A Comprehensive review of growth hacking with an analysis on social media driving their customers

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Abstract: This research paper gives a compressive review of the concept of growth hacking and how it influences customers in social media portals. Earlier humans used to control technology, now technology is controlling humans.

The modern-day development of technology has its own cause and effects. Speaking of technology, social media has impacted the planet by its storm. One of the best advantages of social media is, it has created a space where everyone accessible to anyone. The word business has got new meaning because of social media, product selling has completely changed. Customer buying pattern has got a completely new outlook, selling and distribution have completely taken a new swift. In this research, there is a discussion 0n growth hacking, how they are buying screen time of customer with help social media growth hacking tools. They will be able to see how much traffic your site is getting, what keywords you rank on, and how much time visitors are spending on each page. Furtherly this study explores the lack of control of social media tool, how they are creating hatred. Polarisation in social media has become a burning issue which needs to be addressed.

Keywords: Growth hacking, screen time, social media customer, polarization, tech tool automation.

I. Introduction

Living has become so convenient from the past two decades. Innovations, inventions and disruptions have taken place in every industry. There are few industries and sectors where every single individual got benefited because of the change and the kind of comfort they have created to make our life more productive. Companies like Google, Facebook, Amazon and many more. Considering the fact of getting close, being benefited and on another side of the coin, having its own cause and effect. But few apps are miserably taking our lives into their control. The question may arise, are they doing it willingly or they unable to control their tech tool automation. This is where growth hacking comes into this radar, Growth hacking is a tech tool integration which creates self-perpetuating marketing that reaches millions of targeted masses by itself.

The following are the basic fundamentals of growth hacking. A growth hacking is something which replaces the traditional marketing completely and it works on what is testable, trackable, and scalable. They are designed for self-operations and mechanics of their own self-sustaining and self-engaging growth machine that can take any content from nothing to something. They work on the region-centric level, all they are craving for customer responses and their screen time. The growth of hacking not always work on business profiles, the automation makes sure most viewed content to go viral. Liberty in social media sites are more, this freedom to users creating political polarisation, they are raising a number of legal issues throughout the world. How they are turning this into hatred and furtherly its leading violence and loss of life.

Diagram 1.0: Discovering the tweeting content

Discovering the tweeting content: Growth hacking algorithm is uncontrollable, it always works on the popular content. Once the uploaded post or video are getting good number viewers, it will start redirecting to same age group, same gender or same targeted group. Growth hacking always enables to focus on growing audience.

For example: A person name x and another person name y have similar interests and passion. Imagine if their area of interest is gaming, the people with the same interest will be redirected to watch the videos which x is enjoying or in a vice versa x is redirected to watch the video, which y is enjoying. They are working on similar psychology.
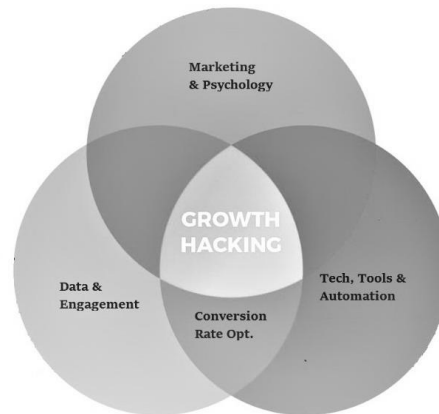

Diagram 2.0 Growth hacking cycle

All social media platforms are working for profit outrage. The profit outrage is based on buying the screen time of customers, all they crave for customer engagement.

II. Literature review

Prevalence of social media growth hacking is something that is has become a new social phenomenon in today's society. Most of us unaware about growth hacking and many of us have become victim to social media sites. In contrast, a study asked undergraduates to limit their social media use to 10 min per day, the experimental and the control group. showed increase in anxiety and fear of missing out. Most of students and adults not in a stage to understand this matrix. Because they are addicted to social media, growth hacking algorithm is the route cause for it. Growth hacking algorithm is designed for customer engagement.

A more extensive study of oxford internet press, the participants where one group was told to deactivate Facebook for 4 weeks, found that the first week was horrible and all the participants were feeling lonely and depressed at end of the 4-week experimental group showed small increases in well-being measured retrospectively.

'Facebook detox' studies find social media screen presence is increasing day by day. Customers are disliking adds on Facebook. Facebook adds are completely for commercial purpose. They have been forced to see every add even though they are irrelevant just to create profit. Growth hacking algorithm is designed to increase the screen presence and customer engagement. But it can't sense the sensitivity of content, which it is making viral. They are many shocking incidents being reported because of polarisation.

 "Companies like the centre for human technology" has been working on digital wellbeing and they are completely against growth hacking techniques. In their recent documentary on Netflix, they have addressed critical issues like growth hacking, how they are addicting and impacting the social media users.

