

Brand, Purpose & Growth

- Purpose Drives Growth

Mayur Gupta, Chief Marketing & Strategy Officer

@inspiremartech

GANNETT

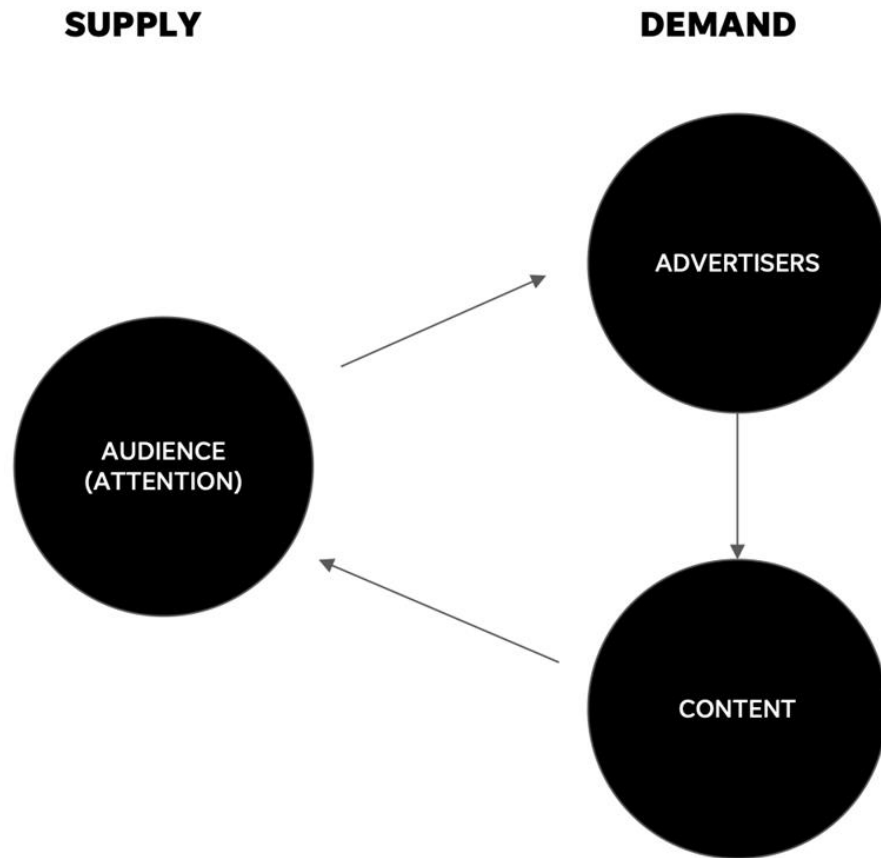


GANNETT

USA TODAY NETWORK

TRADITIONAL
NEWS
BUSINESS
MODEL

AUDIENCE AS
PRODUCT

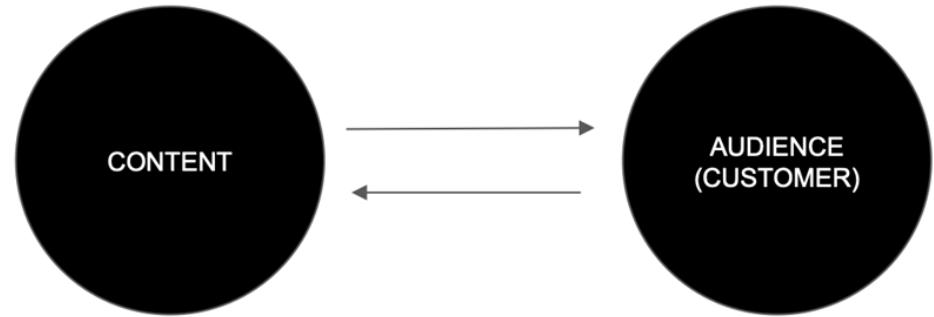


**DISRUPTED
NEWS BUSINESS
MODEL**

**CONTENT AS
PRODUCT & USER
