



The Whisper Effect: How to find your customers in an age of noise

Sarah Stockdale
Founder and CEO
Growclass



SAAS NORTH

betakit Keynote Stage

@ SAAS NORTH



The Whisper Effect

SARAH STOCKDALE

GROWCLASS



JUNE 2022

GROWCLASS

A dark, moody photograph of a window with lace curtains, serving as a background for the text. The light from the window creates a pattern of shadows and highlights on the lace, which is visible on the left side of the frame. The rest of the image is in deep shadow, with the text 'MY JUNE 2022' centered in a bright white font.

MY JUNE 2022

THE WHISPER EFFECT



GROWCLASS

GROWCLASS



INSTAGRAM

GROWCLASS



REALITY

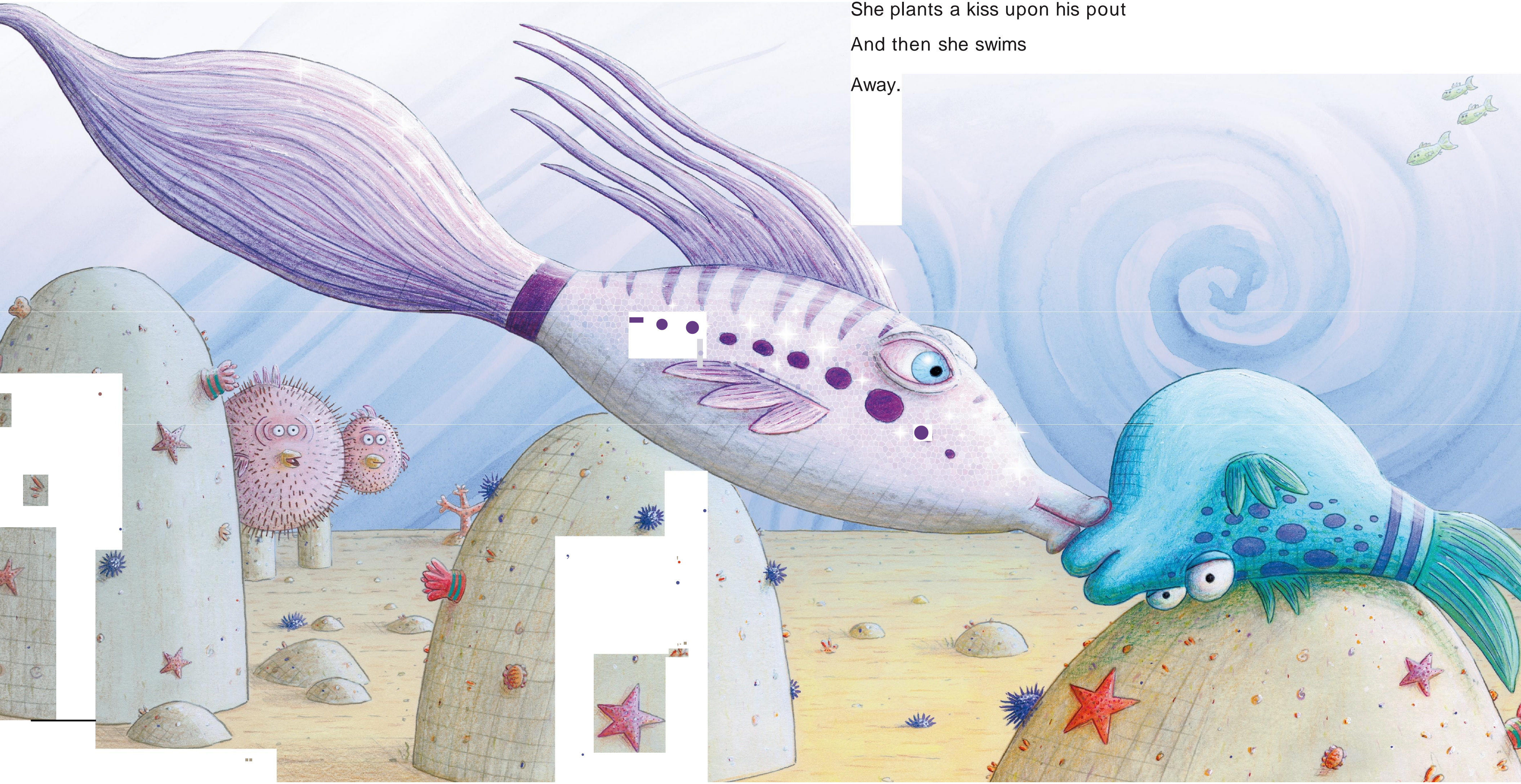


milk
fluids
white noise
pout pout fish

She plants a kiss upon his pout

And then she swims

Away.



GROWCLASS

and...



A man with short brown hair, wearing a blue denim shirt and tan trousers, sits in a wooden chair. He is surrounded by a chaotic pile of toys and household items, including a pink unicorn plushie, a giraffe-shaped cushion, a teddy bear, and various colorful objects. The background is a dark brick wall. The word "stuff" is written in large, bold, white, lowercase letters across the center of the image, partially obscuring the man and the toys.

stuff



...and I noticed something



CUSHY COUCH

Cushy Couch
cushycouch.ca

KA We have this one. Basically the same I think.

HA HA
Ooooh this one is bougie

[REDACTED]
S I think we are doing the indigo one too

[REDACTED]
I would totally do the indigo one if we didn't already have one.

KA Nick bought it last year.

Mon, Nov 6 at 12:53 PM

[REDACTED]
S Did you read the reviews, Stocks? I'm going to bust out a measuring tape to see how big it actually is lol



S

Dude I was just going to text you yo say that the tarte under eye stuff saves my day on multiple occasions

I love that shit so much

KA

What is this? Link please? I love tarte.



S

Colored Clay CC Undereye Corrector - tarte

[sephora.com](https://www.sephora.com)



Does anyone need anything from Kyte Baby? I'm buying these sleep sacks with feet



Sleep Bag Walker in Emerald 1.0

kytebaby.com

S

Cute!! Are these new?

