10 Growth Hacks to Turbocharge Your Business



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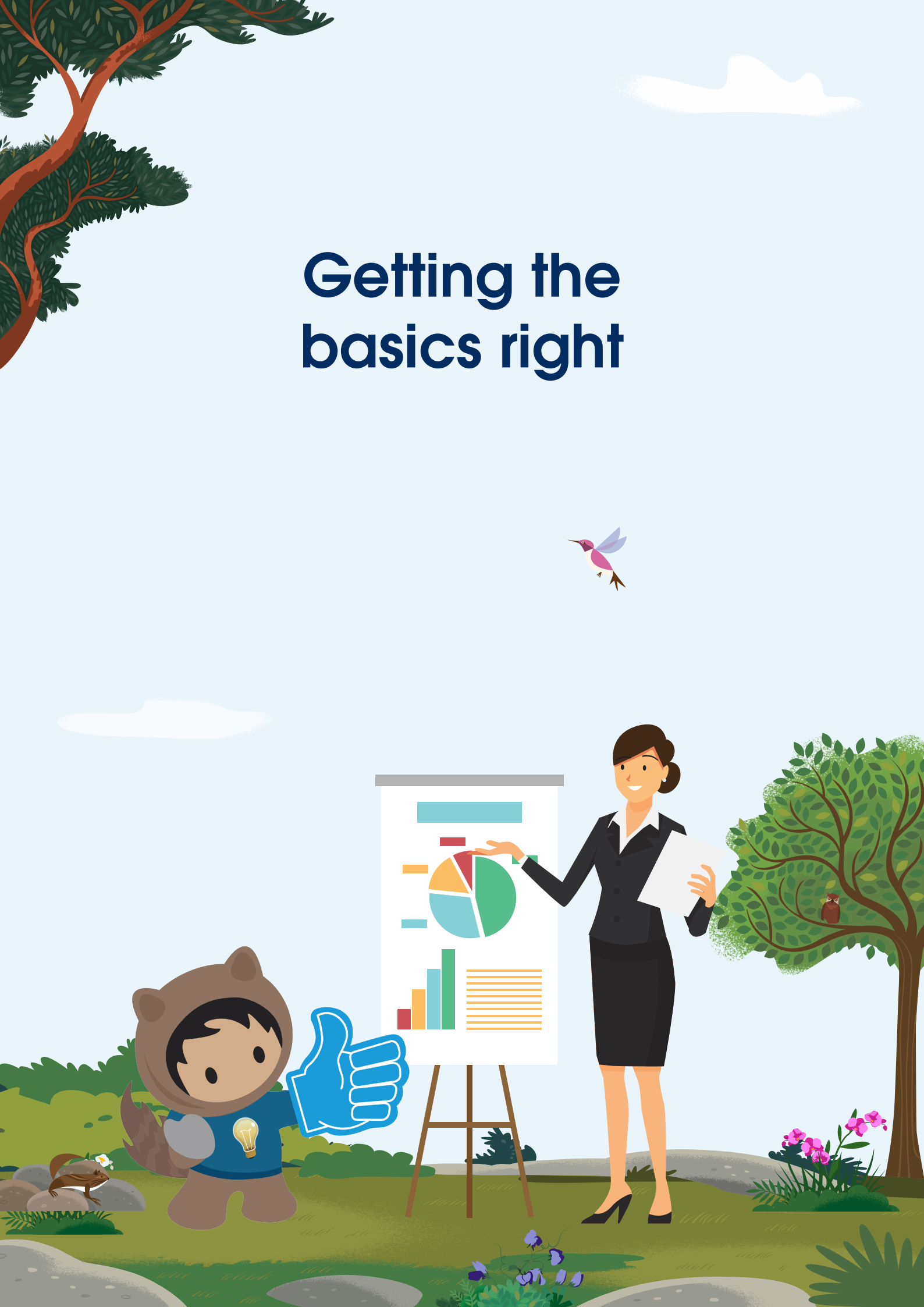
From Zerodha to Meesho to boAt, India's most iconic startups and small businesses are a resourceful lot. They've devised quick, innovative ways to grow their customer base and revenue without breaking the bank. Zerodha, for example, bootstrapped its way from 1,500 customers in FY11 to 110,000 customers in FY16 with zero venture capital funding.

