

The Genius of Growth Marketing

with Airtasker

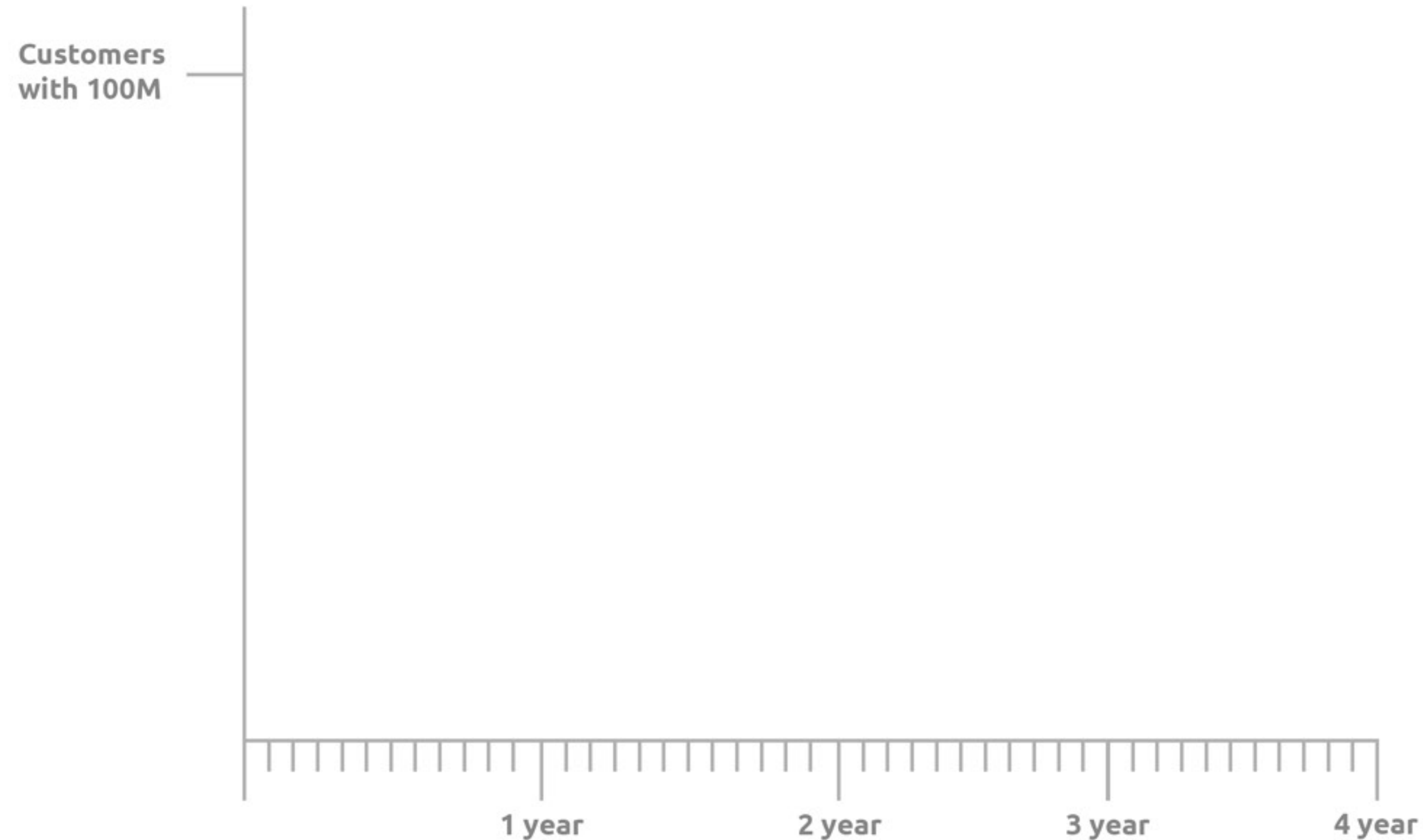




LESSON 1

Introduction to Growth

Likely growth trajectory of successful startup



Growth Marketing with Airtasker

—
**Introduction
to growth**

—
**Introduction
to marketplaces**

—
**Five acquisition
channels that
scale**

—
