

GROWTH-HACKING & SOCIAL MEDIA MARKETING

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21.01.2023



10:00

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HELLO

I'm Raluca



PASSIONATE RESEARCHER
CONSUMER'S BEHAVIOR



SURVIVAL INSTRUCTOR &
TEDx SPEAKER
Why today's education should be
more about survival school



BUSINESS CONSULTANT &
DIGITAL GROWTH STRATEGIST
+40K h's OF TRAINING
DELIVERED IN EUROPE, MIDDLE
EAST AND ASIA



14+ YRS
STANDING FOR THE
HIGHEST VALUES IN
DIGITAL & SURVIVAL
EDUCATION



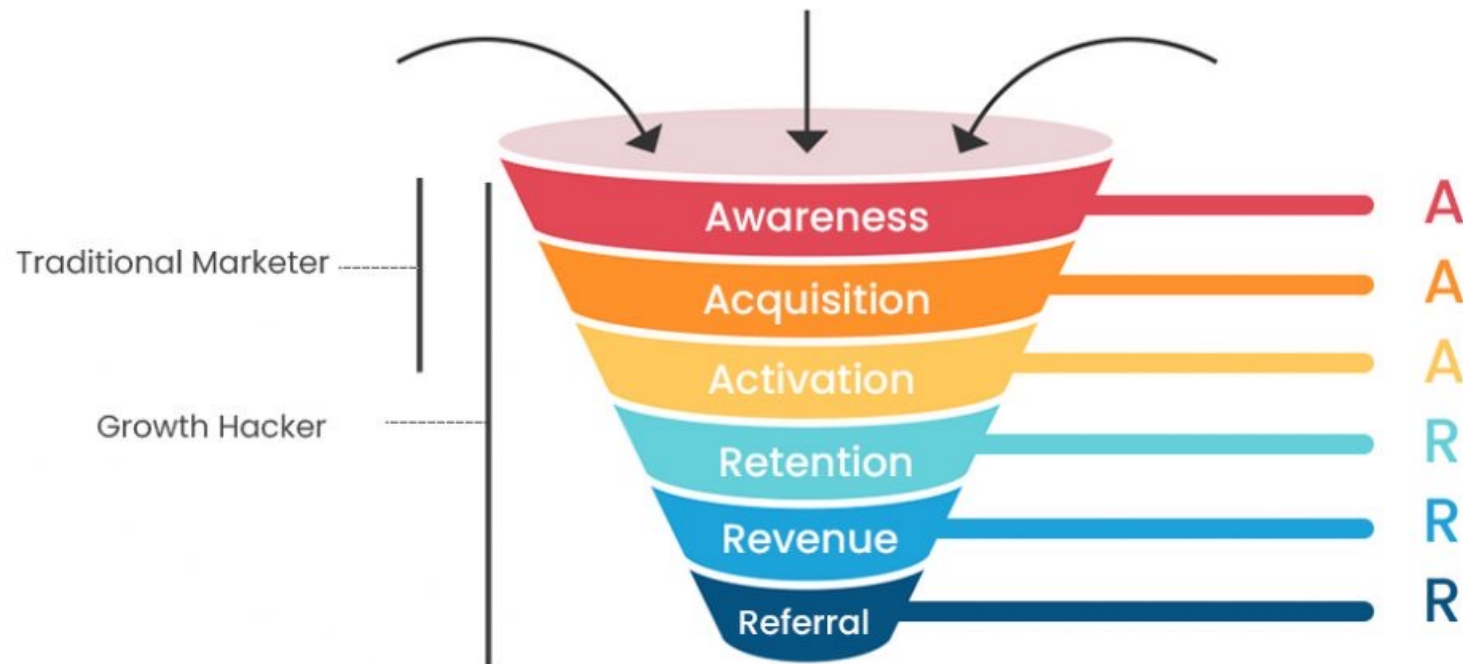
FOUNDER OF
SWIMMING SURVIVAL
ZEPHCO.ORG

CO-FOUNDER OF
BEFUTUREFIT
LEADS\$



Center for Career Development

by LINKgroup



Growth hacking is a subfield of marketing focused on the **rapid growth of a company**. Processes and a set of cross-disciplinary skills.



SOCIAL MEDIA MARKETING & GROWTH HACKING TECHNIQUES

5 C's

COORDINATES
CHANNLES
CONTENT
CONNECTIONS
CORRECTIONS

TRY NEW TACTICS
REVIEW SMALL DATA
ITERATION



1. TIMING IS CRUCIAL



2. SOCIAL SEO



3. USER GENERATED CONTENT

try and get featured by bigger profiles.



4. INSTAGRAM HASHTAGS DON'T Copy/Paste



5. VIDEO CONTENT + subtitles



6. INSTAGRAM STORY

58% of people are more interested in a brand after seeing stories.



7. SOCIAL LEADS \$ SOFTWARES CRM's



8.THE SNOWBALL EFFECT

posting schedule with high frequency is effective
in both social media marketing and SEO



9. PAY ATTENTION TO TRENDS AND SEARCH VOLUME



10. TAKE NO SHOTCUTS in brand foundation

BRAND POWER is hard to measure, easy to feel.



Let's Talk Brands 😊

Raluca Steblea – LinkedIn

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Zeppies – Digital Community /Facebook

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