MMA FORUM VIETNAM
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Digital Zero to 50 and Beyond

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EVP Marketing
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LAZADA GROUP

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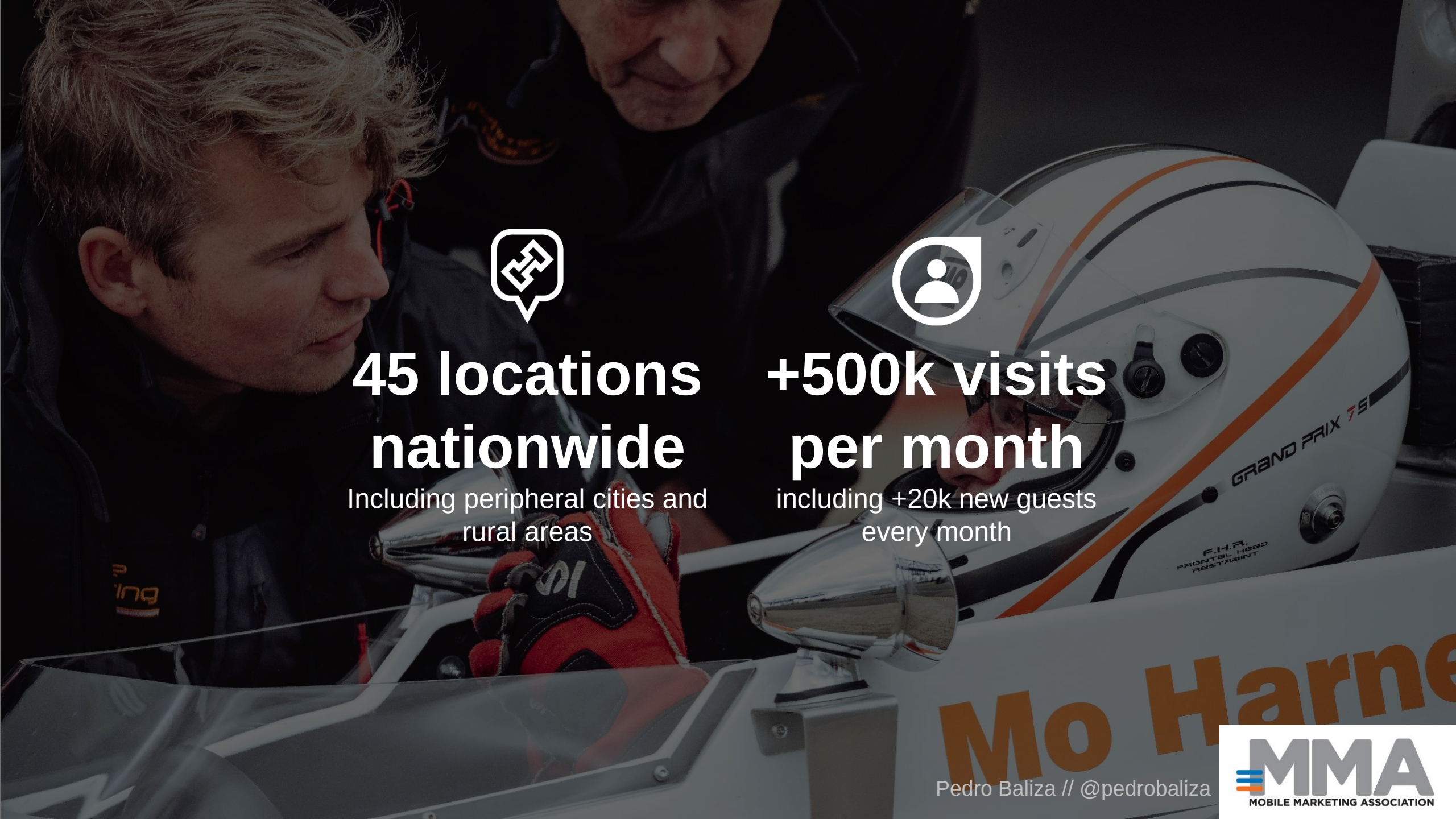
ROCKETINTERNET

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Digital Zero to 50: Creating a Growth Engine

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45 locations nationwide

Including peripheral cities and rural areas

+500k visits per month

including +20k new guests every month

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Meet Erik,
our Director of Online Marketing.

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I AM MORE THAN YOU SEE
2017 mobile campaign

+37 million
people reached

+12 million
views our videos teasers

+14k leads
created during the campaign

+20%
Increase in new memberships

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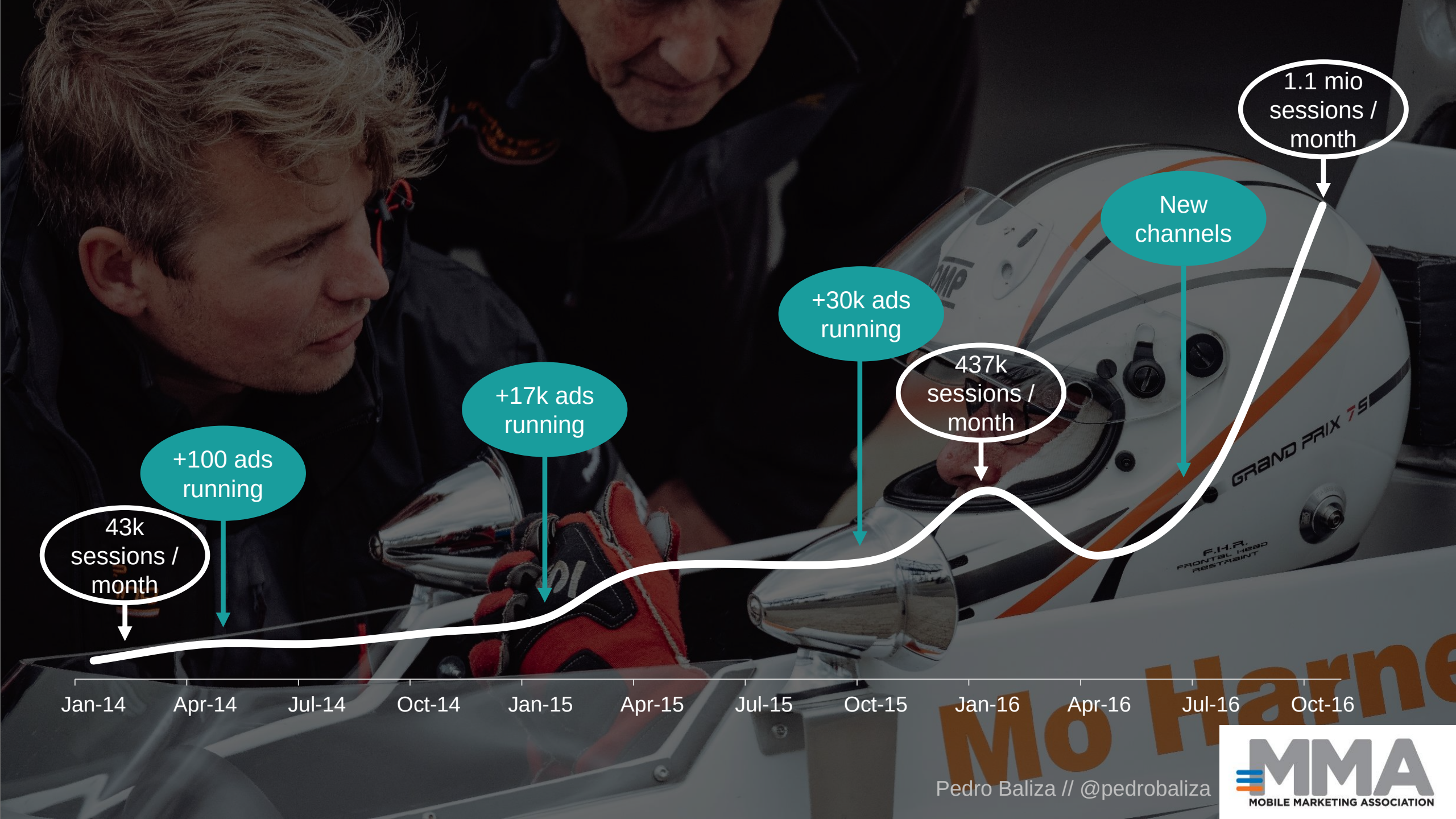
Leading up to 2015, new guest traffic grew consistently - but it skyrocketed in 2016.

