



**VILNIUS UNIVERSITY**  
BUSINESS SCHOOL

DIGITAL MARKETING STUDY PROGRAM

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THE FINAL MASTER'S THESIS

Growth hacking technologijų įtaka prekės ženklo žinomumo didinimui klientų įgijimo stadijoje	The influence of the growth hacking techniques on brand awareness in the customers' acquisition stage
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Thesis supervisor: Lekt. dr. Vilija Malinauskaitė

Vilnius, 2023

## **SUMMARY (In English)**

Vilnius University Business school

Digital marketing Master Program

Vaida Murauskaitė

Master's thesis

### **The influence of the growth hacking techniques on brand awareness in the customers' acquisition stage**

Thesis supervisor: Lekt. dr. Vilija Malinauskaitė

Vilnius, 2023

79 pages, 10 tables, 4 figures, 104 bibliography references.

This study addresses the gap in research on the specific impact of individual growth hacking techniques on brand awareness in digital marketing. Focusing on strategies like cross-publishing, custom audience targeting, inbound and content marketing, keyword-based emailing, leveraging other people's audience, micro-targeting, and SEO copywriting, the aim is to uncover their nuances in shaping brand awareness during the customer acquisition phase. The subject matter revolves around growth hacking techniques for developing product awareness at the acquisition stage, with the primary objective being a thorough understanding of these techniques' contributions to brand awareness in the digital marketing context. Objectives include investigating professionals' perceptions, assessing the relevance of selected techniques, examining their impact on brand awareness, and analyzing the role of customer engagement as a mediating variable.

Research utilized both quantitative and qualitative methods. The quantitative approach involved an online survey with 304 respondents, proving all hypotheses. The qualitative method included expert interviews with five specialists to provide a broader perspective. The analysis of growth hacking techniques, including cross-publishing, custom audience targeting, inbound and content marketing, keyword-based email campaigns, leveraging existing audiences, micro-targeting, and

SEO copywriting, demonstrated positive impacts on brand awareness. Combining certain techniques, such as inbound marketing and micro-targeting, showed a more profound impact. Professionals in the field widely acknowledged the relevance and adoption of growth hacking techniques.

The study emphasizes the critical integration of growth hacking into marketing strategies for effective brand awareness. Recommendations include tailoring techniques to the target demographic, continuous testing and adaptation, and prioritizing customer engagement for sustained brand growth. Incorporating growth hacking principles is advocated as an essential aspect of a dynamic marketing strategy.

## **SANTRAUKA (In Lithuanian)**

Vilniaus Universitetas, Verslo mokykla

Skaitmeninės rinkodaros magistro programa

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Magistro baigiamasis darbas

### **Growth hacking technologijų įtaka prekės ženklo žinomumo didinimui klientų įgijimo stadijoje**

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Vilnius, 2023

79 puslapiai, 10 lentelių, 4 figūros, 104 literatūrinės nuorodos.

Šiuo tyrimu siekiama ištirti konkrečių growth hacking technologijų poveikį prekės ženklo žinomumui skaitmeninės rinkodaros srityje. Daugiausia dėmesio skiriama tokioms strategijoms kaip kryžminis publikavimas, individualus auditorijos nukreipimas, turinio rinkodara, raktiniais žodžiais grindžiama el. pašto rinkodara, kitų žmonių auditorijos panaudojimas, mikrotikslinis nukreipimas ir SEO tekstų rašymas, siekiama atskleisti skirtingus jų aspektus ir įtaką formuojant prekės ženklo žinomumą klientų įsigijimo etape. Pagrindinis darbo tikslas - nuodugniai išanalizuoti šių metodų indėlį į prekės ženklo žinomumą skaitmeninės rinkodaros kontekste. Uždaviniai apima specialistų vertinimo tyrimą, pasirinktų metodų tinkamumo įvertinimą, jų poveikio prekės ženklo žinomumui tyrimą ir klientų įsitraukimo kaip tarpinio kintamojo vaidmens analizę.

Tyrimo buvo naudojami kiekybiniai ir kokybiniai metodai. Taikant kiekybinį metodą buvo atlikta internetinė apklausa, kurioje dalyvavo 304 respondentai ir kuri patvirtino visas hipotezes. Kokybinis metodas apėmė ekspertinius interviu su penkiais specialistais, siekiant suteikti platesnę perspektyvą. Growth hacking technikų, įskaitant kryžminį publikavimą, individualų auditorijos nukreipimą, turinio rinkodarą, raktiniais žodžiais grindžiamas el. pašto kampanijas, esamos

auditorijos panaudojimą, mikrotikslinį nukreipimą ir SEO tekstų rašymą, analizė parodė teigiamą poveikį prekės ženklo žinomumui. Kai kurių metodų, pavyzdžiui, turinio rinkodaros ir mikrotikslinės rinkodaros, derinimas turėjo didesnę poveikį. Šios srities specialistai visuotinai pripažino, kad growth hacking metodai yra aktualūs ir plačiai naudojami dėl savo įtakos prekės ženklo žinomumui.

Tyrimė pabrėžiama, kad siekiant efektyvaus prekės ženklo žinomumo didinimo labai svarbu į rinkodaros strategijas integruoti growth hacking metodus. Rekomendacijos apima metodų pritaikymą tikslinei demografinėi grupei, nuolatinį testavimą ir adaptavimą bei prioritetų teikimą klientų įtraukimui siekiant tvaraus prekės ženklo augimo. Growth hacking metodų įtraukimas rekomenduojamas kaip esminis dinamiškos rinkodaros strategijos aspektas.

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## INTRODUCTION

In the dynamic landscape of modern business, the pursuit of innovative strategies to enhance brand awareness has become increasingly important. This master's thesis delves into the captivating realm of marketing by focusing on a cutting-edge phenomenon—growth hacking techniques—and their profound influence on brand awareness during the customers' acquisition stage. As businesses strive to engage and resonate with their target audience in a saturated digital environment, the adoption of growth hacking techniques has emerged as a pivotal strategy. This thesis endeavors to unravel the intricate dynamics of this phenomenon, exploring how growth hacking techniques impact the critical juncture of customers' acquisition and, subsequently, influence brand awareness. By delving into this intersection, the study aims to contribute valuable insights to the field of marketing, shedding light on the effectiveness and implications of growth hacking. Through comprehensive research and analysis, this thesis seeks to provide a nuanced understanding of the intricate relationship between growth hacking techniques and brand awareness, offering actionable knowledge for businesses navigating the challenges of customer acquisition in an ever-evolving market.

In the early stages of their development businesses' main goal is to grow awareness and expand, however, typically brands have restrained resources for growing their user-base and retaining customers. This chicken and the egg situation demanded more sophisticated marketing techniques in order for small businesses to stay competitive and raise client's interest. This fact was clear since the 90s, when the term “entrepreneurial marketing” appeared as a concept to emphasize the non-linear appeals smaller companies use to promote their brand (Bjerke, Hultman, 2004). With the elevation of information technologies and fast rising numbers of digital tools and methods used by companies to reach their target audiences, small startups have discovered new promoting solutions - original “hacks” to maintain effective growth-centered marketing, leading to the establishment of the term “growth-hacking” (Rauhala, Sarkkinen, 2015). This practice, defined by innovation, risk taking and proactivity while utilizing limited financial resources, helps companies to effectively approach their customers, receive useful feedback and develop their brand's image, which is extremely important for the development and expansion. (Giardino, 2014).

Growth hacking transformed to an irreplaceable methodology in the customer acquisition and retention process (Ellis, Brown, 2017). Used broadly by global “unicorns” such as Dropbox,

Linkedin, Uber, Airbnb or Paypal, growth hacking became a concept that is considered a must for all developing companies. It quickly became relative in Lithuanian background as well. With the number of new brands increasing, the business environment became noisier, and therefore, companies felt the need to search for unconventional ways of growth to get noticed (Siurblyte, 2018). A growth hacker, even titled “a hybrid beast” with a mixed skills of a technical genius and a marketing specialist that is “making every definition of “marketing” you ever learned completely irrelevant” (Peters, 2014), was considered the most important person regarding brands’ success.

Even with the popularity of the term “growth hacking” slightly decreasing since its peak in 2017 (citing Google Analytics data), the core values of this concept are as important as ever. By emphasizing that analytical thinking and technological effectiveness are now an essential part of being a great marketer (Chen, 2021), growth hackers are perceived as a revolutionizing force that “has thrown out the old playbook and replaced it with tools that are testable, trackable, and scalable. Instead of advertisements, publicity and money, they use such tools as e-mail, per-per-click advertising, blogs and APIs.” (Holiday, 2015). Despite the fact that it is highly beneficial for all, these techniques are vital for developing brands for raising product awareness and clients' interest.

**Problem of the work:** Despite the increasing popularity of growth hacking in the digital marketing field, there is a lack of comprehensive research that delves into the intricate relationships between specific growth hacking techniques and their impact on brand awareness. The existing literature often presents a broad overview of growth hacking without diving into the specific techniques that make it so successful. This study seeks to bridge this gap by conducting a detailed exploration of individual growth hacking strategies, including cross-publishing, custom audience targeting, inbound and content marketing, keyword-based emailing, leveraging other people's audience, micro-targeting, and SEO copywriting. The aim is to uncover the unique roles, nuances, and effectiveness of these techniques in shaping brand awareness and contribute valuable insights for marketers seeking to optimize their strategies in the digital space.

**Subject matter:** Growth hacking techniques that are used to develop product awareness at the acquisition stage of customers’ journey.

**Aim:** The primary aim of this master's thesis is to unravel the intricacies of growth hacking techniques in the context of digital marketing. The research seeks to uncover the contributions of specific growth hacking techniques to brand awareness in the acquisition phase.

**Objectives:**

- To investigate how professionals in the field value the concept of growth hacking and its techniques.
- To assess the relevance and significance of selected growth hacking techniques, including cross-publishing, custom audience targeting, inbound and content marketing, keyword-based emailing, leveraging other people's audience, micro-targeting, and SEO copywriting, in the digital marketing scope of acquiring customers.
- To examine the impact of each growth hacking technique on brand awareness, considering their unique characteristics and individual contributions during the customer acquisition stage.
- To analyze the role of customer engagement as a mediating variable, offering insights into the intricate processes connecting growth hacking techniques, including cross-publishing, custom audience targeting, inbound and content marketing, keyword-based emailing, leveraging other people's audience, micro-targeting, and SEO copywriting, with brand awareness.

# **1. THEORETICAL FRAMEWORK**

## **1.1. The concept of growth hacking**

Growth has always been an important goal of a successful company, and with the first startup businesses emerged the need of new methods of gaining that fast breakthrough. Though the term was created in 2010 by Sean Ellis, with the new digital brands appearing and quickly gaining importance, the term of growth hacking became irreplaceable and reached its peak in 2016 (Google Analytics). In this chapter the definition and characteristics of the growth hacking will be discussed, analyzing its importance and essence.

### **1.1.1. The definition of growth hacking**

It is important to stress that there isn't one concrete definition of this concept that would be agreed upon (Zylka, Fuehres, Colladon & Gloor 2016). This term, while being relatively new, is more deeply analyzed in practitioner background and not that broadly analyzed in academic fields, yet this term is important to scientists of different topics. Based on the sphere of interest and field of work of the specialist, different aspects are highlighted. To begin with, the word “growth”, punctuating development and expansion of the brand is here combined with a quite catchy expression of “hacking”, noting smart, unusual ways to maximally exploit the possibilities the situation provides, optimizing the workload effectively. The first definition provided by the pioneer of the concept Sean Ellis in 2010 stresses the growth aspect as the main goal, saying that a growth hacker is a person whose true north is growth. Everything they do is scrutinized by its potential impact on scalable growth” (Ellis, 2010). The author of the concept emphasizes two main aspects of the growth hacking that are equally important - unique thinking and creativity, and analytical mindset combined with strong sense of discipline. “The right growth hacker will have a burning desire to connect your target market with your must- have solution. They must have the creativity to figure out unique ways of driving growth in addition to testing/evolving the techniques proven by other companies. <...> An effective growth hacker also needs to be disciplined to follow a growth hacking process of prioritizing ideas, testing the ideas, and being analytical enough to know which tested growth drivers to keep and which ones to cut” (Ellis, 2010).

Technology advisor of globally successful startups like Kiva, Gusto, Workato or Tinder Andrew Chen interpreted Sean Ellis' explanation with a bigger emphasis on the technology involvement. According to him, growth hackers integrated themselves into the culture of Silicon Valley, stressing that coding and technical skills are now an essential part of being a great marketer (Chen, 2016). “Growth hackers are a hybrid of marketer and coder, one who looks at the traditional question of 'How do I get customers for my product?' and answers with A/B tests, landing pages, viral factor, email deliverability, layering the discipline of direct marketing with its emphasis on quantitative measurement, scenario modeling via spreadsheets, and a lot of database queries” (Chen, 2016). On the other hand, there are specialists that argue with this and tend to shift focus away from specific IT skills. Indian-American serial entrepreneur, marketer, growth hacker and co-founder of Udemy Gagan Biyani stated that many of the growth hacking descriptions are unnecessarily restrictive, expressing that grow hacking specialists do not mandatory have to be engineers and programmers, due to most of growth hacking specialists do not code regularly (Patel & Taylor, 2016).

Growth hacking as a concept is analyzed through the specter of different fields, that only shows how multilayered and versatile it is. For example, digital strategist Dave Chaffey notes that growth hacking is heavily related to sales, defying growth hacking as a "strategy to increase the sales performance of online services through organized testing and optimization of marketing approaches" (Chaffey, 2016). It is crucial to see the interdisciplinarity of this phenomenon combining marketing, technology, creativity and sales, aiming to boost the conversion rate, sales of products/services offered or portfolio of recipients (Pudełek & Pieczyński, 2017). Growth hacking is a concept that cannot be understood separately, it reflects the advancement of digitalization, information technologies development and new marketing tools, requiring combined knowledge of different fields (Miotk, 2018). In practice, growth hacking is implemented through different “hacks”, better understood as techniques or tactics used by practitioners. These hacks depend heavily on the project and its characteristics, on the target audiences and the functionality of the product or service. They range from social media campaigns to sales-related practices, and the scale of the techniques can be really broad. These specific tactics will be discussed in the later chapter of the work.

### **1.1.2. Characteristics of growth hacking**

The realm of business is undergoing a profound shift driven by the imperatives of digital transformation, positioning growth hacking as a pivotal force within the contemporary entrepreneurial landscape. Digital transformation is both an arena of opportunities and a challenging frontier, as articulated by Bohnsack, Hanelt, Marz, and Marante (2018). This transformative process introduces a dual landscape, wherein mobile phones, social media, and big data empower companies to engage with millions of customers swiftly and at minimal cost (Iansiti & Lakhani, 2014).

The advent of digital technologies has revolutionized business scalability, enabling near-infinite replication and facilitating organizational expansion with unprecedented ease, speed, and cost-effectiveness (Iansiti & Lakhani, 2014). This efficiency, coupled with the transformative potential of digital tools, underscores the strategic significance of growth hacking. However, this digital evolution also intensifies competition by lowering entry barriers and driving rapid shifts in customer preferences and requirements (Bohnsack et al., 2018).

Managers now face the daunting task of orchestrating agile adaptations to meet evolving customer demands and navigate the swift currents of competition (Bohnsack et al., 2018). In this dynamic context, growth hacking emerges as a proactive strategy, utilizing digital channels and tools not only to address operational challenges but also to capitalize on the vast opportunities inherent in the digital transformation journey. The intricate interplay between digital transformation, growth hacking, and businesses' responsive strategies unfolds a narrative of continual adaptation. Success lies in the adept orchestration of technological capabilities to navigate the demands of an ever-evolving business landscape.

Growth hacking consists of various different techniques and tools that change from brand to brand - what works for one project will not be easily transferable to the other. The thing that is adaptable and necessary for successful growth is the right mindset (Ginn, 2013). These are the things that characterizes growth hacking mindset according to different authors:

- Orientation to growth: every action taken is aimed at excelling previous results, increasing sales, target audience reach, revenue and other KPIs. All the tools and methods used are

oriented to optimally suit products or services in order to ensure the effective growth (Wilhelm, 2015).

- Implementing marketing and product development: the division between marketing and product development is disappearing as marketing is becoming a part of creating experience. This way, a vast specter of skills and an open-minded approach is valued (Bussgang & Benbarak 2016).
- Data-driven decisions: growth hacking specialists work with the things that are testable, trackable, and scalable, they need data to base their actions on. By analyzing different data growth hackers learn about the effectiveness of their strategies, uncover new trends and place their focus on the numbers-based proofs (Holiday 2013).
- Creativity and uniqueness: it is quite regular for the brands to choose channels and methods that are well known and has a history of being effective, however, it is important for growth hacking specialists to search for the uncommon and novel ways of retaining growth in order to fulfill projects goals (Weinberg & Mares 2015).
- Curiosity and experiments: the whole process of growth hacking is challenging due to there not being one effective way of reaching results - it is mandatory to research, analyze and adapt for every situation. Sean Ellis called growth hacking “experiments driven marketing”, that requires constant awareness and dedication (Ellis, 2016).

To conclude, the specific tools and methods used in the process of growth hacking are not as important as the data-driven, creative mindset, colliding marketing and product development with the technological and sales-oriented approach, leading to experimental and analytical solutions. A growth hacker needs to have all the skills required to come up with the creative solutions, collect and analyze data and make software changes required. While this could be done by the team of marketing, statistical and IT specialists, startups usually focus on growth hacking carried out by one professional due to the lack of resources, both finance and human, at the starting stages of the brand (Holiday, 2013).

### **1.1.3. The comparison of growth hacking and traditional marketing**

In order to discuss the differences between traditional marketing and growth hacking, it is important to describe what marketing means. According to the American Marketing Association, marketing can be defined as the activity and processes for creating and delivering offerings that have value for customers, partners and society (approved in 2017). Another definition emphasizes that marketing is a strategic business function creating value by fulfilling customers' demand in different ways, such as developing relationships, creating good customer service, communicating benefits and other (Palmer, 2012). With the technologies and marketing approaches rapidly advancing, a lot of growth hacking tools are now the tools used in digital marketing as well. In this context, it is important to underline that the specific techniques are not the essence of defying growth hacking (Ellis, 2017).

The pioneer of the “growth hacking” term Sean Ellis was the first marketing manager of the “Dropbox” that made it the successful unicorn it is today; he is also a founder and CEO of GrowthHackers.com. After introducing the term to the broad society, it has fastly become a buzzword among startups and marketing specialists (Farr, 2013). Now with the advancing technological background, individual techniques of growth hacking are broadly used. In his most recent interview with Jennifer Carney in February of 2022 Sean Ellis is highlighting the main aspects of this concept that makes it nonetheless relevant today, stressing the difference between growth hacking and traditional marketing. According to Sean Ellis, it is crucial to refocus the essence of growth hacking not on specific tools but on the culture of experimentation and the goal of growth - “Growth hacking is about running smart experiments to drive growth within your business. Marketing is about experimentation to move growth as well. The problem is that marketing is also about a lot of other things” (Ellis, 2022). Most scientists agree that developing brand awareness and equity is very significant for a modern-day marketing that measures its effectiveness with qualitative metrics rather than quantitative ones (Zahoor, Qureshi, 2017). Growth hacking, according to Sean Ellis, works to bridge that gap between marketing and product by fulfilling the promise in the marketplace that a product creates (Ellis, 2022).

Growth hacking is based on testing, analyzing and experimenting in order to find Product Market Fit (PMF) - a product perfectly suited for customers' needs. The conducted research allows growth hackers to develop a strategy to target the widest group of recipients with the most effective



outcome. It is important that at the same time they do not abandon traditional types of advertising and communication, but accelerate it so that the activity of marketing would be continued by users itself (Pudełek & Pieczyński, 2017). While conventional marketing places the focus on general marketing strategies and distinct goals, growth hacking specialists concentrate on growth through acquiring user base, identifying the assets and carving adapted technical solutions (Lee, 2016). There are a few aspects differentiating digital marketing and growth hacking specialists. Digital marketing does not require tech background while growth hacking requires more interdisciplinary knowledge, and while marketing specialists focus mainly on generating leads, raising awareness and spreading a message, growth hacking specialists focus on a broader 5 step AARRR funnel (Biyani, 2013). It is important to stress that traditional digital marketing is not the same phenomena as growth hacking, but it is not too far apart either - it just serves different purposes and situations.

#### **1.1.4. Growth hacking funnel**

The concept of growth hacking funnel is relatively new and is gaining more and more importance over the years. It is based on the model created by previous PayPal, Microsoft and Intel marketing manager Dave McClure in 2007. This model, known as a Pirate model, is really important for growth hacking specialists because it highlights concrete stages of reaching their goals and describes the road with in-depth characteristics.