The social media growth hacking has very severe effects on students, in Netflix documentary social dilemma they have clearly shown the depression signs of students in social media. Students in social media sites are taking opinions views too seriously. Criticism and hatred in social media go side by side. According to the centre of human technology, the future of social media can be a threat to democratic countries. It may turn hatred and differences further it may lead to wars. political and religious polarization is burning concern. They are very sensitive topics to handle, social media site often shares difference of views in news feeds, and this is uncontrollable. Apps like moments, flipd. Insight Timer. Doing some great work for digital wellbeing. It is high time that all social networking sites should start being responsible and work on digital wellbeing. The centre of human technology company came with a tagline called "together we need to address these issues to promote social wellbeing". In this research we will be clearly discussing various aspects and elements of growth hacking.

III. Data Engagement

All social media sites need content all they look into is for data engagement. With help of certain tools, they will analyse the range of metrics. The following are aspects, how they evaluate it.

1.Awareness: These metrics illuminate your reach to your customers.
2.Engagement: These metrics show how audiences are interacting with your creative   content.
3.Conversion: These metrics display the impact of your social engagement.
4.Consumer: These metrics give a clear idea; how active customers think and feel about your brand.

Social media engagement is measured by a variety of metrics that would include the following:

- ✓ Shares or retweets
- ✓ Comments
- ✓ Likes
- ✓ Followers and audience growth
- ✓ Click-throughs
- ✓ Mentions (either tagged or untagged)
- ✓ Using branded hashtags

IV.   Marketing psychology in social media

Just like society at large, social media networks are a space where every individual tend to act in particular, more or less in clearly defined ways. The predictable nature of their behaviour and their interest makes people susceptible to the influence of others. This insight lies in the core of every marketing strategy ever developed, including those which are used online on social networks. All marketing uses psychology in a method or another. Therefore, social media portals rely on understanding the psychology of social media users in order to promote services, products and the brands that lie behind them.
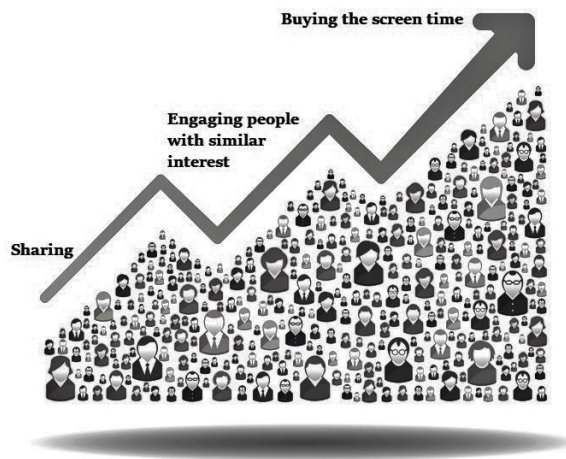

Diagram 3.0

Tech Tool & Automation

Growth hacking automation designed in such a way that, it identifies the popular content and makes sure it gets maximum shares. Later it focusses on sharing it to similar interest groups. The main aim of it is on customer long term engagement.

Polarisation in social media: The polarisation in social media is an uncontrollable element. Every induvial has different views, mindset and understanding. When polarisation is touching politics and religion it creating a huge mess in a democratic system. Following are the two examples for polarisation.

 Political polarization in the United States has become a burning of social scientists in recent decades because of social media sites. Americans are deeply divided on controversial issues such as inequality, racism, illegal immigration and divisions about such issues have become increasingly aligned with partisan identities in recent years. All this issue has been discussed on social media platforms are creating hatred and envy, furtherly leading to violence. Twitter and Facebook have been working on social issue policy for every fourth night.

Another incident which has taken place in India because of social media which has led to religious polarisation. Offensive religious Facebook post leads to riots in Bengaluru, three dead, around 700 youth attack police station, torch vehicles and assault policemen. Soon after the post, which was put up at around on particular day WhatsApp groups began to be formed. The elders in the

community, worried about the possibility of the matter getting escalated, asked the police to arrest the individual. He was later put in jail. The suspect has been involved in several such cases in the past, he has taken social media a tool to create this hatred.

Social media sites are indirectly responsible for creating violence, because of their tech tool automation. This algorithm can't sense the sensitivity of the content. It has designed to share and spread viral content. They want screen time of the customer, that's where growth hacking might become a threat to mankind.

V.   Results and Discussion
 A research conducted by Oxford Internet Institute, suggests that it is time we retire the term "screen time" as blunt and unhelpful because screen time can encompass an ever-widening range of diverse activities, but not it's helpful to control or alert the screen activity.
Advantages
Social media is been very unique invention in digital world, with out any doubt. It has made our lives so convenient, taking inspiration from Facebook many other digital platforms came up and has become equally successful.
- Connectivity: Social media has made connected us in one roof with quick and instant responses.
- Updating: We can stay update what's trending because of new feeds.

VI.   Disadvantages
As long as social medias sites craving for customer screen presence the results can't be extremely positive.
Social embarrassments: Social media sites are often responsible for spreading hatred. They can't detect facts, there is more chance of spreading rumours.

Conclusion

Together we need to create a technology which is sensible, which should work for digital wellbeing but not for screen time. We need to educate people and drive for change. Together with help of government we need to look for social solutions. We need work on policy changes unitedly we need to make a supporting technology to control algorithm likes growth hacking for creating a better sense of technology which can control polarisation. Before discussing the implications of these findings, at the end readers should not interpret our findings as evidence.

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