

# WELCOME

TO THE KAYA BIZZ GROWTH HACKER MARKETING PORTAL!

YOUR NEW BUSINESS WENT ONLINE YESTERDAY, AND YOU'VE GOT A MARKETING BUDGET OF ZERO. HOW ARE YOU SUPPOSED TO CREATE A MOVEMENT AROUND YOUR PRODUCT? HOW CAN YOU GET TO YOUR FIRST THOUSAND - OR MILLION - CUSTOMERS? STARTING FROM ZERO, IT FEELS IMPOSSIBLE. ENTER THE GROWTH HACKER.

YOU MAY NOT HAVE HEARD OF GROWTH HACKING YET, BUT YOU'VE CERTAINLY USED THE BILLION-DOLLAR BRANDS BUILT BY IT: AIRBNB, FACEBOOK, DROPBOX, AMONGST MANY OTHERS. GROWTH HACKERS THRIVE ON DOING WHAT TRADITIONAL BUSINESSMEN WOULD CONSIDER IMPOSSIBLE: CREATING SOMETHING FROM NOTHING.

THEY 'HACK' THEIR COMPANY'S GROWTH TO CREATE A NARRATIVE OF SENSATIONAL SUCCESS, TURNING EXCITED MEDIA, USERS AND SOCIAL MEDIA INTO A VIRAL MARKETING FORCE THAT WILL HELP THEIR BUSINESS GROW EXPONENTIALLY.

SILICON VALLEY HAS REALISED THAT GROWTH HACKING - NOT TELEVISION COMMERCIALS AND BILLBOARDS - IS THE SUCCESSFUL START-UP'S SECRET WEAPON. NOW GROWTH HACKER EXTRAORDINAIRE RYAN HOLIDAY IS READY TO SHARE HIS EXPERIENCE, TEACHING YOU HOW TO HARNESS THE POWER OF GROWTH TO PROPEL YOU TO SUCCESS. FEATURING INSIGHTS FROM LEADING GROWTH HACKERS, GROWTH HACKER MARKETING IS THE ESSENTIAL GUIDE TO THE REVOLUTIONARY NEW APPROACH TO GROWING YOUR BUSINESS.

GROWTH HACKERS HAVE THROWN OUT THE OLD MARKETING PLAYBOOK (AND BIG BUDGETS AND PR TEAMS) AND REPLACED IT WITH TOOLS THAT ARE TESTABLE, TRACKABLE, AND SCALABLE. TOOLS THAT WORK. THIS GROWTH HACKER MARKETING MASTERCLASS WILL UNPACK THE NEW MARKETING RULES AND PROVIDE DELEGATES WITH A ROAD MAP TO THE FUTURE OF MARKETING PACKED WITH VALUABLE EXAMPLES AND CASE STUDIES.

## ARE YOU THE ULTIMATE GROWTH HACKER?

GO ON PROVE IT

IF YOU ARE ONE OF THE FIRST 350 X GROWTH HACKERS TO SIGN UP ON THE KAYA BIZZ GROWTH HACKER PORTAL, YOUR COPY OF RYAN'S BESTSELLER GROWTH HACKER MARKETING, IS ON ITS WAY TO YOU, FREE OF CHARGE, BY OUR VALUE-ADD PARTNER, PARCELNINJA.

WHILE READING RYAN'S BOOK AND ARTICLES ON HIS **BLOG**, HEREWITH SOME GROWTH HACKER MARKETING STRATEGIES AND TECHNIQUES THAT YOU CAN START IMPLEMENTING TODAY TO START DRIVING VOTES TO YOUR PROFILE:

- USE THE ATTACHED IMAGES AND PROPOSED WORDING TO START ELICITING THE VOTES OF YOUR DATABASE, FRIENDS AND FAMILY;
- ASK YOUR COMMUNITY TO VOTE FOR YOU BY CALLING, EMAILING, SMSING, ETC.;
- REACH OUT TO COMMUNITY NEWSPAPERS OR RADIO STATIONS AND REQUEST AN OPPORTUNITY TO BE INTERVIEWED AND COMMIT TO SHARING THE KNOWLEDGE GAINED FROM ATTENDING SOUND IDEA SESSIONS BY HOSTING A FREE TALK FOR THE COMMUNITY IN EXCHANGE FOR THEM VOTING FOR YOU ON THE SOUND IDEA SESSIONS WEBSITE;
- HOST AND ATTEND EVENTS IN ORDER TO ELICIT THE VOTES OF ATTENDEES;
- LEVERAGE OWN SOCIAL MEDIA COMMUNITIES AS WELL AS THOSE OF FRIENDS WHO INFLUENCERS;
- DO GUEST POSTING ON BLOGS, WRITE OR RECORD ORIGINAL CONTENT (AUDIO OR VIDEO), DESIGNED AT DRIVING VOTES TO YOUR PROFILE;
- PROVIDE FREE SHOESHINES IN EXCHANGE FOR VOTES;
- RUN COMPETITIONS;
- ASK YOUR GRANDMA.

TELL ANYONE AND EVERYONE TO GO VOTE FOR YOU AND SHOW US THAT YOU'VE GOT WHAT IT TAKES TO BE A GROWTH HACKER.

THE TOP 20 GROWTH HACKERS WILL BE ANNOUNCED ON 26TH OCTOBER ON THE KAYA BIZZ RADIO SHOW. WHAT ARE YOU WAITING ON? START THE HUSTLE TO GET THOSE VOTES AND CLIMB OUR LEADER BOARD!

KICK-OFF YOUR GOOGLE AD WITH OUR R600 VOUCHER:

- SIGN UP AT **ADFLOW**,
- LOAD AT LEAST R200 WITH ADFLOW,
- AND OUR VOUCHER OF R600 WILL KICK IN AUTOMATICALLY.

CHECK OUT **RYAN HOLIDAY** HERE,

OFFICIAL BIO AND PHOTOGRAPH

INSTAGRAM 

TWITTER 


FACEBOOK 

CHECK OUT **BLACK COFFEE** HERE,

OFFICIAL BIO AND PHOTOGRAPH

 INSTAGRAM

 TWITTER

 FACEBOOK

# GOOD LUCK

WE CAN'T WAIT TO SEE YOU AT SOUND IDEA SESSIONS EP 1 ON THE 7TH NOVEMBER, FOX JUNCTION.