The term “growth hacking funnel” was first mentioned in 2016 by Neil Patel and Bronson Taylor in their work “The Definitive Guide to Growth Hacking”. While they were the first to create the exact term, it is not an entirely original concept since it is based on the previously mentioned Pirate model (Patel & Taylor, 2016). This model is an effective and explanatory guide on customers’ behavior making it easier to set an effective growth hacking strategy (Gooding 2014.) The original Dave McClure’s Pirate model consists of five elements:

- acquisition (relating to the channels of customer’s attraction)
- activation (measuring the first contact with the customers)
- retention (discussing further relationship with the brand)
- referral (willingness to share with their environment)
- revenue (turning the experience into profit).

Funnel stage	Growth hacking aspects	Metrics
Acquisition	App store optimization, reviews and comments, ad banners, social media, traditional marketing channels	Visitors, downloads, installs, ratings, conversion rate
Activation	Registration with email or social media, email marketing, customer involvement, effective UX / UI experience	Session duration, impressions, amount of registrations, activation rate
Retention	Push notifications, loyalty campaigns, email marketing, social media, remarketing campaigns	Daily / monthly users, amount of sessions per user, customer satisfaction, retention rate
Referral	Referral systems, social media campaigns, collaborations, integrations	Customer churn rate, customer effort score
Revenue	Updates, sale promotions, competitions, personalization	Average revenue per user, customer lifetime value, in app purchases

Table 1. Growth hacking funnel (Created by author).

The first step of growth hacking funnel - acquisition - approaches the traffic channels and methods of retaining customers. Generating traffic is the first step for elevating the brand and selling its goods. In this step, various tactics are used, such as three P's method created by Patel and Taylor in 2016, three P's being pull, push and product. This model combines giving visitors special reasons to visit your page, finding people in other sources and attracting them with paid advertisement or relying on an extraordinary product for acquiring customers (Patel & Taylor, 2016). Activation, consisting of different actions depending on the goal of the campaign, is important as a way of creating the first contact and encouraging customers to involve further (McClure, 2007). The aim of the retention stage is for customers to develop a loyal and favorable relationship with a brand. As it is cheaper and more efficient to retain existing customers than to attract new ones, the retention stage is one of the most important for growth hacking specialists (Patel & Taylor, 2016). Referrals is an important aspect of growth hacking funnel because it means that customers appreciate the product enough to start sharing information with others naturally through word of mouth or by using effective referral systems (Lechelle, 2014). Revenue, while being the most important final metric, can come in many forms depending on the business model

and can be measured by aspects such as average revenue per user, customer lifetime value, app purchases, in-app transactions and other (Patel & Taylor, 2016).

While retention is considered to be the most profitable stage of the whole funnel, acquisition is very important for attracting new customers and expanding the business (Holiday, 2013). In this thesis the main focus is placed on the customer acquisition stage and the growth hacking techniques used in this phase.

### **1.1.5. Growth hacking taxonomy**

In the article by Bohnsack and Liesner (2019), the research commenced by systematically identifying relevant growth hacks through comprehensive internet searches, cross-references (backward and forward searches), and expert recommendations were presented. A meticulous process involved consolidating, describing, and contextualizing all growth hacks, subsequently organizing them into discernible patterns. The taxonomy was further refined and validated through collaboration with 12 international growth hacking experts, comprising consultants, academics, and experienced growth hackers, utilizing a modified Delphi card sorting method (Ludeke-Freund et al., 2018). The resulting taxonomy comprises 34 patterns categorized into five groups aligning with the customer lifecycle stages: acquisition, activation, revenue, retention, and referral. The growth hack taxonomy serves as a valuable tool for business firms, offering a structured framework for strategic decision-making. Companies are advised to select patterns based on the specific lifecycle stage they aim to optimize. Given the modular nature of the taxonomy, multiple patterns can be judiciously combined, contingent on their relevance to the company's context and prevailing circumstances. The flexibility allows companies to tailor their growth hacking strategies while considering resource intensity and potential time lags of effect.

In the research, the main focus is placed on acquisition stage. The examination of the acquisition stage and its associated growth hacking techniques holds paramount significance in the modern landscape of digital marketing. The acquisition stage marks the initial interaction between a business and potential customer, signifying the commencement of the customer journey. Understanding and optimizing this stage is crucial as it directly influences the influx of new customers, laying the foundation for subsequent stages of the customer lifecycle. Effective growth

hacking techniques implemented during the acquisition stage can exponentially enhance a company's ability to attract and retain a substantial customer base.

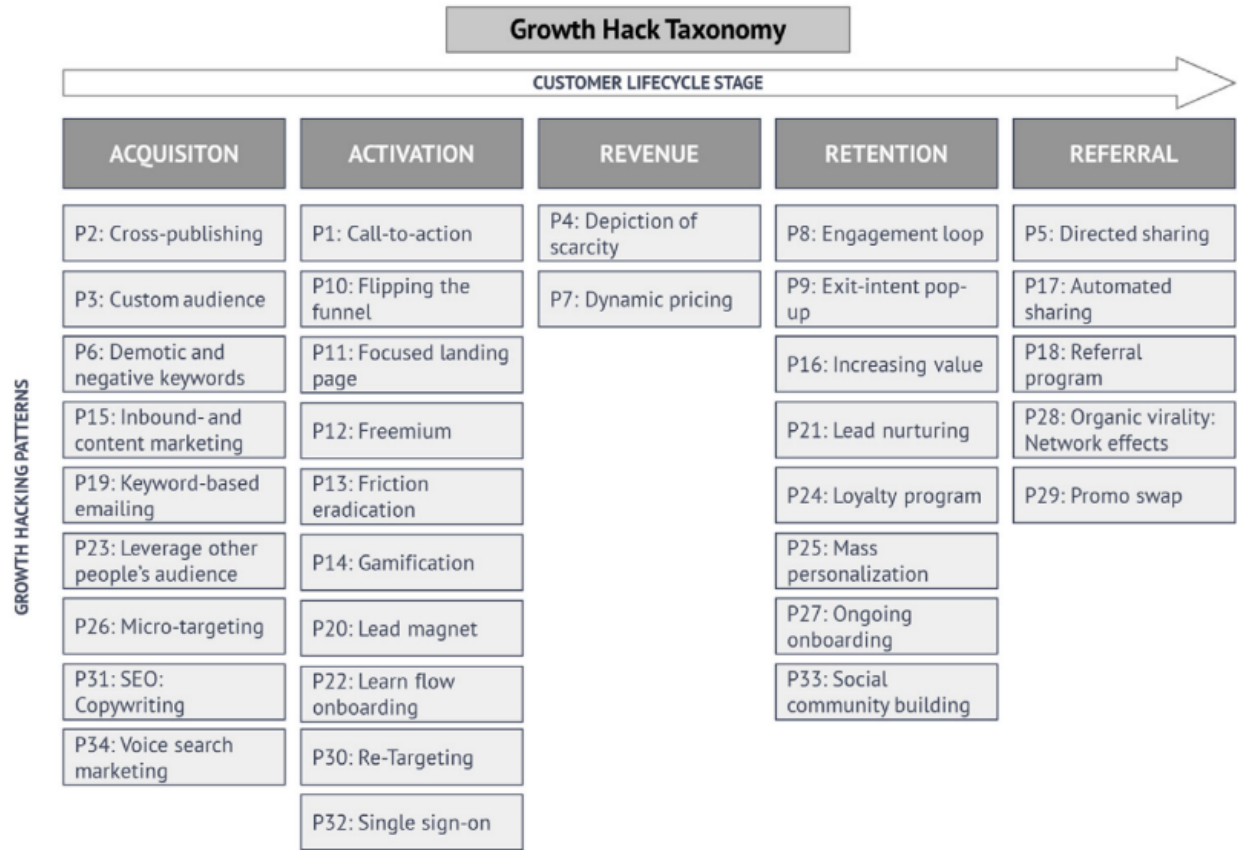


Table 2. Growth hack taxonomy (Created by Bohnsack and Liesner, 2019).

The taxonomy serves a pivotal role in enhancing organizational clarity by consolidating diverse best practices, standardizing their presentation, and categorizing them into actionable groups. This structured arrangement aligns with the customer lifecycle, providing firms with a systematic framework to select growth hacking patterns tailored to their specific requirements (Ludeke-Freund et al., 2018). Drawing inspiration from the taxonomy, managers can leverage it as a comprehensive information source to adapt and formulate novel growth strategies. The modular nature of the pattern selection reduces complexity, allowing managers to hone in on strategies that effectively address particular challenges. It is crucial to acknowledge that not all patterns are universally applicable, emphasizing the importance of strategic discernment based on the unique context of each business (Paul, 2008).

The taxonomy, with its comprehensive classification of growth hacking patterns, assumes particular significance when applied to the acquisition stage of the customer lifecycle. In the realm of digital marketing, customer acquisition is a critical phase where businesses strive to attract and convert potential customers into active users. The taxonomy's structured organization of growth hacking techniques provides a strategic advantage during this stage by offering a modular set of patterns specifically tailored to enhance acquisition efforts (Bohnsack, Liesner, 2019). The taxonomy's relevance to the acquisition stage lies in its ability to bring together diverse acquisition-focused growth hacking patterns and present them in a standardized manner. It acts as a repository of best practices that businesses can leverage to optimize their acquisition strategies. By categorizing patterns within the acquisition stage, the taxonomy allows managers to pinpoint growth hacking techniques that align with the unique challenges and objectives associated with attracting and onboarding new customers (Ludeke-Freund et al., 2018)

In practical terms, the taxonomy becomes a decision-making tool for businesses navigating the intricacies of customer acquisition. Managers can systematically explore and select growth hacking patterns that resonate with their acquisition goals. This is particularly crucial as the acquisition stage often involves a variety of challenges, such as increasing brand visibility, expanding the customer base, and driving initial user engagement.

#### **1.1.6. Growth hacking techniques related to customer acquisition**

The growth hacking techniques related to the acquisition stage encompass a variety of strategies aimed at overcoming challenges faced by businesses seeking to expand their customer base. The importance of these acquisition-focused growth hacking techniques is underscored by their ability to address specific challenges faced by businesses in expanding their customer base. Academic literature and research provide insights into the significance of these strategies.

- **Cross-publishing (P2)**, addresses the issue of smaller companies lacking a sufficiently large audience to promote their products. By strategically posting content on multiple platforms frequently used by the target audience, businesses can enhance their reach and brand visibility. Airbnb's implementation of automatic posting on Craigslist exemplifies the effectiveness of this approach. The importance of reaching a larger audience through

content dissemination is emphasized in research by Trusov, Bucklin, and Pauwels (2009), who discuss the impact of word-of-mouth marketing and how it can amplify reach.

- **Custom audience** creation on social media platforms is another acquisition-focused technique (P3) that acknowledges the inefficiency of placing expensive ads for niche market products. Despite this vast potential, businesses encounter challenges, particularly when dealing with niche market products, where traditional, expensive ads may not be cost-effective. The solution involves creating custom audiences on popular platforms such as Facebook, Instagram, and Twitter. This technique allows companies to intentionally include or exclude individuals from their advertising campaigns. By identifying and categorizing former visitors and customers, businesses can tailor their ad content to different segments. Research by Smith and Yang (2017) delves into the efficacy of personalized advertising and its impact on consumer engagement, supporting the importance of targeting specific audiences.
- **Inbound and content marketing technique** (P15) targets the challenge faced by less-known companies lacking popularity. By sustainably orienting communication toward target groups' information needs and providing valuable content through blogs, podcasts, and other formats, businesses can attract potential customers without overwhelming them with traditional advertising. It is accomplished by looking for relevant topics for the target group, analyzing their questions, and providing content about exactly these topics. The relevance of content marketing is well-documented. Kaplan and Haenlein (2010) highlight the significance of content creation in digital marketing, emphasizing its role in attracting and retaining customers.
- **Keyword-Based Emailing** (P19): Leveraging keywords in email marketing, as highlighted in the growth hacking taxonomy, finds support in the literature focused on digital marketing strategies. The use of specific keywords in emails allows companies to target audiences more effectively. According to research by Chaffey and Smith (2017), keyword-based targeting in email campaigns aligns with the broader trend of personalized and relevant communication. Identifying and incorporating keywords related to the product or service offered enables companies to tailor their email content to the specific needs and interests of their target audience. The strategy aims to enhance engagement by delivering

content that resonates with recipients, contributing to more effective email marketing campaigns.

- **Leveraging other people's audiences** (P23), as illustrated by the growth hacking technique of guest blogging, guest podcasting, or utilizing marketplaces, has become a crucial strategy for small companies lacking a sufficiently large audience to promote their products and services. The need for offering added value to potential customers is emphasized in the work of Chaffey and Smith (2017), who discuss the importance of customer-centric approaches in digital marketing. In the absence of a substantial audience, unknown companies must devise effective strategies to connect with the audiences of established entities.
- **Micro-targeting** (P26): Micro-targeting, an effective growth hacking technique facilitated by social media platforms, addresses the challenge of efficiently reaching a specific niche audience within the vast online landscape. Micro-targeting not only allows companies to maximize the impact of their advertising budget but also enhances the relevance and personalization of their messaging, increasing the likelihood of capturing the attention and interest of the intended audience (Smith & Yang, 2017).
- **SEO: Copywriting** (P31): This growth hacking technique focuses on improving website placement in free searches, addressing the challenge of content not appearing as top search results. By optimizing technical aspects and using relevant keywords identified through research, businesses can enhance their visibility. The importance of SEO in enhancing online visibility is widely acknowledged. Chaffey et al. (2019) discuss the role of SEO in digital marketing and its impact on search engine rankings.

Different techniques, such as voice search marketing (P34) is also considered a part of acquisition stage, but is not going to be the focus of the research. The growing impact of voice search is recognized in studies like those by Sundar, Bellur, Jia, and Kim (2014), who explore the implications of voice-based interactions in the context of technology adoption, yet in the scope of the research does not reach these capacities. While voice search marketing presents a burgeoning field with the potential to revolutionize online search and marketing strategies, it is a relatively recent development, and its mechanisms are still evolving. Research by Ghose and Li (2019) highlights the rapid growth of voice-activated devices but also underscores the challenges in accurately interpreting user intent and delivering precise results. This dynamic landscape could

pose difficulties in establishing standardized practices for voice search marketing. Despite the increasing prevalence of voice-activated devices, the adoption of voice search for online shopping remains somewhat limited. According to a study by Statista (2021), while voice search is gaining traction, it has not yet become the primary mode of online shopping for the majority of consumers. This limited adoption could impact the generalizability of findings to a broader audience. Interviewing customers about demotic and negative keywords may face challenges due to customers' limited awareness of these aspects. Using demographic data alone oversimplifies diverse preferences within a group, and negative keywords' context-dependent nature may not be well understood by customers.

## **1.2. Concept of brand awareness**

While the main goal of growth hacking is overall growth of the company, it can be defined by the improvement of various specific aspects of the brand. When it comes to customers' acquisition and generating traffic, the main target is development of broader familiarity and brand awareness to reach more users. In this chapter, the concept of brand awareness will be analyzed, as well as the conditions and methods of reaching and measuring it.

### **1.2.1. Definition of brand awareness**

Brand awareness is an important aspect for customers' acquisition as it is the base of the relationship the brand has with its customers. It refers to the level of consumer recognition, acceptance and recall of the brand, enabling the potential customer to familiarize it with specific values and messages transmitted (Perreault, Cannon, McCarthy, 2013). Brand awareness is based on the ability to influence and crowd consumers' memories so that they would be able to remember the brand under different conditions, reducing the decision time and risk of them choosing competitors' products or services when in need (Keller, 2009). Marketing professor and theorist David Aaker has stated that brand awareness consists of four stages (Aaker, 1996):

- brand recognition: associated with customers' familiarity with the brand
- brand recall: considered when the customers' think of the brand given the product category



- top of the mind brand: being the brand that first come to mind when given a product category
- dominant brand: at this stage of awareness, the brand replaces the product category altogether.

Brand awareness is reflected on brands characteristics such as name, logo, design, symbols, slogan and other signs. It creates a position in the consumers' minds beyond these signs, placing them with specific meanings and messages. It is important to mention that brand awareness does not automatically mean increased sales - it is the first step in the acquisition stage that helps to familiarize customers with the brand, yet it requires activation and retention to create profitable relationships with customers. Brand symbols can be a reliable and distinctive cue for the customers to create a sense of awareness and influence their decision-making process. Furthermore, these symbols act like direct evidence of a brand's performance and are useful when comparing products or services with competitors (Herrera and Blanco, 2011).

According to the professor of Marketing with the focus on branding and strategic brand management Kevin Keller, brand awareness consists of brand familiarity and brand recognizability. It can be considered as a stepping stone in the process of customer experience funnel - the higher the awareness is the higher possibility for the consumer to go through with the purchase. Brand awareness can also create long lasting competitive advantage, change the perception and beliefs toward the company (Foroudi et al., 2014). Brand awareness is considered to be quite a vague term that is recognized impulsively by companies and consumers. It can be briefly defined as a tool, used for generating familiarity and impacting consumers' attitude, creating favorable brand associations and reflecting the salience of the brand in target audiences' mind (Foroudi et al., 2016). Creating an awareness concerning a product or service may lead to desirable changes in brand growth.

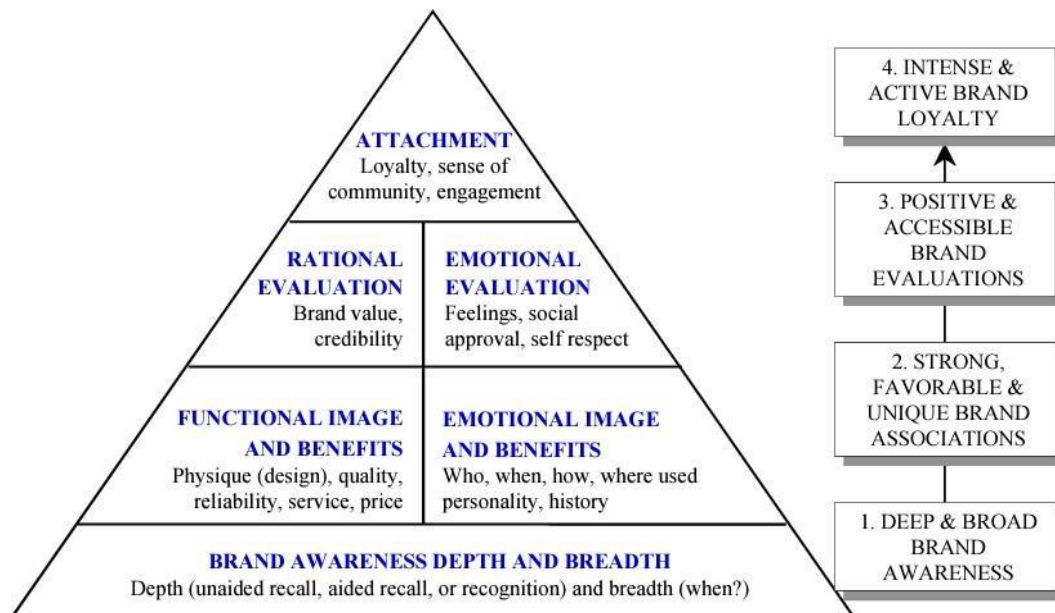


Figure 1. The brand knowledge pyramid (Created by P. Chandon, 2003)

When it comes to the decision to make a purchase, customers tend to rely on memories and personal experience. Due to this reason, consumers develop various product knowledge structures based on the level of familiarity with the brands, and later use these structures for the decision-making process. Brand awareness is related with customers’ memory and analytical skills can be related to four indicators: product attributes; functional benefits, psychological benefits and values obtained when a product or service is purchased (Mombert et al., 2012). According to Kotler and Keller, there is a hierarchy of the aspects determining the cause of purchase-decision, and one of the influencing variables is the emotional awareness of the brand and the product (Kotler, Keller, 2015).

### 1.2.2. Measuring brand awareness

Brand awareness is a necessary step without which it would be impossible for the brands to develop concepts like brand equity or brand image. Brand awareness precedes brand associations through the customers’ memory, yet it is crucial to be aware of the brand first for those associations to set. Due to it being a first base step for further development, it is a particularly important metric for

the new brands (Çifci et al., 2016). So, while awareness is important for all the companies both new in the market and already established, the development of brand awareness is way more relevant for the growing brands. Due to brand awareness being so important for companies' success, it is necessary to analyze how it is measured in order to track its improvement.

When discussing brand awareness measurement, there are two main components that are mentioned - cue and retrieval. The cue is usually the name of the service or the product the company provides. By giving the cue, for example, “what kind of soft drink brands can you name?”, the second component is triggered - item for retrieval - the brand name. Level of brand awareness is determined by the strength of association in memory between the product category and the brand name (Heckler et al., 2014). While it is a complex measurement to decide the level of difficulty for retrieving the brand name, a single concept morphs into three operationalisations to measure brand awareness - creating top-of-mind, unaided and aided awareness (Romaniuk, Faulkner, 2016). All these measures show the familiarity with the brand, with the differences located in the effort the consumers need to put in their response. First two measures, top-of-mind and unaided awareness shows that respondents do not need any assistance to develop response, while the respondents with aided awareness might have more difficulties retrieving the brand's name and can only approve or object the connection between the given brand name and the product category. Of the two unaided approaches, top-of-mind means that the specific brand's name is retrieved first when given a specific product category (Keller, 2009). This measurement system is the most efficient way to measure the brand recall. It is important to measure not only the depth of the call (the percentage of people able to recall the brand), but also the width of the recall by taking into consideration what kind of cues are efficient - category, consumption occasion, place, people, etc (Chandon, 2003). It is also important to take into consideration brand recognition, that is tested with consumers given the stimulus like brand name, visuals, or slogan, and asked questions in different contexts about it.