**Intro to paid
advertising, virality,
paid marketing
and SEO**

—
**Activation -
the 4 reasons
customers won't
convert**

—
**Retention
and customer
research**

—
**How to build
a growth team**

Pirate Metrics

Acquisition

New Users

Activation

Active Users

Retention

Retained Users

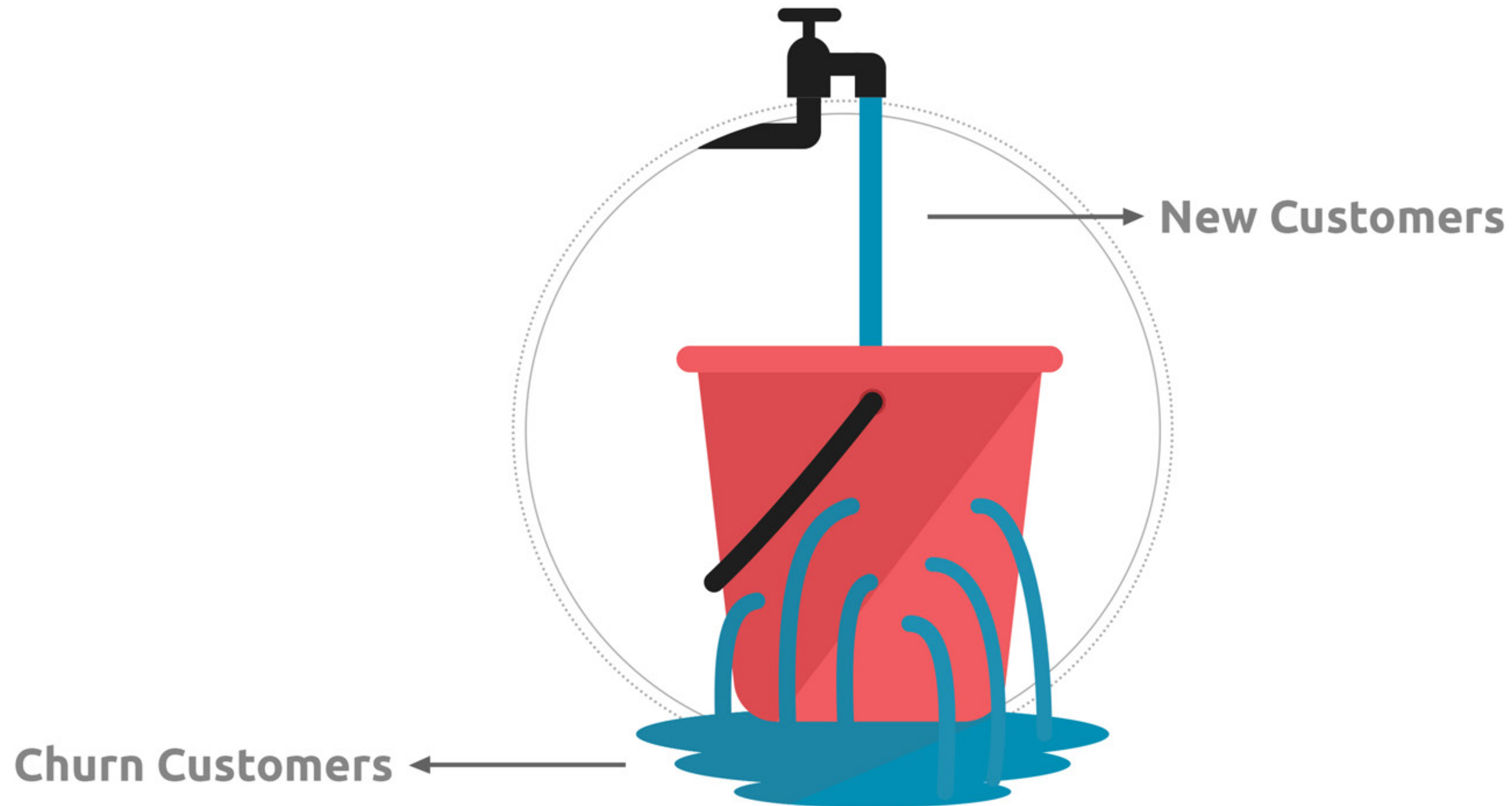
Revenue

