



SAAS

GROWTH HACKS

TO KICKSTART

YOUR GROWTH



1. Build an email list

No brainer.

An email list is cash.

If you're not building email lists, you're not building inbound marketing.

Here's how Noah Kagan did it.

Kagan built AppSumo by obsessing over email lists.

This is what he says in his blog:

“When setting up my website I had one goal in mind: Get email signups. It has been my singular focus from day one. I am constantly looking for new ways to do this without being an annoying jerk.”

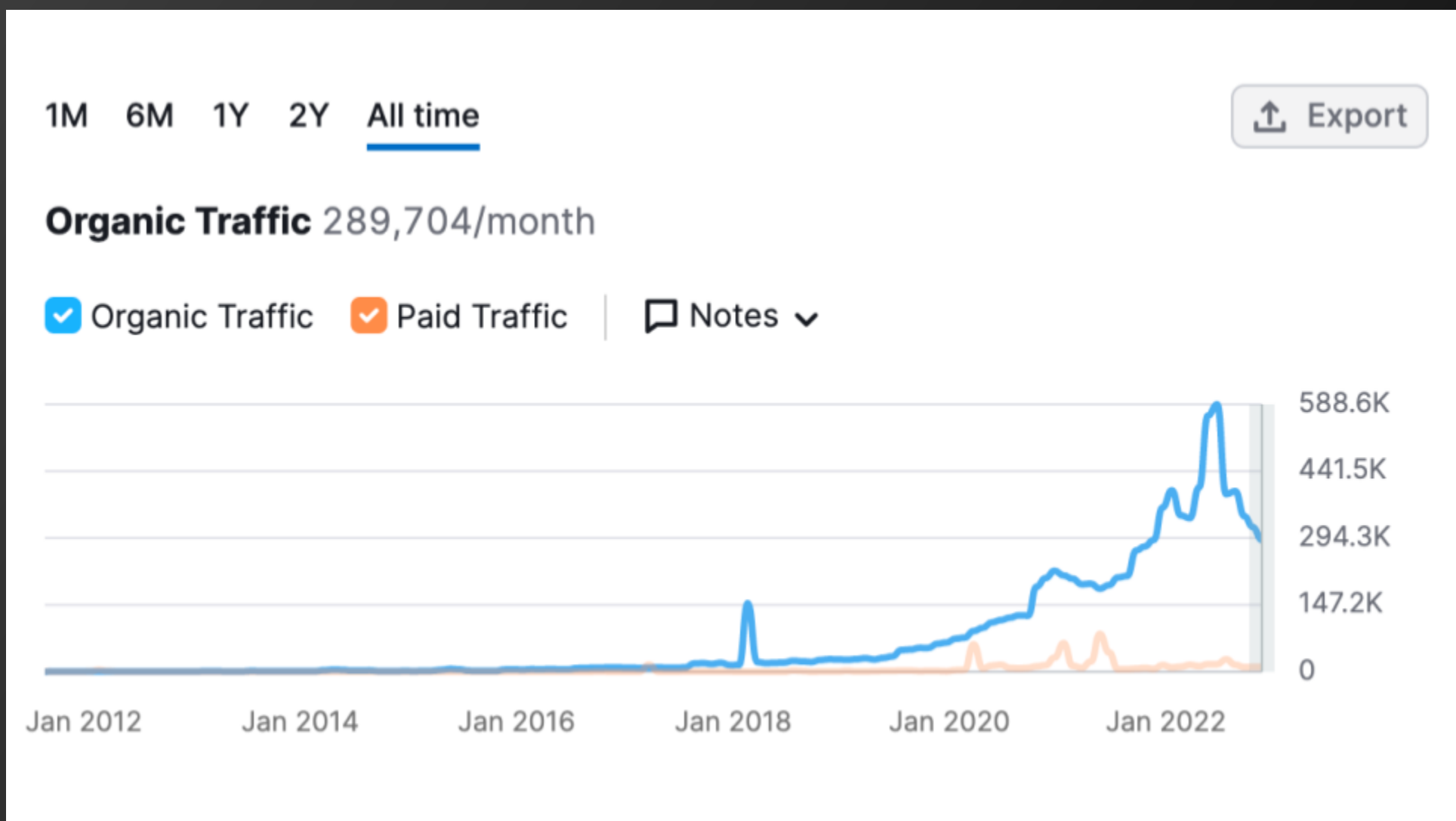
So, what did he do?