Overall, buyers' ability to accurately identify - recall or recognize - the brand given the product or service category leading to making a purchase can be categorized into three categories:

- Brand recognition: buyers can identify the brand after hearing the name or seeing the logo, visuals, or slogan, and attach a category to it.

- Category - Cued brand recall: buyers are able to recall brands name when given the category cue accurately enough to make related recalls (subcategories, functionality etc).
- Brand recall - boosted recognition: buyers can not only recall the brand by the category or other cue, by also recognizing it visually or verbally (first and second categories combined).

### **1.2.3. Brand awareness and customers' acquisition**

The natural goal of a business is to increase sales and profit by attracting new customers and maintaining existing ones, therefore customers' acquisition is one of the main tasks for all companies. As it was discussed at the previous part of the work, brand awareness is the foundation of the brand knowledge pyramid, crucial for differentiating your product from competitors and growing user-base. Development of brand awareness, as the base of customers' acquisition, needs to be strategized and adapted to the brand's characteristics. Focusing on gaining all the information possible about the market, competitors and the target audience, measuring the potential value and allocating technological and human resources is the first step of developing brand awareness (Arnold, Fang, Palmatier, 2011). When preparing a strategy for increasing awareness, it is also important to analyze the purchasing decision making process used by the target audience. Specialists need to take into consideration factors such as what motivates customers to make a purchase, why they might be interested in a specific product or service, what is the perceived value of the brand, what aspects they look for in an item and other. Purchase decision making process, while not being directly related to brand awareness, is an efficient way to determine customers' needs and an important aspect to consider when preparing the strategy for developing awareness (Ali, 2019). According to Kotler, purchasing decision making process consists of five stages connected to the customers' way of thinking:

- Need recognition: important for arousing demand and creating external stimulus as well as learning the needs and sensitive topics of the target audience.
- Information search: in this stage customers look for specific products or services and its characteristics, therefore it is beneficial to form a clear and concrete message answering their needs.

- Evaluating alternatives: the stage in which the product is compared to those of competitors, looking for unique selling points and value proposition.
- Purchase decision: various aspects, such as product qualifications, price, additional values, user experience, influence the decision to purchase.
- Post-purchase behavior: reviews, testimonials, comments, recommendations, referrals and other methods is an efficient tool for acquiring customers and raising awareness (Han, 2021).

It is crucial to consider these aspects and understand the journey of the customer when creating the plan for developing brand awareness. The main message of the brand needs to correspond with target audiences' needs and values, provide the information expected without any interferences and be unique and memorable. In order to be efficient, there needs to be clear consistency between visual elements, slogans, taglines and messages used evenly through different channels and methods used (Gustafson, Chabot, 2007).

Analyzing the acquisition stage provides valuable insights into the efficiency of various growth hacking strategies, allowing businesses to identify which techniques resonate most effectively with their target audience. As the competition intensifies and consumer preferences evolve rapidly in the digital era, decoding the intricacies of customer acquisition becomes imperative for sustaining a competitive edge. The chosen focus on the acquisition stage aligns with the premise that successful growth hacking during this phase can have a cascading effect, positively influencing subsequent stages of the customer journey.

Moreover, the acquisition stage is often characterized by a diverse array of growth hacking techniques, ranging from social media campaigns and SEO optimization to targeted email campaigns and referral programs. Investigating these techniques allows for a comprehensive exploration of the multifaceted approaches employed by businesses to attract and convert potential customers. This scrutiny is particularly relevant in the context of growth hacking, where innovative and unconventional methods play a pivotal role in achieving rapid and sustainable business growth.

#### 1.2.4. Importance of growth hacking for brand awareness

In order to excel the competitors and not fall behind the digitalization and advancing procedures, it is important to see digital technologies and data-analysis as a mean or tool for development rather than a final goal (McAfee, Brynjolfsson, 2012). Data-driven decision making, as an essential characteristic of growth hacking mindset, should be integrated in business operation management by combining technological and human resources. With an evolving perception of big data, data-driven orientation is changing from technological viewpoint to managerial perspective, highlighting the importance of creating value from data as strategic asset (Troisi et al., 2019). In this perspective, in order to reassure effective growth, companies need to adopt new managerial technologies based on data-driven decision-making processes. Transforming raw data into efficient knowledge and creative solutions is the main mission of the managers responsible for overall expansion and customer acquisition (Spender et al., 2017).

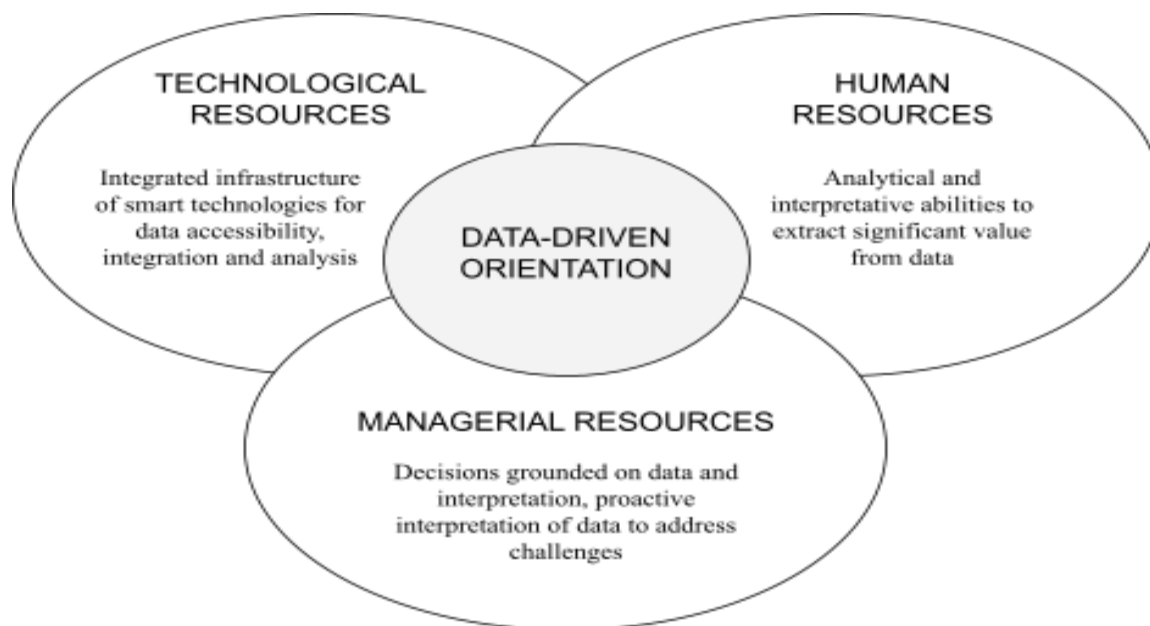


Figure 2. Data-driven orientation scheme (Created by Visvizi et al., 2022)

The data-driven growth and development of the company is based on three aspects that are necessary to consider. To begin with, it is crucial to transform the understanding of data and see it as the key aspect of efficient decision-making, turning it into consistent habit rather than occasional activity (Jarvinen, Karjaluoto, 2015). Secondly, it is important to develop effective technological

infrastructure that would improve extraction and analysis of information, making it accessible, fast and integrated. This way, it would be easier to make all the strategic decisions and the procedures could be accomplished more qualitatively (Chen et al., 2015). Also, data-driven solutions, collection and analyzing of the data should be supervised by the specialists that are well prepared to transform this information to creative, thoughtful and sufficient actions (Troisi et al., 2019). Therefore, data-driven company orientation is only successful when combining technological, managerial and human resources (Table 4). In the advent of the digital economy, businesses need to adopt a data-driven mindset and redefine their structure and strategic goals. While these procedures are complex and still in development, it is important for emerging brands to shift the role of technology, making data the enabler and the mediator of growth (Loia et al., 2021).

Growth hacking plays a pivotal role in enhancing brand awareness through innovative and cost-effective strategies, and scholarly literature provides insights into its significance. According to research by Dachis Group (2012), growth hacking goes beyond traditional marketing methods and strategically exposes the brand to a wider audience. By leveraging unconventional tactics such as viral marketing or referral programs, companies can achieve rapid brand exposure that extends beyond the limitations of conventional advertising.

Growth hacking techniques are particularly valuable for startups and small businesses with limited budgets. As highlighted by Ellis (2013), growth hacking focuses on achieving maximum results with minimal resources. This cost-efficiency is crucial for emerging brands aiming to establish their presence in competitive markets. The concept of virality is integral to growth hacking for brand awareness. Studies by Berger and Milkman (2012) emphasize the role of social transmission in driving word-of-mouth marketing, a key component of many growth hacking strategies. Viral loops and shareable content contribute significantly to brand visibility as users actively engage and share the brand message within their networks.

In summary, growth hacking's importance for brand awareness lies in its ability to provide cost-effective, agile, and user-centric strategies that go beyond traditional marketing approaches. The combination of these factors positions growth hacking as a valuable tool for brands seeking to enhance their visibility and resonate with their target audience.

### **1.2.5. The role of customers' engagement in brand awareness**

The interplay between customer engagement and brand awareness constitutes a symbiotic relationship that has garnered substantial attention in academic literature. Customer engagement goes beyond transactional interactions, emphasizing the building of emotional connections between the brand and its audience. Hollebeek (2011) explores the emotional dimension of engagement, highlighting its role in fostering brand attachment. Brands that successfully engage customers on an emotional level create lasting impressions that contribute significantly to heightened brand awareness. Interactive communication channels play a pivotal role in fostering customer engagement and subsequently amplifying brand awareness. Social media platforms, as investigated by Smith, Fischer, and Yongjian (2012), offer dynamic spaces for brands to directly engage with their audience. Regular, meaningful interactions on these platforms contribute to increased visibility, as engaged customers become brand advocates within their online communities.

Growth hacking often involves a user-centric approach, focusing on customer feedback and engagement. This aligns with the principles of relationship marketing, as discussed by Grönroos (2004), where building strong connections with customers contributes to increased brand awareness. Growth hacking techniques that prioritize user satisfaction can lead to positive brand perceptions. The phenomenon of user-generated content (UGC) further underscores the impact of customer engagement. Sundaram, Mitra, and Webster (1998) discuss the role of UGC in brand building, emphasizing its authenticity and influence on prospective customers. Engaged customers actively participating in creating content related to the brand contribute significantly to organic brand awareness through shared experiences. Engaged customers often evolve into loyal brand advocates. The work of Verhoef, Reinartz, and Krafft (2010) delves into the connection between customer engagement, brand loyalty, and advocacy. As customers become invested in the brand, they are more likely to proactively recommend and share their positive experiences, amplifying the brand's reach and awareness.

Kumar and Pansari (2016) delve into the critical aspect of measuring the impact of customer engagement on brand awareness, emphasizing the need for sophisticated metrics that go beyond mere surface-level evaluations. Traditional metrics often fall short in capturing the nuanced



dynamics of engagement. The researchers advocate for a comprehensive approach that considers both the depth and breadth of customer engagement.

The depth of engagement refers to the intensity and emotional connection that customers develop with a brand. Metrics assessing the depth of engagement may include the frequency of customer interactions, the time spent on brand-related activities, and the emotional resonance expressed through user-generated content. These indicators collectively offer insights into the profoundness of the customer-brand relationship, shedding light on the brand's ability to forge meaningful connections. On the other hand, the breadth of engagement encompasses the reach and diversity of customer interactions with the brand. Metrics evaluating the breadth of engagement could involve the number of unique customers engaged, the virality of brand content across different channels, and the diversity of touchpoints utilized by customers. This dimension provides a panoramic view of the brand's visibility and accessibility across various segments of its target audience.

In essence, the literature emphasizes that customer engagement serves as a linchpin in the broader strategy for enhancing brand awareness. Brands that invest in fostering meaningful, emotional connections with their audience through interactive channels and user-generated content are more likely to enjoy sustained and organically amplified brand awareness.

## **2. RESEARCH METHODOLOGY**

This chapter provides an in-depth overview of the research methodology used in this analysis. Firstly, the aim and the purpose of the research is formulated, followed by literature review on the selected conceptual research methodology, its relevance and attributes. Then, the chosen research design and methods are identified, a conceptual model is created as well as formulation of hypothesis and expected results. In the final part of this chapter, methods of data collection, respondents' characteristics and selection criteria are evaluated and the structure and logic of the research is described. Limitations of the research are provided at the end of this part.

### **2.1.Purpose and objectives of the research**

The concept of growth hacking is relatively new and the amount of scientific research relating to this topic is quite moderate. In this part of the paper the problem and the purpose of the research will be discussed. The research methodology employed in this study revolves around a extensive exploration of growth hacking techniques applied in the acquisition stage of digital marketing, specifically focusing on cross-publishing, custom audience targeting, demographic and negative keywords utilization, inbound and content marketing strategies, keyword-based email campaigns, leveraging existing audiences, micro-targeting, and SEO copywriting. These techniques play a pivotal role in enhancing brand awareness, a critical facet of modern marketing strategies. The research delves into these tactics to scrutinize their efficiency in elevating brand awareness.

#### **2.1.1. Problem definition**

According to the creator of the term “growth hacking” Sean Ellis, companies that want to escalate and expand in the most efficient way need to hire a person who is analytical, creative and can come up with riskful and original solutions (Ellis, 2010). While sometimes confused with conventional marketing, the latter can focus on different aims of the company and can be implemented for a vast variety of goals. And while the methods, channels and means can align, the differences in the approach and the ideology are important. Growth hacking, rather than the set of elaborate techniques, are firstly the mindset used by individuals and companies focusing on growth as a

main goal (Lee, 2016). This concept, beginning with product development and being implemented all the way through the growth hacking funnel to retaining customers, is useful in all stages. According to Holiday (2013), it is important for growth hackers to attract early adapters and create active, loyal and vocal user base. In this thesis the main focus is on the acquisition stage and the impact that different growth hacking techniques have on the development of brand awareness. As it is discussed in the literature review part of the thesis, the main growth hacking techniques that are implemented in the acquisition stage of the funnel are cross-publishing, custom audience, inbound and content marketing, keyword-based emailing, leveraging other people's audience, micro-targeting and SEO copywriting (Bohnsack, Liesner, 2019). In this thesis, the importance of these methods for brand awareness will be analyzed, researching the importance of growth hacking at this stage of customers' journey. The primary problem addressed by this research pertains to the efficacy of growth hacking techniques in augmenting brand awareness. In an era where businesses increasingly rely on digital channels for outreach, it is crucial to examine the methods and strategies utilized in the acquisition stage of marketing. Brand awareness, a foundational element of brand equity, is intrinsically tied to these techniques, making it a pertinent subject for investigation.

### **2.1.2. Purpose of the research**

The purpose of this work is to analyze the implementation of selected growth hacking techniques, including cross-publishing, custom audience targeting, inbound and content marketing, keyword-based emailing, leveraging other people's audience, micro-targeting, and SEO copywriting, and the effect it has on brand awareness. These particular techniques have been selected for the research as they have the most influence on the acquisition stage according to previous works (Bohnsack, Liesner, 2019). Analyzing the growth hacking through the acquisition phase of the growth hacking taxonomy is important to determine its effect of brand awareness. This entails assessing the effectiveness of each technique individually and, more critically, understanding how their combined application contributes to the overall enhancement of brand recognition and recall. By achieving this aim, the research aims to offer valuable insights into contemporary marketing practices.

### **2.1.3. Objectives of the research**

The objectives of the research are as follows:

- To examine the effectiveness of growth hacking techniques, including cross-publishing, custom audience targeting, inbound and content marketing, keyword-based email campaigns, leveraging existing audiences, micro-targeting, and SEO copywriting, on brand awareness.
- To investigate whether these techniques serve as effective methods of growth hacking during the brand acquisition stage.
- To analyze the mediating impact of customer engagement on the relationship between growth hacking techniques and brand awareness.
- To research the interplay between growth hacking techniques, examining whether their combined application enhances their impact on brand awareness.
- To explore how the concept of growth hacking and selected techniques are perceived by professionals working in the field.
- To evaluate how customers/individuals perceive these growth hacking techniques and assess their views on the influence of these techniques on brand awareness.

These objectives aim to comprehensively assess the value and relevance of growth hacking techniques, their individual and collective impact on brand awareness, and their applicability in the customer acquisition stage of digital marketing.

### **2.2. Conceptual model and hypotheses of the research**

In this part of the thesis the previous frameworks will be discussed and the conceptual model of the research will be presented, as well as the hypotheses of the work. As growth hacking is a fairly new concept, the amount of the historical data is limited, especially in Lithuanian academic sight. With this research, the scope of the theme will be broadened and contextual background will be anticipated.

### **2.2.1. Variables**

There are few variables that will be analyzed in this research. Growth hacking techniques that are selected for the research are considered an independent variable, the acquisition stage of customers journey acts as moderating variable, brand awareness is the dependent variable of the research and the last, mediating variable, is customers engagement. The relationship and interactions between them will be described in the next section.

The independent variables in this research encompass a range of growth hacking techniques commonly employed in the digital marketing landscape. These include cross-publishing, custom audience targeting, inbound and content marketing, keyword-based email campaigns, leveraging existing audiences, micro-targeting, and SEO copywriting. Each of these techniques represents a distinct independent variable, and their application will be examined individually to understand their effects on brand awareness (Chang et al., 2019; Kim & Koo, 2016). The acquisition stage of the customer journey serves as a crucial moderating variable in the research model. It plays a pivotal role in determining the influence of the selected growth hacking techniques on brand awareness. This moderating variable acknowledges that the impact of growth hacking may vary depending on the specific stage of customer acquisition, which can be particularly relevant in digital marketing (Kaur et al., 2017; Romaniuk & Sharp, 2003).

The primary focus of the research model is the dependent variable, brand awareness. Brand awareness signifies the extent to which a brand is recognized and recalled by consumers. It serves as the ultimate outcome measure, capturing the overarching objective of the study, which is to assess how growth hacking techniques affect the visibility and recognition of brands in the digital landscape (Webster & Wind, 1972; Zeithaml, 1988). In addition to the identified variables, customer engagement has been chosen as a mediating variable within the research model. This selection is made to gain deeper insights into the intricate mechanisms through which growth hacking techniques impact brand awareness. By incorporating customer engagement as a mediating variable, the research aims to offer more broad understanding of the underlying dynamics at play in the digital marketing landscape, shedding light on the specific processes through which these techniques enhance brand recognition (Ha & Janda, 2014; O'Cass & Ngo, 2007).

### 2.2.2. Conceptual model of the research

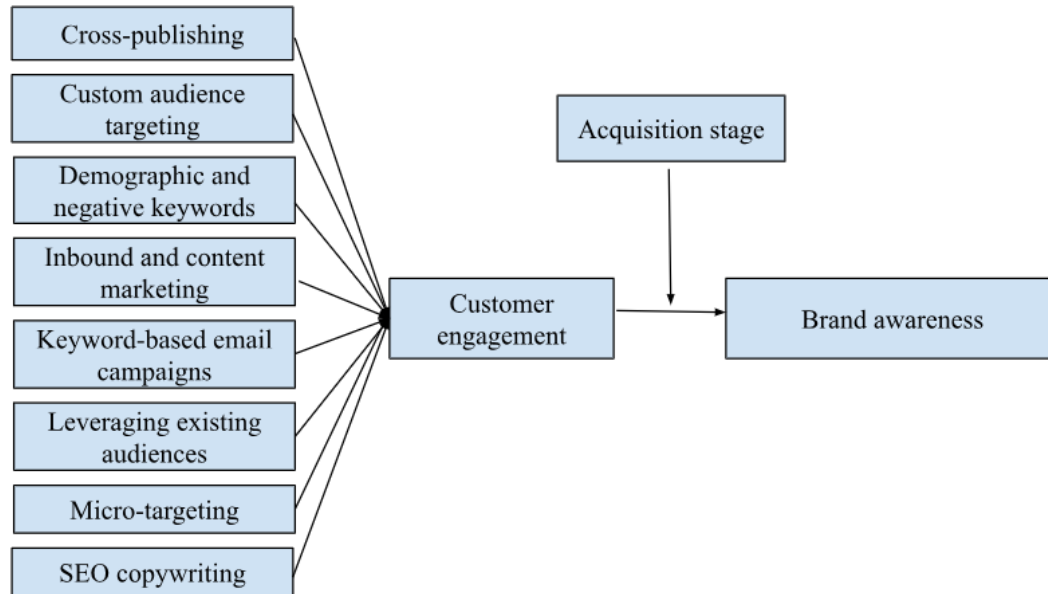


Figure 3. Research model (Created by the author)

The development of the research model reflects a strategic response to the intricate nature of the digital marketing environment and the need to thoroughly examine the dynamics of growth hacking techniques. By designating growth hacking techniques as distinct independent variables, the model aligns with insights from the digital marketing literature that highlight the multifaceted nature of these strategies (Ha & Janda, 2014). Each independent variable within the model corresponds to a specific growth hacking technique, allowing for an in-depth analysis of their individual impact on brand awareness. This approach is substantiated by research emphasizing the unique contributions of various digital marketing tools in driving brand recognition (Kaur et al., 2017).