While there isn't a silver bullet or one-size-fits-all formula for this kind of growth, there are plenty of tried and tested strategies to give your business the boost it needs. Commonly called 'growth hacks,' these tactics offer a blueprint for small businesses to find, win, and retain more customers cost-efficiently. So, if you're looking for smarter, faster ways to scale up your business, read on.

What is growth hacking?

Simply put, it's a series of small steps that can lead to big growth. So, instead of burning your budget on traditional marketing strategies like celebrity endorsements or expensive advertising campaigns, you opt for more economical and creative ways of expanding your business. The goal is to increase productivity with fewer resources – not just in marketing or sales, but also in service.

Getting the basics right



Before you amplify growth, make sure these foundational steps are in place:

- **Validate your product-market fit:** 35% of startups fail because they haven't got their product-market fit right. So, when you finally decide to scale up, first ensure that your target customers are repeatedly buying, using, and referring your offerings to others. This is important not just when you're building a new business, but also when you're launching a new product, or even adding a new feature.

  Gather feedback from customers to validate your assumptions around your product, service, market, or competitors. And don't be afraid to pivot when your assumptions need re-evaluating. Perhaps you notice your customer churn increasing, or your user engagement decreasing. By watching out for these signs, you can proactively adapt your strategies, and continually enhance your product-market fit.

Pro tip
You know you've reached product-market fit when at least 40% of your customers say they would be very disappointed if they could no longer use your product or service (the Sean Ellis survey method).

- **Know your customers:** This sounds obvious, but many companies don't spend enough time understanding their target audience beyond surface-level demographics like age, gender, location, marital status, and income.

Ask yourself



Use feedback surveys, behavioural data, engagement metrics, and purchase history to create a 360-degree customer profile. The more you know about your customers and what matters to them, the better you can personalise your marketing, sales, and service strategies for greater growth.

- **Consolidate your tech stack:** It's easy to keep adding new tools as you grow your business. You might start with an email marketing app, then a collaboration platform, analytics software, and so on. But before you know it, there's a whole host of disconnected point solutions weighing down your business.

  What if you kept your tech stack simple from day one? For example, you could unite all your marketing, sales, and service activities on one CRM platform – so they're easier to manage and scale.

  Also, consider opting for pay-as-you-go solutions where you only pay for how much of the software or service you use. This way, you can access the best solutions without the burden of upfront costs. Plus, as you scale your business, the solution scales up with you.

Why more tools aren't always better

Two-thirds of sales reps say they're overwhelmed by too many apps. Teams use an average of 10 tools to close deals.

Once you've got the basics down, it's time to crank up growth.

Top ten growth hacks



Top ten growth hacks

01 Incentivise current customers to bring in new ones

02 Offer useful freebies

03 Automate marketing wherever possible

04 Publish meaningful content – and incorporate SEO from day one

05 Focus on customer success, not sales

06 Empower your sales reps to be more productive and effective

07 Accelerate decision-making with the right metrics

08 Make smooth, omnichannel service experiences a priority

09 Bump up service productivity

10 Find opportunities to cross-sell/upsell

Marketing growth hacks



Here's how you can get more customers interested in and engaged with your brand:

1. Incentivise current customers to bring in new ones

People are more likely to trust a product recommendation from a friend than an Instagram ad. That's why referral marketing is so powerful.

Uber India knew this when they incentivised early riders to invite friends to the service. In the process, both referrers and referees could earn up to Rs. 300 in credits. And since referral codes could be shared on social media, Uber quickly widened its reach, becoming one of India's foremost ride sharing providers.

Bookkeeping service, Bench, also awards its clients a $150 gift card and a free month of bookkeeping for every referred friend who signs up. Since there's no limit to how many people one can refer, the incentive is particularly attractive.

Pro tip
Make sure your referral program:
- Offers rewards that no one else is providing
- Incentivises customers to refer more than just one person
- Is simple and quick for users to share

2. Offer useful freebies

Everyone loves free stuff – be it a free product trial, free ebook, or freemium subscription.