He did all of this:

- Free giveaways
- Sticky widgets
- Pop-ups
- Header opt-ins
- Exit pop-ups
- Welcome gates
- Contests
- And more...

Result?

AppSumo gets 290K traffic/month



2. Build a referral program

Referrals are trust votes.

People buy products because their friends vouched for them.

And, it is easy to set up.

Dropbox did it and became synonymous with *cloud-based storage*

How?

Dropbox gave extra storage to users by adding a “Refer a Friend” message.

2 things are at play here:

1. People are rewarded for referring someone
2. The trust factor is un-ignorable

Did it cost Dropbox a bomb?

Nah!

It costed them 1 GB extra storage

Far less than any Google or Facebook ads can buy them.

Another example: Morning Brew

In 2017. Morning Brew had 100K subscribers.

They rewarded users with Morning Brew swag like t-shirts, sweatshirts, coffee mugs for 3, 5, 10, 15, 25, 50, and 100 referrals.

Result?

In 18 months, they grew it to 1.5 million.
And, it accounts for 35% of total subscribers.



3. Do things that don't scale

This is effort-intensive.
But, it could be rewarding.

Airbnb was competing against
Craigslist.

But, they couldn't take on Craigslist's
massive scale.

So, here's what they did:

Every time someone posted on Craigslist, Airbnb emailed them.


And, asked them to list on Airbnb as well.



This was manual but it was successful.

So, they built an API that reached out to new Craigslist postings automatically.

They made it super-simple to list it.

Rest is history.

Post "A couch in the mission " to Craigslist  | X Inbox | X

☆ **Airbnb**  to me [show details](#) 9:07 AM (3 hours ago) [Reply](#) 

Hi Rishi,

Re-posting your listing from Airbnb to Craigslist increases your earnings by \$500/month on average.

[Click here to re-post "A couch in the mission " in 1 click.](#)

By re-posting your listing to Craigslist you'll get the benefit of more demand, while still being able to use Airbnb to manage and moderate your inquiries.

Best,
Airbnb Support Team

4. “Exclusive” marketing

Know why Ferrari and Lamborghini have long waiting periods?

Because you’re invited to buy them.

And, to get invited, you need to join an ‘exclusive’ list.

You can do it for your SaaS too.