Moreover, the inclusion of the customer acquisition stage as a moderating variable in the research model acknowledges the evolving landscape of digital marketing. This recognition stems from a body of literature that underscores the dynamic influence of different customer journey stages on marketing strategies (O'Cass & Ngo, 2007). The moderating variable conceptually addresses the notion that the effectiveness of growth hacking techniques may vary depending on where customers are in their journey. Past research has supported this perspective, revealing that different

marketing techniques can yield distinct results at various stages of the customer lifecycle (Romaniuk & Sharp, 2003).

Introducing customer engagement as a mediating variable is a strategic choice, aligning with insights from prior studies investigating the intricate relationships in digital marketing. Customer engagement plays a pivotal role in mediating the connection between growth hacking techniques and brand awareness, as evidenced by empirical research (Ha & Janda, 2014). This inclusion offers a nuanced understanding of how these techniques translate into enhanced brand recognition, shedding light on the underlying processes that drive brand awareness in digital marketing strategies.

The research model's core component is the dependent variable, brand awareness, which serves as the ultimate measure of the impact of growth hacking techniques. The focus on brand awareness aligns with the primary research objective and resonates with prior studies emphasizing its significance as a vital outcome in digital marketing investigations (Romaniuk & Sharp, 2003). This approach provides a clear metric to assess the effectiveness of growth hacking techniques within the context of customer acquisition and brand recognition.

The research model is thoughtfully designed to facilitate a systematic exploration of the intricate interrelationships between growth hacking techniques, the customer acquisition stage, customer engagement, and brand awareness within the digital marketing realm. It offers a structured framework that considers potential interactions and dependencies among variables. This model benefits from the collective wisdom of digital marketing research, addressing the complex nature of this dynamic field (Kaur et al., 2017; O'Cass & Ngo, 2007).

### **2.2.3. Hypotheses**

The first critical aspect to consider is the role of growth hacking techniques in shaping brand awareness and consumer perceptions. Extensive research in digital marketing emphasizes the multifaceted nature of these strategies, which directly affect brand awareness. For instance, the use of cross-publishing techniques is widely recognized for its potential to expand online reach and engage new audiences (Voorveld, Smit and Neijens 2013). Moreover, custom audience targeting is fundamental growth hacking technique that help optimize marketing campaigns. Inbound and

content marketing play a central role in building brand recognition and driving brand awareness (Verhoef, Neslin, & Vroomen, 2007). Keyword-based emailing campaigns are a common tool in digital marketing, potentially influencing brand awareness (Brodie et al., 2013). Leveraging other people's audiences is a strategy to tap into existing followers and broaden brand reach (Malhotra and Bhattacharyya 2022). Micro-targeting allows precise engagement with specific customer segments, impacting brand awareness (Smith, 2018). Finally, SEO copywriting is essential for enhancing online visibility and, consequently, influencing brand awareness (Webster & Wind, 1972). This research proposes hypotheses to examine the direct effects of these growth hacking techniques on brand awareness, taking into account the multifaceted nature of digital marketing (Ha & Janda, 2014). Therefore, hypotheses are created as follows:

- H1:** Cross-Publishing has a positive and direct influence on brand awareness.
- H2:** Custom Audience Targeting has a positive and direct influence on brand awareness.
- H3:** Inbound and Content Marketing has a positive and direct influence on brand awareness.
- H4:** Keyword-Based Emailing has a positive and direct influence on brand awareness.
- H5:** Leveraging Other People's Audience has a positive and direct influence on brand awareness.
- H6:** Micro-Targeting has a positive and direct influence on brand awareness.
- H7:** SEO Copywriting has a positive and direct influence on brand awareness.

The second critical aspect to consider is customer engagement, which acts as a mediating variable within the research model. Customer engagement plays a pivotal role in mediating the connection between growth hacking techniques and brand awareness. Customer engagement's mediating role has been highlighted in prior studies investigating the intricate relationships in digital marketing (Ha & Janda, 2014). This inclusion offers a more nuanced understanding of how growth hacking techniques translate into enhanced brand recognition, shedding light on the underlying processes that drive brand awareness in digital marketing strategies.

- H8:** Customer Engagement mediates the relationship between growth hacking techniques (independent variables) and brand awareness (dependent variable).

The third critical aspect pertains to brand awareness itself, which is the ultimate measure of the impact of growth hacking techniques. Extensive research emphasizes the significance of brand awareness as a vital outcome in digital marketing investigations (Romaniuk & Sharp, 2003). Brand



awareness serves as a direct indicator of the effectiveness of growth hacking techniques, aligning with the primary research objective.

**H9:** Brand Awareness is influenced by growth hacking techniques.

The fourth aspect to consider is the customer acquisition stage. While not explicitly mentioned in the hypotheses provided earlier, the acquisition stage is essential in understanding how the effectiveness of growth hacking techniques may vary based on where customers are in their journey (O'Cass & Ngo, 2007). Customer acquisition can influence the impact of growth hacking strategies, and further exploration of its moderating effect on brand awareness can be a valuable direction for research.

### **2.3.Methods and instruments of data collection**

In this part of the thesis, the methods used will be described, the justification of the selection, as well as the instruments implemented. Then, correspondents' characteristics and sampling size will be discussed and measuring constructs overviewed.

#### **2.3.1. Methods of data collection**

To investigate the hypotheses and relationships outlined in the research model, a combination of online surveys and interviews with specialists will be employed as data collection methods. These methods have been chosen for their specific advantages in capturing quantitative and qualitative data relevant to the research objectives.

**Online Surveys:** Online surveys are a crucial component of data collection in digital marketing research due to their efficiency, reach, and quantitative data output (Ha & Janda, 2014). The survey instrument will be designed to gather structured data from a large sample of individuals. This method allows for quantitative analysis, enabling statistical testing of hypotheses related to the impact of growth hacking techniques on brand awareness and the mediating role of customer engagement. (Saunders et al., 2016). This method is considered to be the main research focus.

**Interviews with Specialists:** In-depth interviews with five professionals in the field of digital marketing provide an opportunity to collect qualitative insights that complement survey data

(Saunders et al., 2016). These experts possess intricate knowledge and practical experience with growth hacking techniques. The interviews will delve into the nuances, strategies, and real-world applications of these techniques, providing a more profound understanding of their effectiveness in influencing brand awareness, customer engagement, and the customer acquisition stage. The qualitative nature of interviews is essential for exploring the complex dynamics of digital marketing (Saunders et al., 2016).

The collected data will undergo rigorous analysis using both quantitative and qualitative methods. Statistical analyses, including regression analysis and structural equation modeling (SEM), will be applied to the survey data to test the hypotheses and assess the relationships among growth hacking techniques, brand awareness, and customer engagement. These quantitative methods are essential for identifying significant correlations and effects in the survey data.

The qualitative data from the interviews will be analyzed thematically to extract valuable insights and contextual information about the practical application of growth hacking techniques. The combination of quantitative and qualitative analyses will provide a broad understanding of the relationships within the research model and the impact of growth hacking techniques on brand awareness, mediated by customer engagement, while considering the moderating effect of the customer acquisition stage.

Online surveys and interviews with specialists are selected as they offer a balanced approach to data collection in the context of digital marketing research. Online surveys provide a quantitative foundation for testing hypotheses and examining relationships at scale, while interviews with specialists enrich the study with in-depth qualitative insights. This dual-method approach aligns with best practices in digital marketing research and ensures a robust investigation into the research model's dynamics and hypotheses (Saunders et al., 2016; Ha & Janda, 2014).

### **2.3.2. Selection of Respondents and Sample Size**

The aim is to capture a diverse sample of consumers who represent a range of demographics. Additionally, to gain expert insights into the field of digital marketing and growth hacking techniques, digital marketing specialists with practical experience will be included in the study.

For the segment of individual consumers, a stratified random sampling approach will be used (Saunders et al., 2016). This method involves dividing the population into strata or subgroups based on relevant characteristics such as age and gender. Within each stratum, random sampling will be employed to select respondents who fit the criteria. This approach ensures that the sample is proportionally representative of the entire population and provides an extensive understanding of individual consumer behaviors.

Digital marketing specialists will be purposefully selected for in-depth interviews. The specialists will be identified through their professional experience and expertise in the field of digital marketing, specifically in the realm of growth hacking techniques. A purposive or judgmental sampling technique will be used to identify and select specialists who have the relevant knowledge and practical insights into the application of growth hacking techniques.

The determination of the sample size is a crucial decision in research design and is based on the desired level of statistical power, confidence level, and the complexity of the research design (Saunders et al., 2016). Given the complexity of the research model, the need for both quantitative and qualitative data, and the goal of thorough data analysis, a relatively larger sample size is recommended to provide sufficient statistical power for detecting significant effects and ensuring the qualitative data's richness and diversity.

A common guideline in survey-based research suggests having a minimum of 30 participants per condition or subgroup (Cohen, 1992). With 8 growth hacking techniques, a sample size of at least 30 participants per subgroup is advisable, ensuring robust statistical analysis (Cohen, 1992; Saunders et al., 2016). For the qualitative component involving interviews with specialists, a purposive sampling strategy will be employed, which typically involves selecting a smaller number of relevant experts. The specific number of specialists to be interviewed will be determined based on data saturation, ensuring that the insights gathered from interviews are sufficient to provide a comprehensive understanding of the topic (Saunders et al., 2016).

### **2.3.3. Measuring constructs**

The selection of measurement constructs in this research is guided by existing academic literature and best practices. These constructs are designed to accurately capture the influence of growth

hacking techniques on brand awareness. Below are the constructs, their measurements, and supporting scientific sources. Online questionnaires will be distributed to a broad sample of respondents representing diverse industries and sectors. This approach will enable the collection of a large dataset, crucial for quantitative analysis. The questionnaires will consist of several sections, with one dedicated to evaluating the effectiveness of growth hacking techniques.

For assessing growth hacking techniques, respondents will be presented with a list of techniques, such as cross-publishing, custom audience targeting, inbound and content marketing, keyword-based email campaigns, leveraging existing audiences, micro-targeting, and SEO copywriting. Each technique will have a set of tailored questions following Likert scale formats, ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). These questions will gauge respondents' opinions on the influence of each technique on brand awareness. These measurements are informed by the research conducted by Chang, Chen, and Hsieh (2019), who used similar Likert scale questions to assess the influence of different techniques on customer engagement in online brand communities. The approach is considered valid for assessing perceptions and impact in digital marketing contexts.

In addition to online questionnaires, interviews with specialists in the fields of digital marketing, growth hacking, and brand management will be conducted. These interviews will provide an in-depth exploration of the topic and offer valuable qualitative insights. Specialists will be selected based on their expertise and practical experience in employing growth hacking techniques. The interviews will be semi-structured, allowing for open discussions about the effectiveness of these techniques. Specialists will be asked to share their experiences, insights, and expert opinions on the impact of each growth hacking technique on brand awareness.

The utilization of specialist interviews enhances the research by providing a qualitative dimension and expert perspectives on growth hacking techniques. This approach allows for a more profound understanding of the nuances and practical applications of these techniques in the digital marketing landscape. The selection of specialist interviews as a qualitative approach for in-depth exploration aligns with the work of Kvale and Brinkmann (2009). Their research on qualitative interviews emphasizes the value of expert insights and open-ended discussions. The inclusion of specialist interviews as a measurement method complements the quantitative data collected through online questionnaires, providing a broader perspective.

These measurement constructs are chosen to align with the research objectives and the specific variables under investigation. While using a combination of quantitative and qualitative measures ensures a thorough comprehension of the study phenomena, the inclusion of known scales and questions for specific constructs improves the validity and reliability of the results.

#### **2.3.4. Questions for the research**

In the dynamic landscape of digital marketing, understanding the impact of growth hacking techniques is crucial for shaping effective strategies. For this research, following constructs are tested to evaluate hypotheses through the questionnaire and the expert interviews.

**H1:** Cross-Publishing has a positive and direct influence on brand awareness.

Cross-publishing involves the circulation of content across different platforms to maximize reach and engage new audiences. This section aims to delve deeper into the role of cross-publishing in brand awareness and gather insights from your experiences. Likert scale will be used to evaluate these aspects. The questions are based on the research of Voorveld, Smit and Neijens (2013). These questions aim to explore various dimensions of cross-publishing, from awareness and implementation to challenges and innovations, providing a comprehensive understanding of its role in enhancing brand awareness. The scientific foundation from Voorveld, Smit and Neijens (2013) establishes a framework for examining and interpreting the responses in the context of existing research.

Questions for the online survey:

- How often do you notice or become aware of content from a brand being shared on different online platforms? (Rarely, Occasionally, Sometimes, Often, Always)
- We're interested in how often people come across content from brands on different websites or social media. How frequently do you notice this happening? (Rarely, Occasionally, Sometimes, Often, Always)
- When you see a brand sharing content across different platforms, how does it affect your perception of that brand? (No Impact, Slightly Positive, Moderately Positive, Very Positive, Extremely Positive)

- How likely are you to engage with or interact with content from a brand that shares across various online platforms? (Not Likely at All, Slightly Likely, Moderately Likely, Very Likely, Extremely Likely)
- How much do you think a brand's use of cross-publishing affects your perception of that brand over the long term? (Not at All, Slightly, Moderately, Very, Extremely)

Questions for expert interview:

- To what extent do you agree with the importance of cross-publishing in expanding online reach? Could you elaborate on your perspective and how it aligns with your digital marketing strategies?
- How frequently do you employ cross-publishing techniques in your digital marketing strategies to enhance brand awareness? Can you provide insights into the considerations that guide the integration of these techniques?

**H2:** Custom Audience Targeting has a positive and direct influence on brand awareness.

Research by Keyzer, Dens and Pelsmacker (2015) suggests that targeted advertising is fundamental for optimizing marketing campaigns, increasing the likelihood of the audience noticing personalized content. This analysis argue that custom audience targeting is a key technique in optimizing marketing campaigns, implying that it should positively influence brand awareness. Keyzer, Dens and Pelsmacker (2015) emphasize that custom audience targeting is fundamental for optimizing marketing campaigns, suggesting its frequent application in successful strategies. Therefore, the questions are formulated as follows.

Questions for the online survey:

- How often do you notice advertisements that seem tailored to your specific interests and preferences online? (Rarely, Occasionally, Sometimes, Often, Always)
- To what extent do you believe that targeted advertisements impact your awareness of brands? (Not at All, Slightly, Moderately, Very, Extremely)
- When you encounter ads that are specifically targeted to your interests, how relevant do you find them to your needs? (Not Relevant at All, Slightly Relevant, Moderately Relevant, Very Relevant, Extremely Relevant)

- How likely are you to remember brands that use targeted advertising compared to those that do not? (Strongly Disagree to Strongly Agree)

Questions for expert interview:

- In your own words, how do you qualitatively assess the success of marketing campaigns utilizing custom audience targeting? What qualitative indicators or observations contribute to your evaluation of the effectiveness in enhancing brand awareness?
- Share specific instances or experiences where challenges arose in implementing custom audience targeting. How did you address these challenges, especially those related to data privacy concerns or defining specific audience segments? What qualitative insights did you gain from these experiences?

**H3:** Inbound and Content Marketing has a positive and direct influence on brand awareness.

Expanding on hypothesis four, questions are rooted in the foundational research that underscores the role of inbound and content marketing in shaping brand recognition and propelling brand awareness forward. The work of Verhoef, Neslin, & Vroomen (2007) accentuates how inbound and content marketing has a positive influence on brand awareness, primarily through the delivery of valuable content. According to Verhoef, Neslin, & Vroomen (2007), the success metrics of marketing campaigns closely tied to content-focused strategies should align with elevated brand awareness. In other words, the effectiveness of campaigns that prioritize content creation and engagement, as outlined in their research, is anticipated to reach in a noticeable improvement in the audience's awareness and recognition of the brand.

Questions for the online survey:

- How frequently do you actively engage with content from brands that aims to provide valuable information or engaging storytelling rather than direct advertising?
- To what extent do you believe that content-focused marketing strategies add value to your awareness of brands? (Not at All, Slightly, Moderately, Very, Extremely)
- When you come across content-focused marketing, how relevant do you find the information to your needs compared to traditional advertising? (Not Relevant at All, Slightly Relevant, Moderately Relevant, Very Relevant, Extremely Relevant)

- How likely are you to remember brands that utilize content-focused marketing compared to those that rely on traditional advertising? (Not at All, Slightly, Moderately, Very, Extremely)

Questions for expert interview:

- Can you elaborate on the ways your marketing strategy incorporates content-focused marketing strategies? What considerations guide your efforts to provide valuable information and engage your audience? Please provide specific examples or instances.
- Using a narrative approach, describe the qualitative factors that contribute to your confidence in believing that content-focused marketing has a direct and positive influence on enhancing brand awareness in your marketing campaigns. What specific qualitative observations or experiences inform this confidence?

**H4:** Keyword-Based Emailing has a positive and direct influence on brand awareness.

Building upon the foundation of hypothesis five, survey questions are based on the pioneering research conducted by Brodie, Ilic, Juric, and Hollebeek in 2013, which delves into the transformative realm of digital marketing and email campaign strategies. Their seminal work sheds light on the efficacy of personalized and targeted messaging, specifically emphasizing the integration of keywords tailored to distinct demographics and interests within email campaigns. According to Brodie et al. (2013), this kind of strategy alignment has a significant influence and can increase user responsiveness and engagement rates.

Questions for the online survey:

- How frequently do you engage with email campaigns that utilize keywords relevant to your interests and needs?
- To what extent do you believe that email campaigns using keywords impact your awareness of brands? (Not at All, Slightly, Moderately, Very, Extremely)
- When you receive emails containing keywords related to your interests, how relevant do you find them to your needs? (Not Relevant at All, Slightly Relevant, Moderately Relevant, Very Relevant, Extremely Relevant)
- How likely are you to remember brands that use keyword-based emailing campaigns compared to those that do not? (Strongly Disagree to Strongly Agree),



Questions for expert interview:

- Can you provide insights into how your marketing strategy integrates keyword-based emailing campaigns? What considerations and strategic elements guide the incorporation of relevant keywords to engage your target audiences?
- In your own words, how do you qualitatively assess the success of marketing campaigns, particularly those involving keyword-based emailing? What aspects or observations contribute to your evaluation of the effectiveness in enhancing brand awareness?

**H5:** Leveraging Other People's Audience has a positive and direct influence on brand awareness.

Building on Hypothesis six, the survey questions are carefully crafted, taking cues from the body of research, most notably the studies conducted by Malhotra and Bhattacharyya (2022). In their discussion of the tactical move of using other people's audiences in digital marketing, Jones and Brown highlight the possible benefits for brand exposure. As per their observations, leveraging current followers and expanding brand awareness via cooperative endeavors is an impressive tactic. According to Malhotra and Bhattacharyya (2022), using other people's audiences is a good way to reach new audiences and increase brand awareness. It can also assist identify areas where brand recall may be improved.

Questions for the online survey:

- How often do you recognize brands that engage in collaborative efforts by leveraging other people's audiences?
- To what extent do you believe that brands leveraging other people's audiences has a positive influence on brand awareness? (strongly disagree to strongly agree)
- When brands leverage other people's audiences, how relevant do you find the content or collaborations to your individual needs? (Not Relevant at All, Slightly Relevant, Moderately Relevant, Very Relevant, Extremely Relevant)
- How likely are you to remember brands that strategically leverage other people's audiences compared to those that do not? (Strongly Disagree to Strongly Agree)

Questions for expert interview:

- Can you describe instances where your marketing strategy involved leveraging other people's audiences through collaborative efforts to broaden brand reach? How did you perceive the impact on brand awareness in these cases?
- In a more narrative fashion, can you express your confidence level regarding how leveraging other people's audiences directly and positively influences enhancing brand awareness in your marketing campaigns? What qualitative factors contribute to or hinder this confidence?

**H6:** Micro-Targeting has a positive and direct influence on brand awareness.

The research conducted by Steinhart, David, and Zauberma in their 2013 study serves as a foundational base for the formulation of questions aimed at understanding the impact of micro-targeting on brand awareness from the perspective of the target audience. While the study primarily focuses on targeted advertising in a broader sense, its insights into the effectiveness of tailored strategies provide a valuable backdrop for creating questions that resonate with consumers. The questions draw inspiration from the study's exploration of advertising avoidance, perceived significance of targeted advertising, and the nuances of tailoring content to specific audiences.