I don't know, they seem like the right toddler vibe but I'm kinda worried about cold feet

I just did a massive kyte order

**...meanwhile in the
Growclass community**

Hiii friends! Does anyone have any great virtual assistant recommendations? 😊
Asking for a friend who needs support w calendar + inbox maangement 🐝 (edited)

👁️ 2 🦀 1 😊+

5 replies Sep 30th...

Hey gang! I was just chatting with a woman who consults with artists, and she asked if I had a referral to an agency that does paid ads for someone who is new to advertising. I do have a referral for more established businesses, but not if you're new.

Hi everyone! Can anyone recommend a tool to conduct LinkedIn audits?

11 replies Sep 11t...

Curious...where do ya'll do your writing? GDocs? Apple Notes? Somewhere else?

Does anyone here use MRP for media monitoring? Do they like it? Or are there any other tools that you love for this work?

eh folks, is there a tech-stack channel or class here at GC to help me consider what tools to consider at what stage? So many choices... happy to have something prescribed.

+ 3 😊+

Curious...where do ya'll do your writing? GDocs? Apple Notes? Somewhere else?

Hi all! Looking for a training/course on Klaviyo. We don't use it at our current org but am looking to broaden my tech familiarity. Anyone have one you'd recommend? (edited)

Hey gang! I was just chatting with a woman who consults with artists, and she asked if I had a referral to an agency that does paid ads for someone who is new to advertising. I do have a referral for more established businesses, but not if you're new.

Question for folks in the Paid space, have you used any AI tools to create graphics for your ads? I did the 7 day free trial of [AdCreative.ai](#) and wasn't overly impressed with the results.

 [4 replies](#) Last reply 1 month ago

Anyone know this company or anything about them? (detects when content was created by AI)
<https://originality.ai/>

originality.ai

AI Content Checker and Plagiarism Check | GPT-4 | ChatGPT

Protect your reputation and improve your content quality by accurately detecting duplicate content and artificially generated text. (152 kB) ▾

THE WHISPER EFFECT

Marketing is changing.