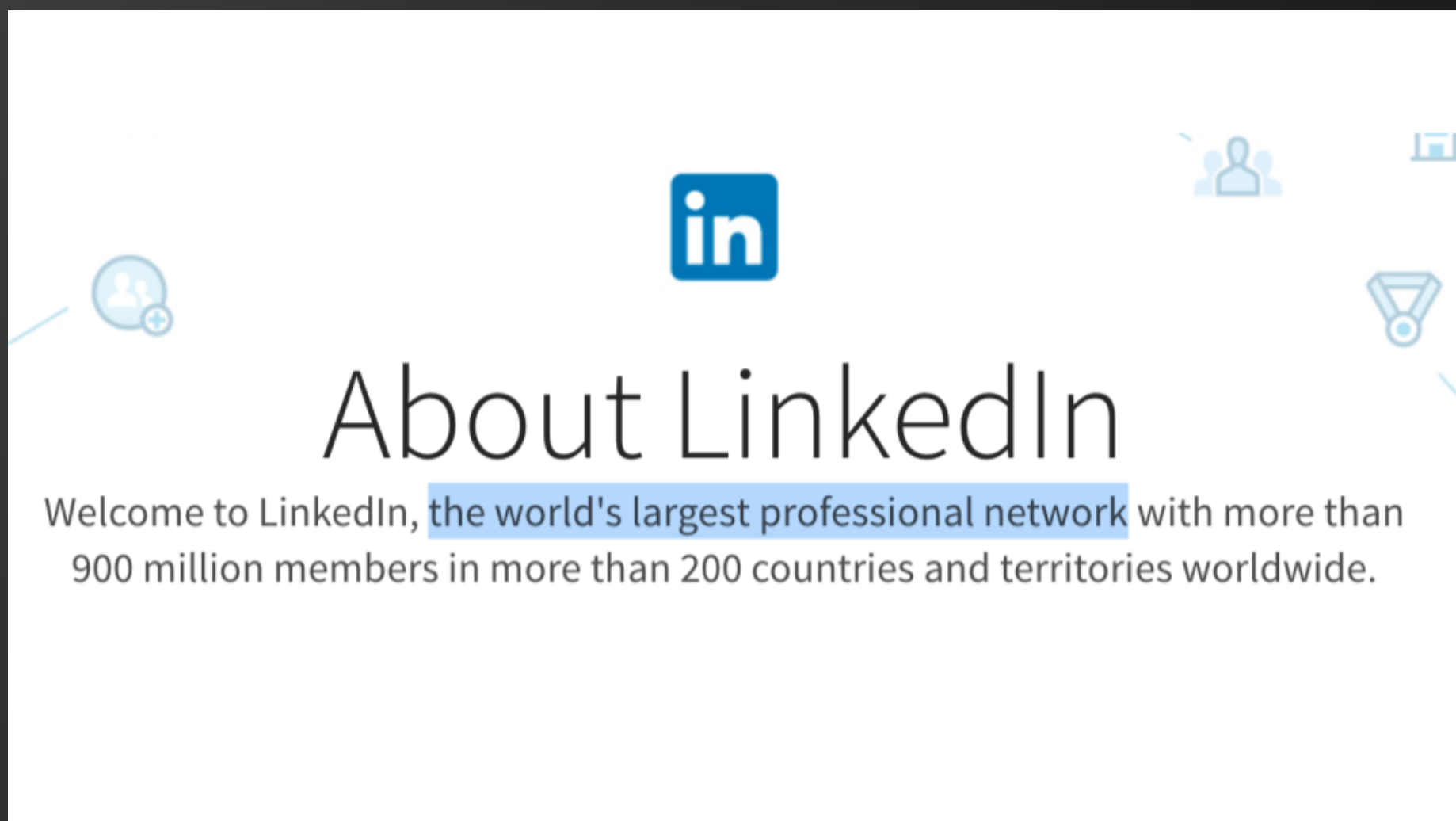
Offer 'exclusive' features for:

- Intensive users
- First timers
- Frequent users
- Specific user personas

LinkedIn says they're "The world's largest **professional** network..."

Meaning: they're exclusive for professionals only.

In reality, all of us are professionals.



5. Offer free tools

This needs a bit of IT help.


But, free tools are a great way to get more people sign up to your platform.

Even simple Chrome extensions will do the job.

HubSpot has an entire marketplace for free tools.


All of HubSpot's tools, in one place

Recent ▾ Showing 1 - 8 of 8 (Show 45)




Website Grader
Grade Your Website in Seconds. Then Learn How to Improve it For Free. Make a website that your visitors and search engines love.

Tool



Make My Persona
Generate professional, customizable buyer persona documents with the help of this quick and intuitive generator.

Tool



Email Signature Generator
Use this free tool to make your professional email signature, then simply add it to Gmail, Outlook, Apple Mail, or any other email provider.

Tool

Pro tip: Not everybody has deep pockets like HubSpot.

