

Tamir Vigder: Growth hacking is about igniting ideas not burning through money

Written by Tess Sanders Lazarus



According to Australia's youngest entrepreneur and highly successful growth hacker, Tamir Vigder, growth hacking is about igniting ideas not burning through money. While little is known about the concept of growth hacking, it is quietly redefining how start ups and businesses are going about growing their businesses.

"Growth hacking is the new way of spear heading growth in the digital age," Tamir Vigder said today.

"It involves developing and implementing customer acquisition and engagement strategies across multiple platforms that will drive traffic to a business, usually online.

"Sites such as YouTube, LinkedIn, Facebook and others, which house millions of users need to be leveraged for their users and traffic. Clever ideas can do this for little cost while achieving maximum results for a business.

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“Traditionally large and established companies spend a fortune on advertising to attract new customers. Start ups and young businesses don’t have these budgets and nor do they have the time to grow at an organic rate. Growth hacking delivers accelerated growth for hungry businesses wanting to ramp up on a limited budget.

“The key to growth hacking is creativity and understanding the nature of a business, what type of clients it needs, where they might be sitting in the market space and how best to reach them.

“There are elements of experimentation involved, but this is why growth hacking is such a successful and fast growing area of business development. It is embraced by forward thinking and progressive operators – which most entrepreneurs and start up investors are.

“For example, I have worked with online mortgage broker platform [HashChing.com.au](https://www.hashching.com.au) to grow their revenue. I created the idea of a parody video of The Big Short Movie about the big four banks, which redirected viewers to the HashChing website. The parody video went viral achieving over 500,000 views on YouTube within 24 hours. The video raised the business’ profile and led to a surge in home loan applications. In fact, they received \$70 million in home loan applications as a direct result of my work.

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"I have also helped Las Vegas based start up company ROCeteer, a coaching, consulting, mentoring and training company, increase its contact database by over 70,000 within the period of a month. I did this by utilising creative and engagement tactics across the LinkedIn platform.

"As a result of my successes, I now have an impressive portfolio of clients across the world.

"Growth hacking is a specialised area of marketing and it requires strong capabilities in understanding and using technology, but it is the way of the future for start ups. It enables growth to occur while injecting scarce funds into ongoing product development rather than expensive traditional forms of marketing and advertising."

<http://tamirvigder.pagedemo.co/>