



Growth Hacking в рекрутменте

Jan Tegze, April 26th, 2019





What is
Growth Hacking?

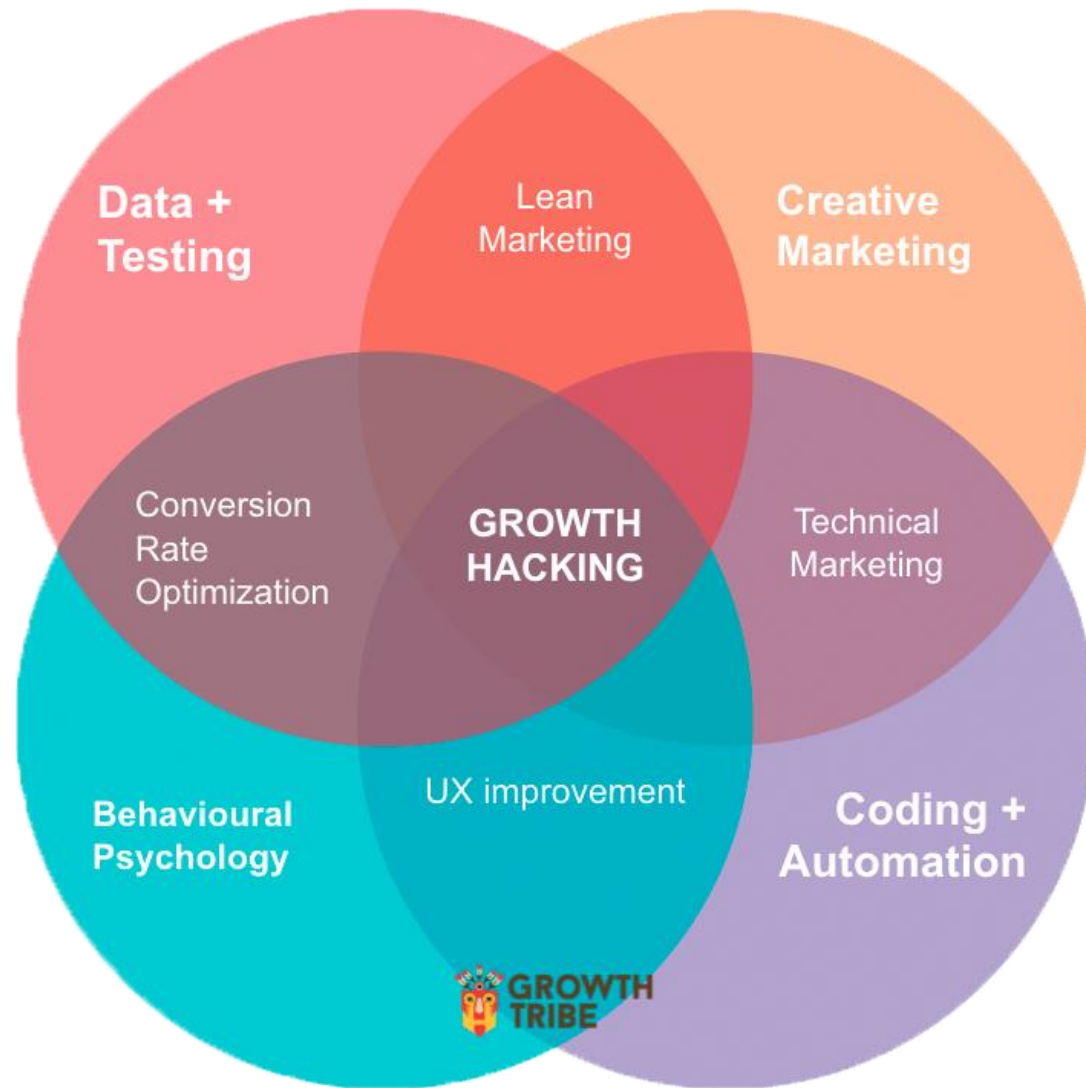
contract

Growth hacking

(also known as 'growth marketing')

It is the use of resource-light and cost effective marketing tactics to help grow and retain an active user base, sell products and gain exposure.





Who is Growth Hacker?

A growth hacker is an professional who uses elements of marketing and market research, along with technology and technical strategies, to provide marketing solutions to clients or employers.



Everything a growth hacker does
is aimed towards a single goal – **growth!**

Examples Of Growth Hacking



HOTMAIL



email signature hack

PS: I love you. Get your
free e-mail at [Hotmail](#)

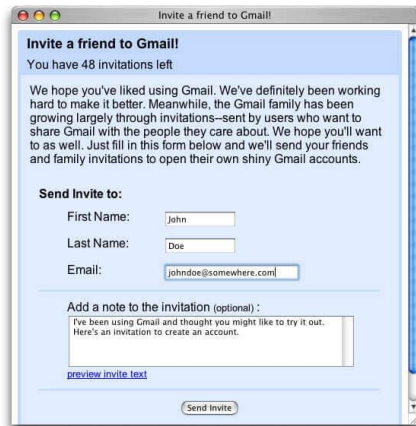
Signature line in every user's outgoing email, inviting email recipients to get a free account.

Hotmail super-fast growth to 12 million users (or around 20% of the email market at the time) in 18 months.

GMAIL



invite-only hack / exclusivity hack



The invite-only growth hack worked so well that Gmail invites were auctioned on eBay.





DROPBOX



Incentivised 'refer-a-friend' scheme



Connect your Facebook account

Share folders with your friends and family in a snap

+ 125 MB



Connect your Twitter account

Invite your friends to Dropbox with a tweet

+ 125 MB



Follow Dropbox on Twitter

Stay up to date with the latest Dropbox tweets

+ 125 MB

LinkedIn

By implementing a growth hacking technique that allowed users to create their own public profile, LinkedIn grew from 2 million to 200 million users.