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So, what changed?

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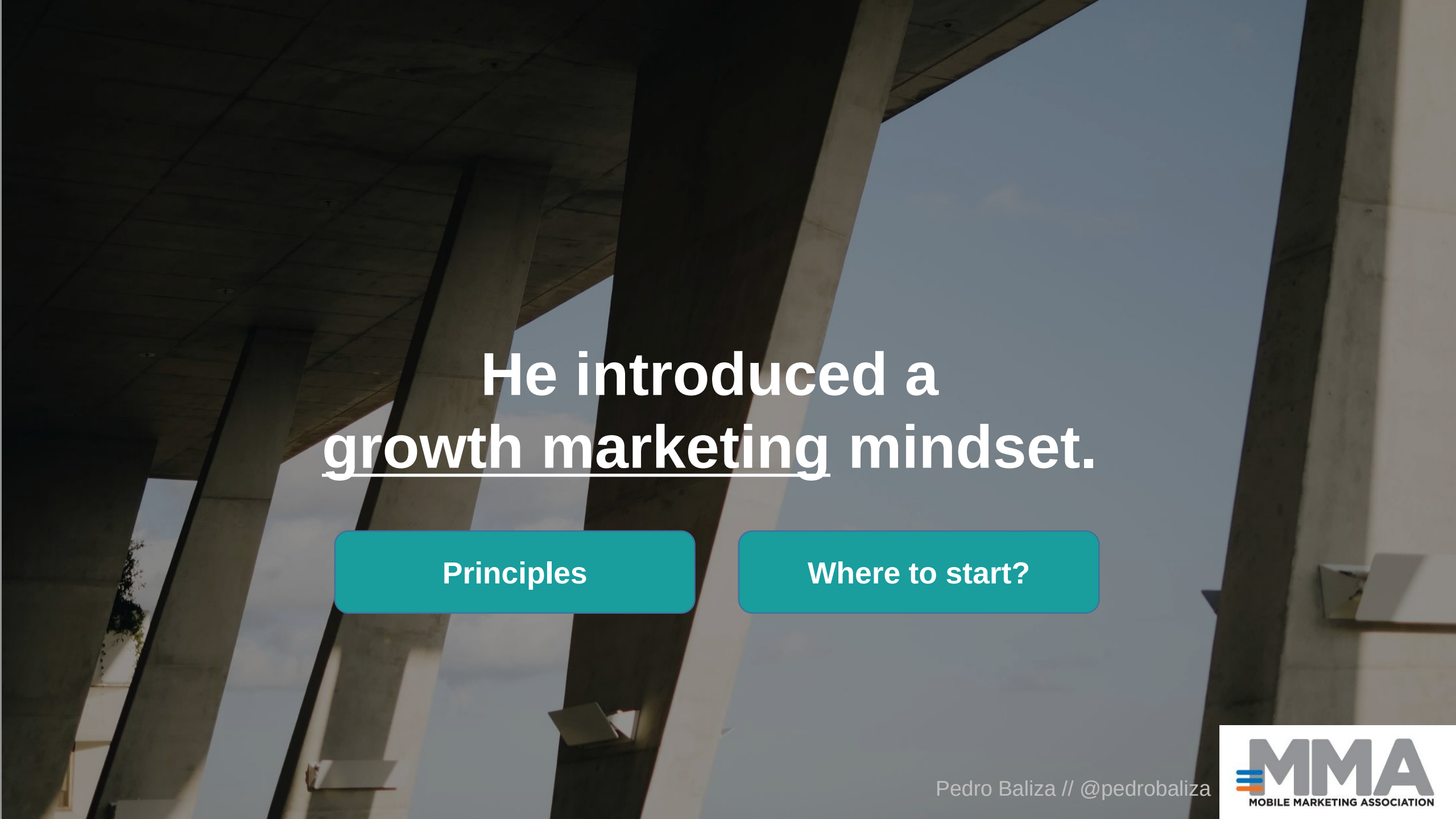


As traffic increased, so did Erik's marketing budget.

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He introduced a growth marketing mindset.

Principles

Where to start?