(CUSTOMER)
OBSESSION**

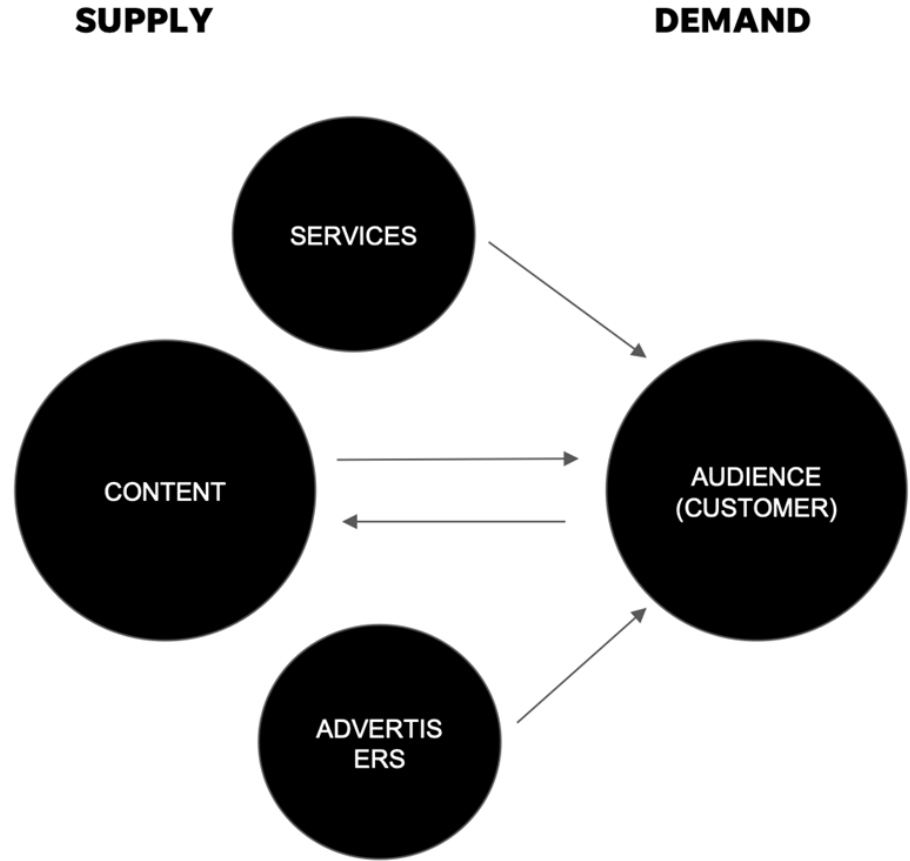
SUPPLY

DEMAND

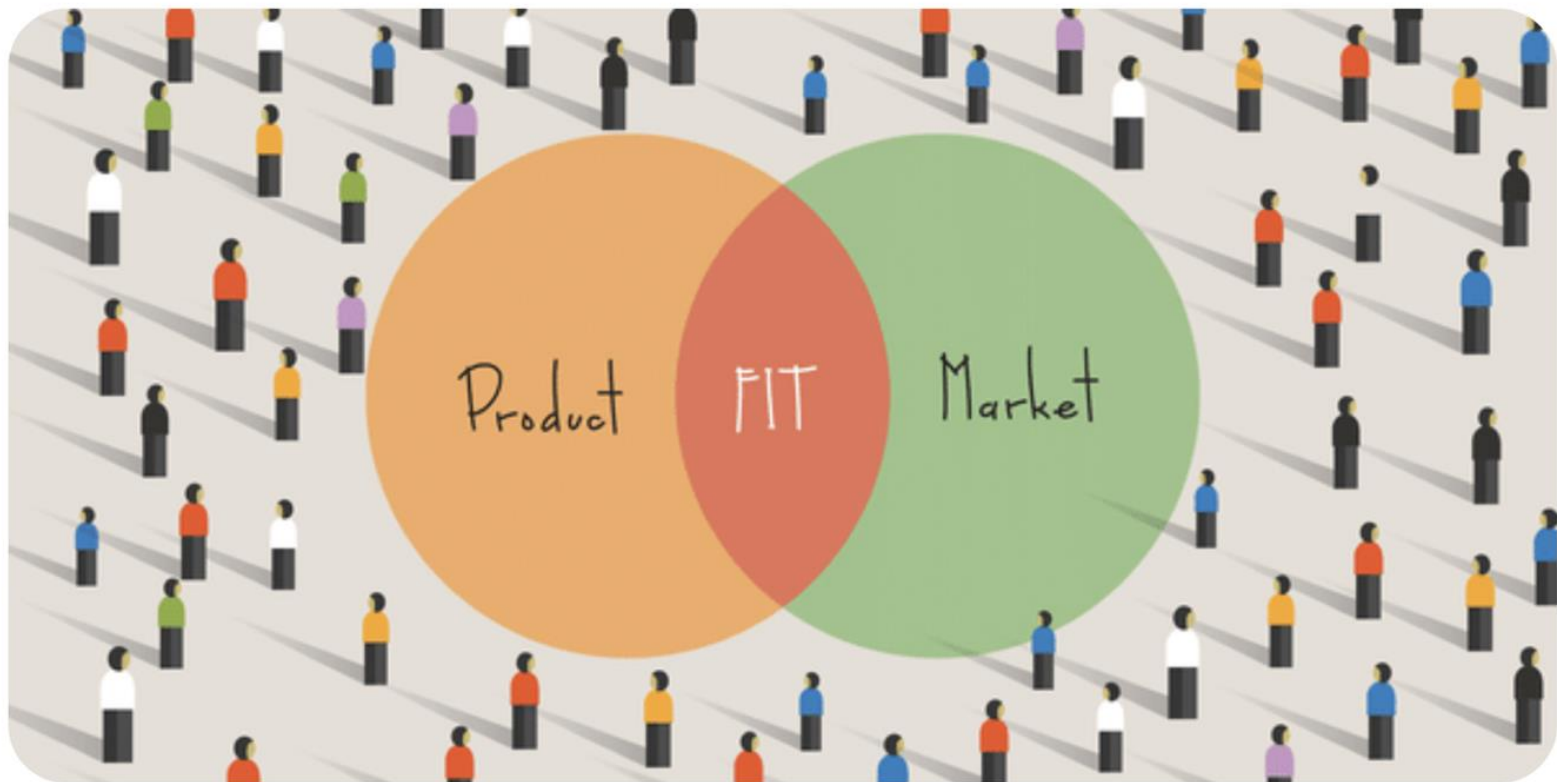


**DISRUPTED
NEWS BUSINESS
MODEL**

**CONTENT AS
PRODUCT & USER
(CUSTOMER)
OBSESSION**



Subscription is a Mindset



Growth team at Facebook?

Forbes

LOG IN

SEP 15, 2014 @ 12:43 PM 10,994

The Little Black Book of Billionaire Secrets

How The Growth Team Helped Facebook Reach 500 Million Users



Quora, CONTRIBUTOR
FULL BIO

Opinions expressed by Forbes Contributors are their own.

Answer by Andy Johns, Former Product Manager at Facebook, Growth at Facebook, Twitter ^{TWTR +1.96%}, Quora Entrepreneur-in-Residence at Greylock; and current Director of Growth and Revenue at Wealthfront, on Quora,