Groww, for example, provides free calculators for customers to determine how much to save for retirement, or what returns are

likely through mutual fund investments. Edtech firm, Unacademy provides a vast library of educational content for free. Users who want more premium services like live classes pay a subscription fee.

The idea behind such freebies is to give prospects a taste of your business. If they like what they see, chances are they will purchase additional products and services, while also generating positive buzz about your brand.

3. Automate marketing wherever possible

Imagine being able to segment audiences, personalise email campaigns, and analyse marketing ROI with just a few simple clicks. Marketing automation makes that possible.

With automation, you can directly consolidate lead enquiries from websites, WhatsApp, and other inbound channels on one solution. Then, use email and mobile marketing tools to trigger the right messages to the right customers at the right time.

The Global Associates

Automation for the win

The Global Associates, a sales and marketing organisation, improved the effectiveness of email lead-generation campaigns by 20% with marketing automation.

Automation can also be used to qualify and route leads, send out calendar invites for product demos, and track real-time metrics such as how many customers opened your email.

Freed from tedious manual marketing tasks, you can focus on more strategic activities such as how to improve conversions. You can also do more with fewer resources. Automation takes care of the heavy-lifting, so you can easily and efficiently run campaigns at scale to engage more prospects, and nurture them all the way to closure.

4. Publish meaningful content – and incorporate SEO from day one

Great content matters. Whether it's an explainer video, an infographic, or a blog – a thoughtfully produced piece of content can go a long way towards generating demand.

Compelling content topics can be found anywhere – from sales team insights, customer service requests, competitor analysis, industry events, and community hubs like LinkedIn.

Just remember that the content you create should deliver value, not simply advertise your products. Perhaps it can help customers solve a specific challenge. E-filing platform, Clear, does this well. Through tons of English and Hindi video tutorials, as well as white papers and blogs, the company helps customers make sense of complex tax subjects like GST and e-invoicing. Today, their portal is trusted by 10 million users annually.

The hallmarks of great content



If you don't yet have an audience for your content, start conversations in industry forums on Reddit and Quora. Or, engage with content created by other thought leaders on social media. Build interest by sharing your opinions and experiences.

Also, don't neglect search engine optimisation (SEO). Even though it can take months to show results, SEO is critical in building brand visibility.

Key SEO steps:

Keyword research	This helps you understand what your target audience is searching for, what kind of content you should create, and how to rank higher on search engines. Use tools like Google Keyword Planner, Semrush, and Moz to find the right keywords i.e., those that are relevant, have a high search volume, and match the user's search intent. If a keyword is particularly competitive, consider using longer or mid-tail keywords that may have a lower search volume but are simpler to rank for and convert.
Technical SEO	Unless your site is easy for search engines to crawl and index, it isn't likely to show up in search results. So, make sure you have a strong technical SEO foundation. Organise and link your website pages in such a way that crawlers can find them with ease. Leverage tools such as Google Search Console, Screaming Frog,

	and Ahref to audit and improve your website's technical performance. Also, eliminate duplicate content issues compress images for faster page load speed, and ensure your site is mobile-friendly.
Link building	Backlinks from websites with a high domain authority can boost your SEO ranking and traffic. It's like getting a recommendation or a vote of confidence from a well-respected person. Even when your brand isn't well-known, you can still build high-quality backlinks. Start by publishing great content regularly – so other websites have a reason to link to yours. Use Google Alerts to monitor mentions of your product or brand – then, leverage those to generate backlinks. Also consider guest posting on authoritative websites, or appearing on influencer podcasts and YouTube videos. Not only is that a good way to get your brand in front of new audiences – it also helps you create valuable backlinks.
SEO analytics	To measure your SEO performance, use tools like Google Analytics and Google Search Console. They can help you track site traffic, user behaviour, search engine rankings, and more. So you know what's working, what isn't, and what needs improvement.

Sales growth hacks



Once you've got a steady stream of leads from your marketing campaigns, it's time to boost conversions. Here are some hacks to help you sell smarter:

5. Focus on customer success, not sales

When you're selling, it isn't just the quality of your product or service that matters, but how you treat prospects throughout the sales journey.