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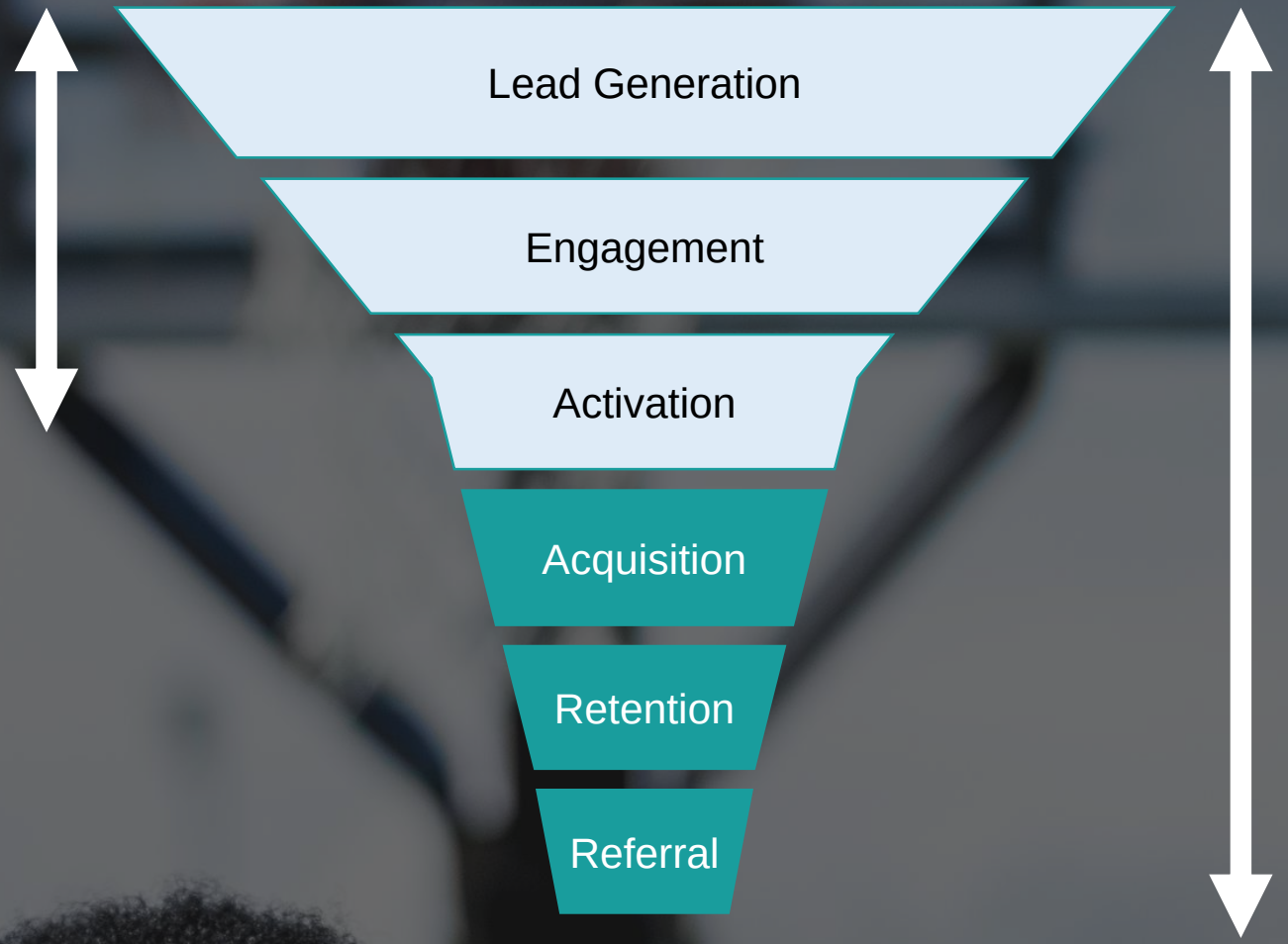


Fundamental #1

Marketers' success =
product/market fit
x adoption
x sales impact
- operational burden

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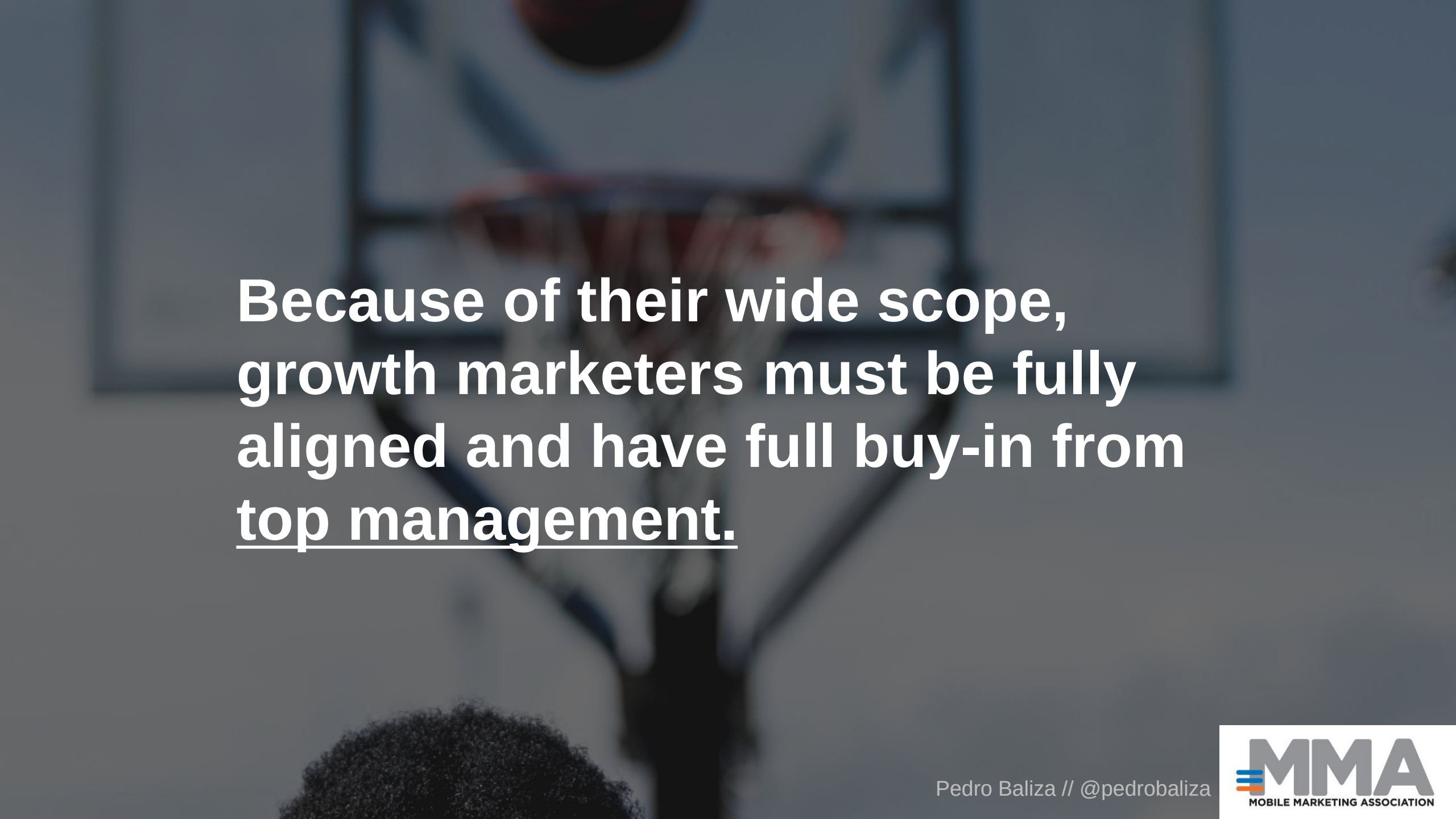
Traditional Marketers vs Growth Marketers



