customer Acquisition Growth Hacks that work

Thinking about customer acquisition in traditional ways is a battle plan only for the brave. When companies in the same sector adopt a 'sheep mentality', differentiation becomes harder. Prospects are reached by a variety of different channels, so smart companies continuously adopt and juggle.

To discover the right approach for your company, you need to experiment. We have created a list, based on our work with startups and discussions with growth hackers like Morgan Brown, Sean Ellis and Ryan Holiday. Startups are a fertile ground to explore, as they experience most difficulty in acquiring new customers.

The table below outlines newer and more traditional methods to consider.

Customer acquisition channel	Example
1. Search engine marketing	Advertise on Google, Bing and other search engines
2. Search engine optimisation	Make sure your website comes up when keywords are searched for
3. Advertise on social media	Display adverts on LinkedIn, YouTube, Facebook and Twitter
4. Content marketing	Content marketing via blogs, webinars, Slideshare
5. Email marketing	Email marketing to a database that you create or buy
6. Engineering driven marketing	Free tools (like a security checker) or widgets that can be downloaded and then drive leads by capturing email addresses
7. Focus your products on a big existing platform	Target Amazon, Salesforce or Facebook and promote your products on their platform
8. Join the right LinkedIn groups	Find the right LinkedIn groups and promote your point of view to build contacts
9. Link your products to larger	Create application programming interfaces to other

companies products	companies products or websites. For example the larger company gets lots of traffic to their website, you put your product or app onto their website to deliver value for their users and email addresses for you
10. Affiliate marketing	A company with a big newsletter readership might be paid a commission for every lead they drive to your website
11. Thought leadership	Carry out industry surveys and publish them in a nice infographic to get downloads, helping to secure credibility and email addresses
12. Analyst reports	Get the leading analysts to write about how great your product is and use this as the basis of your customer acquisition
13. Public relations	Get to know the journalists and provide them with interesting content
14. Unconventional PR stunts	Paddy Power, Ryanair, startups who turn up at events run by major companies, like Salesforce and pull off a PR stunt
15. Offline ads	Local radio, television, newspapers, trade publications
16. Field Sales	Create a sustainable and scalable sales process
17. Tradeshows	Show your products at the right tradeshows and meet the right buyers
18. Inside Sales	Set up (or outsource) a well run inside sales function
19. Sponsor events	Sponsor events like conferences
20. Community building	Build a community around your cause and then sell the product solution afterwards
21. Speaking engagements	Opportunities for the CEO to speak at conferences and drive traffic
22. Industry Associations	Focus on infiltrating industry associations or standards groups to build the right relationships
23. Advocate or referral marketing	Build an advocate or referral marketing strategy, using your existing customers
24. Business Development	Build longer-term relationships that allow for bigger joint opportunities, maybe through partnering
25. Partners	Persuade someone else to sell your product to their existing customers
26. Complementary partner	Pursue the same channels as a company who sells complementary products or services
27. Agents	Recruit agents who only earn commission
28. Cold calling	Hard but sometimes it's the right approach
29. Give away approach	Give away your product for free and sell services based around it – Red Hat!
30. Buy another company's customer base	Buy the customer base of a partner or competitor and upgrade them to your product

Hopefully the list provokes some thinking around possible new options. Why not experiment with a few to find out.

Insight in Brief

New customer acquisition is the driver of revenue growth. The choice of ways to acquire customers grows wider and more complex every year. There are so many marketing, sales and distribution channels to consider. It can be hard to choose the right option.

Insight in Action

- Consider new ways to acquire customers
- Review the list of 30 with your team
- Prioritise based on ease of implementation and business impact
- Carry out a small test
- Review the results and refine your approach