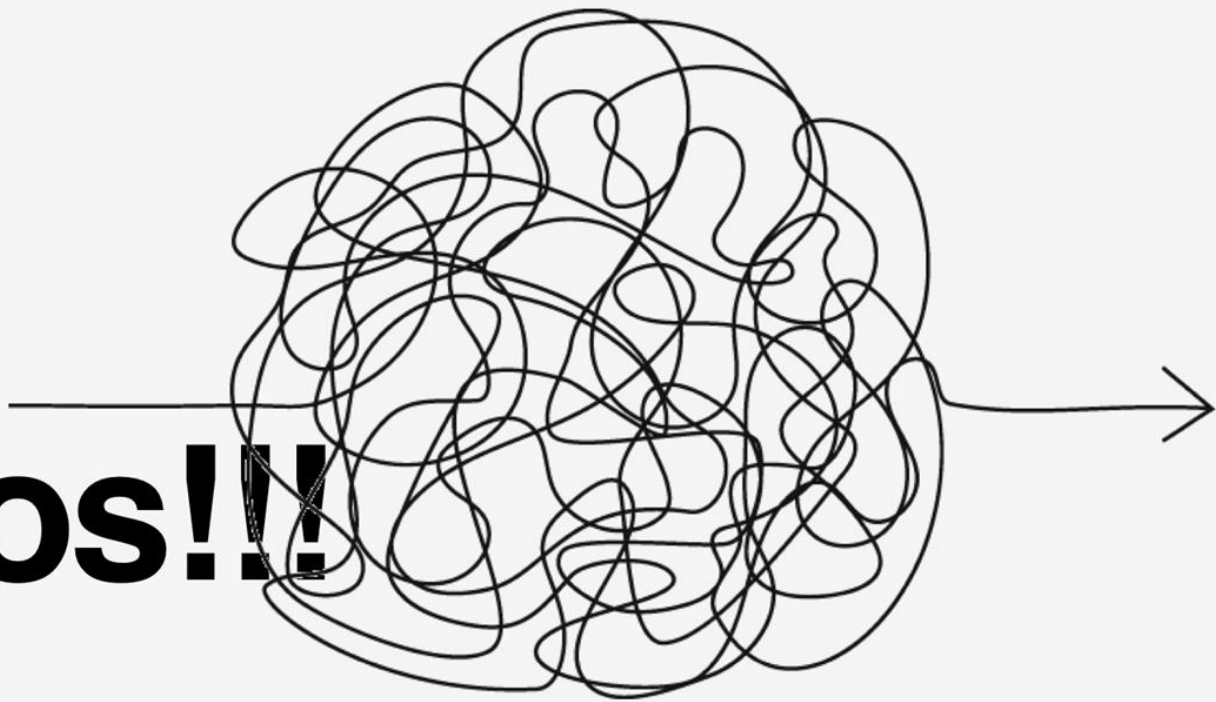
hires went through. Pretty standard stuff. The conversation we had was far from standard though. I remember asking him, "So what kind of users was I going after? Any particular demographics or regions? Does it matter?" and he sternly responded "It's f***ing land-grab time, so get all of the f***ing land you can get" in other words, don't ask such a stupid question next time. Get the entire planet on Facebook. Clear enough, right!?



The **Lessons!**

Moats & Speed?

Chaos!!!