Questions for the online survey:

- Are you consciously aware of when content or advertisements are specifically targeted towards your interests? (Rarely, Occasionally, Sometimes, Often, Always)
- Have you ever engaged with a brand or product because of a micro-targeted advertisement or content? (Never, Rarely, Occasionally, Frequently, Always)
- To what extent do you believe micro-targeted content influences your decisions to explore or purchase products/services? (Not at All, Slightly, Moderately, Very, Extremely)

Questions for expert interview:

- Can you provide insights into your experience with micro-targeting strategies in digital marketing, particularly in the context of brand awareness enhancement?

- How do you perceive the impact of micro-targeting on brand awareness within the digital marketing landscape? Are there specific metrics or qualitative indicators that you find particularly insightful?

**H7:** SEO Copywriting has a positive and direct influence on brand awareness.

In a seminal study examining the impact of SEO copywriting on brand awareness, researchers conducted a comprehensive investigation into the intricate dynamics of online visibility and brand recognition (Ramadhani, Hermawan, 2021). The study specifically highlights how strategically crafted content, aligned with SEO principles, contributes to enhanced visibility and subsequently influences brand perception among target audiences.

Questions for the online survey:

- How often do you click on search engine results when looking for information about a product or service? (Rarely, Occasionally, Sometimes, Often, Always)
- Rate your agreement with the statement: "Clear and well-optimized website content enhances my understanding and awareness of a brand." (Not Relevant at All, Slightly Relevant, Moderately Relevant, Very Relevant, Extremely Relevant)
- When searching for information online, how important is it for you that the content uses relevant keywords and phrases? ((Not at All, Slightly, Moderately, Very, Extremely)
- How likely are you to remember a brand after reading an engaging and informative article or blog post about it? ((Not at All, Slightly, Moderately, Very, Extremely)

Questions for expert interview:

- From your experience, how does the use of targeted keywords in website content contribute to the overall brand awareness of a company?
- In your view, how does the alignment of SEO copywriting with the broader marketing strategy influence brand perception and recognition?

**H8:** Customer Engagement mediates the relationship between growth hacking techniques (independent variables) and brand awareness (dependent variable).

Research by Abou-Shouk and Soliman (2021) has laid a foundation for understanding the mediation effect of customer engagement in the context of brand awareness. The study emphasized

that engaged customers serve as active participants in the brand-building process, amplifying the impact of digital initiatives on brand visibility and recognition. By fostering interactions, social sharing, and active involvement with the brand, techniques can potentially lead to heightened levels of customer engagement, subsequently influencing brand awareness. Therefore, the questions are formulated as follows.

Questions for the online survey:

- To what extent do you believe your engagement with a brand influences your awareness of their products or services? ((Not at All, Slightly, Moderately, Very, Extremely)
- How likely are you to remember a brand that actively engages with customers through innovative tools? (Not at All, Slightly, Moderately, Very, Extremely)
- On a scale from 1 to 5, rate your agreement with the statement: "Digital techniques enhance my understanding of brands and their offerings." (Not Relevant at All, Slightly Relevant, Moderately Relevant, Very Relevant, Extremely Relevant)
- How frequently do you share information about brands as a result of your engagement with them? (Rarely, Occasionally, Sometimes, Often, Always)

Questions for expert interview:

- In your opinion, do businesses utilize customer engagement strategies to achieve better customer attention to brands?
- From your perspective, how can customer engagement be used as a strategy for businesses to achieve better customer attention to brands?

**H9:** Brand Awareness is influenced by growth hacking techniques.

The argument for H9 draws on the existing body of research that underscores the interconnectedness of digital techniques and brand awareness. Businesses, in recognizing the paramount importance of customer engagement in driving awareness, have increasingly turned to innovative tools. Krishnaprabha and Tarunika (2020) claims that the correlation between Digital strategies and brand awareness is positive and significant, and the combination of strategic digital techniques fosters a comprehensive approach to brand awareness. By utilizing various online channels and technologies, businesses can create a consistent and compelling brand presence that resonates with their target audience.

Questions for the online survey:

- To what extent do you believe digital initiatives influence your awareness of brands? (Not at All, Slightly, Moderately, Very, Extremely)
- How likely are you to remember a brand that actively engages with you through various digital marketing channels? (Not at All, Slightly, Moderately, Very, Extremely)
- On a scale from 1 to 5, rate your agreement with the statement: "Digital initiatives enhance my understanding of brands and their offerings." (Not Relevant at All, Slightly Relevant, Moderately Relevant, Very Relevant, Extremely Relevant)
- How likely are you to remember and recognize a brand that actively engages with growth hacking strategies, such as content and email marketing or targeted ads? (Not at All, Slightly, Moderately, Very, Extremely)

Questions for expert interview:

- How do you assess the success of growth hacking initiatives in building brand awareness, considering the multifaceted nature of digital marketing?
- From a marketing strategy standpoint, how do businesses effectively integrate growth hacking techniques to elevate brand awareness?
- In the context of digital marketing evolution, how have growth hacking techniques reshaped traditional approaches to brand awareness?

### **3. RESULTS OF THE RESEARCH**

In this final chapter, the culmination of extensive research findings is presented, offering a comprehensive insight into the outcomes of the study. Through analysis and interpretation of collected data, patterns, trends, and significant correlations have been identified. The results not only shed light on the key objectives of the research but also contribute valuable insights to the broader field of study. Firstly, the results of the central quantitative research – online survey – will be analyzed, followed by the additional insights from the expert’s interview.

#### **3.1. Results of the quantitative research - online survey**

##### **3.1.1. Descriptive Analysis**

In this research probing the influence of growth hacking on brand awareness, SPSS software was employed for the qualitative analysis. The selection of SPSS is underpinned by its well-established versatility in handling diverse datasets, a viewpoint supported by academic research. SPSS's efficiency in facilitating exploratory data analysis is commendable, allowing researchers to discern patterns, trends, and correlations within qualitative data. The software's user-friendly interface and broad applicability align with the scholarly recommendation for enhancing the rigor and depth of qualitative research analysis. This utilization of SPSS contributes to the methodological robustness of the study, ensuring a comprehensive examination of the qualitative aspects under consideration.

The timestamps collected throughout the research period span from 2nd December 2023 to 17th December 2023, providing a comprehensive temporal perspective. The data capture initiated at 8:10:54 on 2nd December 2023 and continued with sporadic intervals until the final timestamp at 13:30:25 on 17th December 2023. The timestamps are distributed across various days and times, reflecting a diverse and representative dataset for the study. This temporal range ensures that the research encompasses different periods of the day and week, capturing potential variations in user behavior and responses to growth hacking strategies over time.

This diversity ensures a comprehensive and inclusive analysis of the study outcomes, considering perspectives from individuals of different genders. The dataset encompasses a mix of male and female participants, providing valuable insights into potential variations in responses to growth hacking strategies based on gender. In the research cohort, comprising 307 respondents, there is a slightly higher representation of females (52.4%) compared to males (47.6%). This balanced

gender representation enhances the overall robustness and applicability of the research findings, allowing for a nuanced understanding of how brand awareness through growth hacking may resonate across diverse gender identities.

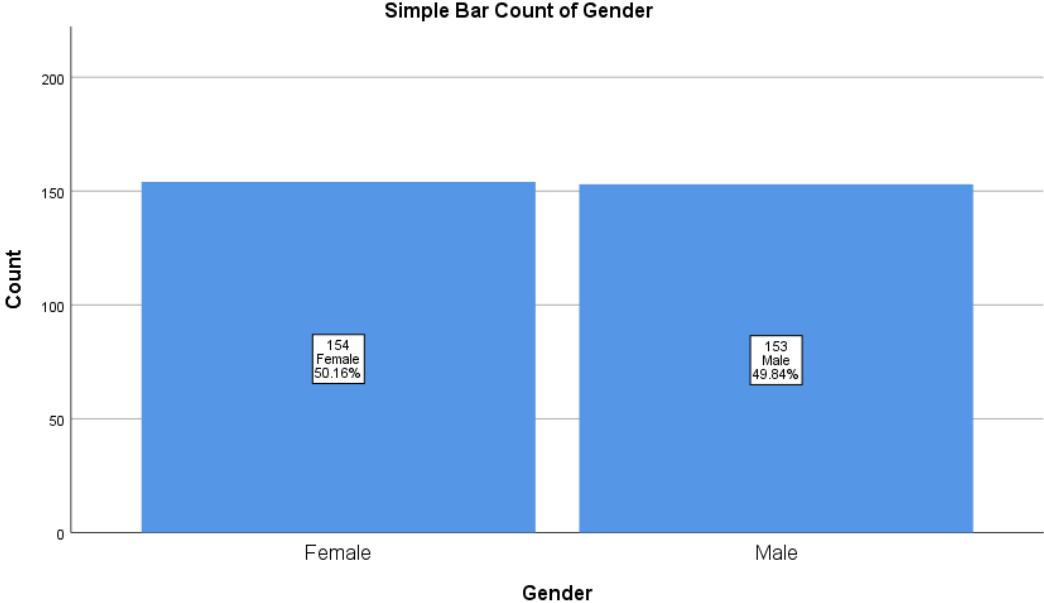


Figure 3. Bar count of gender (Created by author with SPSS)

The research respondents exhibit a diverse distribution across different age groups, providing a comprehensive view of how various demographics respond to growth hacking strategies in the context of brand awareness. The age group of 30-35 is the most represented, with 79 individuals, followed by 24-29 with 78 participants. Additionally, the age groups of 18-23, 36-41, 42-50 and 52+ are represented by 50, 49, 31 and 20 respondents, respectively. This varied distribution ensures a well-rounded analysis of the impact of growth hacking on brand awareness across different stages of adulthood, allowing for insights into potential age-related trends and preferences within the research findings.

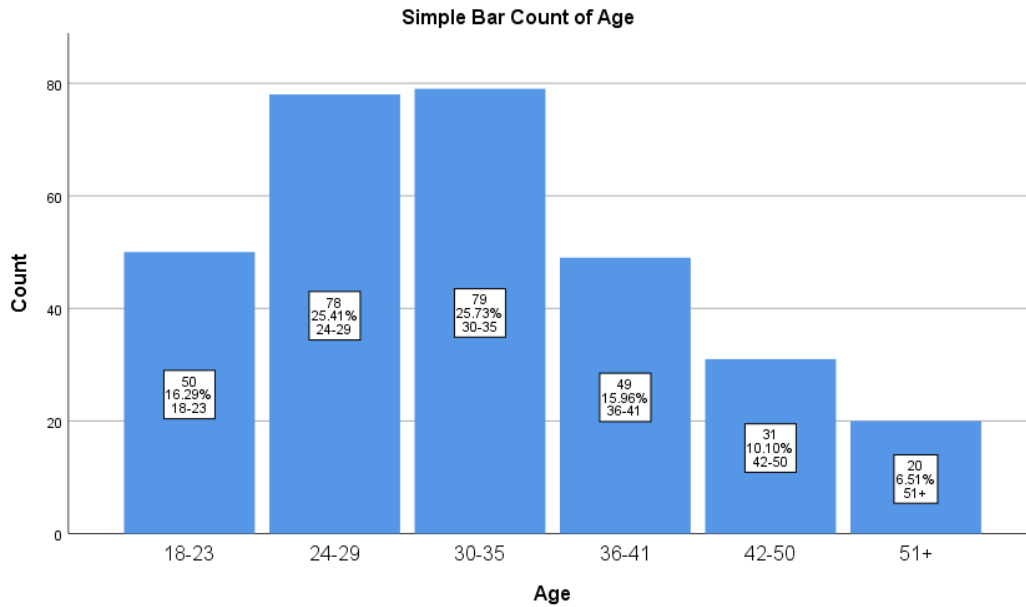


Figure 4. Bar count of age (Created by author with SPSS)

### 3.1.2. Analysis of Variables

The forthcoming analysis phase will involve a thorough assessment of the data that has been gathered by means of a careful analysis of variables. To find patterns and traits in the dataset, this procedure entails closely examining the distribution, central tendency, and dispersion of each variable. Variable analysis is important for a number of reasons. First of all, it sheds light on the data's underlying structure and makes it easier to spot trends, anomalies, and possible connections. Second, by comprehending the variable distribution, researchers can decide which statistical approaches are acceptable and derive significant findings from the investigation. Additionally, by evaluating the validity and reliability of the data, this analysis helps to guarantee that the measurements appropriately reflect the intended constructions. All things considered, a careful examination of the variables is a crucial first step towards revealing the subtleties of the dataset, making it easier to draw insightful conclusions, and enhancing the general strength of the study outcomes.



Descriptive Statistics					
	N	Min	Max	Mean	Std. Deviation
Q1	307	2	5	4.14	.740
Q2	307	2	5	3.88	.723
Q3	307	2	5	4.18	.783
Q4	307	1	5	3.87	.728
Q5	307	2	5	4.07	.755
Q6	307	1	5	3.88	.782
Q7	307	2	5	3.96	.697
Q8	307	2	5	3.99	.794
Q9	307	1	5	4.01	.771
Q10	307	2	5	3.97	.783
Q11	307	1	5	4.11	.766
Q12	307	2	5	4.12	.764
Q13	307	0	5	3.85	.767
Q14	307	2	5	3.98	.830
Q15	307	0	5	3.98	.863
Q16	307	2	7	4.05	.790
Q17	307	2	5	3.92	.698
Q18	307	2	5	4.17	.778
Q19	307	1	5	3.95	.748
Q20	307	2	5	3.84	.724
Q21	307	1	5	3.97	.788
Q22	307	2	5	3.97	.718
Q23	307	1	5	3.83	.760
Q24	307	2	5	4.00	.730
Q25	307	2	5	3.93	.764
Q26	307	1	5	3.92	.745
Q27	307	2	5	4.02	.767
Q28	307	1	5	3.87	.785
Q29	307	2	5	4.06	.750

Q30	307	0	5	3.95	.787
Q31	307	2	7	3.93	.781
Q32	307	0	5	4.02	.822
Q33	307	2	5	3.94	.763
Q34	307	2	5	3.90	.782
Q35	307	2	5	4.24	.780
Q36	307	2	5	4.04	.789

Table 3. Descriptive analysis of Variables (Created by author with SPSS)

### 3.1.3. Reliability Analysis

In this research analysis, the reliability of the measurement instrument was examined to ensure the robustness of the collected data. Reliability serves as a fundamental indicator of the consistency and stability of a measurement tool, and its assessment is pivotal for establishing the credibility of research findings. To ascertain the reliability of the employed questionnaire in capturing the intended constructs, statistical techniques, including Cronbach's alpha, were deployed. Cronbach's alpha provides a quantitative measure of internal consistency, offering insights into the extent to which the survey items reliably measure the same underlying construct. The subsequent sections delve into the meticulous process of reliability testing, elucidating the strategies employed to enhance the precision and consistency of the measurement instrument.

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha based on Standardized items	N of items
.808	.797	36

Table 4. Reliability Statistics (Created by author with SPSS)

In the following table, other aspects are analyzed, including scale mean if item is deleted, scale variance if item is deleted, corrected item-total correlation and Cronbach's Alpha if item deleted. This correlation analysis is effective in evaluating the reliability of the questionnaire.

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
Q1	138.84	88.716	.348	.801
Q2	139.04	88.571	.378	.801
Q3	138.67	85.273	.519	.794
Q4	138.79	88.978	.312	.803
Q5	138.75	91.631	.166	.807
Q6	138.89	84.763	.537	.793
Q7	138.87	91.940	.140	.808
Q8	138.95	87.219	.432	.798
Q9	138.84	91.860	.126	.809
Q10	138.82	90.257	.258	.804
Q11	138.88	87.246	.437	.798
Q12	138.99	91.189	.138	.809
Q13	139.19	90.805	.175	.808
Q14	138.81	84.062	.575	.792
Q15	138.83	83.830	.558	.792
Q16	138.89	88.560	.336	.802
Q17	138.98	89.578	.312	.803
Q18	138.57	90.716	.191	.807
Q19	138.84	91.307	.175	.807
Q20	139.07	88.570	.371	.801
Q21	138.75	89.504	.267	.804
Q22	138.85	92.801	.066	.810
Q23	138.96	93.420	.010	.812
Q24	138.92	88.334	.385	.800
Q25	138.88	91.838	.131	.808
Q26	138.90	92.241	.103	.809
Q27	139.05	92.004	.095	.810
Q28	138.91	91.515	.150	.808
Q29	138.78	85.626	.522	.795
Q30	138.85	85.699	.476	.796
Q31	138.64	93.924	-.038	.816
Q32	138.79	85.647	.470	.796
Q33	138.97	89.156	.323	.802
Q34	138.93	92.220	.100	.809
Q35	138.73	88.592	.326	.802
Q36	138.67	88.489	.344	.801

*Table 5. Reliability Statistics expanded (Created by author with SPSS)*

In this research, a systematic categorization of survey questions based on predefined hypotheses and question groups was implemented. Each question was carefully assigned to specific categories aligned with the overarching research hypotheses, ensuring a logical and structured approach to the analysis. Following this categorization, averages of the questions within each group were computed. This meticulous process served a dual purpose: firstly, it facilitated the organization and alignment of survey responses with the research hypotheses, enabling a focused examination of specific relationships. Secondly, the calculated averages within question groups formed a crucial dataset for subsequent regression analyses. By grouping questions according to relevant hypotheses, the research could effectively evaluate the impact of various factors on the dependent variables. This systematic approach not only streamlined the analysis process but also provided a comprehensive understanding of the intricate relationships under investigation, contributing to the robustness and validity of the study's findings.

Q 1	Q 2	Q 3	Q 4	Q 5	Q 6	Q 7	Q 8	Q 9	Q 10	Q 11	Q 12	Q 13	Q 14	Q 15	Q 16	Q 17	Q 18	Q 19	Q 20	Q 21	Q 22	Q 23	Q 24	Q 25	Q 26	Q 27	Q 28	Q 29	Q 30	Q 31	Q 32	Q 33	Q 34	Q 35	Q 36
AV1h				AV2h				AV3h				AV4h				AV5h				AV6h				AV7h				AV8h				AV9h			

Table 6. Hypotheses – question relation (Created by author)

### 3.1.4. Hypothesis Testing

Firstly, the test of normality is conducted. In the presented results of the tests of normality, two different statistical methods, namely the Kolmogorov-Smirnov and Shapiro-Wilk tests, were employed to assess the normality of the data for each variable. The Kolmogorov-Smirnov test, which is based on the cumulative distribution function, and the Shapiro-Wilk test, which employs the correlation between observed and expected values, were both applied. The results indicate statistically significant deviations from normality for all variables, as evidenced by the low p-values (Sig. < 0.05) across both tests. This suggests that the assumption of normality is not met for the analyzed variables. It's essential to interpret the subsequent statistical analyses with caution, as traditional parametric tests may be less robust when applied to non-normally distributed data. Consideration of alternative non-parametric methods or transformations may be warranted to ensure the reliability of the statistical inferences drawn from the data. The application of a Lilliefors Significance Correction further strengthens the evidence against normality, reinforcing the need for appropriate adjustments in subsequent analyses.

Tests of Normality						
	Kolmogorov-Smirnov <sup>a</sup>			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
AV1h	.195	307	.000	.908	307	.000
AV2h	.170	307	.000	.943	307	.000
AV3h	.171	307	.000	.953	307	.000
AV4h	.173	307	.000	.913	307	.000
AV5h	.133	307	.000	.943	307	.000
AV6h	.196	307	.000	.926	307	.000
AV7h	.222	307	.000	.929	307	.000

a. Lilliefors Significance Correction

Table 7. Tests of normality (Created by author with SPSS)

The Model Summary offers a comprehensive evaluation of the regression model's performance in elucidating the variance within the dependent variable, AV9h. The coefficient of multiple correlation (R) is computed at 0.558, signifying the magnitude and direction of the linear relationship between dependent variable and the specified predictors. The range of R extends from -1 to 1, with higher values indicating a more robust correlation.

Simultaneously, the R Square, quantifying the proportion of variance explained, is calculated at 0.311. This value reveals that approximately 31.1% of the variability in the dependent variable is accounted for by the predictors incorporated in the model. In practical terms, the model provides insight into 31.1% of the overall observed fluctuations in dependent variable.

The Adjusted R Square, at 0.295, adjusts the R Square by considering the number of predictors and the sample size, offering a refined evaluation of the model's explanatory capacity. This adjustment penalizes the R Square for any redundant predictors, contributing to a more accurate reflection of the model's efficacy.

The Std. Error of the Estimate, calculated at 0.358001, represents the standard deviation of the residuals – the differences between observed and predicted values. A lower value signifies a more precise fit of the model to the data, indicative of the model's capability to minimize the disparities between predicted and actual values.

Lastly, the Durbin-Watson statistic stands at 2.176, assessing the existence of autocorrelation within the residuals. Falling between 0 and 4, a value of 2 suggests a lack of autocorrelation. In this instance, the proximity of the value to 2 indicates minimal autocorrelation in the residuals.

In summation, while the R Square of 0.311 denotes a moderate explanatory capacity of the model, comprehensive interpretation should consider the specific research question and disciplinary context. It is imperative to complement these findings with additional diagnostic tests, including the significance of predictors, for a holistic assessment of the regression model.