Monetized Users

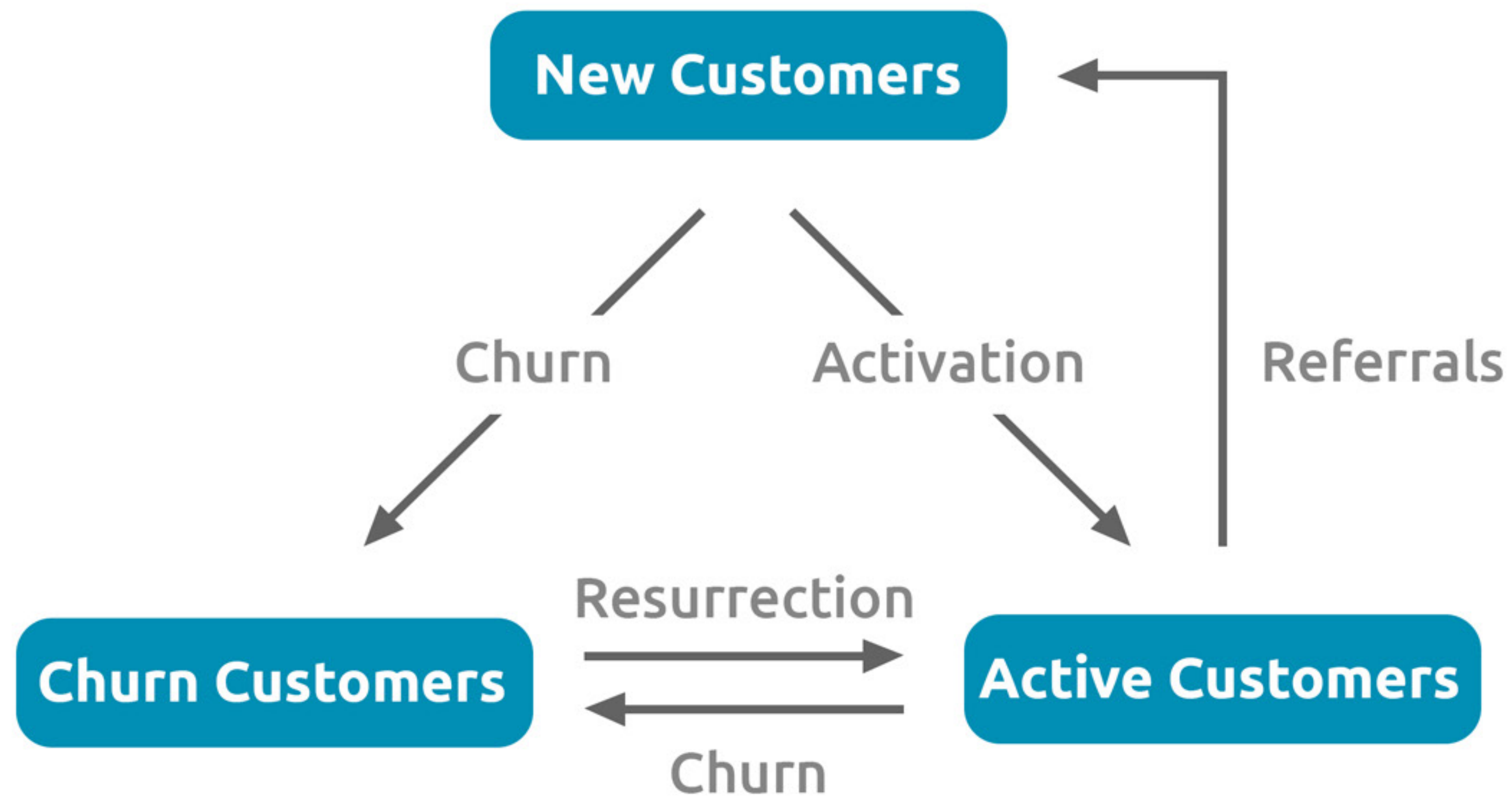
Referral

Referring Users

Leaky Bucket



Growth Accounting

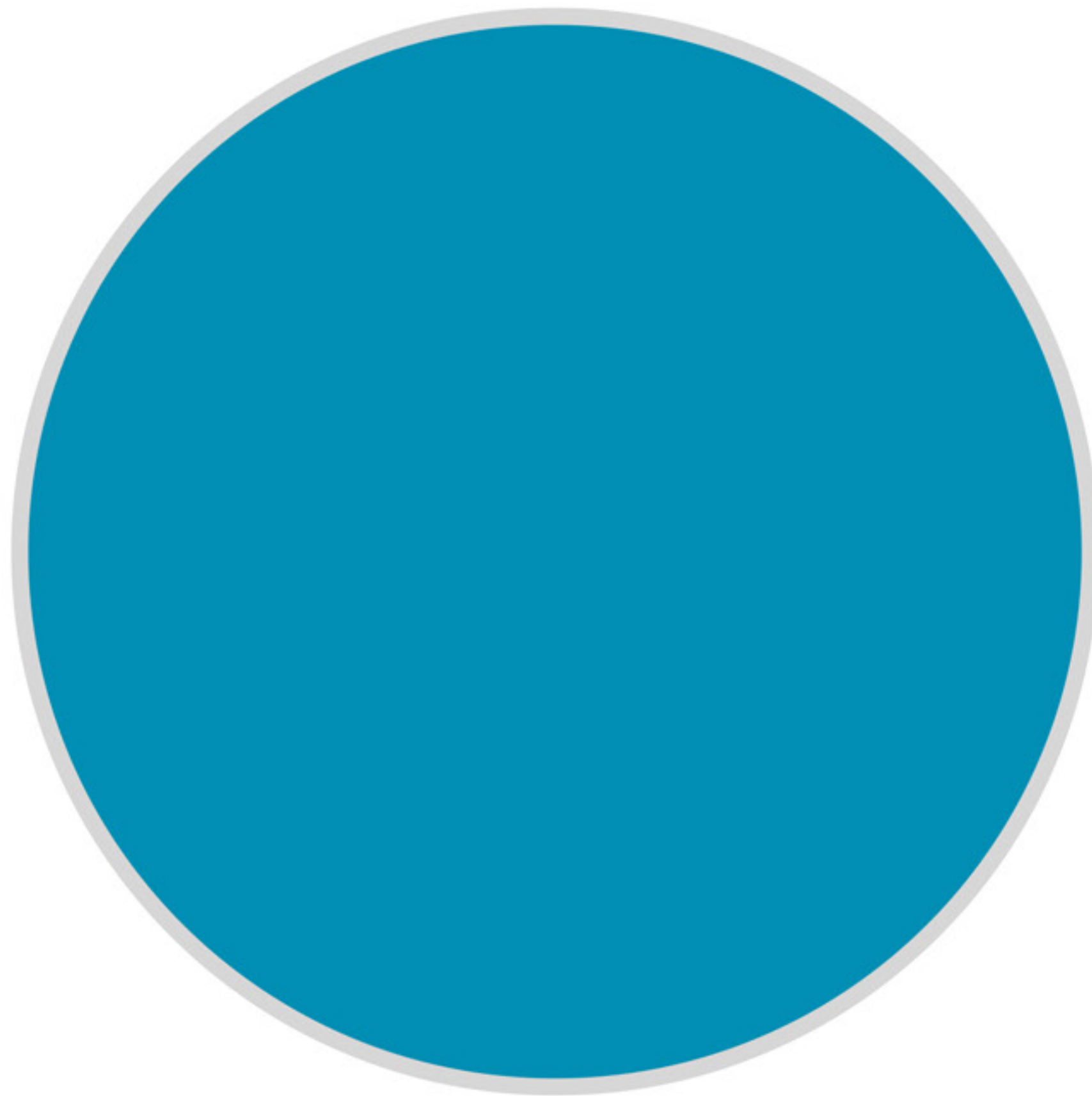


The four fits

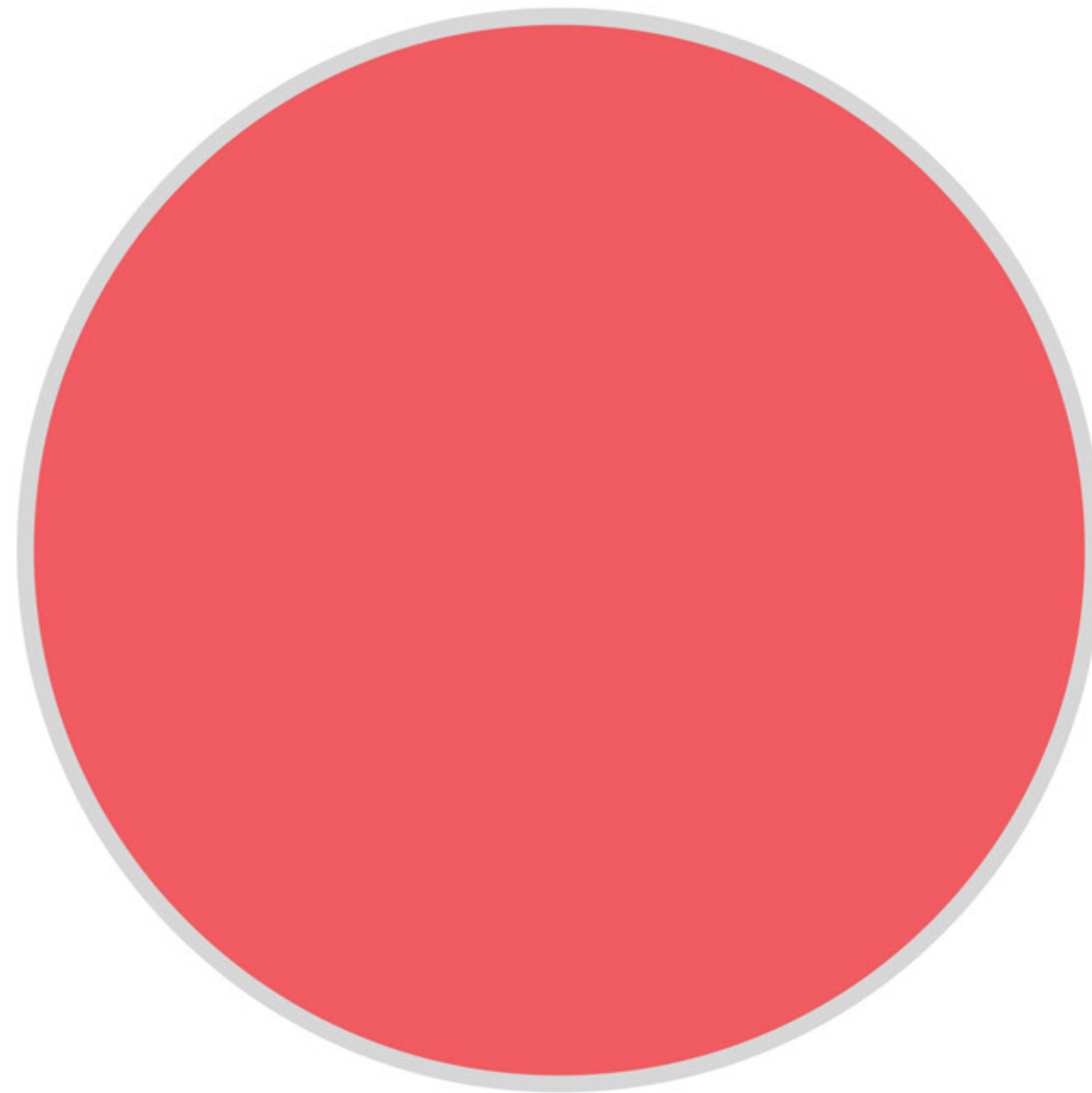
- **Product market fit**
- **Product channel fit**
- **Channel business model fit**
- **Market and business model fit**