(Source: Salesforce's State of the Connected Customer)

Turn these sentiments around by asking yourself how you can bring more value to customers in every conversation. Be as empathetic as possible. The more you understand how your customers feel, the better you can connect with them.

A great way to build empathy is to connect all your customer data and interactions in a single source of truth. So, you can proactively discover where customers are experiencing moments of friction, what the underlying problem might be, and how to make their lives better. This enables you to build customer trust, while also identifying fresh opportunities for growth.

6. Empower your sales reps to be more productive and effective

Did you know that sales reps spend only 28% of their week selling? The rest goes on critical but tedious activities like data entry and deal management. Every minute spent on these tasks is a missed opportunity to warm up a prospect, or close a deal. So, how can you free up your sales reps to sell more?

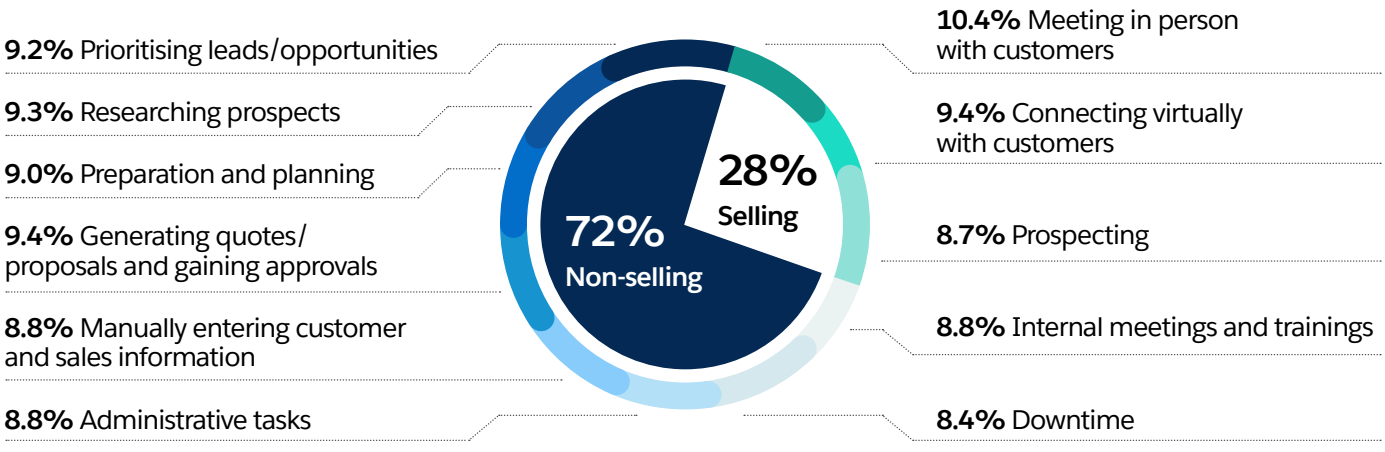
Sales automation could hold the key. Automated workflows can directly pull deal information from emails, and add it to your customer records. Smart quote management tools can generate sales quotes in minutes. Pipeline management can be streamlined.

Also, with automation, sales reps don't have to manually hunt for customer data across spreadsheets, notebooks, and other silos. The information is directly consolidated from various sources, and made available at their fingertips.

Automation + AI can deliver even more exciting results. Based on automated prompts, generative AI can create new emails or call summaries to send to customers. It can also recommend which deals to prioritise.

All this means that you spend less time on non-selling tasks, and more time connecting with customers.

How sales reps spend their time during an average week



Source: Salesforce State of Sales Report



Mercedes-Benz Silver Arrows saw these benefits when they automated and streamlined their sales cycle on Salesforce Sales Cloud.

Leads from their website, SMS campaigns, and walk-ins are now automatically consolidated on one platform. Likewise, all customer interactions are captured on salespeople's mobile apps, and synched with the CRM.

This complete data visibility makes it easy for salespeople to pick up a customer conversation from where it left off, even days or months later. Each conversation has become more engaging and personalised, leading to a **2x increase in conversions**.

