

A RANDOM ASSORTMENT OF

STARTUP MARKETING HACKS

LESSON #1 ABOUT VCS

WE DON'T KNOW ANYTHING, WE
JUST BORROW FROM SMART
FOUNDERS

AGRILYST

STATE OF THE INDUSTRY
SURVEY

THE FINANCIAL GYM

INVITE YOUR CUSTOMERS
TO AN EVENT

[FAB.COM](https://fab.com)

GAMIFY YOUR REFERRAL PROGRAMS

ROBINHOOD

MAKING A WAITLIST GO
VIRAL

FUNDERA

SEO: THE LONG GAME

BIRCHBOX

YOUTUBE *IS* THE WEB
FOR YOUNGER AUDIENCES

REFINERY29

CROSS E-MAIL LIST CONTESTS

BEHANCE

THOUGHTFUL CONFERENCES
THAT PEOPLE WANT TO GO TO

BEHANCE

THOUGHTFUL CONFERENCES AND
MEDIA THAT PEOPLE WANT TO BE A
PART OF

GLOSSIER

BUILD AN AUDIENCE BEFORE
YOU HAVE A PRODUCT