Credit: Brian Balfour at Reforge

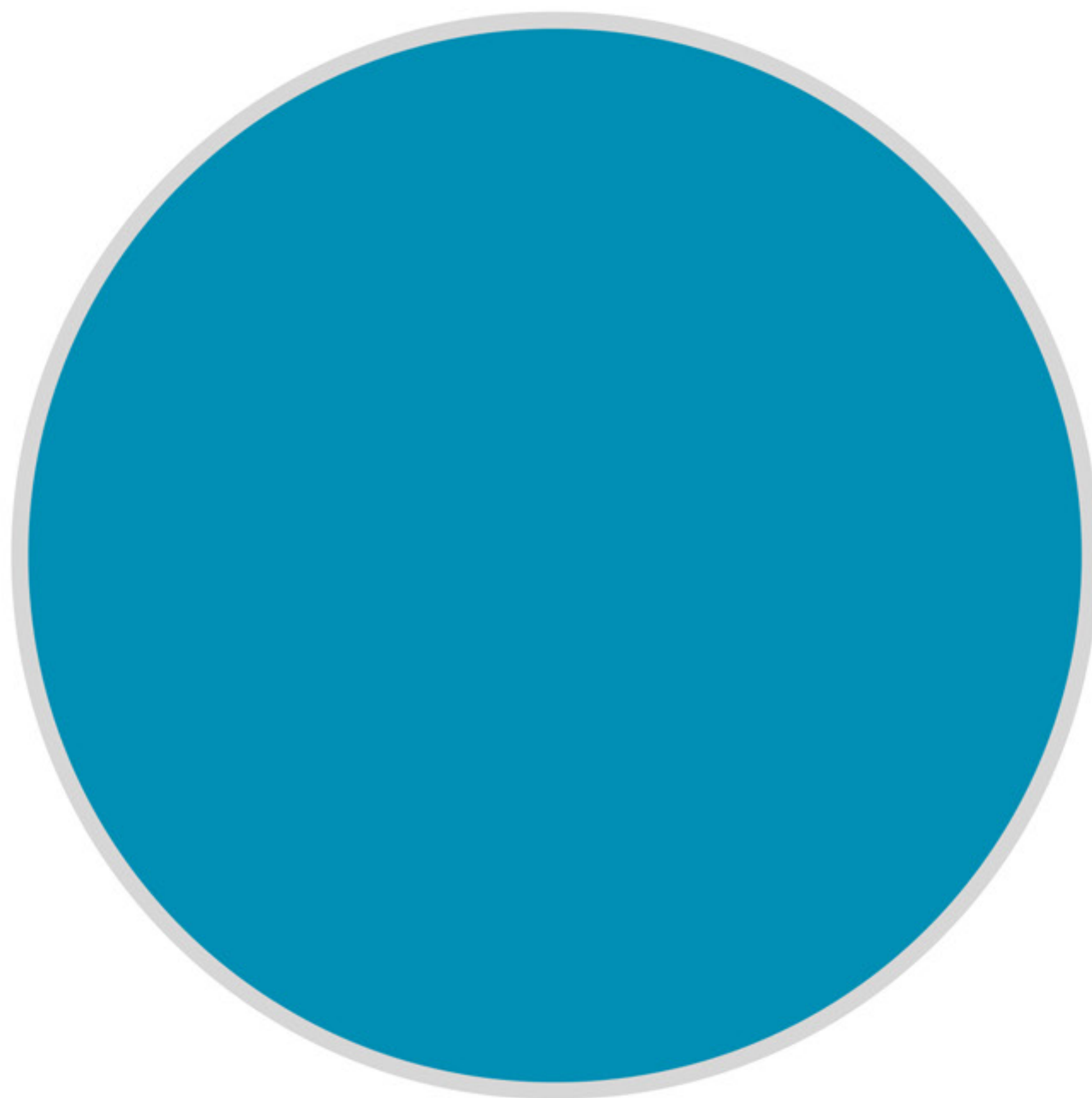
Your Product



Channel

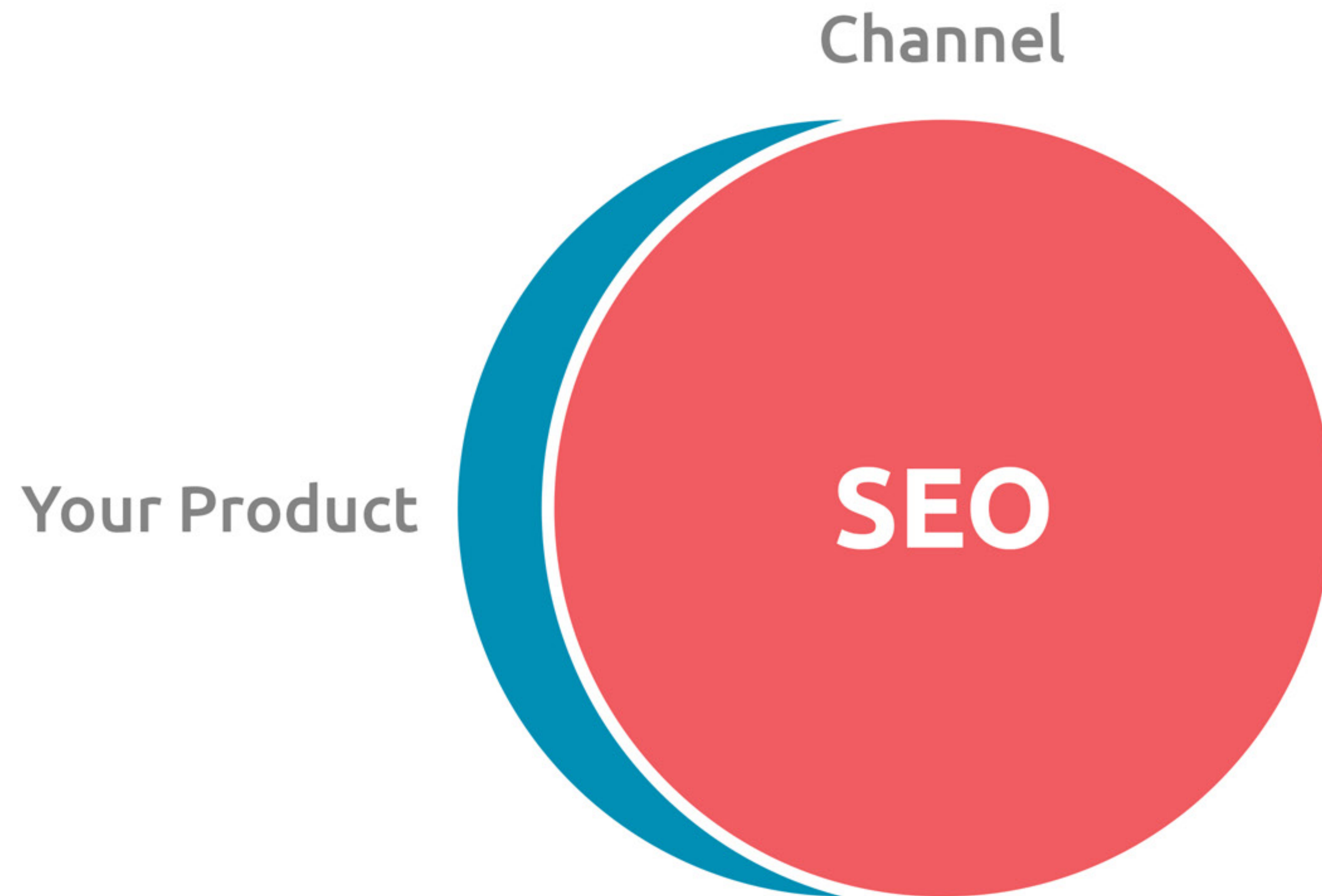


Your Product



Channel





LESSON 3

Five Acquisition Channels that Scale

Growth channels that scale

1. Paid acquisition
2. Virality
3. SEO
4. Sales
5. Partnerships



LESSON 7

Principles of Content Marketing

Guidelines for creating content

- Created by someone with authority
- Contains new and unique information
- Is comprehensive

Objectives of content marketing

- To educate customers
- To drive leads (SEO)
- To raise brand awareness



LESSON 8

Search Engine Optimisation

Google's top 10 ranking factors

1. Having a secure website (HTTPS not HTTP)
2. Make sure your site is mobile friendly
3. Page speed
4. Schema mark-up
5. Content quality
6. Content length
7. Social and local signals
8. Quality backlinks
9. Optimised images
10. The age of your domain

A man with glasses and a dark t-shirt with the 'Airtasker' logo is standing in a gym. The background is filled with various fitness equipment, including treadmills, a bench, and a person on a pull-up bar, all rendered in a light, faded style. The text 'LESSON 9' is prominently displayed in the center, with 'Introduction to Activation' below it.