Culture does eat **Strategy!**

Purpose

Vs

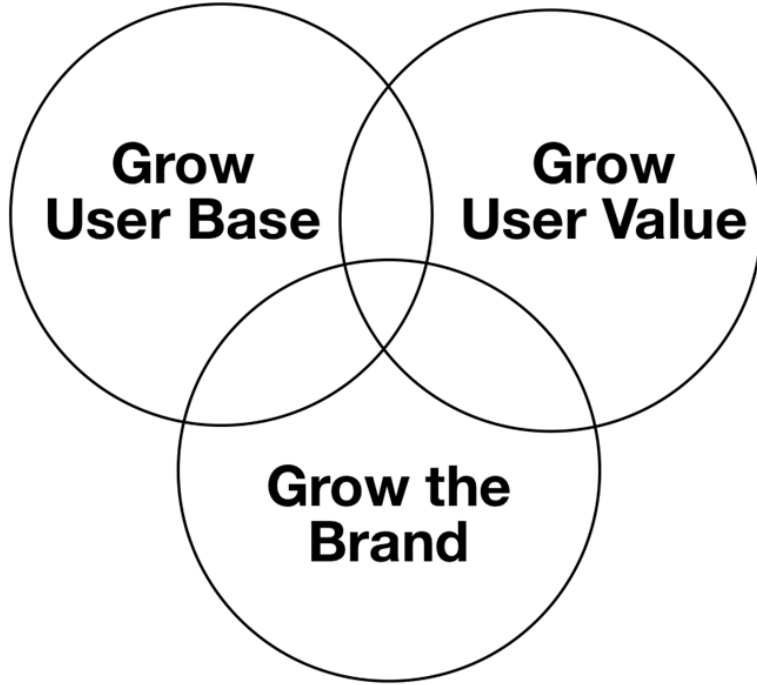
Growth

Marketing's

**“Purpose is
Growth”**

Marketing should apply

**“Purpose to
Grow”**



**Inter-
twined**

Stop Confusing

**Outcomes from
Outputs**

Brand has become a Stigma

**Brand is an
OUTCOME**

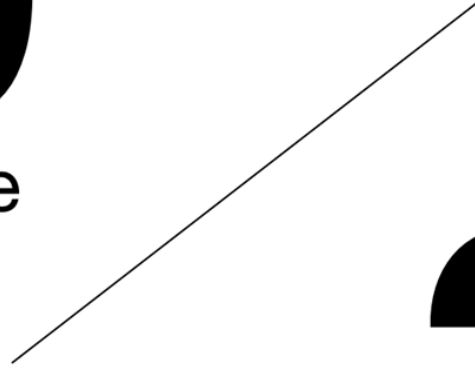
1.

**From Perfection to
Experimentation**

2. Measure Success Against **Outcomes**

80

Measurable



20

Un-Measurable

20

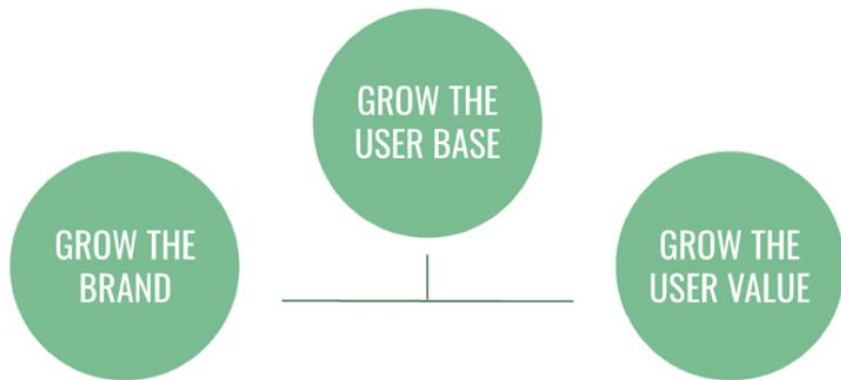
Measurable

?

80

Un-Measurable

3. Organize Around Outcomes



BRAND	CREATIVE	CONTENT
MEDIA	MAIL/EMAIL/PUSH	BRAND PARTNERSHIPS
PR/SOCIAL	GROWTH INSIGHTS	MARKETING ANALYTICS
MARKETING TECHNOLOGY x MARKETING OPS		