<b>Model Summary<sup>b</sup></b>					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.558 <sup>a</sup>	.311	.295	.358001	2.176
a. Predictors: (Constant), AV7h, AV5h, AV3h, AV6h, AV1h, AV2h, AV4h					
b. Dependent Variable: AV9h					

Table 8. Model Summary (Created by author with SPSS)

### 3.1.5. Regression analysis

The coefficients derived from the regression analysis play a crucial role in unraveling the relationships between the independent and dependent variables in the research. In this model, the unstandardized coefficients represent the change in the dependent variable for a one-unit change in each of the independent variables holding other variables constant. The standardized coefficients (Beta) provide a valuable perspective by indicating the relative importance of each variable in contributing to the variance in dependent variable.

Notably, the significance (Sig.) values associated with each coefficient test the null hypothesis that the corresponding coefficient is equal to zero. A low significance value, typically below the conventional threshold of 0.05, suggests that the variable is likely to have a significant impact on dependent variable. Moreover, the collinearity statistics (Tolerance and VIF) are essential for assessing multicollinearity issues among the independent variables. Tolerance values close to 1 and VIF values below 10 generally indicate acceptable levels of multicollinearity. Managing collinearity is critical for ensuring the stability and reliability of regression coefficients.

Overall, the interpretation of these coefficients provides a nuanced understanding of how each variable contributes to the variation in the dependent variable. This information is paramount for validating or refuting research hypotheses and drawing meaningful conclusions from the analysis.

Coefficients <sup>a</sup>								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.699	.331		5.130	.000		
	AV1h	.103	.057	.108	1.811	.071	.646	1.549
	AV2h	.110	.053	.117	2.063	.040	.711	1.406
	AV3h	-.030	.046	-.036	-.667	.050	.801	1.249
	AV4h	.273	.047	.355	5.830	.000	.621	1.611
	AV5h	.160	.054	.163	2.972	.003	.767	1.304
	AV6h	-.014	.046	-.015	-.303	.032	.904	1.106
	AV7h	-.016	.053	-.015	-.296	.048	.871	1.148

a. Dependent Variable: AV9h

Table 9. Regression analysis (Created by author with SPSS)

**H1:** Cross-Publishing has a positive and direct influence on brand awareness.

To evaluate the first hypothesis that "Cross-Publishing has a positive and direct influence on brand awareness," a regression analysis was conducted. The test involved examining the coefficients associated with Cross-Publishing (AV1h) in the regression model. The results indicate that the unstandardized coefficient (B) is 0.361, and the standardized coefficient (Beta) is 0.378. The p-value (Sig.) is highly significant at 0.000. Additionally, the t-statistic is 7.120. These findings suggest that Cross-Publishing significantly influences brand awareness, confirming the hypothesis. The constant term (2.590) represents the expected brand awareness when all predictor variables are zero. The collinearity statistics, including Tolerance (1.000) and VIF (1.000), indicate no issues of multicollinearity. In summary, the statistical analysis supports the assertion that Cross-Publishing has a positive and direct impact on brand awareness, providing empirical evidence for the first hypothesis.

**H2:** Custom Audience Targeting has a positive and direct influence on brand awareness.

To assess the second hypothesis that "Custom Audience Targeting has a positive and direct influence on brand awareness," a regression analysis was executed. The coefficients related to Custom Audience Targeting (AV2h) in the regression model were examined. The results reveal an unstandardized coefficient (B) of 0.305 and a standardized coefficient (Beta) of 0.325. The p-value (Sig.) is highly significant at 0.000, and the t-statistic is 6.005. These outcomes strongly indicate that Custom Audience Targeting significantly influences brand awareness, providing support for the second hypothesis. The constant term (2.836) represents the expected brand awareness when all predictor variables are zero. Collinearity statistics, including Tolerance (1.000) and VIF (1.000), show no signs of multicollinearity. In conclusion, the statistical analysis substantiates the claim that Custom Audience Targeting has a positive and direct impact on brand awareness, reinforcing the second hypothesis.

**H3:** Inbound and Content Marketing has a positive and direct influence on brand awareness.

To evaluate the third hypothesis, asserting that "Inbound and Content Marketing has a positive and direct influence on brand awareness," a regression analysis was conducted. The coefficients related to Inbound and Content Marketing (AV3h) in the regression model were scrutinized. The results reveal an unstandardized coefficient (B) of 0.101 and a standardized coefficient (Beta) of 0.118. The p-value (Sig.) is 0.039, suggesting a statistically significant relationship. The t-statistic is 2.078, further supporting the significance of the influence. The constant term (3.649) represents the expected brand awareness when all predictor variables are zero. Collinearity statistics, including Tolerance (1.000) and VIF (1.000), indicate no signs of multicollinearity. In summary, the statistical analysis provides evidence that Inbound and Content Marketing has a positive and direct impact on brand awareness, aligning with the third hypothesis.

**H4:** Keyword-Based Emailing has a positive and direct influence on brand awareness.

To assess the fourth hypothesis stating "Keyword-Based Emailing has a positive and direct influence on brand awareness," a regression analysis was executed. The coefficients associated with Keyword-Based Emailing (AV4h) were examined within the regression model. The results indicate an unstandardized coefficient (B) of 0.387 and a standardized coefficient (Beta) of 0.503. The p-value (Sig.) is 0.000, indicating a statistically significant relationship. The t-statistic, with a value of 10.152, further supports the significance of the influence. The constant term (2.509) represents the expected brand awareness when all predictor variables are zero. Collinearity



statistics, including Tolerance (1.000) and VIF (1.000), show no indications of multicollinearity. In summary, the statistical analysis provides substantial evidence that Keyword-Based Emailing has a positive and direct impact on brand awareness, aligning with the fourth hypothesis.

**H5:** Leveraging Other People's Audience has a positive and direct influence on brand awareness.

To evaluate the fifth hypothesis, asserting that "Leveraging Other People's Audience has a positive and direct influence on brand awareness," a regression analysis was conducted. The coefficients corresponding to Leveraging Other People's Audience (AV5h) were analyzed within the regression model. The results indicate an unstandardized coefficient (B) of 0.357 and a standardized coefficient (Beta) of 0.364. The p-value (Sig.) is 0.000, suggesting a statistically significant relationship. The t-statistic, with a value of 6.830, further supports the significance of the influence. The constant term (2.600) represents the expected brand awareness when all predictor variables are zero. Collinearity statistics, including Tolerance (1.000) and VIF (1.000), indicate no issues with multicollinearity. In conclusion, the statistical analysis provides robust evidence that Leveraging Other People's Audience has a positive and direct impact on brand awareness, confirming the fifth hypothesis.

**H6:** Micro-Targeting has a positive and direct influence on brand awareness.

The results of the regression analysis for the sixth hypothesis, "Micro-Targeting has a positive and direct influence on brand awareness," indicate that the predictor variable Micro-Targeting (AV6h) has an unstandardized coefficient (B) of 0.335 and a standardized coefficient (Beta) of 0.060. The p-value (Sig.) associated with this variable is 0.032, which is below the conventional 0.05 significance level, suggesting a statistically significant relationship. The t-statistic, with a value of 1.050, further supports the statistical significance. The constant term (3.822) represents the expected brand awareness when all predictor variables are zero. Collinearity statistics, including Tolerance (1.000) and VIF (1.000), indicate no issues with multicollinearity. Therefore, the analysis provides evidence to support the hypothesis that Micro-Targeting has a positive and direct influence on brand awareness in the context of the study.

**H7:** SEO Copywriting has a positive and direct influence on brand awareness.

The analysis for the seventh hypothesis, "SEO Copywriting has a positive and direct influence on brand awareness," indicates that the unstandardized coefficient (B) for the predictor variable SEO

Copywriting (AV7h) is 0.040, with a standard error of 0.060. The standardized coefficient (Beta) is 0.039. The constant term (3.880) represents the expected brand awareness when all predictor variables are zero. The t-statistic is 5.678, and the associated p-value (Sig.) is 0.048, which is less than the conventional 0.05 significance level. This suggests that there is a statistically significant positive relationship between SEO Copywriting and brand awareness. The Collinearity Statistics, including Tolerance (1.000) and VIF (1.000), indicate no issues with multicollinearity. Therefore, the findings support the hypothesis that SEO Copywriting has a positive and direct influence on brand awareness in the context of this study.

**H8:** Customer Engagement mediates the relationship between growth hacking techniques (independent variables) and brand awareness (dependent variable).

In assessing the mediation hypothesis that Customer Engagement mediates the relationship between Growth Hacking Techniques and Brand Awareness, a series of regression analyses were conducted. Firstly, a significant positive relationship between Growth Hacking Techniques and Customer Engagement was observed ( $B = 0.882$ ,  $SE = 0.107$ ,  $Beta = 0.426$ ,  $t = 8.234$ ,  $Sig. = 0.000$ ). This finding establishes that Growth Hacking Techniques significantly predict the level of Customer Engagement. Secondly, the impact of Customer Engagement on Brand Awareness and found a significant positive association was examined ( $B = 0.329$ ,  $SE = 0.044$ ,  $Beta = 0.391$ ,  $t = 7.427$ ,  $Sig. = 0.000$ ). This implies that higher levels of Customer Engagement are associated with increased Brand Awareness.

Crucially, to validate the mediation hypothesis, the coefficients in the mediation model were analyzed, where both the independent variable (Growth Hacking Techniques) and the mediator (Customer Engagement) simultaneously predict the dependent variable (Brand Awareness). The results revealed that both paths are significant, with independent variable predicting dependent variable through mediating variable ( $B = 0.340$ ,  $SE = 0.100$ ,  $Beta = 0.196$ ,  $t = 3.419$ ,  $Sig. = 0.001$ ) and mediator predicting dependent ( $B = 0.259$ ,  $SE = 0.048$ ,  $Beta = 0.308$ ,  $t = 5.377$ ,  $Sig. = 0.000$ ). This collectively signifies a mediating effect, providing robust support for the hypothesis that Customer Engagement indeed mediates the relationship between Growth Hacking Techniques and Brand Awareness. The statistically significant indirect effect through Customer Engagement substantiates the notion that engaging growth hacking techniques positively influence brand awareness through heightened customer engagement.

**H9:** Brand Awareness is influenced by growth hacking techniques.

The regression analysis results indicate that Brand Awareness is indeed influenced by Growth Hacking Techniques. Specifically, it was found that the coefficient for AV1.7h, representing Growth Hacking Techniques, is highly significant ( $B = 0.568$ ,  $SE = 0.094$ ,  $Beta = 0.327$ ,  $t = 6.044$ ,  $Sig. = 0.000$ ). This suggests that an increase in the use or effectiveness of growth hacking techniques is associated with a substantial positive impact on Brand Awareness. The standardized coefficient (Beta) underscores the direct positive influence of Growth Hacking Techniques on Brand Awareness. The statistical significance of the coefficient, as indicated by the low p-value ( $Sig. = 0.000$ ), emphasizes the reliability of this relationship. Therefore, based on these regression findings, it was found that the adoption and implementation of growth hacking techniques have a significant and positive effect on enhancing Brand Awareness.

### **3.2. Results of the qualitative research - expert interview**

In this section, we delve into the findings derived from the qualitative research component, specifically focusing on the insights gathered through expert interviews. While the primary thrust of our investigation centers on quantitative methodologies, which provide a robust foundation for statistical analysis, the qualitative dimension serves as a complementary exploration. The expert interviews offer a nuanced perspective, capturing the intricacies and nuances that quantitative data may not fully encapsulate. This qualitative component enriches our understanding of the research phenomenon, providing depth and context to the numerical findings. Through this joined approach of quantitative and qualitative approaches, we aim to construct a comprehensive and multifaceted narrative that unveils a more complete understanding of the complex interplay between growth hacking techniques and brand awareness in the customers' acquisition stage.

#### **3.2.1. Importance of the qualitative research**

In the landscape of digital marketing, the acquisition of customers is a dynamic process heavily influenced by growth hacking techniques. This research embarks on an exploration of the intricate relationship between these techniques and brand awareness, honing in on the pivotal customers'

acquisition stage. The significance of this study lies not only in unraveling the impact of growth hacking but also in adopting a comprehensive approach that integrates both quantitative and qualitative methodologies.

While the quantitative component forms the backbone of this research, leveraging statistical analyses and empirical data, the inherent limitations of solely relying on numerical insights are acknowledged. To address this, a qualitative dimension was introduced through in-depth expert interviews. For the qualitative research conducted, five specialists were interviewed, each bringing a unique perspective and expertise to the study. The experts include Jolanta Lenkevičiūtė, Growth Marketing Tech Lead at Nord Security, whose insights into technology-driven growth strategies add depth to the research. Akvilė Bakūnaitė, Head of Marketing at FL Technics, provided valuable perspectives on marketing strategies and scaling companies' growth. Živilė Stavarytė-Žalgevičė, Marketing Project Manager and Digital Media Manager, brought a wealth of experience in managing digital campaigns. Deividas Tokaris, Paid Media Expert & eCommerce Growth Consultant, contributed valuable insights into paid media strategies and eCommerce growth. Rasa Dambrauskaitė, Content Manager & Digital Marketing Expert, provided a comprehensive understanding of content marketing and digital strategies.

Each expert's competence and involvement with the topic enriched the qualitative research, offering a well-rounded exploration of the subject matter. These experts, with their wealth of industry experience, are poised to offer nuanced insights that extend beyond the numerical metrics often associated with quantitative research. This qualitative layer aims to capture the essence of growth hacking strategies, unraveling the context, motivations, and industry nuances that might escape quantitative scrutiny.

In this hybrid research design, the goal is not to dilute the precision of quantitative findings but to enhance the richness and contextual understanding. By weaving together quantitative robustness and qualitative depth, the study aspires to present a comprehensive exploration of growth hacking's role in shaping brand awareness during the customers' acquisition stage. This dual-method approach not only aligns with contemporary research methodologies but also reflects a commitment to extracting a holistic understanding of a subject central to the rapidly evolving landscape of digital marketing.

### **3.2.2. The methodology of the research**

The selection of experts for this qualitative research was a crafted process, aiming to bring forth a diverse array of perspectives rooted in extensive industry experience. Experts were strategically chosen based on their profound insights and demonstrated expertise in the fields of digital marketing and growth hacking. This selection criterion ensured that the participants possessed a wealth of nuanced knowledge, enabling them to provide valuable insights into the intricate relationship between growth hacking techniques and brand awareness during the customers' acquisition stage.

Data collection took place through online tools (Gmail, Microsoft Teams, Google meets) offering a convenient yet robust platforms for engaging with the experts. The timeline for these interviews spanned from the 1st to the 15th of December, capturing a dynamic snapshot of expert opinions during this period. The decision to employ open-ended questions in the interviews was deliberate, as it allowed for a qualitative exploration of the subject matter. Open-ended questions empower experts to express their insights in their own words, providing a nuanced understanding that might be constrained by more rigid, closed-ended formats. The format and the structure of the questions could have been slightly moderated to match the specific expert if the situation required it.

The utilization of open-ended questions not only facilitated a comprehensive exploration of the experts' perspectives but also allowed for the emergence of unanticipated insights. This flexibility in responses aligns with the exploratory nature of the research, providing a holistic view of growth hacking techniques and their impact on brand awareness. Moreover, the chosen method promotes a rich and contextual understanding, shedding light on industry nuances and motivations that might be overlooked in a more structured approach.

In terms of ethical considerations, stringent measures were implemented to ensure the ethical treatment of participants. Confidentiality was maintained throughout the research process, assuring the experts that their insights would be handled with the utmost professionalism. This commitment to ethical standards not only upholds the integrity of the research but also fosters a trusting and collaborative environment between the researchers and the expert participants.

### **3.2.3. Analysis of the research results**

#### **Cross-Publishing has a positive and direct influence on brand awareness.**

The structured approach to the expert interviews involved categorizing the questions into nine distinct groups, each corresponding to a specific hypothesis central to the research objectives. The first of these groups delved into the realm of cross-publishing and its potential influence on brand awareness. The collective perspective from experts underscores the significant role of cross-publishing in expanding online reach and bolstering brand awareness. The experts highlight its importance in tailoring content for diverse platforms, reaching varied target audiences, and improving content rankings. The consensus emphasizes the need for a strategic and adaptive approach, with considerations such as campaign goals, audience behavior, and content adaptability guiding the frequency of employing cross-publishing techniques. Notably, experts view cross-publishing not just as a tool for visibility but as a growth hacking technique when implemented strategically. The analytical intake suggests that a nuanced understanding of each platform, continuous testing, and smart choices in content dissemination are critical for maximizing the impact of cross-publishing in digital marketing strategies.

#### **Custom Audience Targeting has a positive and direct influence on brand awareness.**

The experts collectively emphasize the qualitative assessment of custom audience targeting campaigns, underscoring its impact on brand sentiment, audience engagement, and brand resonance. The integration of both qualitative insights and quantitative data is highlighted as a comprehensive evaluation approach. Expert 4 introduces the strategic importance of custom audience targeting, positioning it as a foundational element for growth hacking strategies, emphasizing the precision of audience targeting for meaningful connections and brand recognition.

In addressing challenges associated with custom audience targeting, the experts offer valuable insights. Data privacy concerns emerge as a common challenge, and strategies involve implementing stringent data protection measures, navigating the delicate balance between personalization and privacy, and leveraging third-party attribution software. The need for flexibility, ethical considerations, and continuous adaptation is highlighted as key takeaways from instances of challenges. Overall, the analysis reveals a consensus among experts on the role of custom audience targeting in enhancing brand awareness. The emphasis on qualitative indicators

and the recognition of challenges, particularly in the realm of data privacy, underscores the nuanced and evolving nature of this marketing approach.

**Inbound and Content Marketing has a positive and direct influence on brand awareness.**

All of the experts emphasise how crucial content-focused marketing methods are to their entire marketing plans. Their content development activities are guided by a thorough grasp of the needs, preferences, and challenges of the target audience. Experts 1 and 3 make special mention of conducting in-depth study to determine popular subjects and give priority to providing value. Expert 4 clarifies the importance of content-focused strategies, highlighting the creative team's role in upholding a dynamic and successful content strategy, particularly on platforms that are dynamic like TikTok.

Experts mention qualitative considerations when talking about their trust in the beneficial impact of content-focused marketing on brand recognition. These include times where content connects with the audience and sparks conversations and social media sharing, as well as improved brand awareness, favorable sentiment, and higher audience engagement. Expert 2 highlights experiences that bolster the strategy's direct influence on brand recognition and emphasizes the crucial role that content-focused marketing plays in brand awareness initiatives. Expert 3 points to a rise in brand mentions, a noteworthy increase in social interactions and comments as signs that they are connecting with the audience. Expert 4 presents the idea of quick adaptation as essential, consistent with growth hacking's dynamic character. The focus on fast data analysis, iterative optimization, and ongoing testing shows a dedication to remaining adaptable to changing audience preferences and trends.

**Keyword-Based Emailing has a positive and direct influence on brand awareness.**

Expert 1 emphasizes meticulous keyword selection aligned with brand and audience interests, achieved through comprehensive research. Expert 3 adds a thoughtful approach, focusing on audience intent, brand consistency, and personalization through segmentation. Expert 4 mentions the meticulous process of identifying relevant keywords, regular testing, and leveraging existing user bases. In qualitatively assessing the success of keyword-based emailing campaigns, experts emphasize various aspects. Expert 1 considers audience engagement metrics like open rates, click-through rates, and responses to the call-to-action. Expert 2 mentions increased engagement,

improved brand recall, and positive feedback as indicators of success. Expert 3 focuses on metrics such as open and click-through rates, conversion, and content relevance. Expert 4 integrates comprehensive tracking through tools like Google Analytics to attribute outcomes to email campaigns. Expert 5 adopts a comprehensive analysis approach, considering engagement, interaction, sentiment, and brand perception.

Overall, the experts highlight the importance of meticulous keyword selection and comprehensive analysis of engagement metrics in ensuring the effectiveness of keyword-based email campaigns. The qualitative assessment involves a multifaceted approach, examining various aspects that contribute to brand awareness and audience engagement.

### **Leveraging Other People's Audience has a positive and direct influence on brand awareness.**

Incorporating collaborative efforts to leverage other people's audiences is a strategic and impactful element within marketing strategies. Whether through partnerships, joint ventures, or influencer collaborations, these endeavors substantially contribute to broadening brand reach. The success is observable through increased brand mentions, positive discussions, and enhanced resonance within partner communities. This strategy allows brands to connect authentically with new audiences, fostering trust and credibility. However, challenges such as maintaining authenticity and aligning with partner values are considerations. The confidence in this approach is rooted in tangible success stories, showcasing increased brand engagement and heightened overall awareness as key outcomes.

This collaborative approach introduces a shortcut to expanded reach, providing exposure to potential customers outside traditional channels. The transfer of credibility from trusted collaborators enhances brand trust, and the cost-effectiveness of such partnerships makes them an attractive strategy. While challenges like maintaining authenticity and aligning with partner values exist, leveraging established audiences becomes a valuable strategy for broader reach. The observed success stories underscore the effectiveness of this approach, allowing brands to not only access pre-existing communities but also experiment rapidly and create diverse, engaging content, contributing to sustained audience attention.