Simultaneously, the **number of in-person meetings required has reduced by 62%**. This has freed up salespeople to sell more cars every month, **boosting their productivity by 80%**.

7. Accelerate decision-making with the right metrics

Knowing which of your sales tactics are working, and how to improve those numbers is key to increasing investor support and growth. Use reports and dashboards that can automatically pull together and convert sales data into actionable insights.

Instead of struggling with spreadsheets, consider using automated analytics and AI to forecast sales. The faster you can analyse and act on data, the sooner you can hit your sales targets.

Key sales metrics to track

Market penetration rate

Your total customer base compared with the market size

Lead velocity rate

Month-over-month growth of quality leads

Average lead response time

How long you take to respond to a new lead

Conversion/win rate

Percentage of leads converted to closed deals

Customer acquisition cost

Sales and marketing costs required to gain a new customer

Retention rate

Percentage of customers that continue doing business with you

Customer lifetime revenue

Potential revenue from ongoing customers

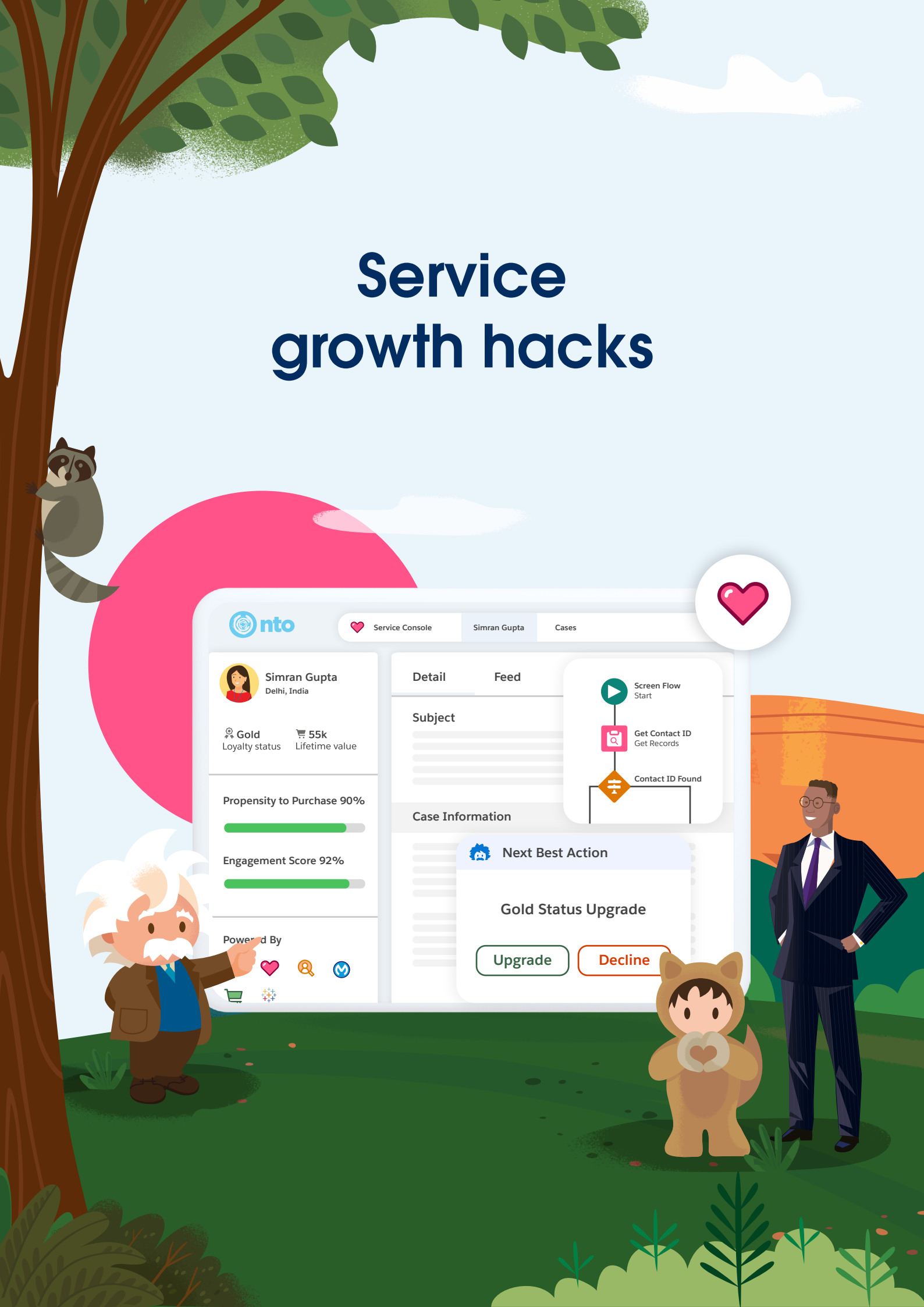
Monthly recurring revenue

Revenue generated by customers per month

Burn rate

How fast your business is spending money

Service growth hacks



Customer service is no longer just about 'repair and recovery' – it's a powerful way to push more sales, and cement customer loyalty. In fact, 88% of customers surveyed in Salesforce's State of the Connected Customer report say that good service makes them more likely to purchase again.

So, here are some tactics to improve your service quality, and boost business growth:

8. Make smooth, omnichannel service experiences a priority

No customer likes having to repeat or re-explain information (e.g., what they purchased) to different service representatives. They expect seamless, hassle-free experiences across touchpoints and channels.

To win their trust, find a way to connect the dots across service experiences. For example, by unifying customer data from marketing, sales, and service in a CRM, you get a single view of customers, their past purchases, interaction history, and so on. This can help you resolve cases faster.

Similarly, by connecting your service channels – phone, email, chat, social media – on one platform, you know exactly what transpired in a previous customer interaction. So, even if a customer emails for support one day, and phones the next, you can answer their questions quickly, and provide clear guidance.