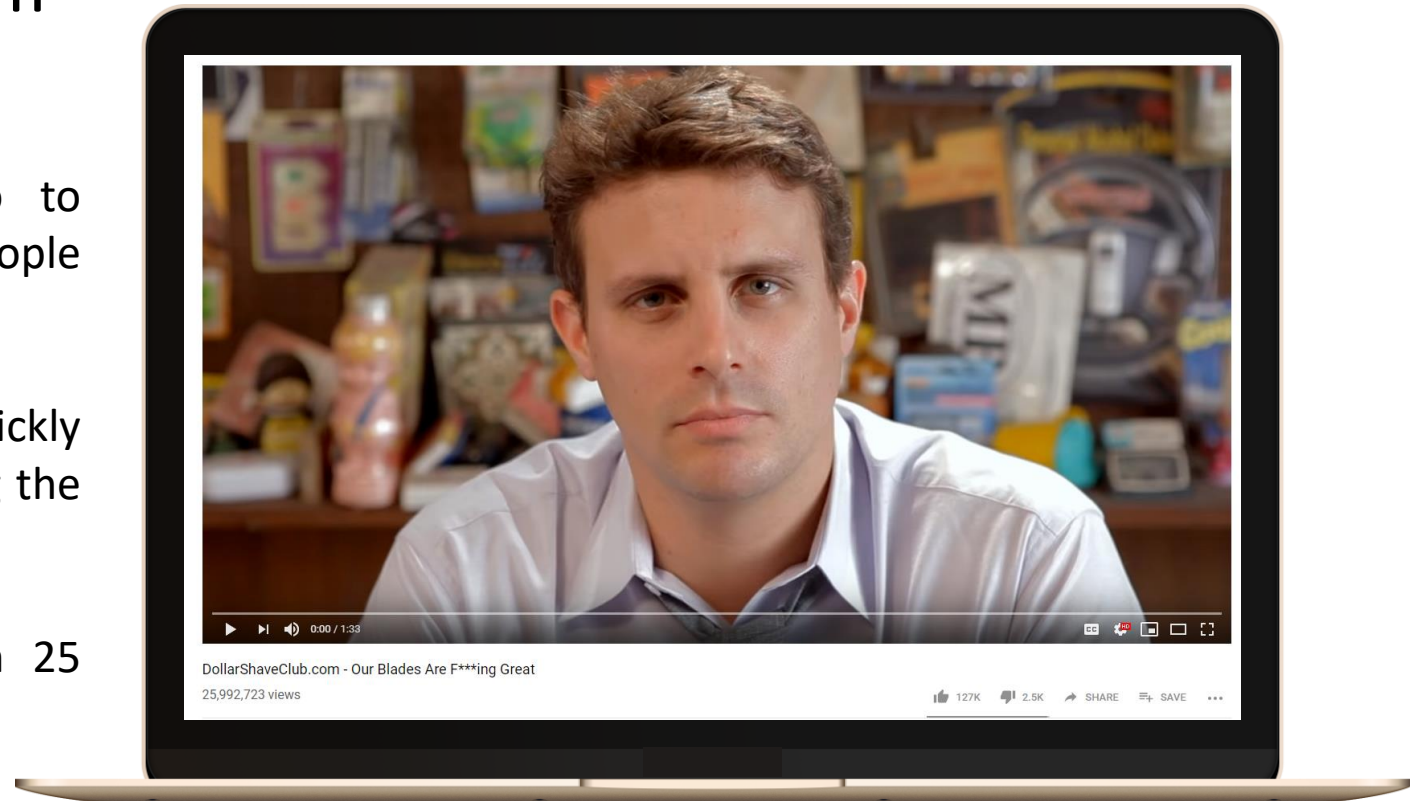
DollarShaveClub.com

Our Blades Are F***ing Great

Dollar Shave Club used a video to promote its service of sending people new razor blades monthly for just \$1.

The video they made went viral, quickly gaining millions of views and making the company a household name.

The video has now at more than 25 million views.



Puffer fish Tactic

A Danish company, Pipetop, used an approach similar to the puffer fish's survival tactic.

Pipetop bought various phone numbers in different countries across Europe and displayed those in their contact information

Media thought that Pipetop was a big company not a startup, and they got lots of PR after that.



Burger King

 **Casey Neistat** ✓
@CaseyNeistat Sledovat

why is Burger King liking my 8 year old tweets?

291 retweetů 13 722 lajků


500 291 14 tis.

 **Burger King** ✓ @BurgerKing · 24. 1.

Burger King ✓ @BurgerKing
some things from 2010 are worth your old tweets. and funnel cake fries. get them now for a limited time.

10 1,1 tis.

1,544,775 views

 **CaseyNeistat** ✓
Published on Jan 29, 2019



Casey Neistat ✓ @CaseyNei... · 12/19/10
I wish I had a microwave

Casey Neistat ✓ @CaseyNei... · 12/18/10
Cab drivers love bumping the techno on sat night.

Burger King ✓ @BurgerKing
Follow

Handwritten red annotations: 'wtkly' and a checkmark pointing to the Burger King tweet.

One Example of Product Marketing

Create a waiting list - Incentivize

Referrals People compete to climb to the top of the leaderboard.

The more people they refer, the higher up the queue they get!






Congratulations, you are in!