LESSON 9

Introduction to Activation

Non-activated

Activated customers

Jobs to be done

Functional jobs

**Functional tasks we want to accomplish
(eg. brush teeth)**

Emotional jobs

**The way we want to feel or how we want to be perceived by others
(e.g feel fresh or be perceived as having white teeth)**

Related jobs

**The related jobs we want to achieve while accomplishing the main job
(eg whitening teeth)**

How to work out how to help your customers get their job done:

1. Why are customers getting blocked?

Qualitative data: Personal experience / customer observation

2. How widespread is this problem?

Quantitative data: Keyword research / product analytics

3. Has anyone else worked out how to solve this problem?

Look at competitors eg. Hallmark

4 Reasons Customers Won't Activate

Product gap

People might be looking for features your product doesn't offer.

Skills gap

People don't know how to use your product.

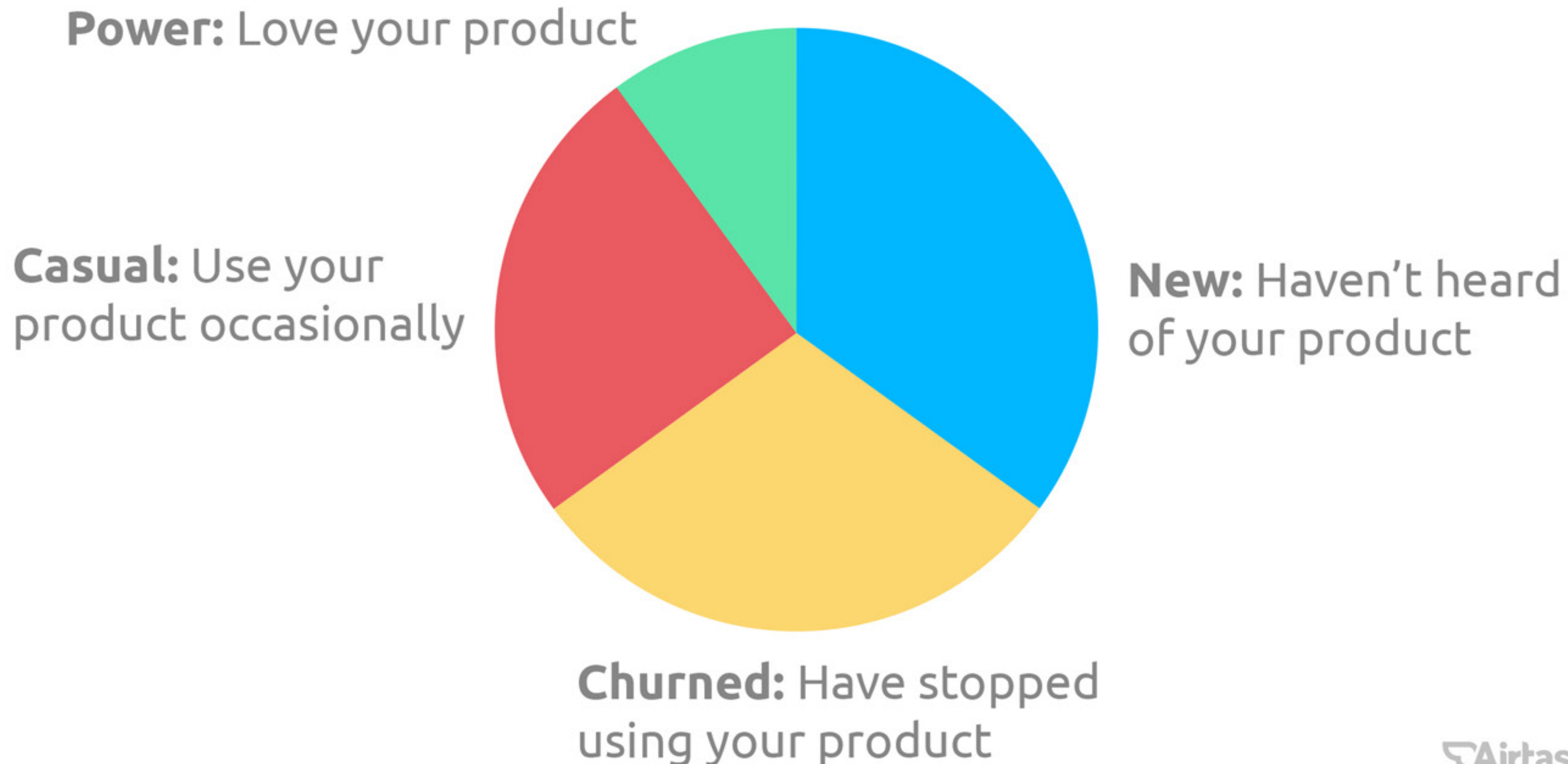
Technology gap

The site isn't working on certain devices or perhaps you don't support their preferred type of payment.

Motivation gap

Your product isn't important enough in their life for them to invest the time, energy and money right now.

Four types of users to care about



3 questions to ask in customer surveys

- 1. Rate how satisfied or dissatisfied are you with this product or service?**
- 2. What, if anything, do you dislike about this product or service?**
- 3. What, if anything, do you like about this product or service?**

Activation Recap

- 1. Jobs to be done: functional, emotional, related**
- 2. Make sure your product helps customers complete the entire job**
- 3. 4 reasons customers won't activate: product, skill, technology and motivation**
- 4. To drive incremental revenue: build features/product for POWER CUSTOMERS**
- 5. To scale: focus on NEW, CASUAL and CHURNED customers**

A man with glasses and a dark blue Airtasker t-shirt stands in the center of the frame. The background is a light blue workshop or office environment. To the left, there is a computer monitor displaying a simple interface with a person icon and two bars, and a smartphone below it. To the right, there is a laptop. In the background, there are various icons: a person on a shelf, a person on a bench, a person holding a long object, and a person on a stool. The overall scene suggests a focus on customer research and user experience.