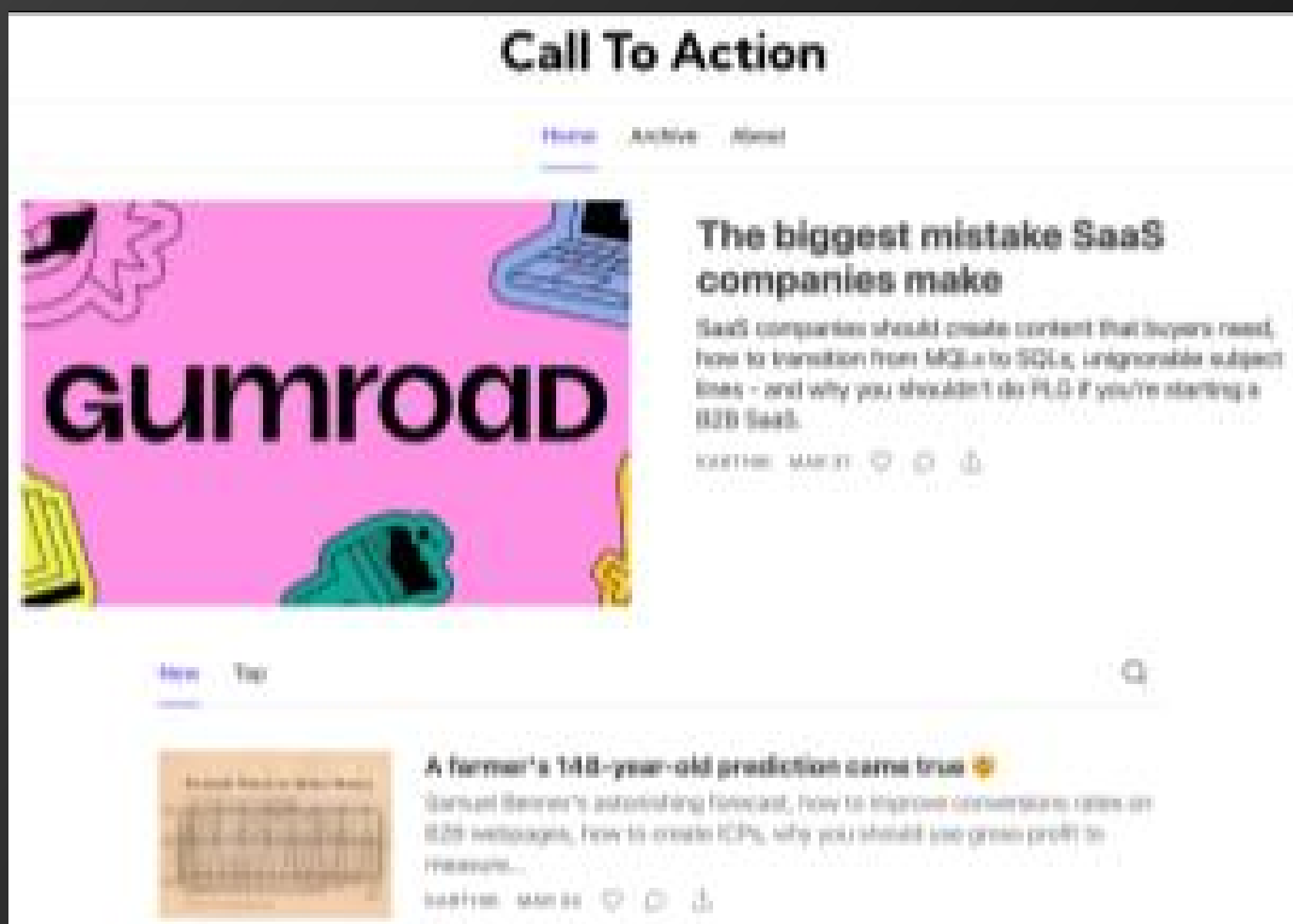
So, build tools only after:

- Researching about your customers
- Achieving product-market fit
- Knowing what's working

Remember to create content around it for search engines to pick it up.

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