Reference: Brian Balfour – Building a Growth Machine

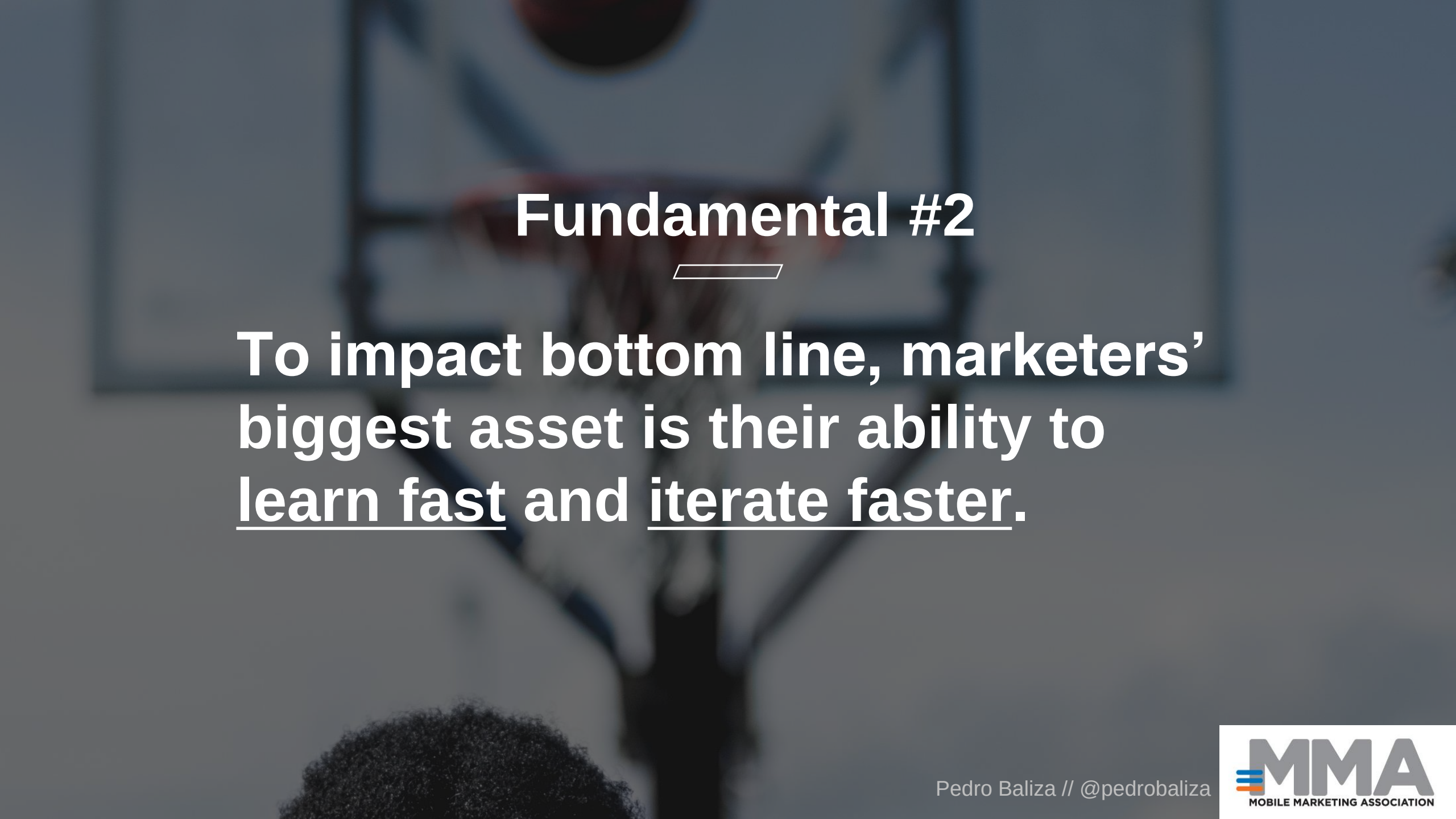
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Because of their wide scope, growth marketers must be fully aligned and have full buy-in from top management.

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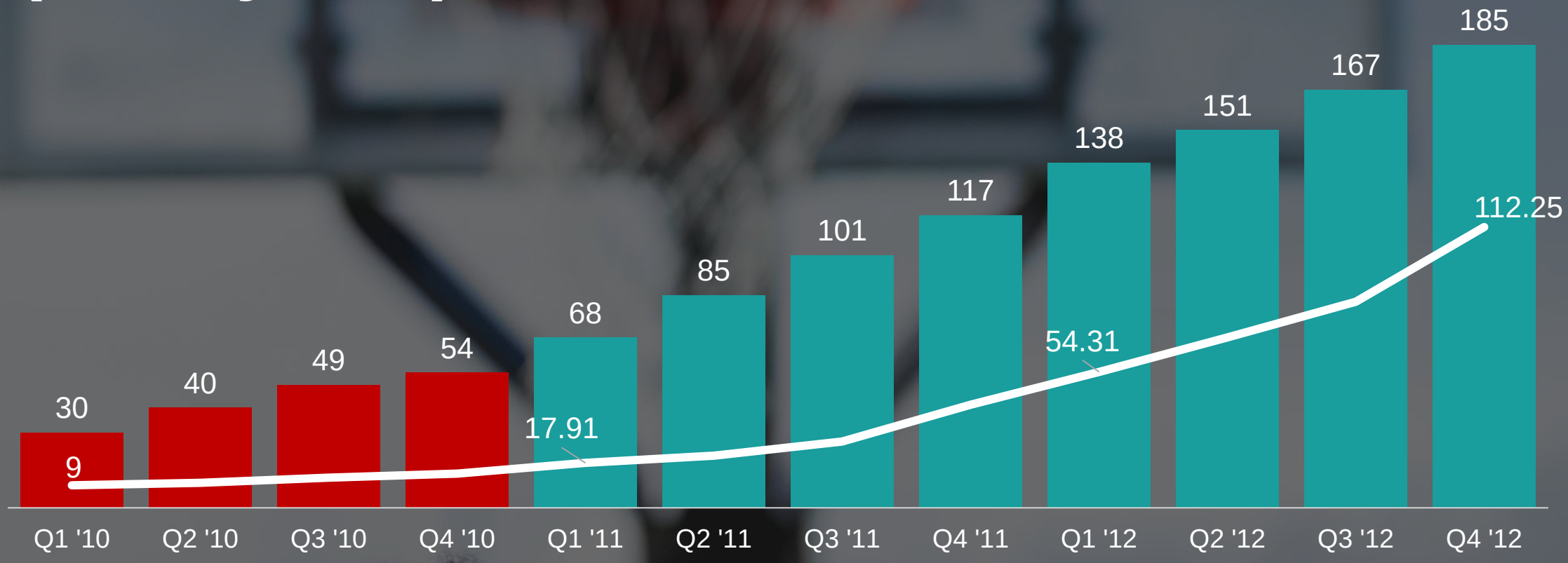


Fundamental #2

To impact bottom line, marketers' biggest asset is their ability to learn fast and iterate faster.

