

Breaking News: [Marketing Between the Lines](#)

Twitter: <https://twitter.com/AdForceOne> Facebook: [www.facebook.com/AdForce](http://www.facebook.com/AdForce)



## GROWTH HACKING IN ASIA - WORLDWIDE MARKETING CHANGES

Bali, Indonesia – Thursday, January 24 2014 - U.S. [interactive entertainment marketing](#) specialist, [Jody Sigmund](#), has been developing specialized marketing campaigns for 30 years. “Everyone throws buzz words around like social media, viral marketing, analytics and now growth hackers,” says Sigmund. So what’s a [growth hacker](#) and why should I care?

*“I remember my first attempt at interactive advertising. It was in the 80’s and I was working with Motorola. I proposed to push ads through their original text pagers. “They thought I was nuts.”*

**Developing interactive campaigns** for MGM, and Donald Trump allowed me to think out of the box. And working with mega stars like Michael Jackson showed me the power of celebrity interaction. Michael was also the king of teaser campaigns. “With all that knowledge, many campaigns still failed,” says Sigmund. “I think it’s what I did with the information that made the difference. It pushed me to try new things and test new technologies.”

Today’s [Growth Hackers](#) are like marketing scientists twisting and tweaking campaigns with every measurable media until it has optimum results. Sigmund says; “If we pushed a live celebrity chat that was tied to a product purchase and it received great interaction but failed to produce sales, we would tweak it until it worked. Sometimes that meant trying a different social media or app. Other times we pushed it during different day parts or with different incentives.”

**Getting to know your neighbor!** Talking to your neighbor 20 years ago is what social media is today. “Word of Mouth” is going to be more important than ever. Today, one bad review can turn into a viral disease causing what’s known as the “[tipping point](#).” This is where Growth Hackers and interactive marketing specialists can turn one angry neighbor into a thousand dedicated marketing agents for your brand.

**Predictions for 2013:** 1. Consumer data overload. 2. Smart phones and tabs will become more interactive. 3. Analytics and data will be controlled in-house. 4. Growth Hackers will be used to develop specialized campaigns. 5. Consumers will be an integral part of advertising. 6. Advertisers will develop relationships and cause marketing or risk failure. 7. Word of mouth and customer service campaigns will be in focus for 2013.

###

**For more information or interview contact:**

Press: [press@AdForceOne](mailto:press@AdForceOne) | Mr. Jody Sigmund - [jodysigmund1@gmail.com](mailto:jodysigmund1@gmail.com)