

# A CENTURY OF MARKETING AND THE EVOLUTION OF THE GROWTH HACKER

## Growth hackers are focused on creating scalable growth

Marketing has evolved. From the early days of creative-led mass advertising to the data analytics of the Internet age. Now we have reached a new inflection point. In an age where mobile and social marketing has gone hyper-local with voice to where technology-driven marketers use multi-channelled marketing to drive revenue, the age of the growth hacker has truly arrived.

### MEDIA

### MEASUREMENTS

#### RADIO

#### Creative Ads Focus on Words



AT&T's station WEAJ went on air in August 1922, and featured the first paid advertisement.

The Queensboro Corporation purchased a 10-minute commercial to advertise its new real estate development.

1920s

#### Nielsen Radio Ratings

Roughly 3 million Americans owned radios by 1923.



Arthur Nielsen developed radio market analysis for brand advertising, led to Nielsen ratings of radio programming in 1930s.

#### POSTAL MAIL

#### Direct Mail Lead Generation



Coca-Cola was an early pioneer of direct marketing with mail.

Third-class bulk mail postage rates were established in 1928.

1930s

Early metrics have endured: cost per acquisition, overall response rate.

#### Response Cards



Today's average amount of direct mail received per person per year: 290 - U.S., 130 - Canada, 70 - Germany, 40 - U.K.

\*Source: Direct Marketing Association

290 Today, the average U.S. resident receives 290 pieces of direct mail per year.

#### TELEVISION

#### Broadcast Advertising



Television advertising drove viewers into action.

It incited debate, generated reaction.

It engaged groups of target consumers through peer persuasion.

\$9.00 was spent by watchmaker Bulova in 1941 for the first TV ad which was broadcast before a Dodgers/Phillies baseball game.\*

\*Source: Bulova.com

1950s

#### Nielsen Television Ratings

In 1950, Nielsen moved to television and gathered Nielsen television ratings in one of two ways:



Viewer "Diaries:" A target audience self-records its viewing or listening habits. By targeting various demographics, the assembled statistical models provide a rendering of the audiences of any given show and its advertising.

Set Meters: A more technologically sophisticated system, Set Meters, are small devices connected to televisions in select homes.

#### CABLE TELEVISION

#### Home Shopping and Infomercials



Emergence of infomercials and home shopping channels, which includes broadcasting product demonstrations and explanations alongside traditional advertising.

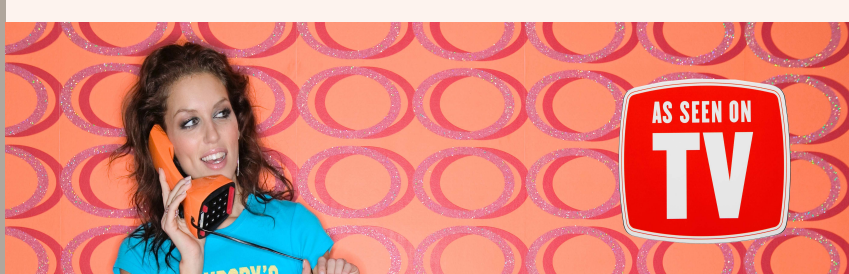
Bob Circosta became television's first ever home shopping host and has achieved over one billion dollars in personal product sales on live television via his dedicated Home Shopping Network channel.\*

\*Source: www.bobcircosta.com

1980s

#### Sales Per Minute (SPM)

SPM is a key figure used to decide how successful a product is when receiving airtime on home shopping TV.



Data is not integrated. Phone inquiries and store visits all tracked separately.

#### WEB 1.0

#### Web and Email Advertising



1991: World Wide Web launched.

1995: There are approximately 40 million Internet users and in 1996 there are 100,000 websites including early web pioneers Yahoo, MSN (Microsoft) and Amazon.\*

\*Source: Royal Pingdom, The rather petite Internet of 1995

1990s



1996: First webmail service - Hotmail - is launched and bought by Microsoft within 12 months for \$400 million. MSN Hotmail now has 400 million+ users.

40 MILLION Internet Users in 1995. 100,000 websites in 1996.\*

\*Source: Wikipedia, Hotmail

#### Online Creative



1997: Pop-up and pop-under ads become common.

Businesses fight for face time with customers on the exploding Internet.

