

FRESH GROWTH HACKS

DEEP DIVE

by



STACKED MARKETER

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Table of content

Fresh growth hacks we've discovered during 2021 and 2022	4
Section 1: Advertising	5
• Did you know that Google has their own recently released ad spying tool?	5
• Want to avoid ad blockers? Try using the server version of Google Tag Manager	10
• Unable to run Microsoft Ads in your own country? You can probably do it.	13
• Want your ad to show to more relevant people?	15
• Want to market more effectively to people on Facebook?	16
• Want more marketing superpowers?	20
Section 2: Growth hacks for agencies	22
• Local businesses are still clueless about the effects of ignoring online marketing	22
• How a Facebook ad change created unanticipated opportunities for marketing agencies	24
• Don't let your clients make this mistake when asking people to leave a Google review	25
Section 3: Social media	27
• Social networks are not really social networks	27

- How you can increase your Instagram, Twitter and YouTube organic reach 29
- TikTok's growth hack to get outsiders to their platform 33
- Men use Pinterest and older people use TikTok 35
- Want more social media engagement? Try carousels 37
- Social media platforms are turning into shopping platforms 39
- Here's what LinkedIn can teach us about writing amazing headlines 40

Section 4: Email marketing

- Want more email subscribers? 43
- How Morning Brew got their first 10,000 subscribers using a simple tweak 45
- Here's how we measure our email performance after Apple's privacy update 48

Section 5: SEO

- Want your videos to get maximum SEO traffic? 50
- Here's what happens if you disavow links on a whim 51

Conclusion

55

Fresh growth hacks we've discovered during 2021 and 2022

The problem: Most growth marketing tips and hacks you read on the internet are outdated. Worse, everyone is copying one another, resulting in "hacks" that are in fact common knowledge.

Our approach: In this deep dive, we take a different approach to identifying fresh growth hacks. If you're a subscriber to our newsletter with daily marketing news, you know that we go through hundreds of different marketing news to deliver you the top 2-7 most relevant ones. When you look at so much data, you're bound to find new and unexpected growth hacks. Which is exactly what we found.

While analyzing our news and researching through 2021 and 2022, we discovered a whopping 21 amazing growth marketing hacks.

We didn't stop there: Many of these growth hacks have "lessons" behind them. You can use these lessons to proactively discover new growth hacks for yourself and gain a consistent competitive advantage.

We've separated the growth hacks into 5 sections:

- Advertising
- Growth hacks for agencies
- Social media
- Email marketing
- SEO

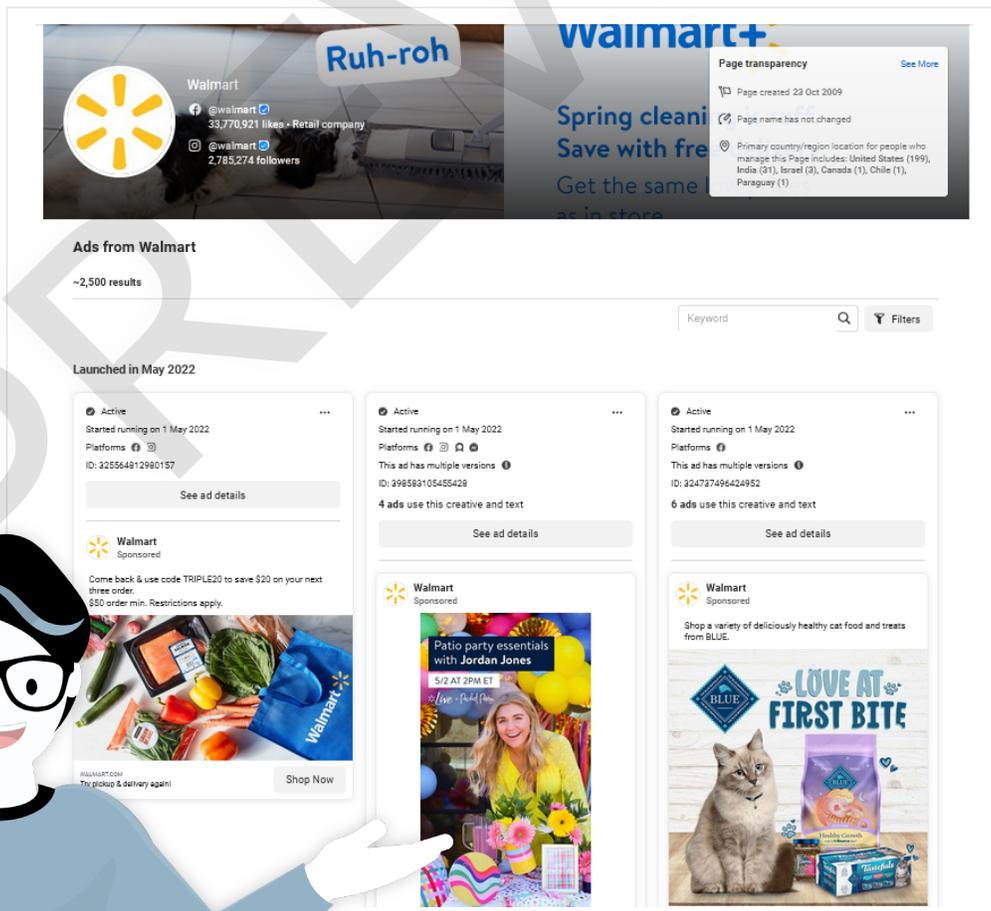
Let's dive in!