Position	Subscriber	Points
1,450	jai*****com	3
1,451	jai*****.es	3
1,452	yti*****com	3
2,056	manuel@maitreapp.co	2
2,057	mb*****io	1
2,058	per*****com	1
2,059	iam*****com	1

1 REFERRAL = 1 POINT

Invite you friends with your unique referral link 📌

<https://ncent.io/?mwr=7869-e399b040> COPY

{ first 10-digit prime found
in consecutive digits of e } .com

© CLEAR CHANNEL



No name, no reason, but **if you understand a math** you can solve it.

The answer is **7427466391**.com. This led to another equation to solve.

Eventually landing the few remaining contestants an **interview at Google** headquarters.

Why starts with
Growth Hacking?

The War for Talent

turned into

The War for Attention

**WHAT
ARE
THE BEST
TRIGGERS?**



Emotions are so **powerful** they influence our perception, decision making, and even memory.

The more emotional an experience the better we remember it.



Jan Tegze

Senior Recruiting Manager at SolarWinds ■ Author of Full Stack Recruiter

2w

What's the quickest way to find a job? Maybe this one 🤔

#sunday #fun



📈 58,316 views of your post in the feed

Just had a lady ask to speak to my manager

TAJI (@buckholers) · 2w
PSA: Don't wear an all red hoodie to Target. Two people asked me if I worked there and an actual employee asked me grab something off the shelf because she couldn't reach 🤔

Arzela (@arzelaw) · 2w

itzelle | RL | 2111 (@itzelle) · 2w
I'm at target wearing my devin hayes merch and someone just asked me if I worked here. pro tip: don't wear red to target

210 Likes · 16 Comments

👍 Like 💬 Comment ➦ Share



Jan Tegze

Senior Recruiting Manager at SolarWinds ■ Author of Full Stack Recruiter

1mo • Edited



This technology is unbelievable, it helps colorblind people see colors for the first time.

...see more



2,432 Likes · 124 Comments · 147,842 Views

Like Comment Share

147,842 views of your video



2,432 Likes · 124 Comments · 147,842 Views

Like Comment Share



Jan Tegze

Senior Recruiting Manager at SolarWinds ■ Author of Full Stack Recruiter

3w • Edited



I am done with recruiting!

This is the one of the many sentences that people who hate recruiters want to hear from all recruiters.

Recently, I read so many posts on LinkedIn about how terrible recruiters are, how f***** the job we are doing is, and how all recruiters should die in hell.

Some people who never worked as recruiters started giving advice what recruiters need to do and they are posting lists of things recruiters are doing wrong. (BTW, If you hired five people for your team during 5 years, you didn't turn into a recruiter, sorry)

I know that most people believe that being a recruiter is the easiest job, and I am not going to argue that it's some kind of complicated rocket science, but it's also not the easiest job in the world.

There are so many things that these trolls don't see, and we recruiters are doing. Every day, we need to find new ways, discover new methods, and balance between GDPR and our conscience if we are going to use the data we found or not.

I still don't understand why there is so much hate towards recruiters. Few recruiters doing a bad job do not represent the job of the rest of us.

There is a character LinkedIn limit for a post so the rest of my post is here:

<https://lnkd.in/eKUcQEf>

#recruiting #recruitment

258 Likes · 51 Comments

Like Comment Share

77,122 views of your post in the feed



+ Follow ⋮

I HIRED a person over 50. Should not be a big deal, but it was. You can't imagine the resistance I had to overcome.

" He will never work hard enough", "he will not fit into our culture", "he will be taking a lot of sick days", "he is overqualified" etc

Nobody said he was too old. They were all "politically correct".

Even now, many years later, I am still upset about those remarks.

I had to put my foot down to get him hired.

Long story short, he was one of the best hires I ever made. We all learned from him. He made a huge difference for the company.

We should STOP calling people over 50 as "overqualified" and "over the hill".

Instead let's consider using these: veteran, very experienced, "someone I can learn from", someone who can make a huge difference because of their experience.

Do you agree?

261,928 Likes · 23,160 Comments

Like Comment Share

Other triggers

✓ Create a Sense of Urgency or Fear

Creating a sense of urgency or FOMO is a powerful psychological trigger used to make people act.

✓ Use Social Proof

It is still one of the **most powerful psychological triggers** you can employ as a growth hacker.

✓ Involve the use of Reciprocity

Reciprocity is a powerful psychology trick not only in sales.

✓ Employ the Use of Curiosity

The use of curiosity increases your prospects urge to act, open your email, respond to learn more about what you are offering.