9. Bump up service productivity

Make long call-hold times a thing of the past with service automation. Here are some use cases to get you started:



Chatbots guide customers to resolve routine issues on their own, alleviating the load on service agents



Automated triaging serves up cases to the agent with the most relevant skill set for faster resolution



Service dashboards provide real time customer data and insights for agents to deliver contextual service



Knowledge bases surface useful articles on topics ranging from product details to frequently asked questions, so agents are more productive



Intelligent workflows save time by automatically processing documents, entering data, or taking action on the agent's behalf



Generative AI automatically drafts personalised emails to customers, develops wrap-up summaries of cases, and creates knowledge articles for agents to reference



Field service AI briefs mobile workers on past service interactions, case history, and offers, so they're set up for success before they even head out to a customer's site



Predictive analytics uncover patterns and trends from past service interactions – so agents can anticipate customer needs and concerns before they escalate

aha wows customers with speedy, efficient service

OTT streaming service, aha is resolving customer cases faster with service automation on Salesforce Service Cloud. Customer requests from email, chat, and phone calls are now captured on one platform, so agents can provide timely help. With streamlined case management, a team of just **50 agents can handle more than 5,000 queries a day**. And with conversational **chatbots resolving almost 60% of incoming queries**, both customer satisfaction and agent productivity have shot up.

10. Find opportunities to cross-sell/upsell

When your customer is happy with your service – be it the speed with which their request was answered, or the empathy displayed by the service agent – the interaction can well be transformed into a sales opportunity. For example, the customer might be offered a discount to renew their subscription early; or, a product recommendation that complements what they recently purchased.

To make your sales recommendations as personalised and relevant as possible, empower your service agents with a complete view of the customer's purchasing history, browsing behaviour, product preferences, and goals. The more they know about the customer, the faster they can uncover potential cross-selling and upselling opportunities.

