THE
INTERNET
MARKETER'S
Handbook

CHECKLIST

Product Market Fit Hacks

- ☐ Validating your idea
- ☐ Add a video background to any Unbounce landing page
- ☐ Keep on top of your KPIs with a custom metrics dashboard
- ☐ Benchmark Your Cost per Acquisition Target
- ☐ Ensure your product solves real customer problems
- ☐ Use psychology to determine your optimal product pricing
- ☐ Conduct simple A/B tests on your landing page
- ☐ Find the perfect name for your product or service
- ☐ Use Google Ads to test demand for your product
- ☐ Watch customers interact with your site
- ☐ Collect customer feedback with Survey Monkey
- ☐ Collect instant feedback with Qualaroo
- ☐ Collect data on customer activity on your website
    - ☐ Helps you make a better product
- ☐ Hack the best keyword research for SEO and SEM
- ☐ Create a form based website
- ☐ Automate lead scoring to funnel leads to specific landing pages
- ☐ Get the advice you need without having a huge network
- ☐ Start a blog in less than 5-minutes
- ☐ Build your email list
- ☐ Create a marketing plan for your business launch

Hacks for Transitioning to Growth

- ☐ Create a viral pre-launch signup form
- ☐ Make sharing content easier with an UpVote widget
- ☐ Create a viral "invite a friend" thank you page
- ☐ Create a press list using the power of the crowd
- ☐ Target influence marketers with Klout, Brand24, or Followerwonk
- ☐ Get PR with "Help a Reporter Out"
- ☐ Syndicate your blog for additional inbound traffic
- ☐ Analyze your blog so you can optimize it
- ☐ Use customer testimonials to support your product features
- ☐ Identify the most popular blog topics using Buzzsumo
- ☐ Create a customer newsletter with Linkydink
- ☐ Send different traffic sources to different pages
- ☐ Growth hack your customer's attention spans
    - ☐ Implement a simple progress meter
- ☐ Create your own daily deal for your customers
- ☐ Create a huge content shadow
- ☐ Hack a subscription e-Commerce business
- ☐ Hack an easy and effective online store
- ☐ Create a cheap product demo
- ☐ Offer live chat customer support on your site
- ☐ Use Quill Engage to get started with site analytics
- ☐ Turbocharge your content production with Text Broker
- ☐ Retarget your advertising to stay in front of your customers
- ☐ Use Google's Quality Score to Lower your Cost Per Click
- ☐ Use Gmail Sponsored Promotions to Infiltrate Your Customer's Inbox
- ☐ Utilize YouTube to save money on video advertising
- ☐ Get better traffic quality to your site with Google Ads bid multipliers
- ☐ Use Google's Mobile Ads call button to drive lead volume to your business
- ☐ Acquire new customers with HackerNews and Reddit
- ☐ Use LinkedIn's visitor tracking code to acquire new customers

- ☐ Start your own industry specific social network with Spot.im
- ☐ Create lookalike audiences on Facebook to attract the right visitors
- ☐ Increase leads, subscribers, and sales with Twitter cards
- ☐ Use AddThis to customize share buttons and encourage sharing
- ☐ Encourage and incentivize sharing with click to tweet style links
- ☐ Use AdEspresso to create, launch, and test your Facebook ads
- ☐ Hack a social media marketing plan
- ☐ Create engaging Infographics for SEO backlinks and shareable content
- ☐ Create an easy and effective viral referral email
- ☐ Create emails that your customers will care about
- ☐ Create your own photos using ShutterStock custom
- ☐ Spy on your competition with BuzzSumo and iSpionage
- ☐ Make sure your customers are happy by asking one simple question
    - ☐ How likely is it that you would recommend us to your friends?
    - ☐ Have them rate your business using a 10-point scale

Scaling for Growth Hacks

- ☐ Use Moz to get serious with your SEO strategy
- ☐ Match your page content with your offer
- ☐ Grow your twitter follower count quickly
- ☐ Create personal content for your website easily
- ☐ Know which metrics are critical to measure
    - ☐ Churn
    - ☐ Contracted monthly recurring revenue
    - ☐ Cash
    - ☐ Lifetime profit per customer
    - ☐ Customer acquisition cost ratio
    - ☐ Cost per acquisition
- ☐ Use Zapier to automate triggers to make your life easier
- ☐ Use email courses to become a thought leader in your industry
- ☐ Send emails to remind customers to refer your business to someone
- ☐ Implement automatic trigger-based emails
- ☐ Collaborate with your customers on product development
- ☐ Hack your site pages to increase organic traffic
- ☐ Learn how to track and follow up on social media mentions
- ☐ Make HubSpot your marketing ground zero
- ☐ Hire a personal assistant without breaking the bank
- ☐ Outsource your market research overseas
- ☐ Create a growth hacking hub with the help of Pocket
- ☐ Keep in touch with your network through LinkedIn connections