As advertising begins to saturate the Web, marketers try new tactics to gain attention.

\$1 BILLION Online spending reaches nearly \$1 billion in 1999.

\*Source: Webworldbook.com

#### SEO

#### Focus on Leads and Revenue



2001: The "dot-com crash" leads to a sharp decline in online advertising spending.

2002: Google introduces its AdWords program, which will lead the text-based advertising movement.

2000s

#### PPC



2004: A decade after the first online ads appeared, spending on Web advertising reaches nearly \$9.6 billion.\*



2006: Over a third of the world's population has Internet access, 2.5 billion people, and 45% of the world's Internet users are below the age of 25.\*

\$9.6 BILLION Online spending ten years after it first appeared.\*

\*Source: eHow Money, The History of Web Advertising

#### WEB 2.0

#### Shared Online Community Experiences



2004: Facebook launched. At the close of 2012, Facebook had 1.06 billion monthly active users.\*

\*Source: Facebook Q4 2012 Results Release



2006: Twitter launched. At the close of 2012, Twitter had 500 million registered users.



2007: The tipping point for Twitter's popularity: At the SXSW conference, Twitter usage increased from 20,000 tweets per day to 60,000.\*

\*Source: Gawker

2000s

#### Content and Reputation Management



#### Facebook Ads

Reach the exact audience you want with relevant targeted ads.

26% of social users are more likely to pay attention to an ad that has been posted by a social acquaintance and 17% feel more connected to brands seen on social sites.\*

\*Source: Nielsen: State of the Media: The Social Media Report, 2012

In 2010, Twitter generated \$44.6 million through global advertising and is expected to earn \$807.5 million in 2014.\*

\*Source: Statista 2013

\$1.33 BILLION Facebook sees 41% growth in Q4 2012 advertising revenue.\*

\*Source: Facebook Q4 2012 Results Release

## Integrated Multi-Channel Marketing

#### WEB 3.0

#### Mobile and Voice Integration

Integration of offline, online and voice marketing becomes more sophisticated.

#### MOBILE HYPER-LOCAL SEARCH:



About 83% of smartphone owners do a local search at least once a week and 42% at least three to four times a week.\*

\*Source: YP.com

Mobile advertising continues to outpace other mediums in terms of growth, up 58% in 2012.\*

\*Source: Advertising Age

#### DIRECT INTERACTION:



77% of online shoppers are interested in help from a real person. People still want to talk.\*

\*Source: IMShopping

#### PHONES:



"Forget the Super Bowl ad, for us it's about trying to build a lifelong relationship with each customer and doing it through the telephone."

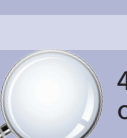
— Tony Hsieh, Zappos CEO



Virtual Call Centers: Instantly establish and intelligently route calls to distribute active leads.

Self-Service IVR for Marketers: Interactive voice response phone trees easily automate, qualify and route callers.

#### MOBILE AND VOICE:



43% of all search-related conversions happen over the phone.\*

\*Source: Ifbyphone

23% of Facebook's fourth quarter advertising revenue for 2012 was from Mobile.\*

\*Source: Facebook Q4 2012 Results Release

2010s

#### Voice-Based Marketing Automation (VBMA)

Introduction of VBMA and technology-driven, multi-channel marketing analytics fuels the growth hackers' hunger to drive and attribute leads.

#### Call Tracking Analytics:

Real-time metrics identify which marketing efforts drive calls and generate phone leads.

#### Revenue Attribution:

Tie revenue back to campaigns, sources and down to the search engine keyword.



#### A/B Testing:

Real-time reporting shows which variant drives the most calls—during and after testing.

#### Lead Response:

Turn passive web visits into active phone conversations. The odds of contacting a lead increases by 100x if attempted within 5 minutes versus 30 minutes.\*

\*Source: Leadresponsemanagement.org



#### Integrated Call, Online and Mobile Analytics:

Now know the source of every lead whether it is online, offline or mobile and the whether the source is a web click, download or phone call.

TWO-THIRDS of social media users prefer contacting a company by phone over "social care."\*

\*Source: Nielsen: State of the Media

**GROWTH HACKERS**  
More Tools and Data  
Deliver More Leads,  
Better Results

Visit [ifbyphone.com](http://ifbyphone.com) for more of the latest call tracking tools.