Social Sharing Hack



<https://fullstackrecruiter.net/>

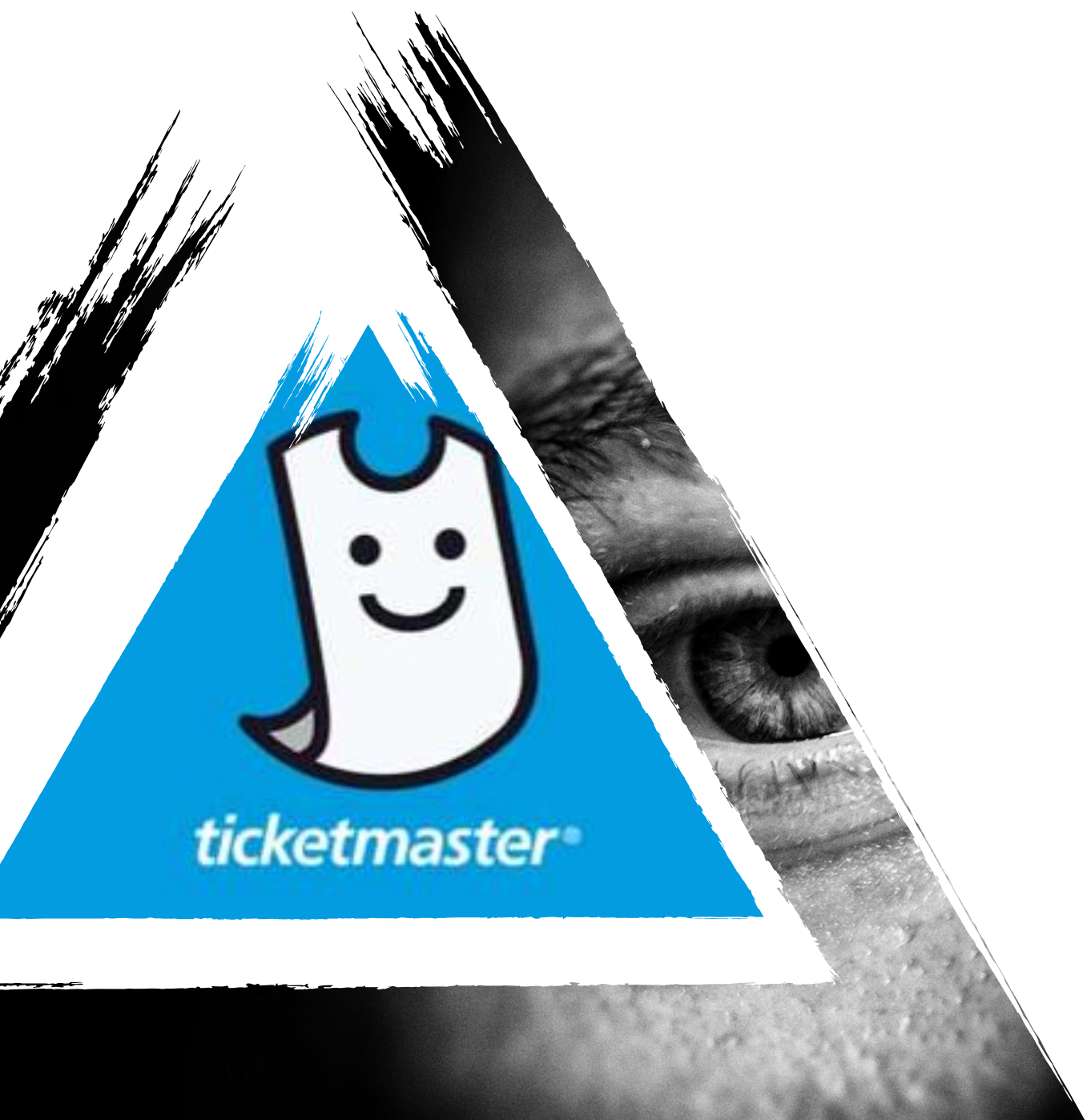


FULL STACK RECRUITER: NEW SECRETS REVEALED

🔒 Share it to Unlock 🔒

Use one of the buttons below to unlock the book.





Fear of Mission Out



TicketMaster is an online company to purchase venue tickets.

Their growth hack is: "**Limited offer**"

They added a timer on their website to evoke urgency in the minds of target markets.

How to Start with Posts on LinkedIn or Facebook

Start

Every post should begins with a pain point, career relevance, significant change, announcement or credibility.



A RECRUITER wrote a post that he blames me. For what, not clear. Then a salesperson that sells wipes accused me of doing something, unclear what. Some other recruiter accused [Brigette Hyacinth](#) of doing something preposterous.



I give my employees leeway with breaks, sick leave, family leave etc. I don't micromanage. It's a complete waste of time! Why hire someone and keep looking over their shoulder? ... [...see more](#)

2,225 Likes · 201 Comments



A RECRUITER boasted recently here that he takes 6 seconds per CV RESUME, that he is now a real recruiter.
6 seconds is the norm, evidently, in the industry.
Business Insider and Inc confirm...

Dear Recruiters,

1. If you are trying to compete with a computer, I assure you that a computer can do lots more in those 6 seconds, about 20-30 million times more.

Simplify Words

Don't overestimate your readers' intelligence.

Even if they know the definition – if it takes them a second to recall it, then you've lost them.

Complex words will lose them.



+ Follow ⋮

Employee resigns. Do these 7 things

1. Tell them they are always welcome back
2. Wish them all the best
3. Treat them with respect, like everyone else
4. Understand what made them leave and what you need to change
5. Try to convince them to stay, show you learned the lesson
6. Say Goodbye in the most nicest way possible, show appreciation for all the good work
7. Keep in touch after they leave

Too often bosses treat outgoing employees as traitors not worthy even a hello, let alone appreciation for all the hard work. That's just mean. That's like blaming someone else for own inadequacy.

Give people wings to fly, roots to come back, and reasons to stay.

Agree ?

31,884 Likes · 2,736 Comments

Avoid Common Adjectives

- Adjectives give room for readers to interpret.
- You want a clear picture of the story you're writing in their head.

Do not use these common adjectives:

“Amazing”

“Great”

“Excellent”

“Wonderful”

“Beautiful”

“Best”

“Good”

“Bad”

“Big”

“Small”

“Low”

“High”

You should avoid non-definite words
and phrases also in job descriptions and articles.

“I think this method is working.” vs. “This method is working.”

These words makes you appear not confident in your opinions or ability to recap stories.

“Sometimes”

“If”

“Possibly”

“I think”

“I decided”

“I thought”

“Particularly”

“Close to”

“Maybe”

“It seems”

How to End a Status

Tie it to a call to action.



Jan Tegze

Senior Recruiting Manager at SolarWinds ■ Author of Full Stack Recruiter

1mo • Edited



It's quite funny that some companies, where I applied for a job many, many years ago, never gave me a feedback on my application, nor on my interview, even when I asked for it.