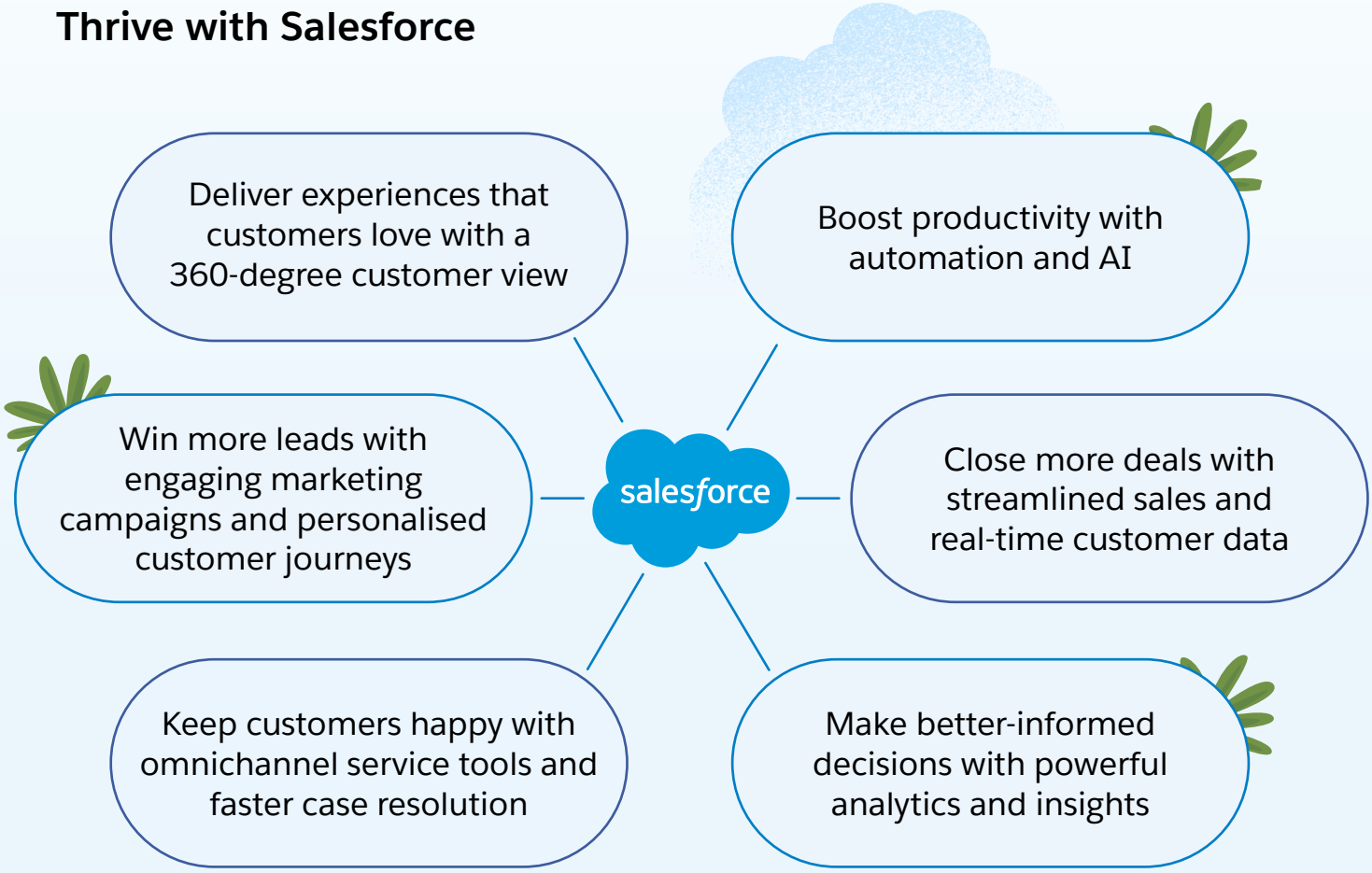
Rev up growth with Salesforce



Find, win, and keep more customers with Salesforce CRM for small businesses. Our all-in-one solution provides an extensive range of marketing, sales, and service tools to help you boost growth. It's like a Swiss Army Knife for your business!

If your business is just starting out, Salesforce Starter Suite can help you hit the ground running with low-code and no-code tools. Then, as your business needs evolve, our Pro Suite can help you scale up fast with advanced customisation and automation.

Thrive with Salesforce



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- Talk to an expert
- Watch a demo



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