GROWCLASS



Everything feels hard

**The town squares where we
used to acquire our
customers are losing us.**

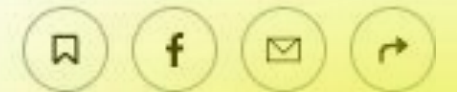




[HOME](#) > [RETAIL](#)

The decline of the American mall has left just 700 still standing. Soon there may be just 150 left.

Tim Levin Oct 12, 2022, 12:40 PM EDT





Facebook loses users for the first time in its history

Facebook parent Meta's stock suffered its biggest single-day loss yet as the company refocuses on the 'metaverse'



(And they won't tell us who's there)



Twitter / X is losing daily active users. CEO Linda Yaccarino confirmed it.

Since Musk's takeover, X has lost millions of daily active users.



The spaces, online and off, where you could find everyone are disappearing.



Where are they going?

GROWCLASS



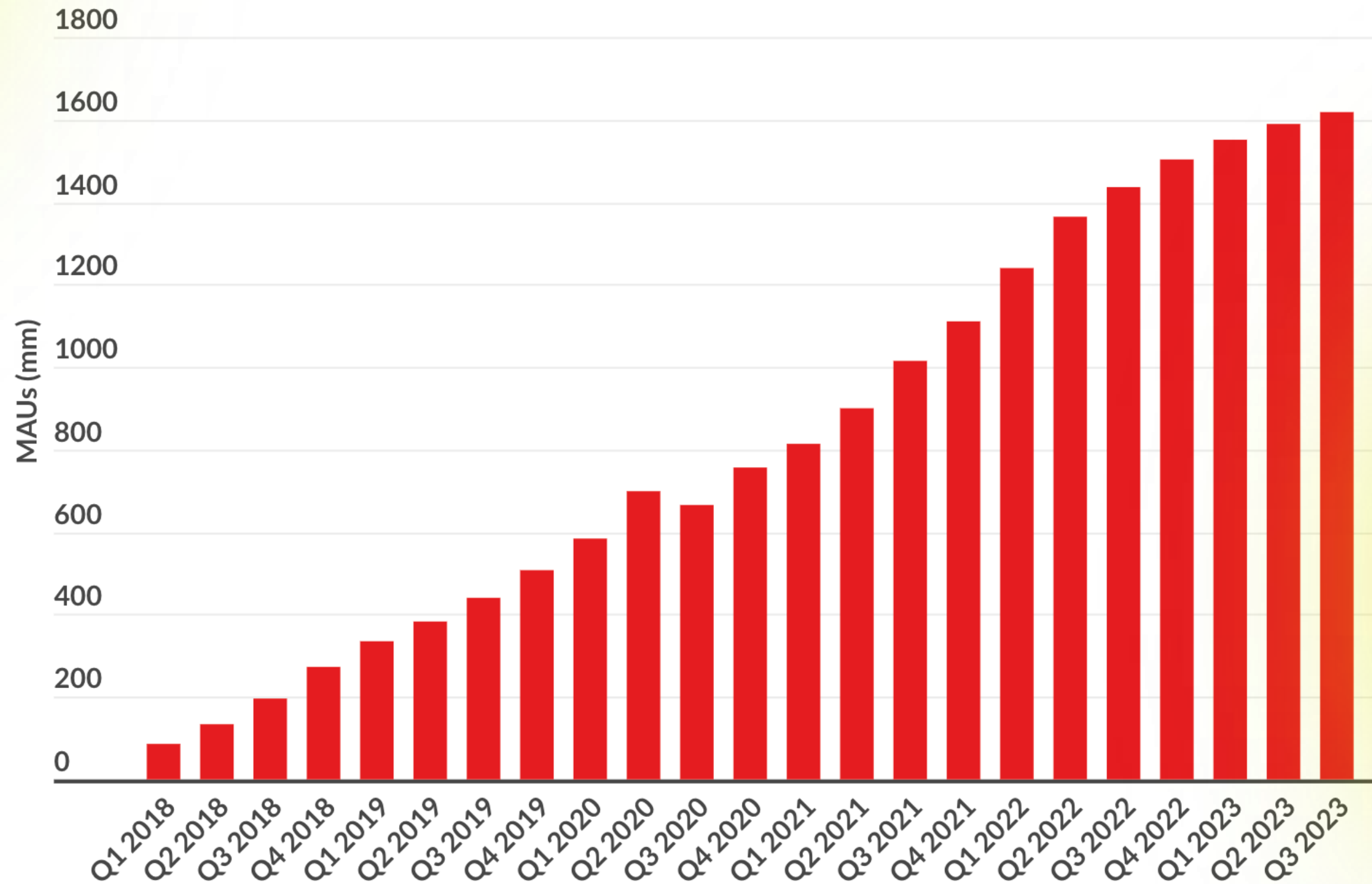
In January 2023, it was estimated that Discord had approximately 563 million registered users, **up by over 87 percent** compared to the 300 million users reported in June 2020. Aug 1, 2023