Availability: This tool isn't yet rolled out to everyone. Google said that "advertiser pages will launch in the coming months in the United States, and will roll out in phases to more countries in 2022." Given that this deep dive was written in the middle of 2022, there's a good chance that this tool is available to you as you read this.

The lesson: Most big platforms have their own ad spying tools. They are just a bit hard to find.

Fortunately this deep dive is here to make things easier ;)

As we've mentioned, a lot of social media platforms use the word "transparency" for their ad spying tools. For Facebook, their tool was initially called "Facebook Transparency Center". They later updated it to be called [Facebook's Ad Library](#). It's pretty easy to use, you just type the Facebook page, the type of ads you want to see, the countries and voila! Want to see what Walmart is currently advertising? No problem:



Want to avoid ad blockers? Try using the server version of Google Tag Manager

A few months ago, [we came upon an interesting article](#) which explained how Google Tag Manager is turning into the “new anti-adblock weapon”. Our first reaction was: “Huh”?

Before we get into the “hack,” let’s go over some Tag Manager basics:

What’s Google Tag Manager? A quick refresher: If you work within Google’s ecosystem, you probably know Google has 3 main measurement products:

- Google Tag Manager
- Google Analytics
- Google Data Studio

It all started with Google Analytics. You could, and still can, use Google Analytics to **collect** the data from your website (user visits, clicks, scrolls), **store** that data and **report** on it (creating dashboards, for example.) Remember these 3 verbs, they’re important: store, collect and report.

As measurement became more complex, Google determined that Analytics couldn’t do all of those 3 tasks well, so it delegated some of its responsibilities to Tag Manager and Data Studio. Tag Manager began to specialize in collecting visitor data from your site, whereas Data Studio began to specialize in reporting on it.

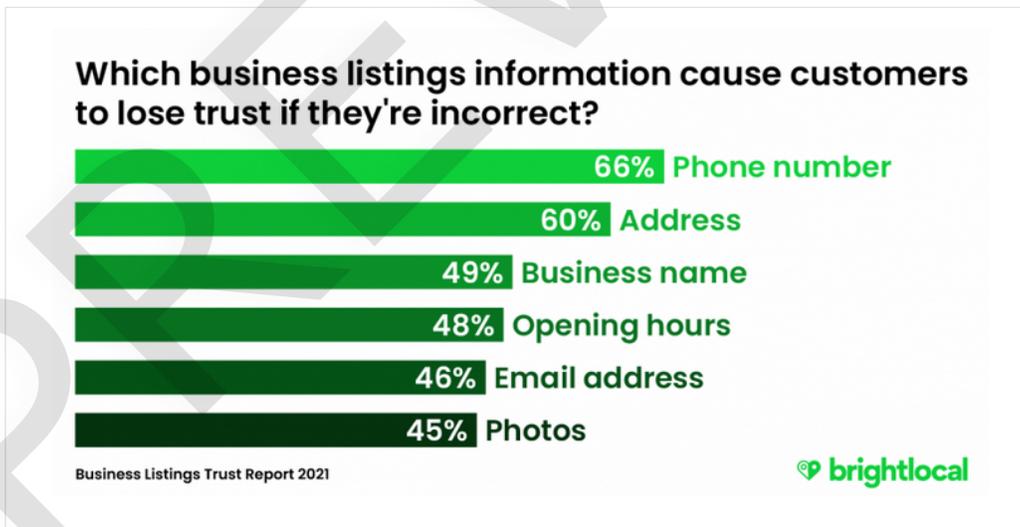


The effects of this: Less trust. 63% of consumers say that finding incorrect information would actively stop them from choosing your business. We've all heard about "fake news" and people seem to have become more sensitive to them.

It's not just getting new business: According to the report, 48% of consumers use listings to find information on businesses they have used before. This could be things like double-checking the phone or the address, or wanting to see what's new around the business.

Opportunity: If you're an agency, let businesses know they're losing business by not keeping things updated.

Here's the business information that, if incorrect, causes consumers to lost trust in the business:



You could identify businesses with conflicting information across different directories or businesses which phone numbers/addresses are wrong. You could then get in touch with those businesses and let them know this information. This would be a nice first step if you later want to offer the business your marketing or other services.

Opportunity: Treat every social media site as a totally separate entity.

If you don't understand the main differences between "social media" platforms, you may wrongly assume they're the same and you might use the same approaches when advertising/doing organic marketing. When you understand their differences, you start to think of the unique opportunities each social media platform presents to you.