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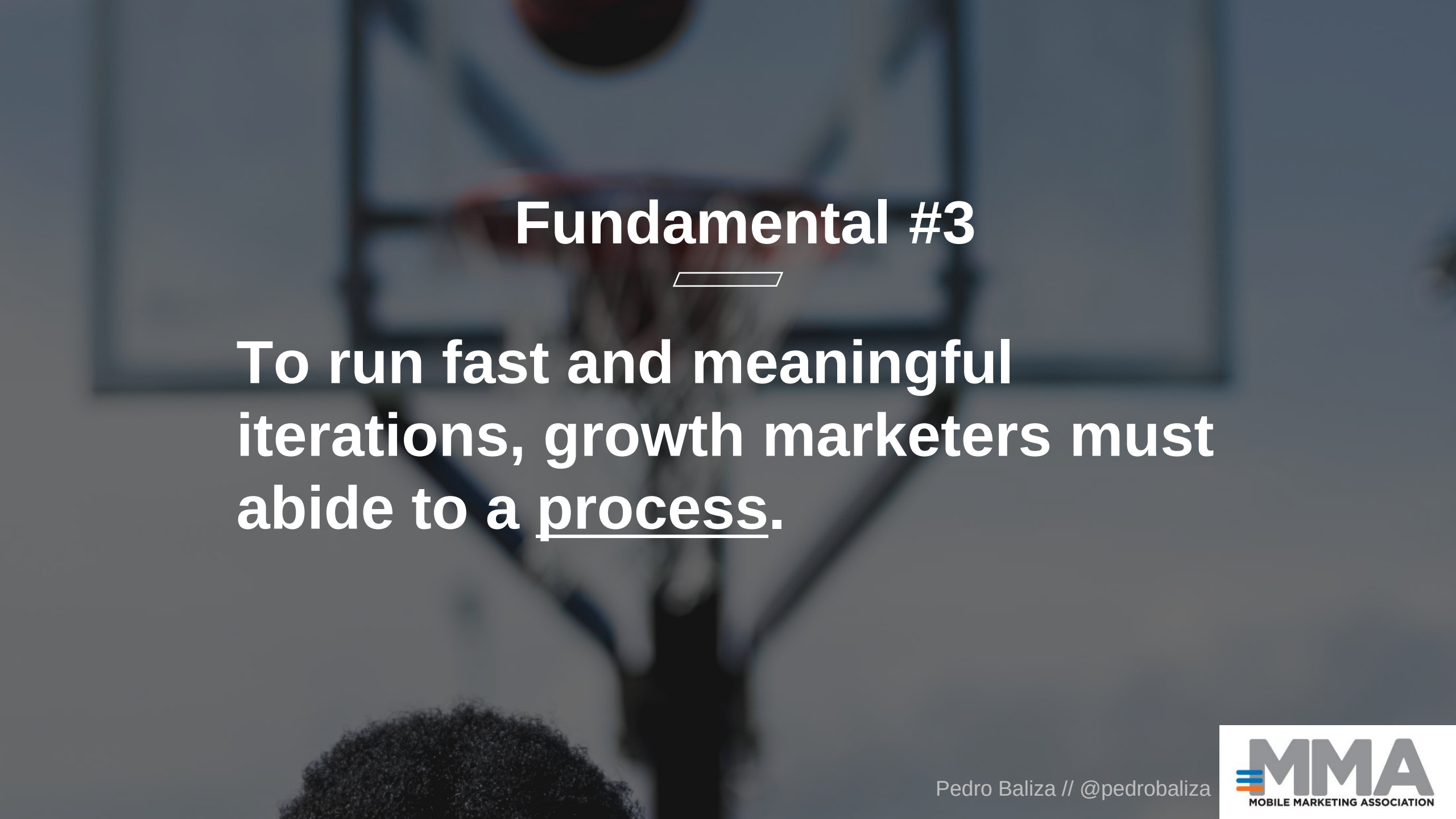
Twitter increased weekly tests x3 and got x6 more revenue (in <2 years)



Reference: Satya Patel – 2014 Agile Marketing Meetup

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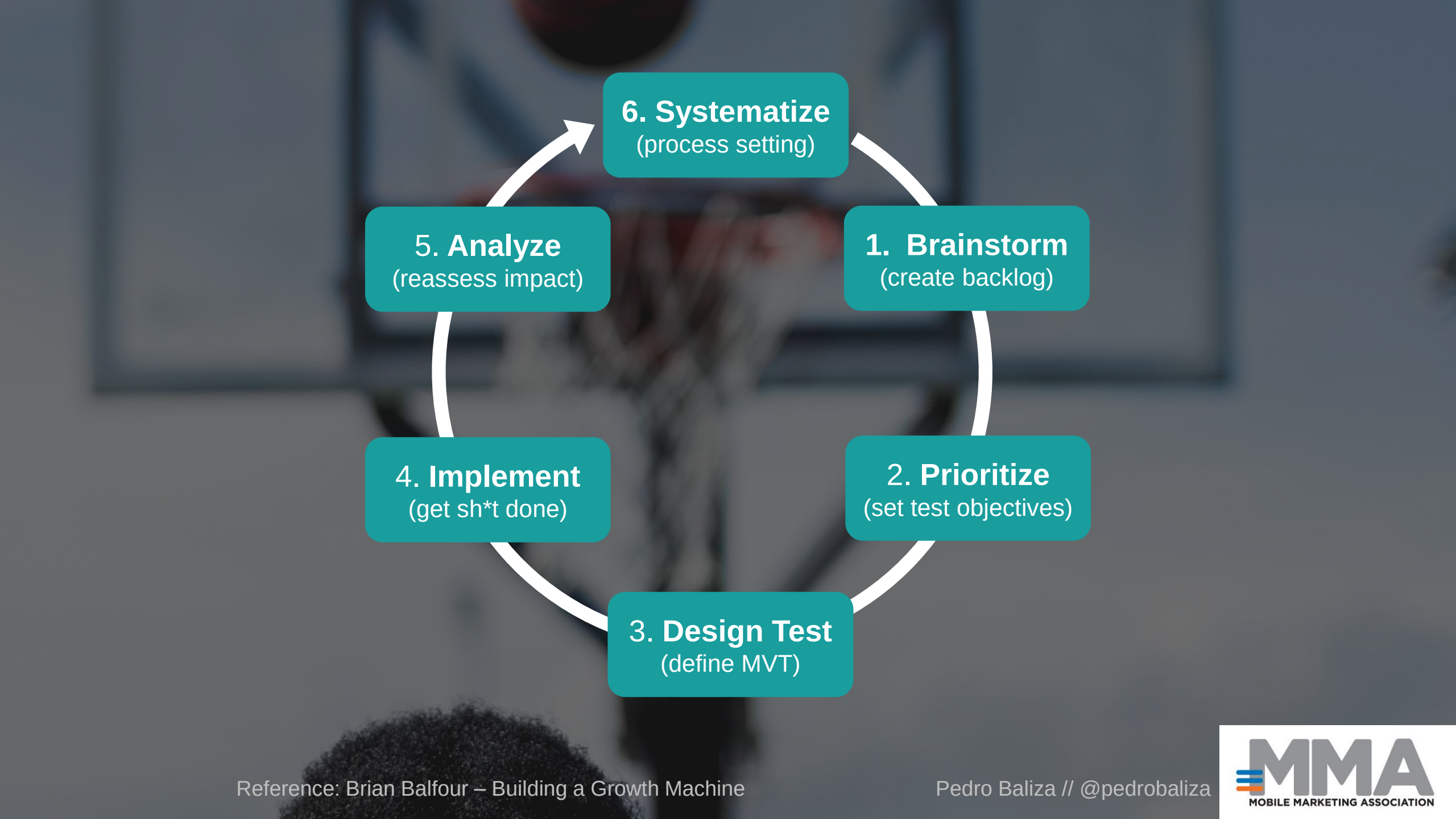
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Fundamental #3

To run fast and meaningful iterations, growth marketers must abide to a process.