LESSON 12

How to conduct customer research

Customer Research: Key learnings

- 1. Use quantitative research for 'what?'
Use qualitative research for 'why?'**
- 2. Use surveys to quantify how many people are affected and how much pain this is causing them.**
- 3. Remember to get a cross-section of existing customers - not just 'power customers'**
- 4. Conducting an interview: prepare questions first, create rapport, start broad then go deep.**



LESSON 13

Introduction to Retention

Introduction to retention

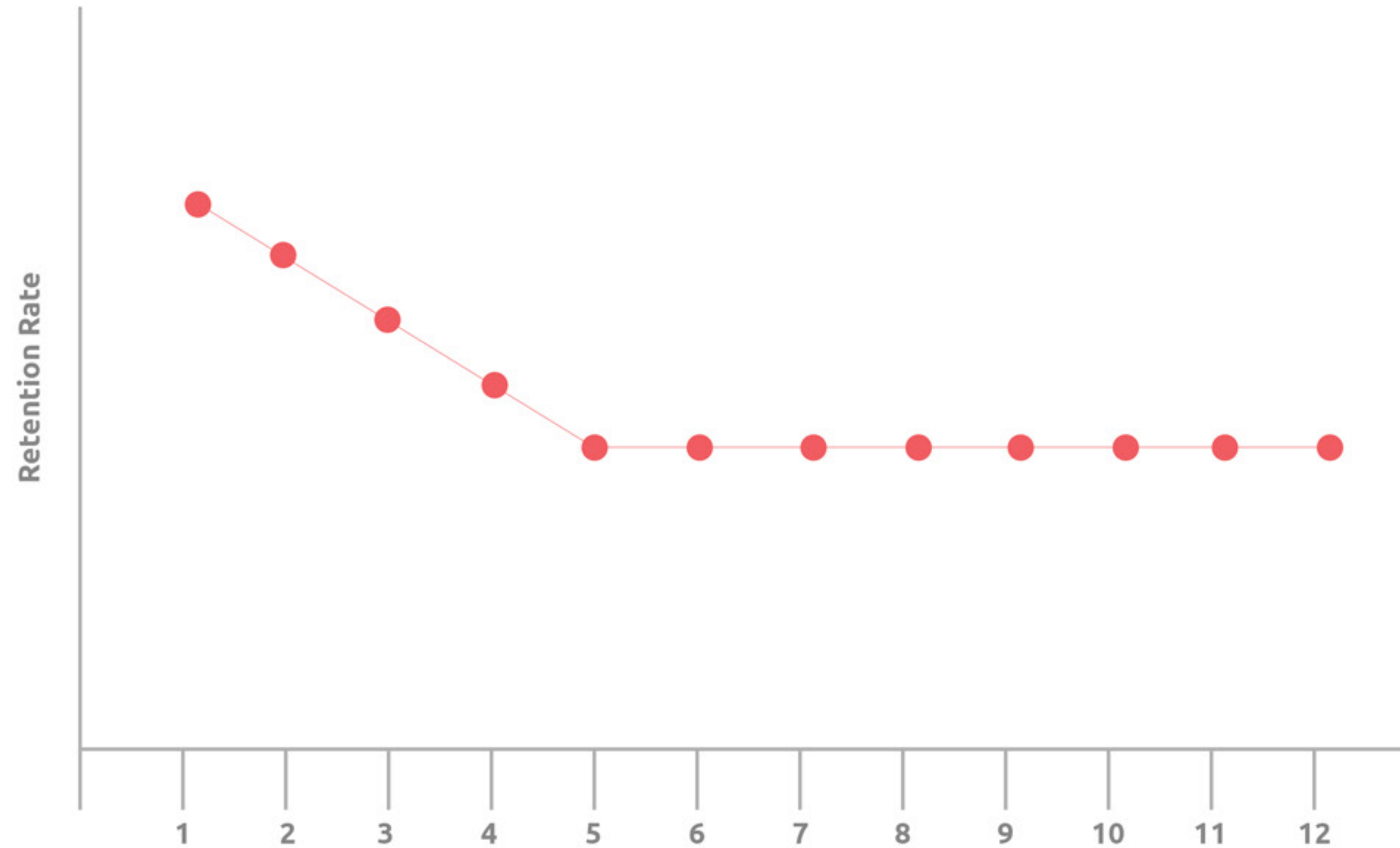
- How to define a retained customer
- How to measure retention and what a healthy retention cohort graph looks like
- Learn different triggers to use to increase retention

Measuring Retention

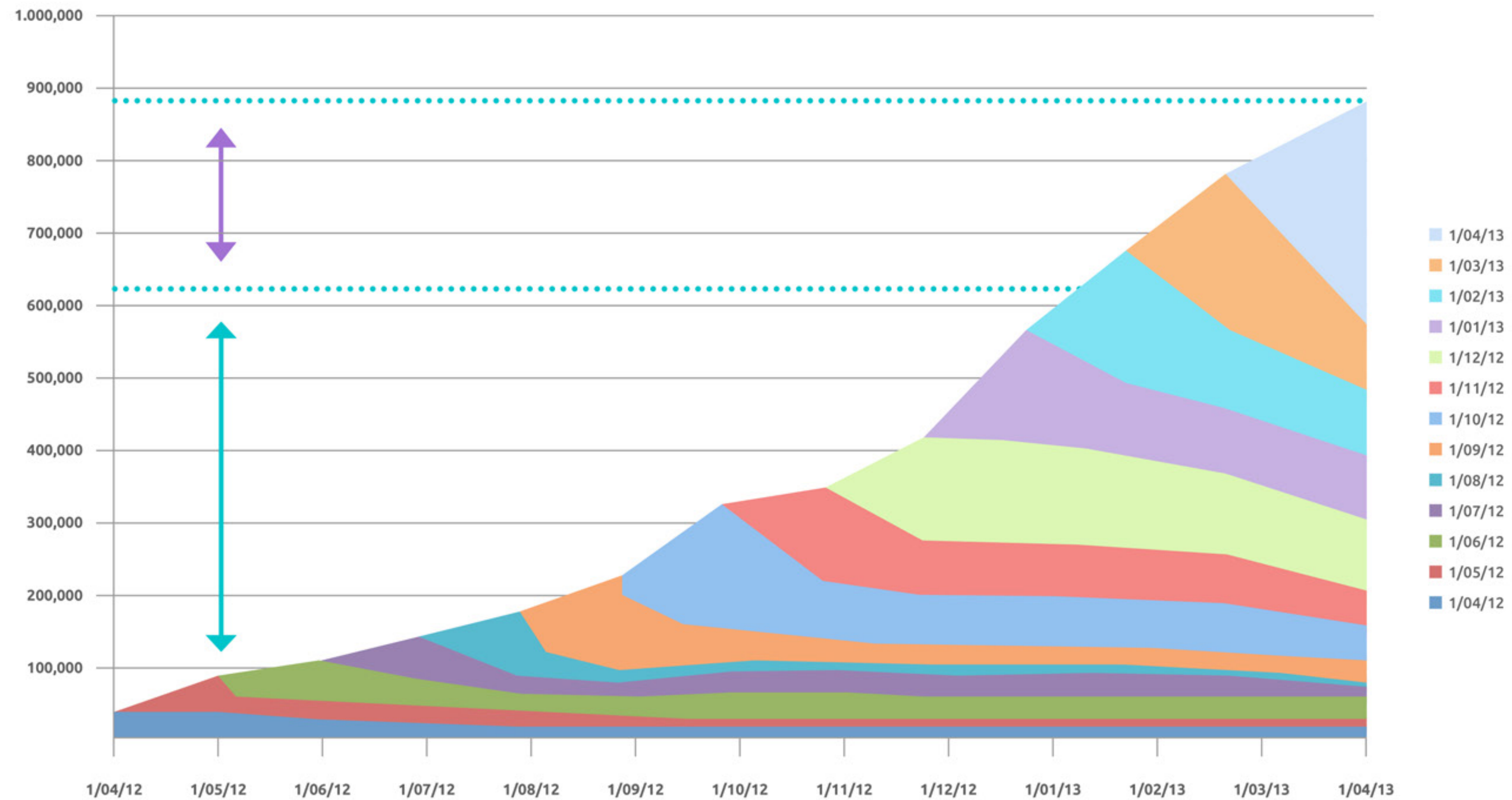
	01/04/12	01/05/12	01/06/12	01/07/12	01/08/12	01/09/12	01/10/12	01/11/12	01/12/12	01/01/13	01/02/13	01/03/13	01/04/13	01/05/13
1/04/12	34,480	34,194	24,537	23,789	19,643	16,739	15,742	14,978	14,035	14,984	14,536	14,145	12,484	708
1/05/12		47,369	27,846	26,480	17,648	20,375	20,100	21,068	19,620	19,839	19,942	19,303	16,721	1,765
1/06/12			51,543	28,287	19,865	16,589	24,941	26,001	23,341	23,627	24,122	23,488	20,584	1,670
1/07/12				60,750	27,903	22,128	29,933	30,979	28,968	29,036	28,582	27,577	24,573	4,175
1/08/12					89,025	31,915	31,691	28,994	27,091	26,745	26,331	25,528	22,390	3,733
1/09/12						113,400	58,329	32,318	28,842	29,742	28,104	26,903	23,623	3,259
1/10/12							141,689	61,529	53,916	53,019	51,319	48,934	39,657	5,396
1/11/12								131,270	76,657	73,200	70,005	66,280	57,949	9,886
1/12/12									143,316	138,745	128,036	110,463	100,587	17,181
1/01/13										155,917	100,373	91,033	89,023	14,896
1/02/13											182,337	113,116	96,100	20,739
1/03/13												216,911	122,720	38,957
1/04/13													255,367	47,837
1/05/13														136,673