Yet they somehow find the time to send me a GDPR-related email, asking me to keep my (very old) data in their ATS.

It's like when a friend that you haven't seen for ten years, contacts you and wants to sell you insurance, because they already contacted everybody from their family.

It's quite an interesting approach towards candidate experience.

Do you have the same experience?

[#interviewing](#) [#recruiting](#) [#email](#)

184 Likes · 21 Comments



Like



Comment

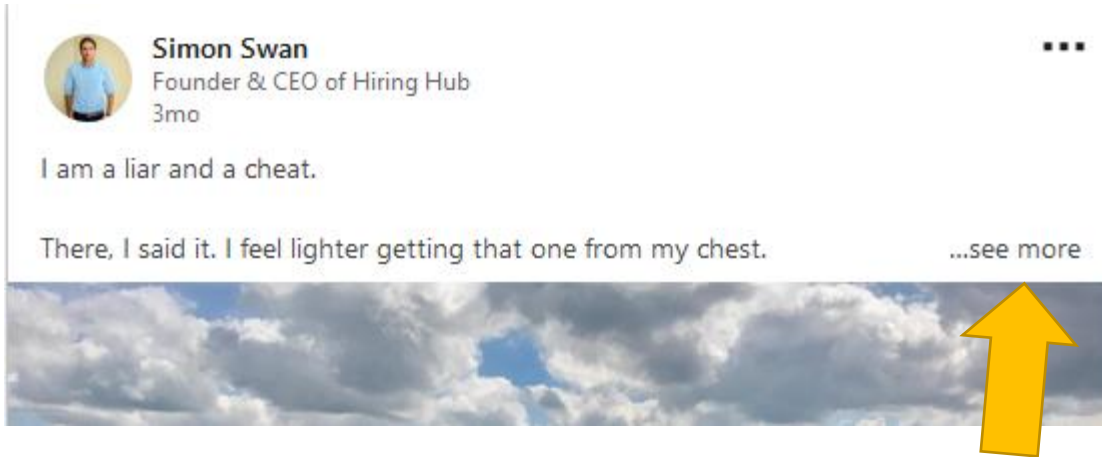


Share



35,224 views of your post in the feed

Use „...see more“ trick



Simon Swan
Founder & CEO of Hiring Hub
3mo

I am a liar and a cheat.

There, I said it. I feel lighter getting that one from my chest.

You see, I do lie and I do cheat. But only myself.

I've figured out this mechanism (lying and cheating) to improve my performance.

I believe it helps me in business, and it helps at play; gives me that extra 1%.

And, recently at a dinner with a couple of Olympians, the Brownlee brothers (name drop, sorry), I realised I wasn't alone - they use it too.

That's when I became conscious of something I had been doing for years, albeit unconsciously.

So I thought I'd share it quickly, hoping it can help you.

Here's the blog:



Jan Tegze

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2mo



INTERVIEWER: Do you use Microsoft Office?

CANDIDATE: I "excel" at it

INTERVIEWER: haha ok...

...see more



261 Likes · 8 Comments



Like



Comment



Share



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2mo



INTERVIEWER: Do you use Microsoft Office?

CANDIDATE: I "excel" at it

INTERVIEWER: haha ok

CANDIDATE: You have my Word

INTERVIEWER: ok I get what yo-

CANDIDATE: Access

INTERVIEWER: You're just saying words now

CANDIDATE: Powerpoint

#Friday

261 Likes · 8 Comments



Like



Comment



Share

Discussion questions



Post GDPR = increase email open rate?

It's 25th May and GDPR compliance becomes legally enforceable worldwi ...see more

104 Likes · 42 Comments

Narrative followed with question that prompts audience to answer in the comments.

LinkedIn and Facebook PODS

 **Jan Tegze**
Senior Recruiting Manager at SolarWinds ■ Author of Full Stack Recruiter
3mo • Edited

Are you UX problem solver *who likes to have a responsibility* **F O R**
A S O F T W A R E P R O D U C T ?