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Reference: Brian Balfour – Building a Growth Machine

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Brainstorm on inputs and build large backlogs of ideas

Conversion rate = step 1 * step 2 * step 3

To improve this…

…brainstorm on as many ideas to improve these as possible

Reference: Brian Balfour – Building a Growth Machine

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Run weekly or bi-weekly prioritizations of what to test next

A. Give it an ICE score
(I = impact, C = level of confidence of impact, E = ease)

B. Collect team feedback
(collect feedback from growth team and management)

Reference: Sean Ellis – 3 Stages of Growth Hacking Success

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After defining how to test and implementing, assess the results

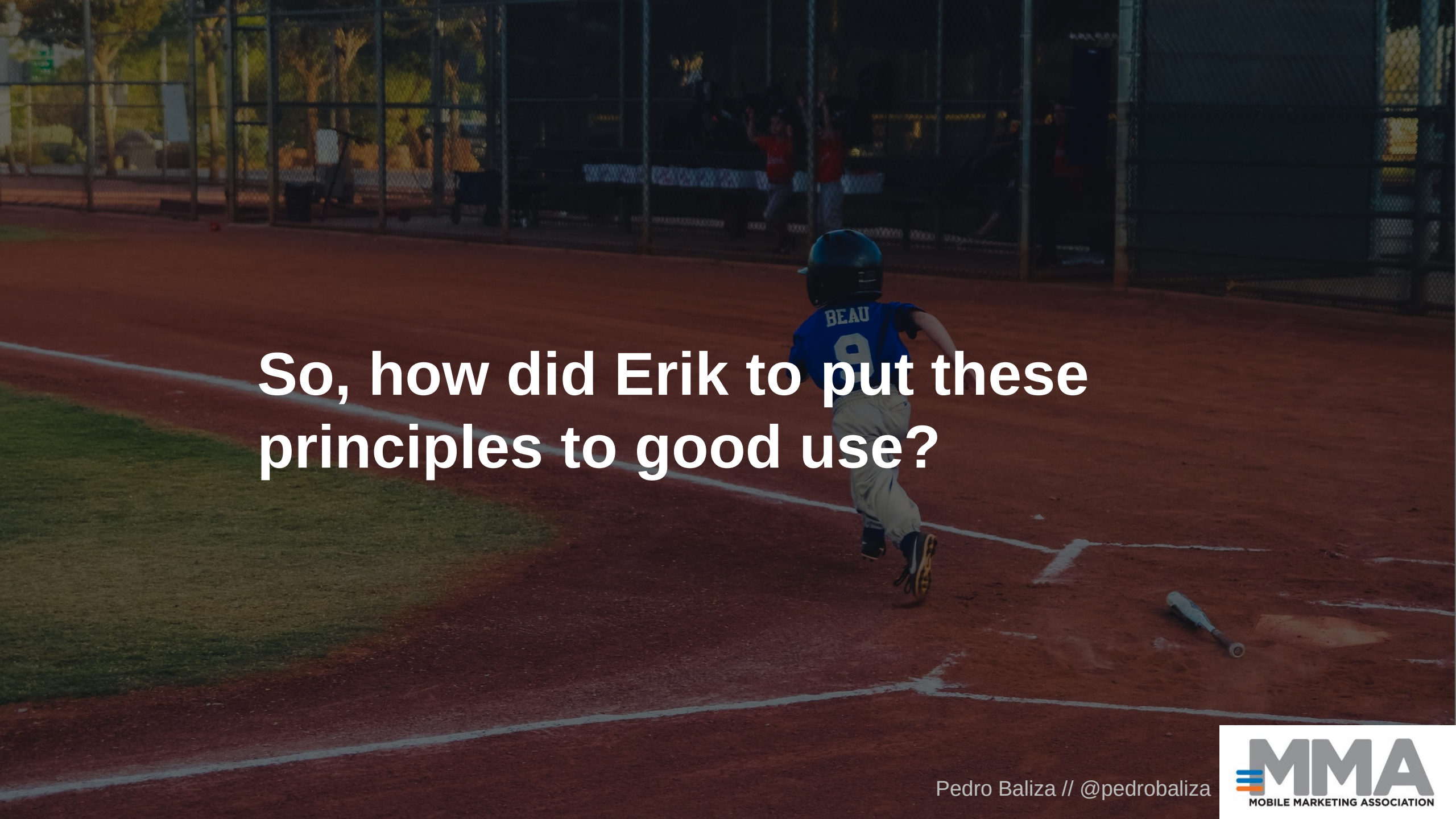
A. Success or fail?
Understand if it moved the needle

B. Impact
Even if a success, was the impact as expected?

C. Why
Why were the results like this?

Reference: Brian Balfour – Building a Growth Machine

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So, how did Erik to put these principles to good use?



He created a proof of concept.

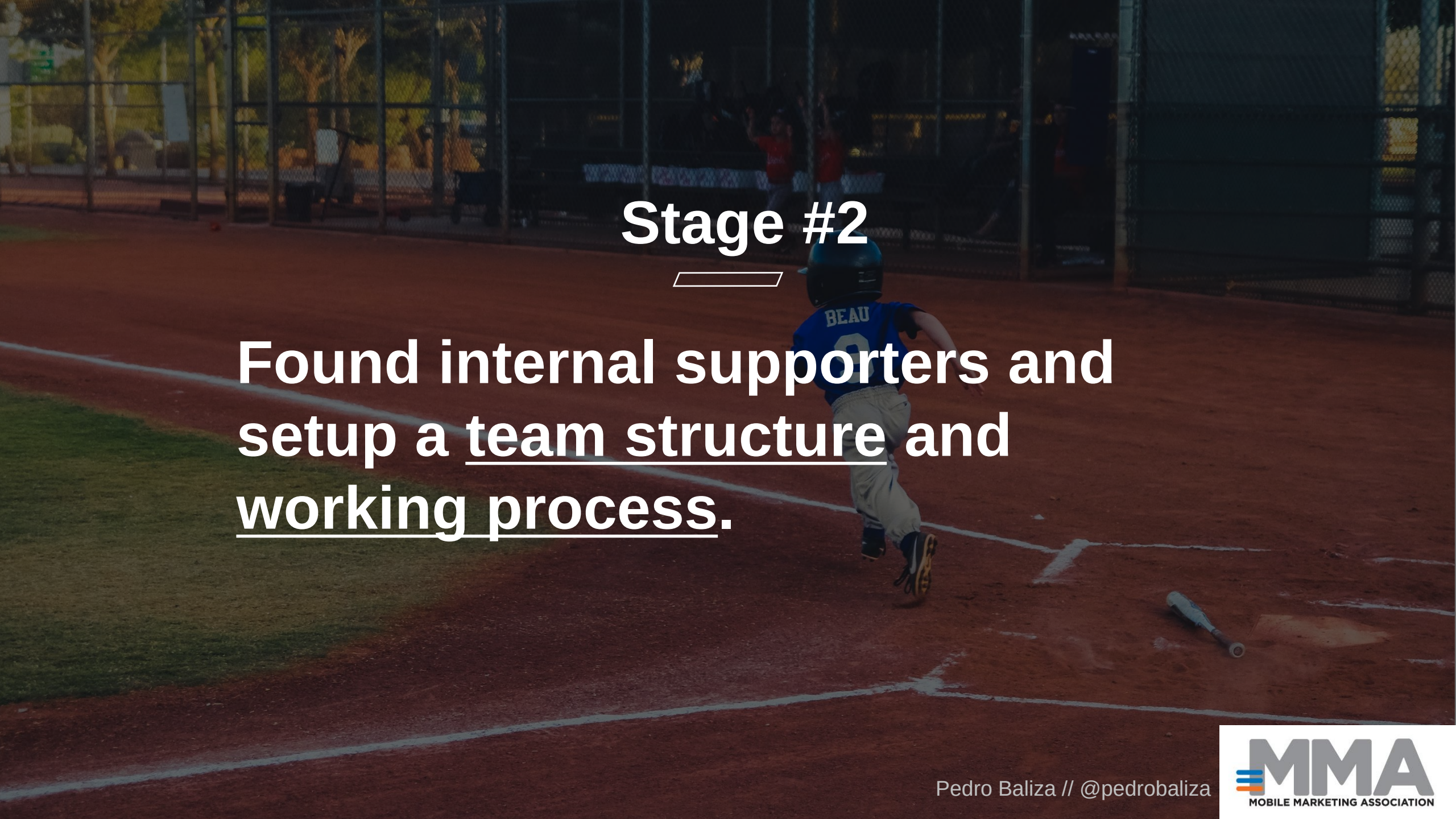
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Stage #1