↓
81,563
active users in May

Measuring Retention



Stacking cohorts to measure retention



External triggers

- Email
- Push notifications
- SMS
- Retargeting ads

Internal triggers

- Build a network
- Community and content
- Be where your customers are looking

Channels

- Email
- Mobile push notifications
- In-app messages
- SMS
- Social
- Desktop push notifications
- Facebook Messenger

Message

- Crisis
- Boredom
- Location
- Social pressure
- Life events
- Social events
- ...

How to build your product to retain customers



Build a network



Create content
and community



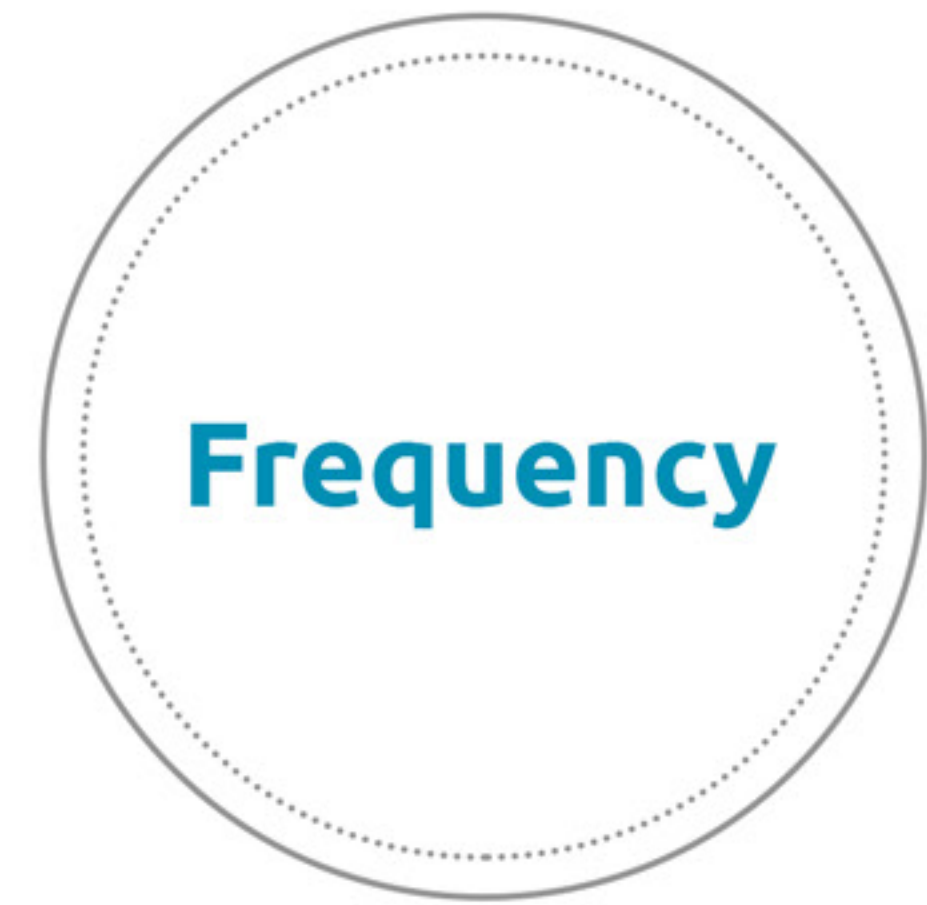
Be where they
are searching

A woman with dark hair tied back, wearing a light-colored t-shirt, stands in a gym. The background is a faded image of gym equipment like treadmills and a person on a bench. A semi-transparent teal overlay covers the entire image. In the center, the text 'LESSON 14' is written in large, bold, blue capital letters. Below it, the text 'Email Marketing to Improve Retention' is written in a smaller, bold, dark blue font.