Telegram has reached impressive milestones in 2023, with 700 million monthly active users and a projected 1 billion users by 2024. Daily, 55.2 million users use the app, sending over 15 billion messages.



TikTok quarterly users 2018 to 2023 (mm)



Sources: Data.ai, CNBC, Company data



55% of Gen Z watch content that **no one they know** personally is interested in.



**Your customers don't want
to be found**



After update, only 4 percent of iOS users in U.S. let apps track them

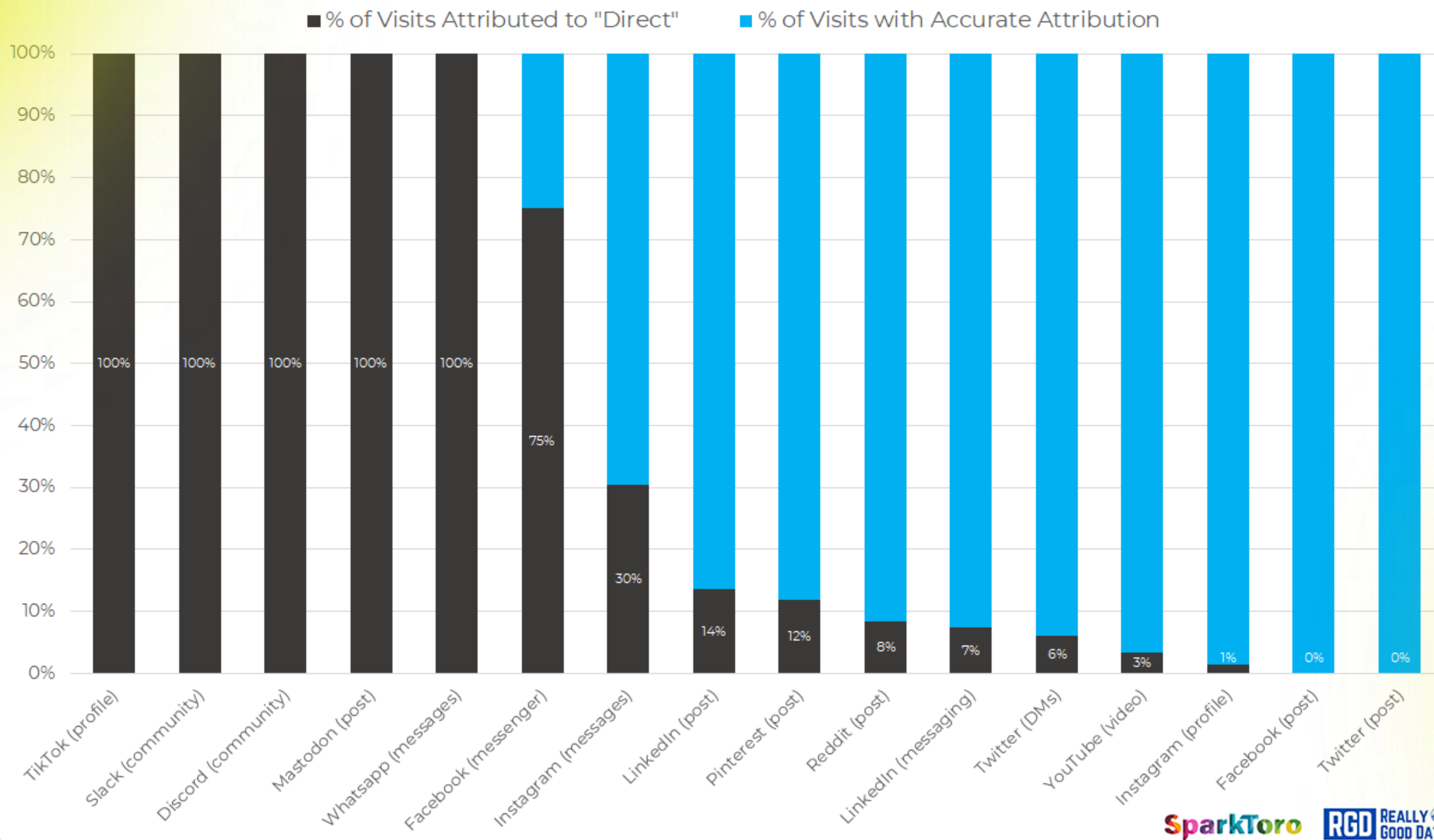
New data shows that, when given the choice, people would rather not be tracked.