WHAT ARE



OKRs

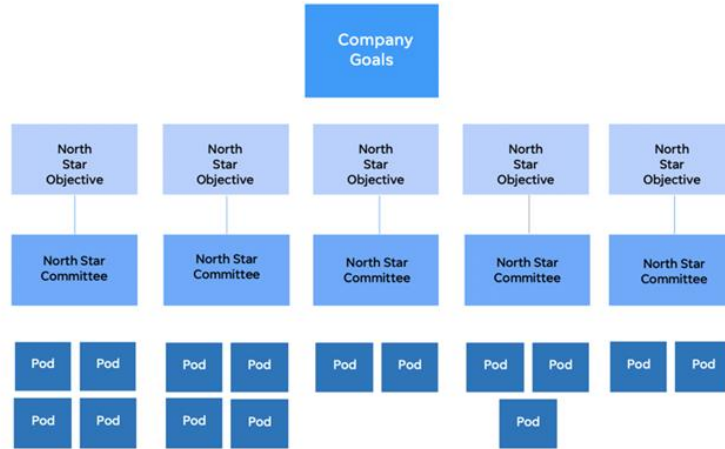
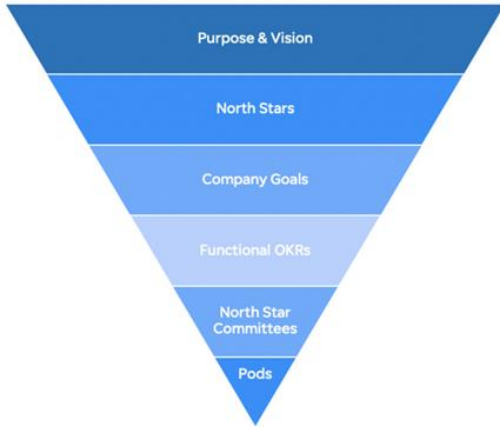
Objective &

Key

Results

?

The Gannett Rhythm



4. Build & Wire Parts of the Engine

Build All Parts

GROW THE
BRAND

GROW THE
USER BASE

GROW THE
USER VALUE

BRAND	CREATIVE	CONTENT
MEDIA	MAIL/EMAIL/PUSH	BRAND PARTNERSHIPS
PR/SOCIAL	GROWTH INSIGHTS	MARKETING ANALYTICS
MARKETING TECHNOLOGY x MARKETING OPS		