... ...see more

23 Likes · 6 Comments

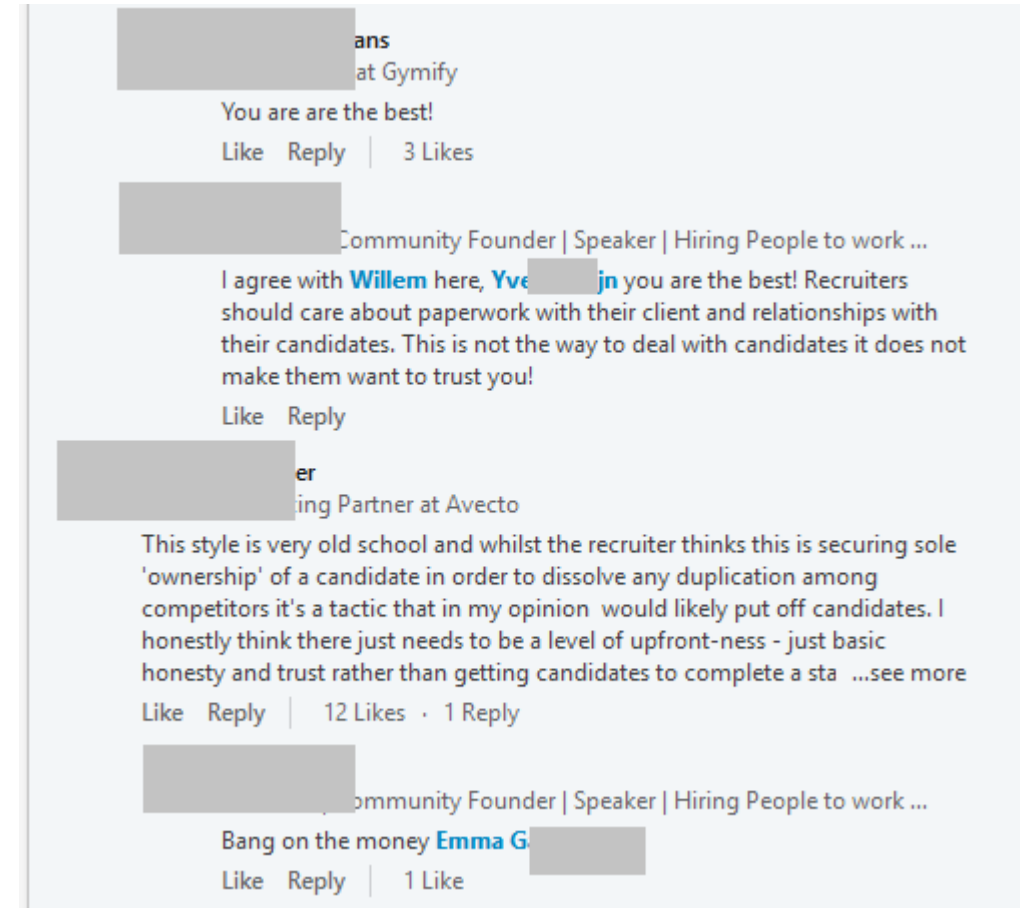
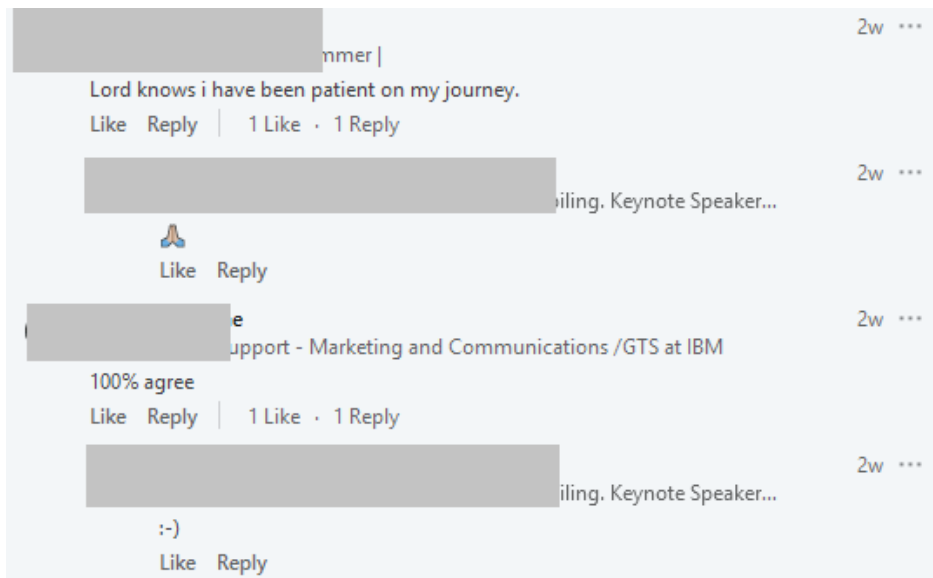
 Like  Comment  Share

Source: <https://coolsymbol.com/cool-fancy-text-generator.html>

Answer comments

Comment on other people's posts and answer comments under yours.

Commenting on other people's posts can be a great way to get engagement and to get people noticing your profile.



Consistency

Once you start, post consistently!

You don't have to post once a day. But keep bringing regular content for your audience.

Don't spam!

Understand Your Audience

LinkedIn usage is the highest among the 18–29 year old age group.

Here's what the age split looks like:

- 34% of 18–29 year olds use LinkedIn
- 33% of 30–49 year olds use LinkedIn
- 24% of 50–64 year olds use LinkedIn
- 20% of 65+ year olds use LinkedIn

Articles and LinkedIn posts

Articles don't do well on LinkedIn as few years ago.

However they are still part how to get attention. And it will help to improve your profile's SEO.

PERFECT CANDIDATES
DON'T EXIST

The Myth of Finding the "Perfect Hire"
Jan Tegze on LinkedIn
April 23, 2018

 Edit  Delete

 2,754 views of your article

RECRUITMENT
IS NOT A
9 TO 5 JOB.

9 Reasons Why Recruiters Aren't Sleeping on the Job
Jan Tegze on LinkedIn
July 24, 2018

 Edit  Delete

 34,589 views of your article

...

It's not a 9-5 and I never thought it would be. My colleagues are some of the hardest-working individuals I have ever met. They get in early to meet that candidate before they head to work or stay late for the candidate who ran late at their 9-5.

Yes, we have fun but this can be a difficult job too. The highs and the lows are totally worth it when you match that candidate to that job and it all works out. It's those moments that keep me going


**RECRUITMENT
IS NOT A
9 TO 5 JOB.**

Share article with
original commentary

(include excerpt from
the article or takeaways
from it)



...

A very interesting article,  if you want to know what we get up to behind closed doors!

On that note WE ARE HIRING!!!! We are looking for two like-minded individuals. Skills can be taught but we want is passion, desire to do well and all round great service experience.

Please get in contact to find out more if you are interested in joining the Wolfpack!

**RECRUITMENT
IS NOT A
9 TO 5 JOB.**

Use articles or posts of others to attract your audience.