**...and platforms aren't good
at finding them**



Dark Traffic on Major Social Networks



GROWCLASS



RIP attribution



For years we've been
shouting
at our customers



**The era of whisper
marketing is here.**

THE WHISPER EFFECT

**Your sales are happening in
the DMs.**



CUSHY COUCH

Cushy Couch
cushycouch.ca

KA

We have this one. Basically the same I think.

HA
HA

Ooooh this one is bougie

S

I think we are doing the indigo one too

I would totally do the indigo one if we didn't already have one.

KA

Nick bought it last year.

Mon, Nov 6 at 12:53 PM

S

Did you read the reviews, Stocks? I'm going to bust out a measuring tape to see how big it actually is lol



So, how do we whisper?



1. Know your people



What is the smallest
segment of the population
for whom your product is
remarkable?



How are you **in service** of
those people?

THE WHISPER EFFECT



GROWCLASS



THE BEAR

THE WHISPER EFFECT



GROWCLASS



2. Optimize for conversations



Save money and fight against food waste

Get massive savings on fresh food items like meat and produce that are nearing their best before date at grocery stores across Canada and the U.S.



[How it works >](#)

Point your smartphone camera here to download the Flashfood mobile app





Word of mouth growth
doesn't work if they don't
have anything to **talk** about.

THE WHISPER EFFECT



Think *weirder*

GROWCLASS



Strawberry Bonds 
@EvaLaMorte · [Follow](#)



These walking promos for the horror movie [#SmileMovie](#) are hands down some of my fave! Who wants to sit like this with me at Oracle? 😬



12:27 AM · Sep 24, 2022



 366  Reply  Copy link



This is your permission to
have fun again



3. Build something they'd miss



How does the experience
we're building make our
customers **feel**?

An ode to the death of Tilt

One girl's eulogy to the payment platform that stole our hearts

MAUREEN O'REILLY | JUNE 26, 2017 | LIFESTYLE



IMAGE BY: IAIN SHERRIFF-SCOTT



**Give them something to
whisper about.**



1. **Know** your people
2. Optimize for **conversations**
3. Build something **they'd miss**

**IT WAS SO
NICE TO MEET
YOU!**

(Sorry for shouting)

Stay in touch.

sarah@growclass.co

growclass.co

@skstock



GROWCLASS