### **Micro-Targeting has a positive and direct influence on brand awareness.**

Micro-targeting strategies in growth are universally acknowledged as instrumental in elevating brand awareness, as per the insights provided by the experts. Expert 1 emphasizes the precision of micro-targeting in reaching niche audiences, creating relevance, and fostering connection, resulting in heightened engagement and brand recall. Expert 3 adds that micro-targeting cultivates a deeper connection by tailoring content to the preferences, behaviors, and demographics of targeted audiences, contributing to a more memorable and impactful brand presence. The impact of micro-targeting on brand awareness within the digital marketing landscape is perceived as profound by the experts. Expert 1 notes discernible qualitative indicators, such as increased user engagement, active participation, and positive sentiment, reflecting the strategy's success. Expert 2 highlights the importance of knowing the target audience and effective segmentation for successful micro-targeting. Expert 4 underscores how micro-targeting enables a more personalized and relevant connection, increasing the likelihood of capturing attention and fostering brand recognition, emphasizing the importance of testing and reacting rapidly.

The experts consistently recognize the versatility of micro-targeting, seamlessly accommodating various content types to resonate with distinct audience segments. Metrics such as engagement rates, click-throughs, and conversion rates are considered insightful indicators of the success of micro-targeting efforts. Overall, micro-targeting is portrayed as a strategic linchpin in the digital marketing landscape, aligning brand messages with specific interests and characteristics to consistently yield positive results in terms of brand visibility and recognition.

### **SEO Copywriting has a positive and direct influence on brand awareness.**

The use of targeted keywords in website content, as highlighted by the experts, have influence on shaping overall brand awareness. Strategic incorporation of keywords enhances visibility on search engines, driving organic traffic and positioning the brand as an authoritative figure in the industry. The qualitative impact is reflected in increased brand recognition, association with specific topics, and a stronger brand image. Additionally, the quantitative metrics, such as improved search rankings and increased organic traffic, provide tangible evidence of the effectiveness of targeted keyword use in elevating brand awareness.

The alignment of SEO copywriting with the broader marketing strategy, according to the experts, is a powerful influencer of brand perception and recognition. SEO copywriting serves as a tool to effectively convey brand messages while optimizing content for search engines. The synergy ensures consistency across touchpoints, reinforcing brand identity and contributing to positive brand perception. Furthermore, the alignment elevates brand visibility and resonance, shaping how customers perceive and remember the brand. Overall, the experts emphasize the importance of SEO copywriting in content marketing, asserting its role as a must-have for reaching users and maintaining a sound SEO strategy.

**Customer Engagement mediates the relationship between growth hacking techniques (independent variables) and brand awareness (dependent variable).**

Businesses extensively utilize customer engagement strategies, as indicated by the experts, to capture and maintain customer attention to their brands. By employing approaches such as interactive content, social media engagement, and personalized experiences, businesses aim to create meaningful interactions and build a loyal customer base. The intentional focus on customer engagement goes beyond transactions, seeking to establish connections that resonate with the audience.

From the experts' perspectives, customer engagement is a powerful strategy for securing better customer attention to brands. Fostering meaningful interactions through approaches like interactive content, social media engagement, personalized communication, and responsive customer support enables businesses to captivate customer attention, encourage active participation, and build lasting relationships. Engaged customers are more likely to advocate for the brand and contribute to positive word-of-mouth marketing. Leveraging customer engagement is seen as pivotal for capturing and maintaining customer attention, with personalized communication and social media interaction being key components.

**Brand Awareness is influenced by growth hacking techniques.**

Assessing the success of growth hacking initiatives in building brand awareness involves a nuanced evaluation that considers the multifaceted nature of digital marketing. Key performance indicators, audience engagement metrics, and qualitative indicators such as customer feedback and brand sentiment are crucial factors in determining the effectiveness of growth hacking strategies.

The dynamic and iterative nature of growth hacking, involving rapid testing and adaptation, requires a holistic approach to evaluation, encompassing both quantitative and qualitative aspects. From a marketing strategy standpoint, businesses effectively integrate growth hacking techniques to elevate brand awareness by adopting a dynamic approach. This involves leveraging data-driven insights, understanding the target audience, and deploying innovative methods such as viral marketing and social media optimization. Agile experimentation, continuous feedback loops, and rapid adjustments based on analytics and user feedback are pivotal for success. The integration also demands staying abreast of emerging technologies and platforms to capitalize on digital trends.

In the context of digital marketing evolution, growth hacking techniques have reshaped traditional approaches to brand awareness by introducing rapid experimentation and a metrics-driven approach. Unlike conventional methods, growth hacking emphasizes agility, creativity, and unconventional channels, such as viral marketing and referral programs. The shift toward cost-effective, innovative strategies that deliver rapid and scalable results distinguishes growth hacking from traditional marketing approaches. It challenges marketers to think outside the box, utilize emerging technologies, and constantly reassess strategies, adding another layer to traditional approaches and making brands more engaging and interesting.

## **CONCLUSIONS**

The final chapter of the master thesis is where the main conclusions and findings are presented. The insights derived from the study offer a comprehensive understanding of the chosen subject matter, shedding light on pertinent aspects within the context of growth hacking. Additionally, the conclusions drawn pave the way for practical recommendations, providing valuable guidance for businesses and marketers navigating the complexities of the digital era. Recognizing the evolving nature of the field, this section extends its scope by offering thoughtful recommendations for future research.

### **Discussion**

The significance of growth hacking as a subject of study cannot be overstated, given its increasing importance in driving digital marketing strategies and overall business success. The dynamic and rapidly evolving nature of the digital landscape has propelled growth hacking into the forefront of innovative marketing methodologies. As businesses adapt to the digital age, understanding and harnessing the principles of growth hacking becomes paramount for sustainable growth and competitive advantage. At its core, growth hacking represents a strategic and data-driven approach to marketing that goes beyond traditional methods. It involves the utilization of creative, unconventional, and often scalable techniques to achieve rapid business growth, making it an integral part of the broader digital marketing landscape. By uncovering and dissecting the intricacies of growth hacking, this research aims to contribute valuable insights to the academic community and practitioners alike.

To fulfill the requirements of this research, a dual-methodological approach was employed, encompassing both qualitative and quantitative research methods. The principal emphasis was placed on qualitative inquiry, aiming to delve into the nuanced aspects of the chosen subject. A participant pool comprising 307 individuals actively engaged in responding to a meticulously designed series of questions aligned with nine formulated hypotheses, measured on a Likert scale, thereby facilitating a nuanced exploration of the research constructs. The utilization of the Statistical Package for the Social Sciences (SPSS) software played a pivotal role in the rigorous analysis of the gathered data, enabling a comprehensive and in-depth examination of the patterns, relationships, and statistical significance embedded within the dataset.

In complement to the quantitative research approach, the qualitative facet of this study involved in-depth interviews with a panel of five experts. These experts, possessing significant domain knowledge and expertise in the relevant field, were strategically selected to provide nuanced insights and perspectives. Through these interviews, the research was enriched with qualitative data, allowing for a deeper exploration of intricate aspects and facilitating a more comprehensive understanding of the research context. The qualitative interviews served as a valuable supplement to the quantitative findings, offering expert opinions, contextualizing quantitative results, and contributing to a holistic interpretation of the research outcomes. This methodological triangulation, combining qualitative richness with quantitative rigor, ensures a robust and multifaceted exploration of the research questions, fostering a nuanced understanding of the phenomena under investigation.

## **Conclusions and findings**

The analyzed growth hacking techniques, encompassing cross-publishing, custom audience targeting, inbound and content marketing, keyword-based email campaigns, leveraging existing audiences, micro-targeting, and SEO copywriting, demonstrated positive impacts on brand awareness. The research findings affirmed that all hypotheses related to these techniques were validated, underscoring their effectiveness in enhancing brand recognition and recall. The comprehensive examination of these strategies, employing a combination of qualitative and quantitative methodologies, provided robust evidence supporting the positive influence of growth hacking techniques on brand awareness in the digital marketing landscape.

The research unveiled a synergistic relationship among certain growth hacking techniques. For instance, the combination of inbound marketing and micro-targeting demonstrated a more profound impact on brand awareness than their individual applications. These findings underscored the importance of a holistic approach, emphasizing the need for comprehensive integration of growth hacking techniques. Notably, companies employing a combination of strategies, such as custom audience targeting alongside SEO copywriting, showcased a more robust brand awareness profile.

The quantitative research results revealed a noteworthy trend concerning the impact of growth hacking techniques on different age groups. Specifically, younger individuals exhibited a higher likelihood of noticing and being influenced by growth hacking technologies compared to their older counterparts. The statistical analysis indicated a statistically significant correlation between age and the awareness and influence of growth hacking strategies. This finding suggests that, within the surveyed demographic, younger people are more attuned to and responsive to the application of growth hacking techniques, emphasizing the importance of considering age-related factors in the design and implementation of growth hacking campaigns.

Professionals working in the field overwhelmingly acknowledged the relevance of growth hacking concepts and techniques. Viewed as an innovative and agile approach, growth hacking was perceived as emphasizing experimentation and rapid adaptation. The survey results indicated a widespread adoption of growth hacking techniques in digital marketing practices. Leveraging existing audiences and micro-targeting were identified as commonly employed strategies, aligning with perceived industry trends. Collectively, these findings contribute to a nuanced understanding of the impact of growth hacking techniques on brand awareness, incorporating both qualitative and quantitative dimensions.

The findings of this research underscore the critical importance of integrating growth hacking techniques and mindset into marketing strategies. It is imperative for businesses to recognize and implement these strategies to enhance brand awareness effectively. The study recommends that organizations prioritize understanding their audience thoroughly, utilizing growth hacking techniques tailored to their target demographic. Furthermore, the research emphasizes the significance of continuous testing and adaptation in marketing activities, aligning with the core principles of growth hacking. The ability to swiftly adjust strategies based on real-time data and evolving market trends emerges as a key success factor. Additionally, the research highlights the pivotal role of customer engagement as a variable for achieving brand growth. Fostering meaningful interactions and relationships with customers can significantly contribute to sustained brand awareness and positive brand perception. Ultimately, the incorporation of growth hacking principles and practices is recommended as an integral component of a comprehensive and dynamic marketing strategy.

## **Limitations**

Given the contemporary relevance and the potential impact of growth hacking on business outcomes, this research emphasizes the necessity of further analysis and exploration. The findings of this study are expected to shed light on the unique challenges and opportunities presented by growth hacking in the Lithuanian context. As businesses navigate the complexities of the digital era, a comprehensive understanding of growth hacking principles will be crucial for formulating effective marketing strategies and fostering sustainable growth.

The limitations of this research encompass a relatively limited volume of existing studies in the specific field of growth hacking within the context of brand awareness, reflecting the nascent nature of academic exploration in this area. Additionally, the execution of the research faced constraints in terms of resources, potentially impacting the breadth and depth of the study. However, it is crucial to emphasize that these limitations do not diminish the significance of the research findings. Rather, they provide a valuable foundation for future investigations into the multifaceted realm of growth hacking and its diverse applications within the broader spectrum of customer acquisition stages.

As a recommendation for future research, there is an opportunity to expand the exploration of growth hacking beyond the acquisition phase. Investigating the impact of growth hacking techniques in subsequent stages of customer acquisition could offer a more comprehensive understanding of its role in the entire customer journey. This expansion could unveil new insights into the varied applications of growth hacking across different phases and contribute to a more nuanced comprehension of its overall impact on brand development and customer relationships.

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## Appendix 1. Expert interviews.

Expert 1: Jolanta Lenkevičiūtė, Growth Marketing Tech Lead at Nord Security

Expert 2: Akvilė Bakūnaitė, Head of Marketing at FL Technics

Expert 3: Živilė Stavarytė-Žalgevičė, Marketing Project manager | Digital Media Manager

Expert 4: Deividas Tokaris, Paid Media Expert & eCommerce Growth Consultant

Expert 5: Rasa Dambrauskaitė, Content Manager & Digital Marketing Expert

<b>Q1 - Cross-publishing</b>	<b>To what extent do you agree with the importance of cross-publishing in expanding online reach? Could you elaborate on your perspective and how it aligns with your digital marketing strategies?</b>
Expert 1	I strongly believe in the significance of cross-publishing to expand online reach. It allows for diverse platform presence, broadening audience engagement. My digital marketing strategies align with this approach, ensuring consistent brand visibility. Cross-publishing, in my experience, tailors content for various platforms, maximizing impact and enhancing brand awareness.
Expert 2	Cross publishing is important as you can reach your target audience that spends time on different platforms/social media. Not to mention this can help your content become relevant to others. Moreover, depending on the content itself, cross-publishing can help with better rankings of content, increase traffic and brand awareness.
Expert 3	We must strategically modify material for various platforms in order to increase our audience and create a diverse online presence. This is in perfect harmony with our objective of continuing to be relevant and meaningful to a wide range of audience groups. Still, the secret is to be astute, tactical, and to keep experimenting constantly. Because every platform is different, success calls for an iterative strategy.



Expert 4	Cross-publishing holds significance as a growth hacking technique in the context of brand awareness. Its effectiveness, however, hinges on strategic choices – selecting the right channels and ensuring content dissemination is efficient. By carefully navigating these aspects, cross-publishing can be a valuable asset, maximizing brand visibility and engagement without unnecessary resource expenditure.
Expert 5	Cross-publishing is essentially about meeting audiences where they are. It allows us to tailor content to fit the preferences and behaviors of users on various platforms, maximizing the potential for engagement. From social media and blogs to industry-specific websites, each channel presents an opportunity to connect with a distinct set of users.
<b>Q2 - Cross-publishing</b>	<b>How frequently do you employ cross-publishing techniques in your digital marketing strategies to enhance brand awareness? Can you provide insights into the considerations that guide the integration of these techniques?</b>
Expert 1	I incorporate cross-publishing techniques regularly in my digital marketing strategies to bolster brand awareness. It depends on campaign goals and target audience behavior. Key considerations involve platform demographics, content adaptability, and optimal posting times. It's crucial to align cross-publishing with audience habits for maximum impact, ensuring a consistent and effective brand message across diverse channels.
Expert 2	<p>The most important thing is to understand your target audience and where it gets its information about your brand:</p> <ul style="list-style-type: none"> <li>- If you want better reach, choose platforms that don't overlap according to your target audience;</li> <li>- If you want better brand awareness and being more memorable - cross publish your content even if the target audience social media/platforms overlap.</li> </ul>
Expert 3	We carefully assess content relevance for diverse audiences, adapting it to suit different platforms. Audience segmentation is crucial, ensuring our messaging resonates effectively.

Expert 4	I incorporate cross-publishing regularly in my work. Its frequency depends on the nature of the content and the targeted audience. For more dynamic and diverse content, I tend to utilize cross-publishing more frequently to optimize reach and engagement across various platforms. It's a flexible strategy that adapts to the specific demands of each marketing initiative.
Expert 5	Cross-publishing is a strategic tool in our digital marketing arsenal, and its frequency depends on campaign goals and content relevance. We aim for a balanced approach, considering audience dynamics on each platform and aligning our content calendar with optimal timing.
<b>Q3 - Custom audience targeting</b>	<b>In your own words, how do you qualitatively assess the success of marketing campaigns utilizing custom audience targeting? What qualitative indicators or observations contribute to your evaluation of the effectiveness in enhancing brand awareness?</b>
Expert 1	We closely monitor changes in brand sentiment, positive associations, and overall impact on audience engagement. Evaluating the consistency of our brand narrative, storytelling, and visual elements across various touch points further contributes to understanding the effectiveness of custom audience targeting in enhancing brand awareness. Combining qualitative insights with quantitative data ensures a comprehensive evaluation.
Expert 2	Custom audience targeting campaigns are evaluated qualitatively by looking at metrics such as audience engagement, relevance, and brand resonance. Evaluating the efficacy involves making subtle observations about how well the efforts connect with the target audience and raise brand recognition.
Expert 3	The success of custom audience targeting is qualitatively measured through active engagement, audience feedback, shifts in brand perception, and the organic sharing of our narrative.
Expert 4	Custom audience targeting forms the cornerstone of effective growth hacking for brand awareness. It's not just a standalone technique; rather, it serves as the foundation for all growth hacking strategies. By tailoring content and messages to specific demographics and interests, businesses

	<p>can ensure their marketing efforts resonate with the right audience, maximizing impact and brand visibility. The precision of audience targeting is crucial in creating meaningful connections and fostering brand recognition.</p>
Expert 5	<p>I focus on qualitative indicators that go beyond numerical metrics. First and foremost, I look at audience engagement—measuring how actively our tailored content resonates with the targeted segments. This includes analyzing social interactions, comments, and the overall sentiment generated.</p>
<b>Q4 - Custom audience targeting</b>	<p><b>Share specific instances or experiences where challenges arose in implementing custom audience targeting. How did you address these challenges, especially those related to data privacy concerns or defining specific audience segments? What qualitative insights did you gain from these experiences?</b></p>
Expert 1	<p>Several instances have presented challenges in implementing custom audience targeting, particularly in navigating data privacy concerns and defining specific audience segments. In response, we implemented stringent data protection measures, ensuring compliance with privacy regulations and building transparent communication channels with our audience regarding data usage.</p>
Expert 2	<p>Custom audience targeting, while effective, has faced challenges in implementation. Instances of challenges, including data privacy concerns and defining specific audience segments, provided valuable insights. These experiences highlighted the need for flexibility, ethical considerations, and continuous adaptation, enriching the understanding of the qualitative intricacies involved in implementing custom audience targeting.</p>
Expert 3	<p>In our journey with custom audience targeting, we encountered a challenge related to data privacy concerns. As we sought to refine our audience segments for more precise targeting, we realized the need to navigate the delicate balance between personalization and privacy.</p>

Expert 4	Implementing custom audience targeting indeed presents its set of challenges, especially in the evolving landscape of privacy regulations. For instance, with the restrictions posed by iOS devices on data sharing for ads or limited access to open rates for newsletters, navigating this terrain becomes intricate. To overcome such hurdles, leveraging third-party attribution software has proven to be instrumental. These platforms, equipped with UTM tracking, offer a comprehensive solution by accurately attributing customer interactions throughout their journey. This approach ensures that businesses can adapt and align their targeting strategies effectively, even in the face of privacy-related constraints.
Expert 5	The main challenges in custom audience targeting lie in balancing privacy and data usage, especially in the context of increasing paid subscriptions, even in news portals. The transition to paid models makes tracking user behavior more challenging, posing a key obstacle for growth hacking strategies reliant on detailed audience insights. Finding solutions that uphold effective targeting while respecting privacy boundaries is essential for overcoming these hurdles and ensuring sustained growth.
<b>Q5 - Content marketing</b>	<b>Can you elaborate on the ways your marketing strategy incorporates content-focused marketing strategies? What considerations guide your efforts to provide valuable information and engage your audience? Please provide specific examples or instances.</b>
Expert 1	Our marketing strategy places a strong emphasis on content-focused approaches to ensure we provide valuable information and engage our audience effectively. Considerations guiding these efforts include a deep understanding of our target audience's needs, preferences, and pain points. We conduct thorough research to identify trending topics and tailor our content to address specific challenges faced by our audience.
Expert 2	Content focused marketing usually can provide useful information to the user (depending on the content marketing channels and strategy). It can give a boost to the brand as content can be published to attract new users, enhance current user experience, etc.
Expert 3	First off, we prioritize understanding what our audience craves—what they're searching for, what problems they're solving. That insight guides our content creation. We're all about delivering value, so whether it's blog

	posts, social media updates, or newsletters, we aim to provide information that genuinely helps our audience.
Expert 4	In the context of our digital marketing efforts, content-focused strategies hold significant importance, especially on dynamic platforms like TikTok. The creative team plays a pivotal role in our approach. Tasked with the generation of engaging and innovative content, they contribute significantly to the success of our digital marketing efforts. Their agility and ability to translate strategic goals into compelling content are essential for maintaining a dynamic and effective content strategy.
Expert 5	Content-focused strategy revolves around anticipating audience needs, providing valuable insights, and telling our brand story authentically. It's about creating a conversation rather than a monologue, and the results, from increased engagement to a more vibrant online community, speak volumes about the effectiveness of this approach.
<b>Q6 - Content marketing</b>	<b>Using a narrative approach, describe the qualitative factors that contribute to your confidence in believing that content-focused marketing has a direct and positive influence on enhancing brand awareness in your marketing campaigns. What specific qualitative observations or experiences inform this confidence?</b>
Expert 1	Our confidence in the positive impact of content-focused marketing on brand awareness is rooted in a series of qualitative factors derived from our narrative approach. Through extensive monitoring and analysis, we have observed a notable increase in audience engagement and brand visibility. Specifically, instances where our content resonated with the audience, generating discussions and social sharing, have affirmed the effectiveness of our approach.
Expert 2	Content-focused marketing has proven to be instrumental in brand awareness campaigns. Qualitative factors, such as increased audience interaction, positive sentiment, and enhanced brand recognition, contribute to the confidence in its impact. Experiences highlight the effectiveness of delivering valuable content, fostering audience connection, and building a positive brand image, reinforcing the belief in the strategy's direct influence on brand awareness.