For example, understanding that Pinterest is a search engine might inspire you to experiment with Pinterest Search Ads. Understanding that TikTok is a content discovery engine might inspire you to post a bunch of short videos, knowing that 1 in 100 might "stick" and go viral.

Classifying all of these channels like "social media" sites will cause you to miss some important opportunities.

It also helps for marketing team structure: Each platform is more and more specialized so don't expect your social media manager who's great at Twitter to crush it on TikTok too.

How you can increase your Instagram, Twitter and YouTube organic reach by integrating new into old content formats

Instagram: Over the last few years, Instagram [has released](#) a [bunch of](#) new features mostly related to videos. [It even said](#) that video as a content format was going to be their primary focus for 2022.



Opportunity: New content formats create temporary opportunities for increased reach.

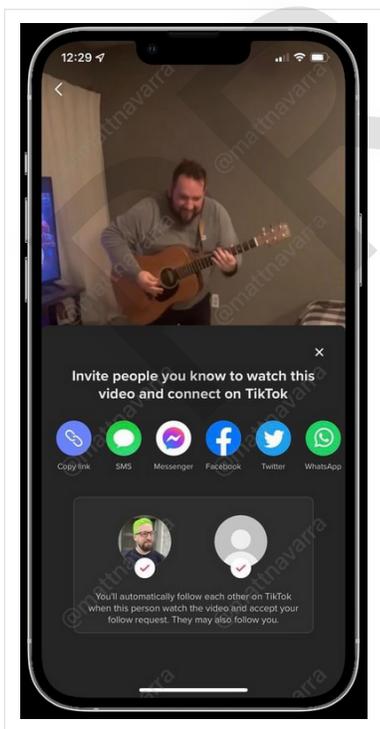
Every major marketing channel (Google, YouTube, Facebook, Instagram, etc.) is constantly releasing new features. We cover most of those features in our free newsletter.

Once they release these features, those platforms usually give some sort of incentive to people who use them. Often, that incentive comes in the form of increased organic reach like we've seen with the Instagram/Twitter examples above.

Your action plan: After a channel introduces a new content format, ask yourself "How can I integrate this content format into my existing content?" There's a decent chance the platform will start providing more exposure to creators and marketers who use this format in the future, so you better start earlier to reap the benefits.

TikTok's growth hack to get outsiders to their platform

A few months ago, social media analyst Matt Navarra [noticed an interesting "growth hack"](#) that TikTok uses to get "outsiders" on their platform: Invite to watch.



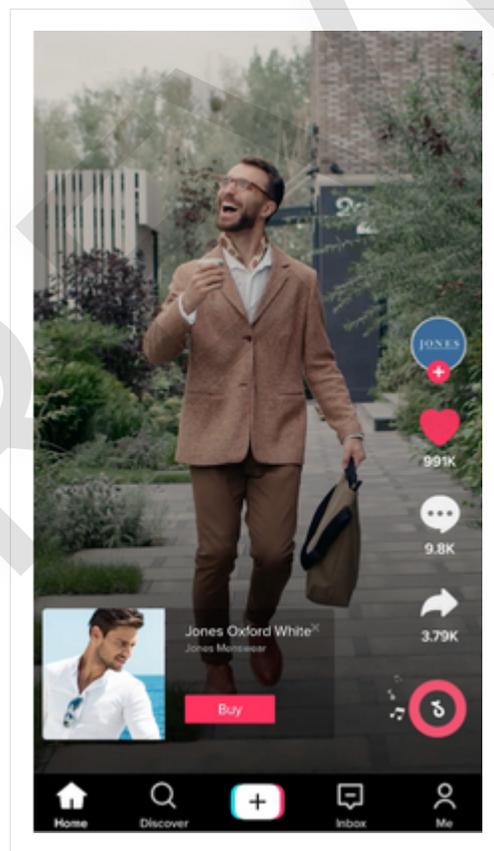
Rather than prompting you to invite people for no reason, TikTok gave you a pretty valid reason to send an invite (get them to watch this video and get a new follower). Which leads us to the lesson from this growth hack...

Social media platforms are turning into shopping platforms

At the beginning of each year, each platform announces the type of features they plan to focus on during that year. In 2022, for YouTube [that was shopping](#):

"One of the most anticipated opportunities we'll bring to our brands this year is Shopping. This new experience taps into the deep trust creators have built with their communities to help our partners expand into the booming world of e-commerce. We're thinking about shoppable videos, Live Shopping, and, more broadly, how shopping appears across the app."

TikTok already started their "shopping transition": [In September 2021](#), TikTok announced a bunch of Shopping features that integrate into TikTok videos (links, endorsements, and more). It was a major update with a bunch of new features that made TikTok videos more "shoppable".



Where all this is going: Platforms that we perceive as "social media" platforms are increasingly going to turn into shopping platforms, creating interesting opportunities.

insights

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