Systems Thinking



5. Understand the
Why behind the **What**

User Obsession

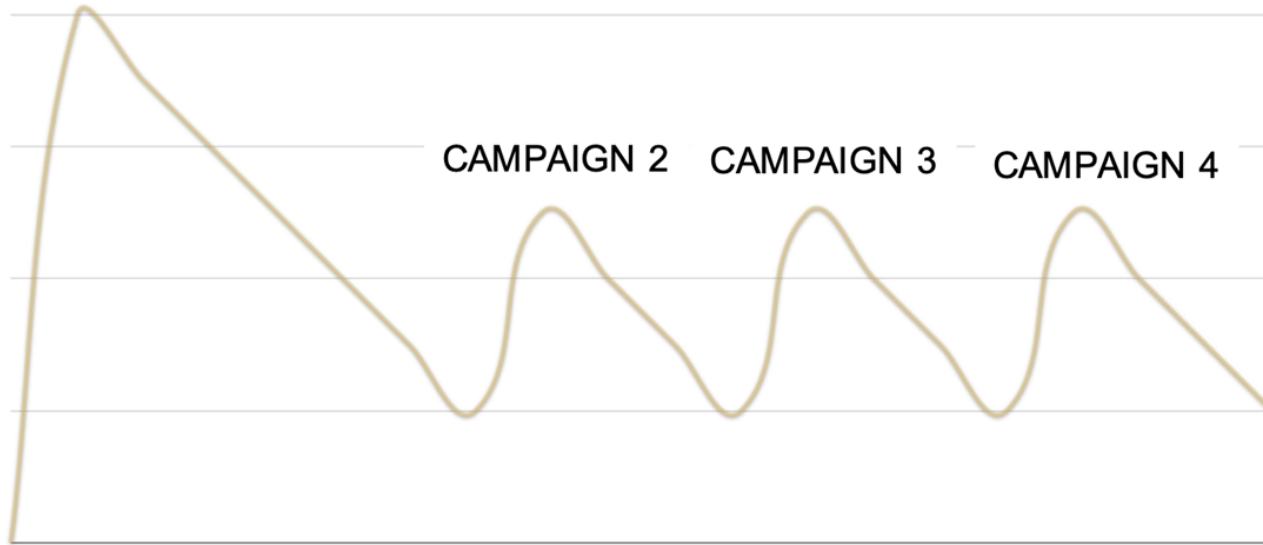
From Campaigns to
Always-On

Product's Valley of Death



Marketing's Valley of Death

CAMPAIGN 1

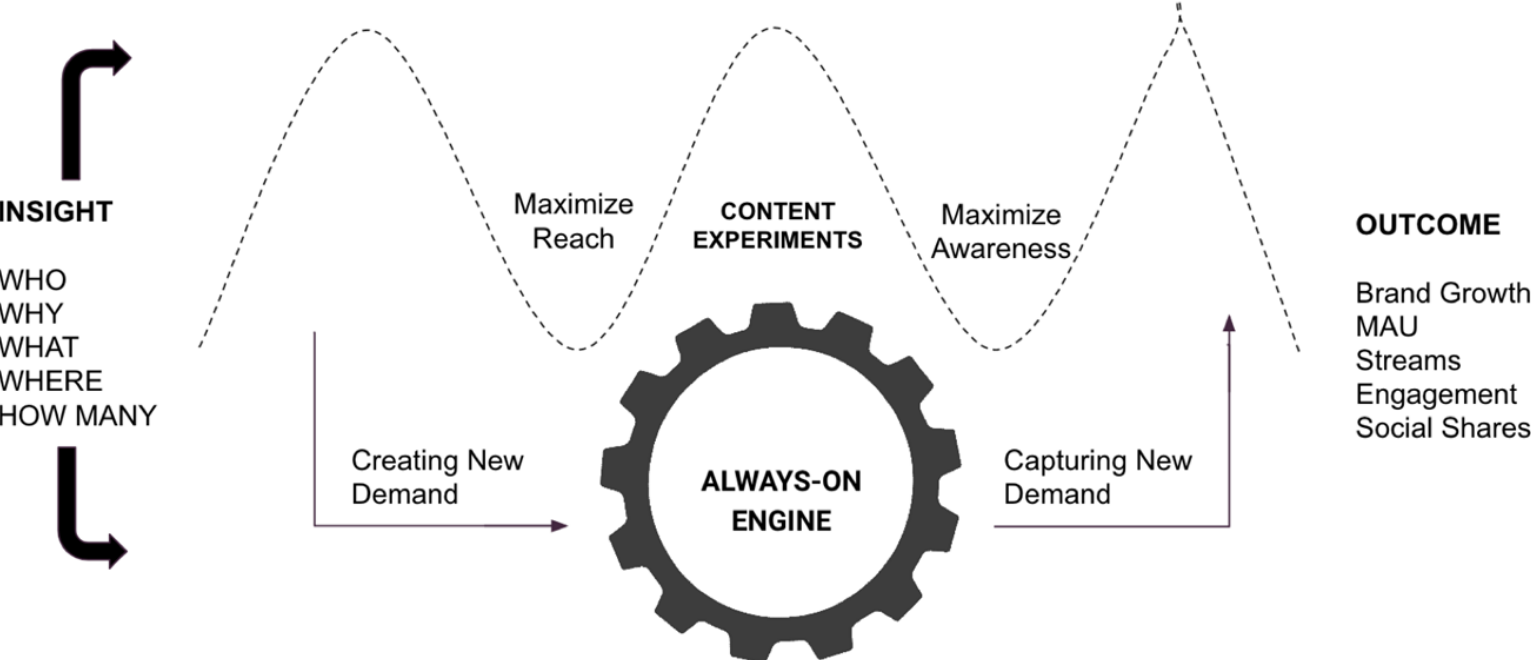


CAMPAIGN 2

CAMPAIGN 3

CAMPAIGN 4

The Always-On Engine working in tandem in key moments



**Don't let DATA destroy
your SOUL**

Thank You

Mayur Gupta, Chief Marketing & Strategy Officer @ Gannett
@inspiremartech

GANNETT