Get inspiration from others



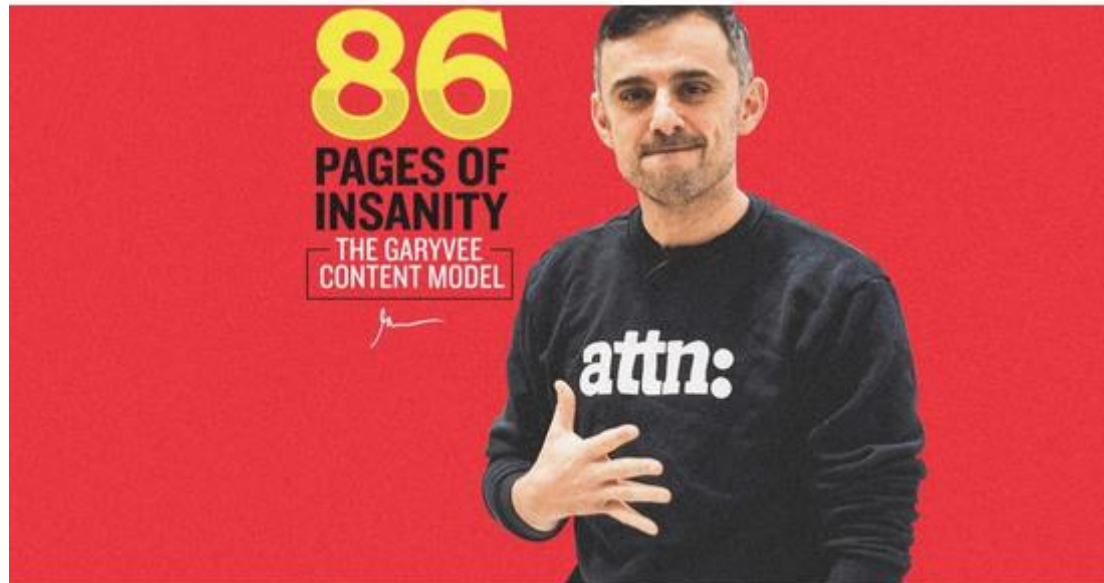
Gary Vaynerchuk [in](#)

Chairman of VaynerX, CEO of VaynerMedia, 5-Time NYT Bestselling... [+ Follow](#)



Great news ... you won't have to pay \$200-\$5,000 for a ebook or course on social media ... here you go for Free!

[...see more](#)



The GaryVee Content Strategy: How to Grow and Distribute Your Brand's Social Media Content

garyvaynerchuk.com

3,228 Likes · 254 Comments

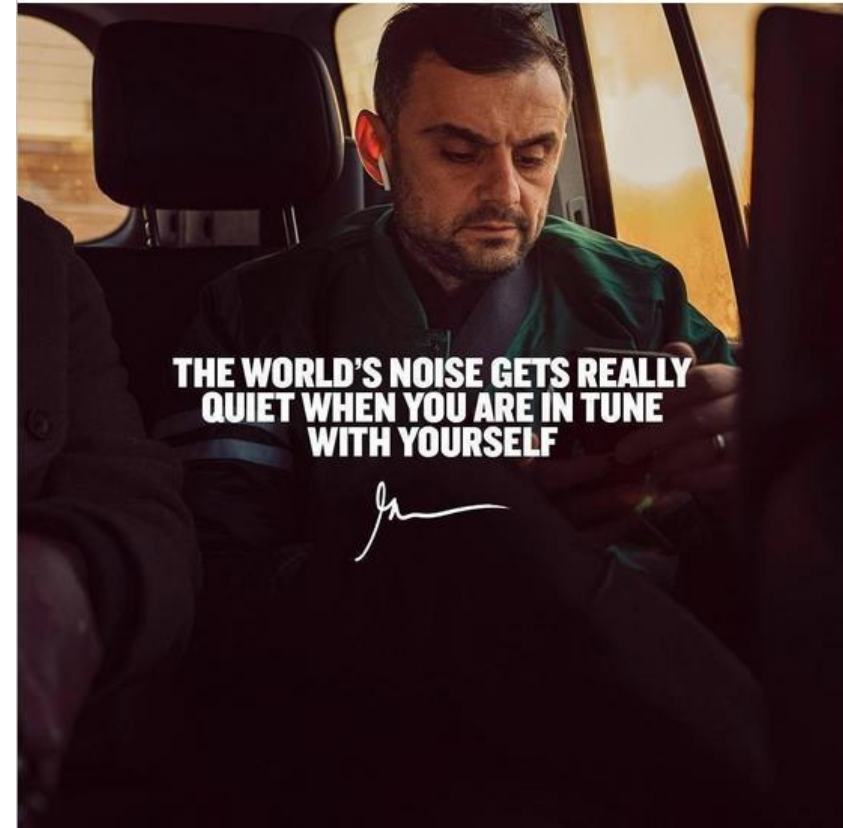


Gary Vaynerchuk [in](#)

Chairman of VaynerX, CEO of VaynerMedia, 5-Time NYT Bestselling... [+ Follow](#)



Worry about you. Spend all your time on getting your soul aligned with your heart. After that you can worry about the world's noise and you will be able to handle it with ease [#selfimprovement](#) [#selfworth](#)



8,042 Likes · 187 Comments



Jan Tegze

Senior Recruiting Manager at SolarWinds ■ Author of Full Stack Recruiter

2mo • Edited

Interviewer: Why are you leaving your current organization?

Candidate: I have major religious differences at work!

Interviewer: What are those differences?

Candidate: My manager thinks he is God, I don't!

#FridayF #Friday

3,860 219 Comments

Like Comment Share

312,685 views of your post in the f

Интервьюер: Почему вы покидаете свою нынешнюю организацию?

Кандидат: У меня серьезные религиозные различия на работе!

Интервьюер: Каковы эти различия?

Кандидат: Мой менеджер думает, что он Бог, а я нет!