Defined area of focus (= high impact to the business). Got management buy-in.

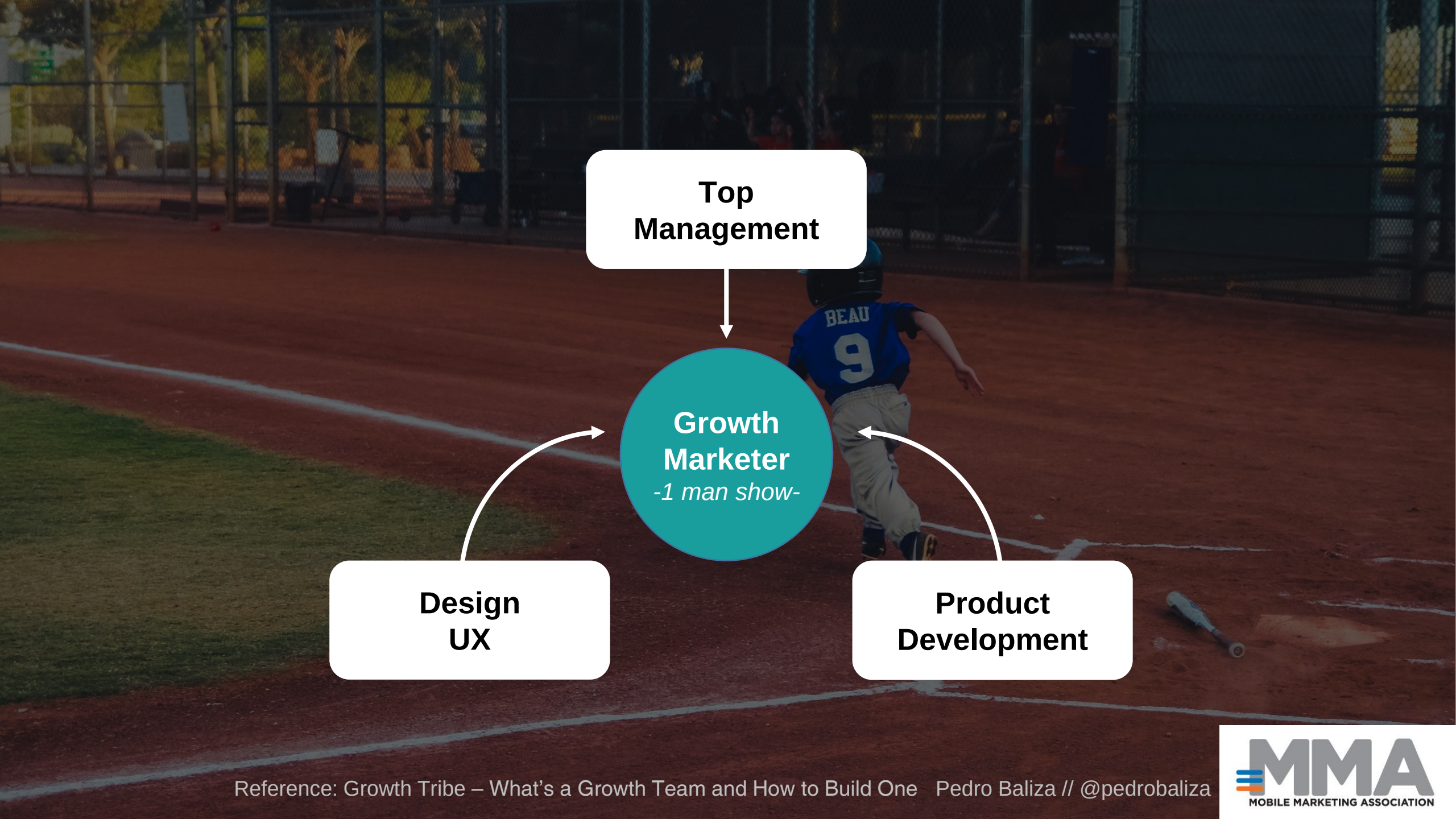
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Stage #2