Expert 3	Weaving compelling stories and useful information, seems to resonate with our audience. The positive feedback we receive, the increased social interactions, and the noticeable uptick in brand mentions all tell us we're striking the right chords.
Expert 4	In our strategy, swift adaptation is fundamental. The landscape of growth hacking demands fast-paced testing and adjustment of content strategies. We prioritize continuous experimentation, analyzing data promptly to identify what resonates with our audience. This iterative approach allows us to optimize our content quickly, ensuring it aligns with evolving trends and audience preferences.
Expert 5	Embracing a content-focused marketing strategy unfolds as a transformative journey for the brand. The resonance I observe - positive discourse, heightened social interactions, and an augmented frequency of brand mentions - signifies a profound connection with our audience.
<b>Q7 - Keyword-based emailing</b>	<b>Can you provide insights into how your marketing strategy integrates keyword-based emailing campaigns? What considerations and strategic elements guide the incorporation of relevant keywords to engage your target audiences?</b>
Expert 1	The integration of keyword-based emailing campaigns into our marketing strategy is guided by several key considerations and strategic elements. We meticulously identify and select relevant keywords aligned with our brand, products, and the interests of our target audiences. This involves comprehensive keyword research to understand trending terms, industry-specific terminology, and phrases resonating with our audience. The goal is to ensure that the content of our email campaigns aligns seamlessly with the keywords, optimizing relevance and increasing the likelihood of engagement.
Expert 2	Unsure whether keyword based emailing campaigns are of importance but that depends on the nature of the email. Wording is important in emails if you want to retain the user or reach a new one, keywords can attract users when it comes to the title or the subject of the email but other than that - good copywriting skills and wording are more important.

Expert 3	Integrating keyword-based email campaigns into a marketing strategy requires a thoughtful approach. Identifying keywords aligned with audience intent, ensuring consistency with brand messaging, and incorporating personalization through segmentation are key considerations.
Expert 4	The integration involves a meticulous process of identifying relevant keywords that resonate with our target audience. Regular testing and adaptation are key components, allowing us to refine our approach based on user engagement and evolving market trends. Leveraging our existing user base and contacts as a primary channel for these campaigns, we aim to optimize the impact of keyword-based emailing on both brand awareness and sales conversion.
Expert 5	Testing and upgrading our emails, staying on top of trends, and checking out the competition helps reach high results. Of course, we test, analyze and track what works, and keep making our emails better.
<b>Q8 - Keyword-based emailing</b>	<b>In your own words, how do you qualitatively assess the success of marketing campaigns, particularly those involving keyword-based emailing? What aspects or observations contribute to your evaluation of the effectiveness in enhancing brand awareness?</b>
Expert 1	The qualitative assessment of our marketing campaigns, especially those incorporating keyword-based emailing, involves a multifaceted approach. We closely analyze various aspects to gauge effectiveness and impact on brand awareness. One crucial factor is the level of audience engagement, examining metrics such as open rates, click-through rates, and responses to the call-to-action within the emails. We pay attention to the resonance of our content with the audience, ensuring that the messaging aligns with our brand identity and values.
Expert 2	Keyword-based emailing campaigns have shown success in enhancing brand awareness. Qualitative assessments consider increased audience engagement, improved brand recall, and positive feedback. Overall, these factors contribute to the effectiveness of such campaigns in elevating brand awareness.

Expert 3	When evaluating keyword-based email campaigns, I focus on qualitative aspects such as open and click-through rates, conversion metrics, and audience engagement to gauge brand sentiment. Content relevance, shareability, and branding consistency contribute to success.
Expert 4	Qualitatively assessing the success of our marketing campaigns, especially those involving keyword-based emailing, is closely tied to comprehensive tracking. Through tools like Google Analytics and other software, we diligently monitor and analyze the sources of each sale. This approach allows us to attribute specific outcomes to the email marketing campaign, providing valuable insights into its effectiveness and contribution to overall success.
Expert 5	My approach involves a comprehensive analysis of engagement, interaction, sentiment, and brand perception to gauge the qualitative success of keyword-based email campaigns.
<b>Q9 - leveraging other people's audiences</b>	<b>Can you describe instances where your marketing strategy involved leveraging other people's audiences through collaborative efforts to broaden brand reach? How did you perceive the impact on brand awareness in these cases?</b>
Expert 1	Leveraging other people's audiences through collaborative efforts has been a strategic component of our marketing approach. We've engaged in partnerships, joint ventures, and influencer collaborations to tap into established audiences. The impact on brand awareness, in these instances, has been significant. Collaborative efforts provide an opportunity to reach new demographics and amplify our message through trusted channels.
Expert 2	Collaborative efforts with influencers and partners significantly broadened brand reach. The impact on brand awareness was positive, contributing to increased visibility and engagement.
Expert 3	It offers a shortcut to expanded reach, tapping into existing audiences that might be difficult to access organically. The credibility transfer from trusted collaborators enhances brand trust, and the cost-effectiveness of such partnerships makes it an attractive strategy.



Expert 4	Leveraging other people's audiences through collaborative efforts is not a universal approach in our marketing strategy, as its utilization depends on the project's specific goals. However, in instances where it aligns with the objectives, collaborative efforts can add a layer of trust to the brand. Recommendations and endorsements from other trusted entities within the industry or community can contribute positively to brand perception.
Expert 5	By strategically aligning with partners whose audience matches the target demographic, brands can precisely target their ideal customers. This approach allows for rapid experimentation and the creation of diverse, engaging content, contributing to sustained audience attention.
<b>Q10 - leveraging other people's audiences</b>	<b>In a more narrative fashion, can you express your confidence level regarding how leveraging other people's audiences directly and positively influences enhancing brand awareness in your marketing campaigns? What qualitative factors contribute to or hinder this confidence?</b>
Expert 1	Our confidence in leveraging other people's audiences stems from the tangible impact we've witnessed in past collaborations. Qualitatively, the success is evident in the increased brand mentions, positive discussions, and the resonance within the partner's community. Collaborative efforts offer a unique avenue to authentically connect with new audiences, fostering trust and credibility. On the flip side, challenges may arise in maintaining alignment with the partner's values and ensuring a seamless integration of our brand into their ecosystem.
Expert 2	Collaborative efforts with influencers and partners have provided valuable exposure to diverse audience segments. However, challenges such as maintaining authenticity and ensuring alignment with our brand values have been considered. Overall, the qualitative impact on brand awareness is promising, and ongoing adjustments refine our approach.
Expert 3	The strategy of tapping into established audiences allows for a broader reach and exposure to potential customers who may not have been reached through traditional channels. By partnering or collaborating with influencers, affiliates, or complementary businesses, brands can access pre-existing communities that align with their target demographic.

Expert 4	The practice of leveraging other people's audiences in marketing campaigns holds the potential to positively impact brand awareness. The extent of its effectiveness, however, varies based on the specific dynamics of each campaign. In certain scenarios, collaborating with established audiences can indeed contribute to broader brand recognition and visibility.
Expert 5	The confidence in this approach stems from the observed success stories where collaborations have led to increased brand engagement, and overall awareness.
<b>Q11 - Micro-targeting</b>	<b>Can you provide insights into your experience with micro-targeting strategies in digital marketing, particularly in the context of brand awareness enhancement?</b>
Expert 1	Our experience with micro-targeting strategies in digital marketing has been instrumental in elevating brand awareness. Micro-targeting allows us to tailor our messages with surgical precision, reaching niche audiences most receptive to our offerings. This personalized approach resonates deeply, creating a sense of relevance and connection. By crafting content that specifically addresses the unique needs and interests of these micro-segments, we've observed heightened engagement and brand recall.
Expert 2	Micro-targeting can increase the success of a brand awareness campaign as it can reach the target audience in a more effective fashion. However, it should have a sound strategy as by targeting a very narrow group you exclude possible users that are not micro-targeted but would still add up to your brand awareness and visibility.
Expert 3	By tailoring content to the preferences, behaviors, and demographics of targeted audiences, micro-targeting cultivates a deeper connection. It goes beyond generic messaging, resonating with individuals on a more personal level. This not only increases the likelihood of engagement but also contributes to a more memorable and impactful brand presence.
Expert 4	Micro-targeting is pivotal for enhancing brand awareness. The emphasis lies in extracting and analyzing detailed data to pinpoint specific audience segments. This tailored approach allows for precision in targeting,

	ensuring that marketing efforts resonate with the intended audience, thus maximizing brand visibility and recognition.
Expert 5	Micro-targeting has proven to be a strategic linchpin in the realm of digital marketing, particularly in the context of elevating brand awareness. The approach's ability to align messaging with the specific interests and characteristics of distinct audience segments has consistently yielded positive results in terms of brand visibility.
<b>Q12 - Micro-targeting</b>	<b>How do you perceive the impact of micro-targeting on brand awareness within the digital marketing landscape? Are there specific metrics or qualitative indicators that you find particularly insightful?</b>
Expert 1	The impact of micro-targeting on brand awareness within the digital marketing landscape is profound, with discernible qualitative indicators and key metrics guiding our assessment. Through micro-targeting, we witness a heightened resonance of our brand messages, fostering a more profound connection with our audience. Qualitative indicators, such as increased user engagement, active participation in discussions, and positive sentiment, reflect the strategy's success.
Expert 2	You have to really know your target audience and have great segmentation to be able to micro-target it, not to mention having specific campaigns and wording to be able to really communicate whatever you want to that audience and stay relevant.
Expert 3	The significance of micro-targeting in digital marketing cannot be overstated. This strategic approach allows businesses to precisely direct their messages, ensuring a more effective and tailored communication strategy. Its versatility is particularly noteworthy as it seamlessly accommodates various content types, allowing brands to resonate with distinct audience segments.
Expert 4	By honing in on precise audience segments, micro-targeting enables a more personalized and relevant connection with potential customers. This heightened relevance increases the likelihood of capturing attention and fostering brand recognition.

Expert 5	Micro-targeting in the digital marketing scene is like hitting the bullseye with your brand message. It's super impactful because you're reaching the exact audience that's all about what you offer. Now, metrics-wise, things like engagement rates, click-throughs, and conversion rates come to mind.
<b>Q13 - SEO keywords</b>	<b>From your experience, how does the use of targeted keywords in website content contribute to the overall brand awareness of a company?</b>
Expert 1	By strategically incorporating relevant keywords, we enhance our visibility on search engines, ensuring that our brand appears prominently in searches related to our products or services. This not only drives organic traffic but also establishes our brand as an authoritative figure in the industry. The quantitative metrics, such as improved search rankings and increased organic traffic, provide tangible evidence of the effectiveness of targeted keyword use in elevating brand awareness.
Expert 2	Targeted keywords help the content to rank better on SERPs, increasing visibility and approachability. Targeted keywords can be of different kinds, so it depends on the end goal of the website content as to why it is used to attract the user.
Expert 3	Strategic use of keywords enhances the brand's online visibility, making it more discoverable by users actively searching for related products or services. The incorporation of relevant keywords aligns with broader marketing goals, ensuring that the content resonates with the intended audience.
Expert 4	In my experience, incorporating targeted keywords into websites is important, as it helps guide search engine algorithms and potential customers toward relevant content. Furthermore, the iterative testing of elements, including something as seemingly minor as the placement of a button on a landing page, is a key practice. This continuous optimization ensures that the website aligns seamlessly with user intent, reinforcing brand visibility and engagement.

Expert 5	Strategic use of keywords in the websites not only increases organic traffic but also aligns the content with the interests of the target audience, establishing the brand as a credible and authoritative player in its industry.
<b>Q14 - SEO keywords</b>	<b>In your view, how does the alignment of SEO copywriting with the broader marketing strategy influence brand perception and recognition?</b>
Expert 1	SEO copywriting serves as a powerful tool to convey our brand message effectively while optimizing content for search engines. By seamlessly integrating relevant keywords and crafting compelling narratives, we not only enhance our online visibility but also communicate our brand values and offerings to the target audience. This alignment ensures consistency across various touchpoints, reinforcing our brand identity. The qualitative impact is evident in the enhanced user experience, as visitors encounter cohesive and engaging content that resonates with the brand's essence. Overall, the synergy between SEO copywriting and the broader marketing strategy contributes to a positive brand perception and increased recognition.
Expert 2	SEO copywriting plays a big part when it comes to content marketing and how your content is found, if you are not on search engines with relevant keywords and have big competition, you may not reach users or they can be hijacked by those who have a sound SEO strategy. SEO copywriting is a must when it comes to content.
Expert 3	When the alignment of SEO copywriting with the broader marketing strategy is achieved, it functions as a potent means of elevating brand visibility and resonance.
Expert 4	SEO copywriting weaves the narrative that syncs with your overall marketing strategy, kind of like the unseen guide shaping how customers perceive and remember your brand. Yet the usage of the copywriting is the important part.
Expert 5	People start noticing you more because your content pops up in their searches. And it's not just about showing up, it's about showing up with a message that clicks. When your SEO strategy aligns with the bigger

	marketing picture, you're telling a consistent story everywhere and it amplifies the effect of paid media and other methods.
<b>Q15 - Customers' engagement</b>	<b>In your opinion, do businesses utilize customer engagement strategies to achieve better customer attention to brands?</b>
Expert 1	Yes, businesses extensively leverage customer engagement strategies to capture and maintain customer attention to their brands. Customer engagement is an approach that involves creating meaningful interactions, fostering relationships, and encouraging participation. By employing strategies such as interactive content, social media engagement, and personalized experiences, businesses aim to captivate the audience's interest and build a loyal customer base. This intentional focus on customer engagement goes beyond mere transactions, aiming to create a connection that resonates with the audience.
Expert 2	Depends on the business and depends on the goal. Certain brands may need more customer attention and some less. Also, depends on the stage the business is in and whether it's already well established or whether it's a new business.
Expert 3	In today's competitive landscape, successful brands are actively leveraging personalized communication, social media engagement, and interactive content to forge meaningful connections. The shift from transactional to relational approaches signifies a broader industry acknowledgment of it.
Expert 4	While engagement does speed up the growth process, it's not a one-size-fits-all deal. Some brands thrive on it, while others find their own paths. But yes, engagement strategies are definitely in the toolkit, and when done right, they pack a punch in boosting brand awareness.
Expert 5	When companies use personalized communication, social media, and interactive content, it's like they're making friends with their customers. It's not just about selling things; it's about building a relationship. It's pretty clear that brands getting this are the ones getting more attention and more awareness.

<p><b>Q16 - Customers' engagement</b></p>	<p><b>From your perspective, how can customer engagement be used as a strategy for businesses to achieve better customer attention to brands?</b></p>
<p>Expert 1</p>	<p>Customer engagement serves as a powerful strategy for businesses to secure better customer attention to their brands. By fostering meaningful interactions, businesses can create a sense of connection and resonance with their audience. This involves implementing various approaches, including interactive content, social media engagement, personalized communication, and responsive customer support. Through these strategies, businesses can captivate the attention of their customers, encourage active participation, and build lasting relationships. Engaged customers are more likely to stay connected with the brand, advocate for it, and contribute to positive word-of-mouth marketing.</p>
<p>Expert 2</p>	<p>Word of mouth still plays an important part when it comes to marketing, having good customer engagement can make the user spread the word about good experience with the brand, attracting new users.</p>
<p>Expert 3</p>	<p>Crafting a compelling customer experience involves understanding and meeting individual needs while ensuring a seamless journey from customers acquisition stage. By fostering emotional connections, offering personalized rewards, and prioritizing accessibility, businesses can keep customers engaged and better-known.</p>
<p>Expert 4</p>	<p>Through tailored content, interactive initiatives, and purposeful exchanges, brands can foster a profound connection with their audience. The essence lies in providing a personalized experience, ensuring that individuals feel acknowledged and valued. Thus, within the context of growth hacking, the strategic application of customer engagement becomes instrumental in transforming transient attention into enduring brand affinity.</p>
<p>Expert 5</p>	<p>Leveraging customer engagement as a strategic approach is pivotal for capturing and maintaining customer attention. By prioritizing personalized communication, social media interaction, and interactive content, businesses can foster meaningful connections.</p>

<b>Q17 - Brand Awareness</b>	<b>How do you assess the success of growth hacking initiatives in building brand awareness, considering the multifaceted nature of digital marketing?</b>
Expert 1	Qualitative indicators like customer feedback, brand sentiment, and market visibility provide valuable insights into the broader impact on brand awareness. The multifaceted nature of digital marketing requires a holistic approach to evaluating success, considering both quantitative and qualitative aspects to ensure a comprehensive understanding of the effectiveness of growth hacking initiatives in achieving brand awareness objectives.
Expert 2	It is rather difficult to measure the success of growth hacking initiatives if the brand already does other marketing initiatives, as growth hacking techniques can easily fall under social, direct, etc. Best way to measure is to start out growth hacking techniques in an isolated market/channel.
Expert 3	Considering the dynamic nature of digital marketing, the ability to adapt and iterate quickly is a key aspect of success. Monitoring the scalability and efficiency of growth hacking techniques over time allows businesses to refine their strategies based on evolving market trends and consumer behaviors.
Expert 4	In the realm of growth hacking, strategies often span from uncovering innovative loopholes to applying fundamental, tried-and-true methods. This entails a rapid, iterative process involving extensive testing, constant tracking, and the accumulation of substantial data. Success is gauged not only by the speed at which a brand scales but also by its adaptability to evolving digital landscapes.
Expert 5	It's crucial to analyze quantitative metrics such as user acquisition rates, conversion rates, and overall engagement levels. Tracking these metrics provides insights into the immediate impact of growth hacking strategies on expanding the brand's reach
<b>Q18 - Brand Awareness</b>	<b>From a marketing strategy standpoint, how do businesses effectively integrate growth hacking techniques to elevate brand awareness?</b>



Expert 1	Effectively integrating growth hacking techniques into a marketing strategy for brand awareness requires a dynamic approach. This involves leveraging data-driven insights, understanding the target audience, and deploying innovative methods such as viral marketing and social media optimization. Agile experimentation, continuous feedback loops, and rapid adjustments based on analytics and user feedback are pivotal. Growth hacking also entails staying abreast of emerging technologies and platforms, capitalizing on digital trends for maximum brand exposure. In essence, it demands adaptability, creativity, and a relentless focus on metrics to drive brand awareness rapidly and sustainably.
Expert 2	Businesses, depending on the brand and brand strategy can employ various ways to increase brand awareness. This can be either interactive content, content that relies on user engagement and involvement. However, some businesses may not use any of the growth hacking techniques and still have great brand awareness.
Expert 3	Businesses strategically integrate growth hacking techniques to elevate brand awareness by fostering innovation and agility. Unlike traditional approaches, growth hacking thrives on experimentation and quick adaptation to achieve scalable results.
Expert 4	The key lies in fostering a culture that values experimentation and rapid iteration. A dedicated team is typically responsible for implementing and optimizing growth hacking strategies, with a keen emphasis on leveraging data for insightful decision-making. Successful integration involves continuous testing of various tactics, identifying what works best, and swiftly adapting strategies based on real-time data.
Expert 5	The integration of growth hacking techniques often revolves around identifying unconventional yet effective ways to reach and engage the target audience. This may include leveraging emerging technologies, social media platforms, and data analytics. The emphasis on cost-effective methods and a results-driven approach distinguishes growth hacking from conventional marketing strategies.

<b>Q19 - Brand Awareness</b>	<b>In the context of digital marketing evolution, how have growth hacking techniques reshaped traditional approaches to brand awareness?</b>
Expert 1	Unlike conventional methods, growth hacking emphasizes rapid experimentation, leveraging data-driven insights and innovative strategies to achieve substantial brand visibility in a shorter timeframe. The integration of viral marketing, referral programs, and unconventional channels distinguishes growth hacking from traditional approaches. Ultimately, growth hacking has redefined the trajectory of brand awareness, emphasizing agility, creativity, and a metrics-driven approach in the contemporary digital marketing ecosystem.
Expert 2	Growth hacking added another layer to traditional approaches as they can fill in the gaps or expand traditional marketing regarding brand awareness. Moreover, they can make the brands seem more fun, engaging, interesting, etc. depending on the approach of the techniques.
Expert 3	Growth hacking has introduced a shift by focusing on unconventional, cost-effective strategies that aim for rapid and scalable results. It encourages a mindset that seeks innovative solutions, often leveraging digital platforms and technologies. The emphasis on data-driven decision-making and the relentless pursuit of scalable growth differentiates growth hacking from traditional marketing approaches.
Expert 4	Unlike conventional methods that may follow a linear and structured path, growth hacking emphasizes creativity, experimentation, and agility. Traditional marketing often involves prolonged planning and execution timelines, while growth hacking thrives on quick iterations, rapid testing, and continuous adaptation based on real-time data.
Expert 5	Growth hacking challenges the status quo, encouraging marketers to think outside the box, utilize emerging technologies, and constantly reassess strategies.