Google Translate

Jan Tegze posted this

**RECRUITMENT
IS NOT A
9 TO 5 JOB.**

9 Reasons Why Recruiters Aren't Sleeping on the Job

Jan Tegze on LinkedIn
July 24, 2018

 Edit

 Delete

 34,589 views of your article

Experiments often cost companies a minimal amount of money to execute but can **yield incredible results**.

Low risk, but **high** reward.

Facebook



Your Facebook page is about your audience, not your business.

It is an excellent place for building an online community.

And that is why is important to implement a community management attitude instead of a broadcasting one.

Three important things

- 1.** Focused on your audience and the kind of content they like.
- 2.** Don't ask your followers to do something on every post—that's not how you build trust.
- 3.** Just produce content that is funny, entertaining, creates emotions, and brings real value to the community.

Three tips

Add a URL After

Holding off a few minutes before adding a link to your image or post can help you get your first few likes and shares faster since people will see it as a pure value post rather than link bait.

Upload Videos Directly to Facebook/LinkedIn

This will get more people watching your videos and this will lead to more engagement and reach.

Get into Messenger

The open rates on messenger apps beat email hands-down.

What Makes Online Content, Products and More Go Viral?



Dr Jonah Berger in his book ***Contagious: Why Things Catch On*** described 6 steps to virality.

Jonah has spent over 15 years studying how to get more word of mouth, how social influence works and how it drives products and makes ideas catch on.

Jonah Berger's Six Steps To Virality



Social Currency

People talk about things that make them seem smart and cool.

Triggers

Top of mind, tip of tongue. What we talk is what we think.

Emotion

When we care, we share. Focus on "high arousal" emotions.

Public

Built to show, built to grow. The more public something is, the more likely people are to imitate it.

Practical Value

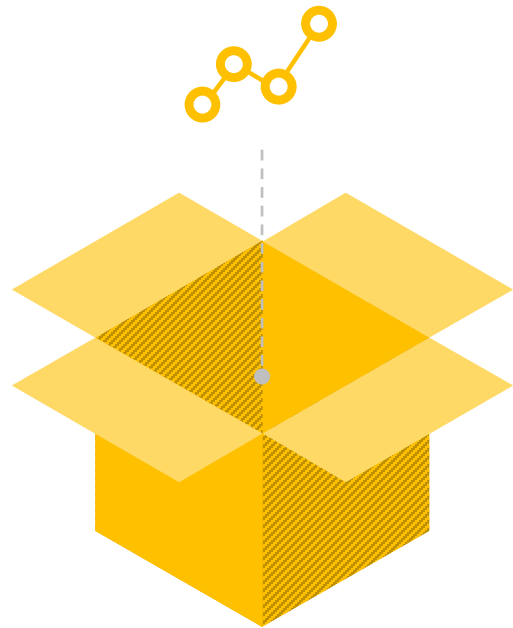
News you can use. Useful things get shared.

Stories

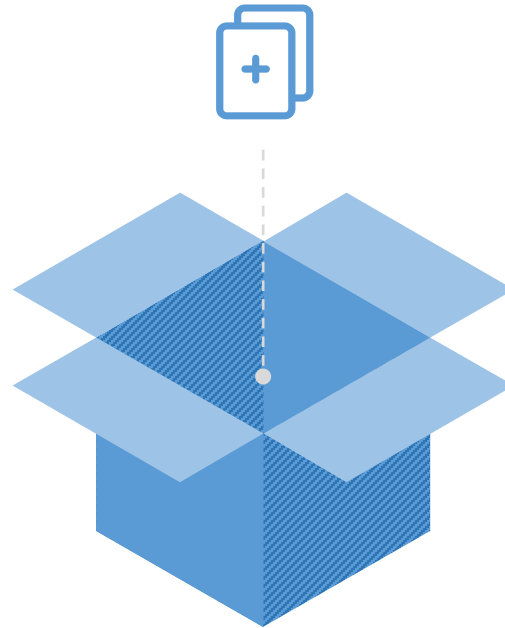
Build a Trojan horse, a narrative or story people want to tell, which carries your idea along for the ride.

Benefits Of Growth Hacking

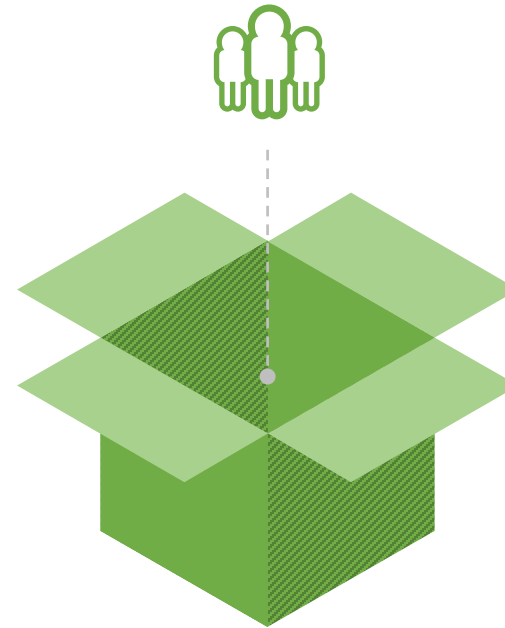
Benefits Of Growth Hacking



Provable ROI



Low-resources



Low-cost

Three more things.

Creativity is at the core of **growth hacking** but so is rapid experimentation to improve the product or service continuously.



Use **technology** to be more **human**.



Data has a better idea

**“If you can’t measure it,
don’t do it.”**



GROWTH
HACKING
RECRUITERS

<http://bit.ly/GHRecruiters>

Contact Me



Be a sourcer 😊



Blog: www.tegze.eu



Book: [Full Stack Recruiter](#)



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Questions?