LESSON 14

Email Marketing to Improve Retention

RRF Framework

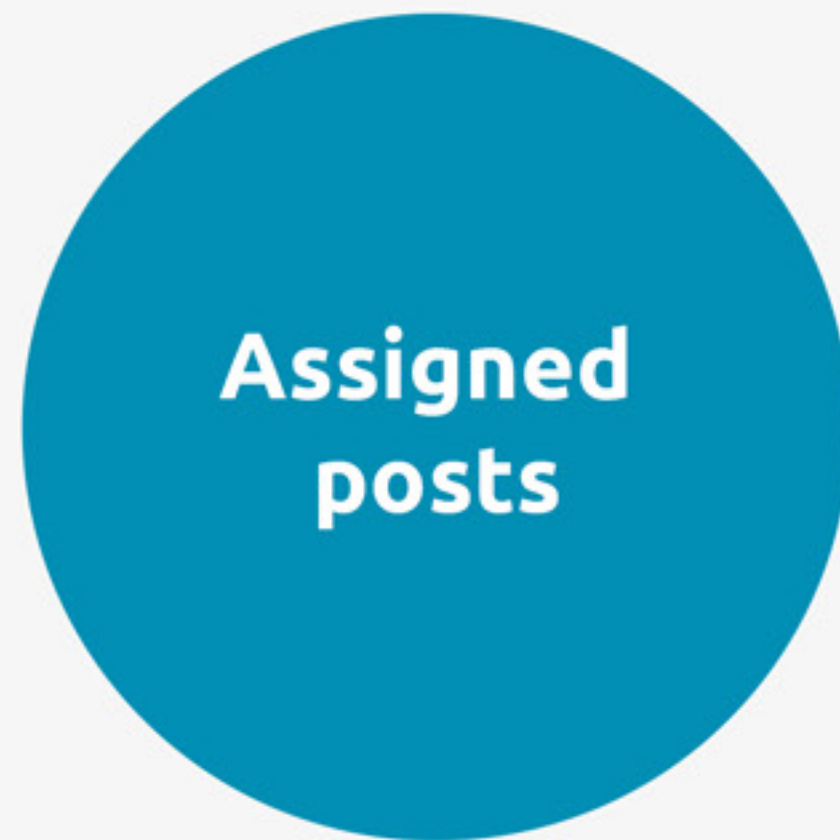




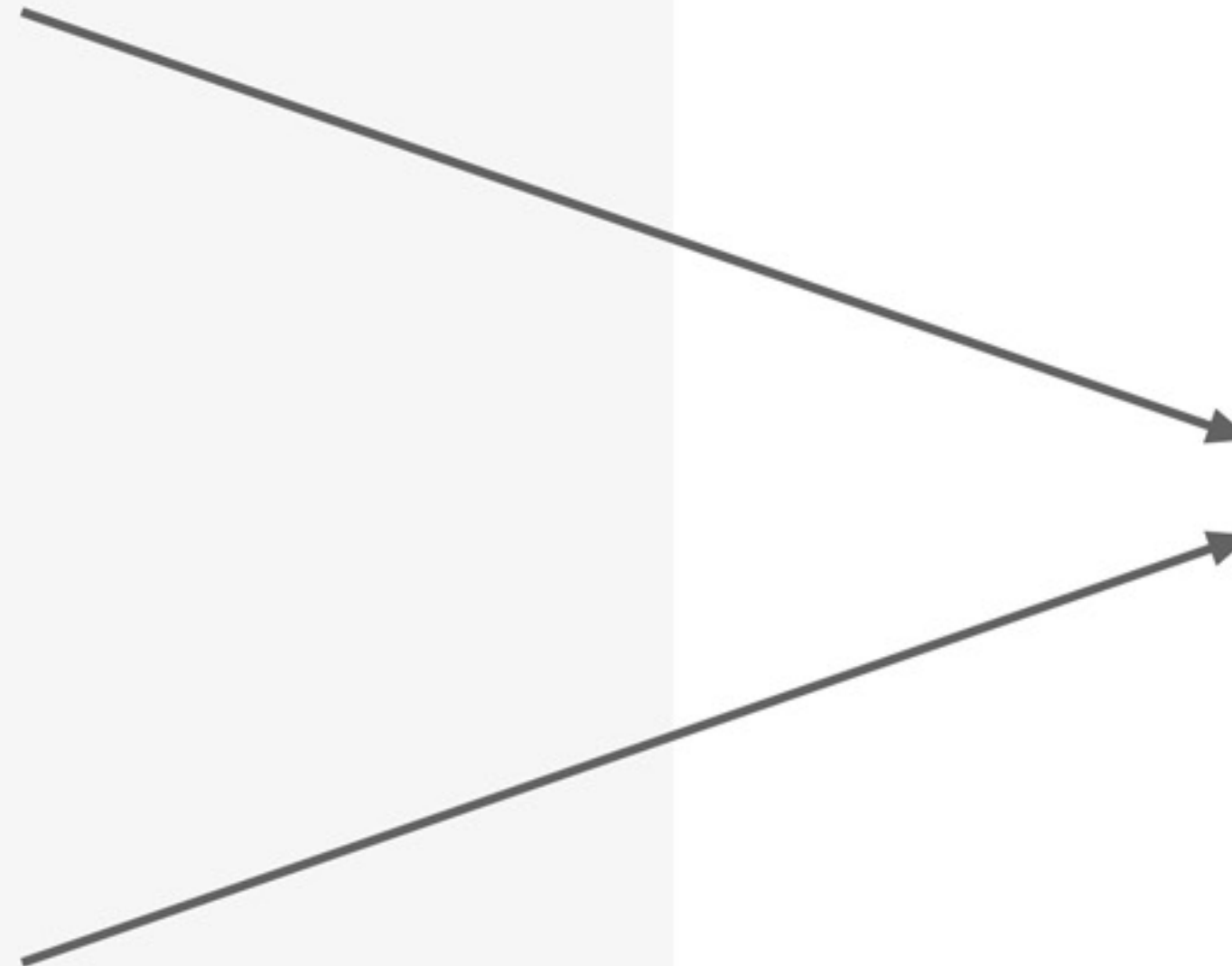
LESSON 15

How to Operate for Growth

Actions



Results



Objectives

Memorable qualitative descriptions of what you want to achieve.

Key Results

Set of metrics that measure your progress towards the Objective

'If it does not have a number, it is not a key result.'
Marissa Mayer



Zambesi runs face-to-face training with leaders from high growth businesses. Get a ticket to an upcoming program or run an in-house session for your team.



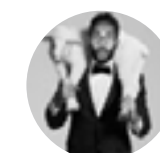
Ruthless Performance Marketing with Tim Doyle,
Former Head of Marketing Koala



Brilliant Digital Marketing with Mark Baartse,
CMO Showpo / AussieBum



Advanced Growth Marketing with Andrianes Pinantoan,
Head of Growth Airtasker, Formerly Canva



Killer Content Marketing with Chris Wirasinha,
Cofounder Pedestrian



PR Masterclass with Liz McKenzie,
Head of Communications Canva



Search Inside Yourself Google Leadership Program with Craig Davis,
Cofounder Sendle



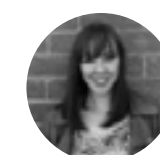
People leadership and management fundamentals with Mandy Gooch-Smith,
COO Expert 360



Digital Disruptive Leadership with Stephen Scheeler,
Former CEO Facebook ANZ



Talk Like TED, Public speaking with Fleur Brown,
Founding team TEDxSydney



Raise Capital on Your Terms with Rebekah Campbell,
Cofounder Zambesi and Hey You

Contact us at hello@zambesi.com
or visit us online at www.zambesi.com