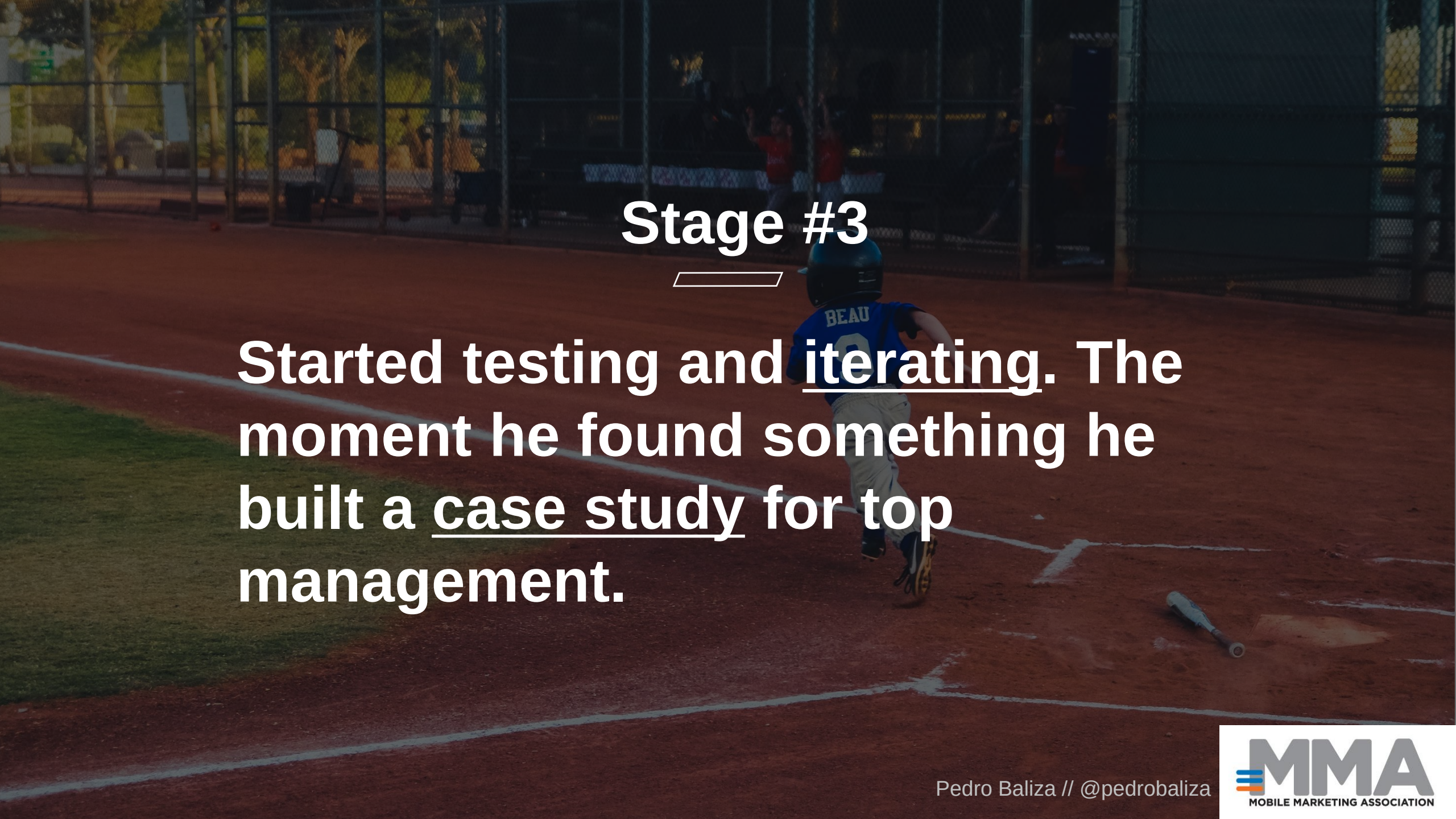
Found internal supporters and setup a team structure and working process.

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Reference: Growth Tribe – What's a Growth Team and How to Build One Pedro Baliza // @pedrobaliza

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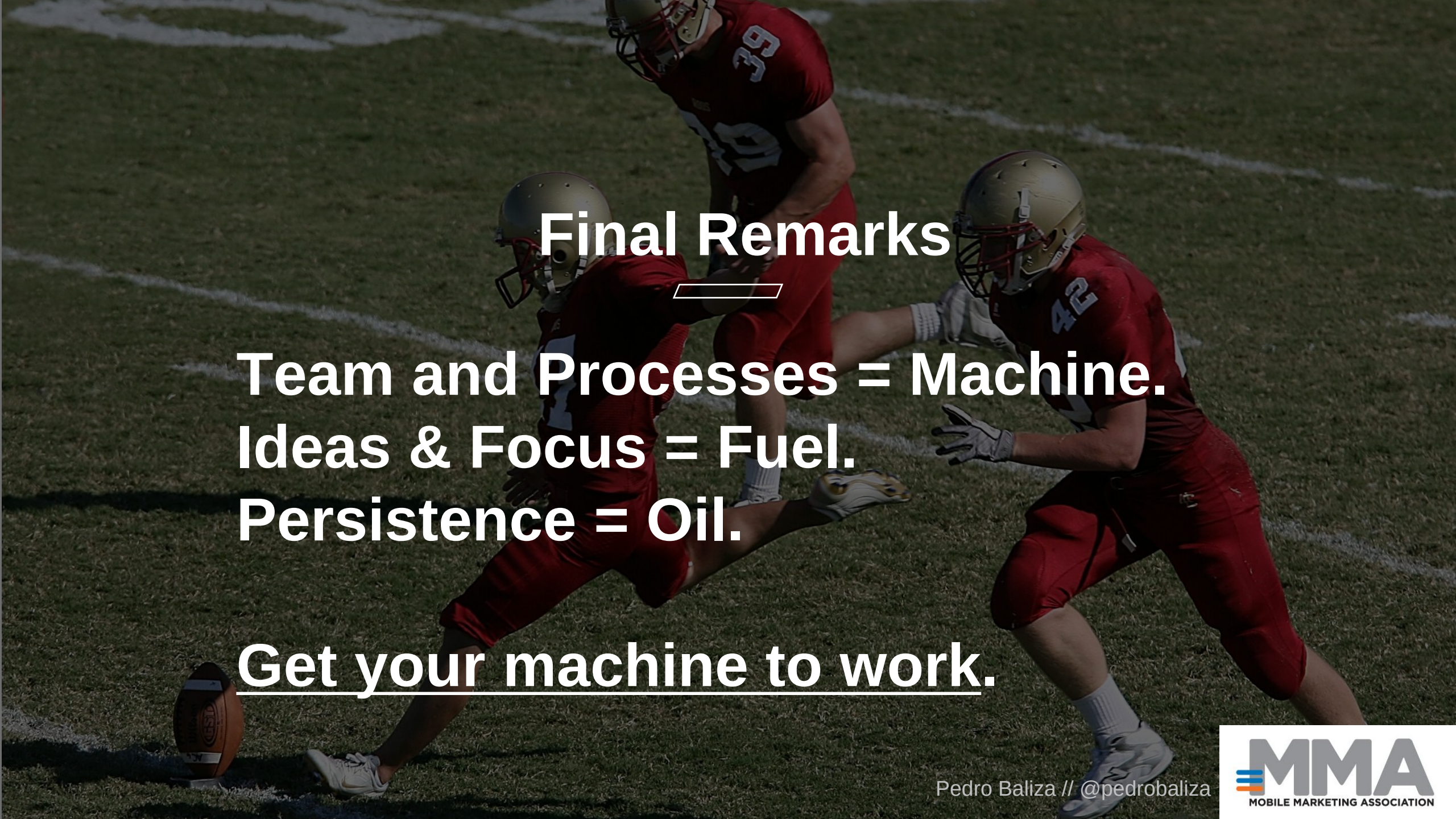
Stage #3

Started testing and iterating. The moment he found something he built a case study for top management.

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Final Remarks

Team and Processes = Machine.
Ideas & Focus = Fuel.
Persistence = Oil.

Get your machine to work.

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Got questions? Reach out.

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THANK YOU

