

Practitioner Experience Sharing Program

Delightful Communication in Promoting The Business:
The Role of Growth Marketing Team

Maisyalina Agustiana - Growth Marketing Lead, Tokopedia



Maisyalina Agustiana is a Growth Marketing Lead at Tokopedia, overseeing the development of universal and segment specific journey over merchant lifetime, run various analytics that optimize engagement, trial product, and nurture some merchants as potential customer through journeys. Prior to Tokopedia, she was a Personal Financial Consultant at OCBC NISP. She received a Bachelor of Education from Universitas Negeri Jakarta.

About Tokopedia

Tokopedia's mission is to democratize commerce through technology. Our vision is to build an ecosystem where anyone can start and discover anything. Today, we empower millions of merchants and users across our marketplace, logistic, payment, and financial technology businesses.

What is Growth Marketing



Developing a core set of hypotheses about your customers, testing them, and scaling the things that work and ditching and things that don't.

Growth Marketing Goes Beyond the Top of the Funnel

Traditional Marketing

Awareness

Acquisition

Activation

Retention

Revenue

Referral

Growth Marketing

Awareness

Acquisition

Activation

Retention

Revenue

Referral

What Do Growth Marketers Do?



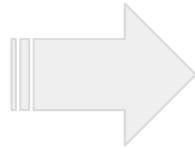
How does it works?

Customers Focus

Buyer

Merchant

Mitra



Defining customer life cycle

Develop funnel to funnel analysis

Define problems on every funnel drop

Research on possibilities solutions

Develop E2E marketing plan to tackle the problems by create

Marketing Requirement Detail

Define success metrics & data monitoring dashboard

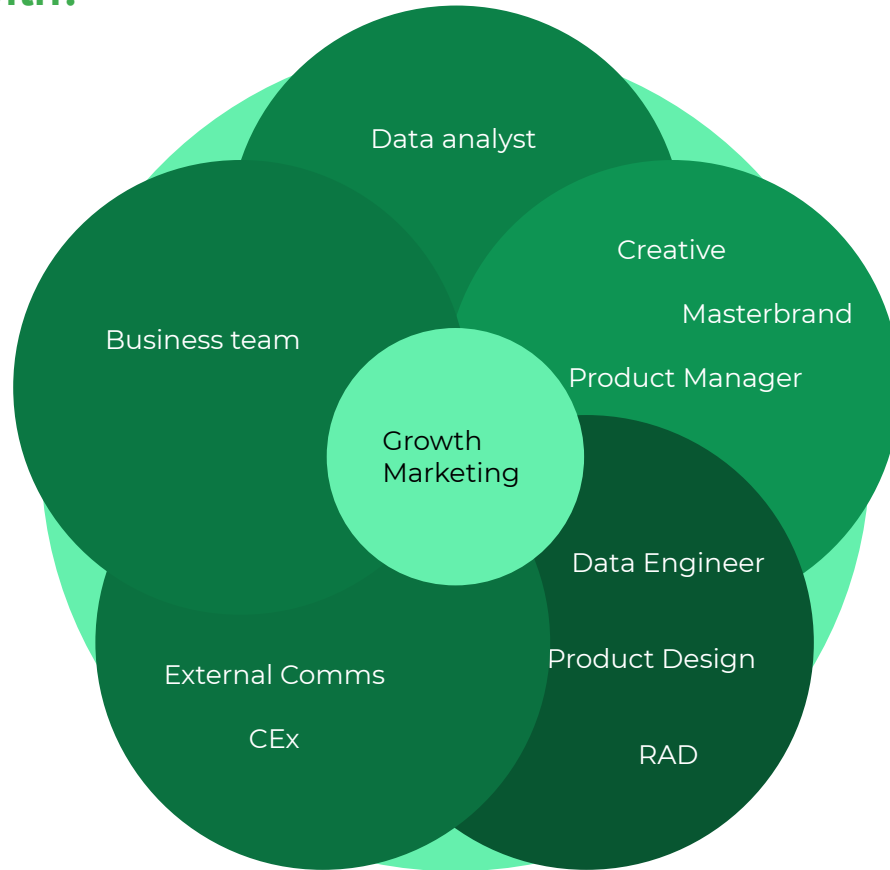
Release creative assets needed

Release AB test marketing

Develop Impact Analysis report

Release final product of Marketing strategy

Who to collaborate with?



Qualities of Successful Growth Marketers

Data Driven

Dives deep into the data to figure out what strategies are working and is comfortable using all the tools that allow for such analysis.

Creative

They never say “it’s never been done before, **so why try?**”

Customer Focus

“**Get closer to your customers.** So close that you tell them what they need well before they realize it themselves” - Steve Jobs

Comfort zone = No

A growth marketer needs to be a jack of all trades. On any given day you might be creating a video, optimizing ad copy, implementing a new A/B test, or even doing some coding.

Has No Fear of Failure

Successful growth marketers believe that a failed experiment is not a bad thing. In fact, failure is the quickest way to gain valuable information.

Knows How to Tell a Story

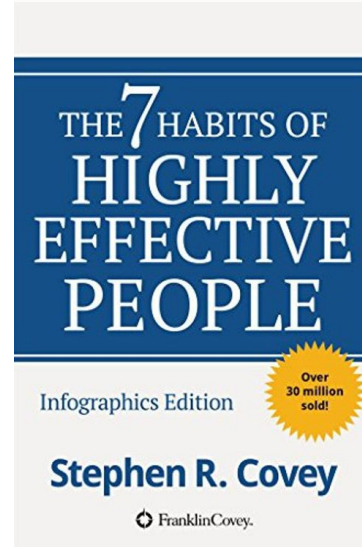
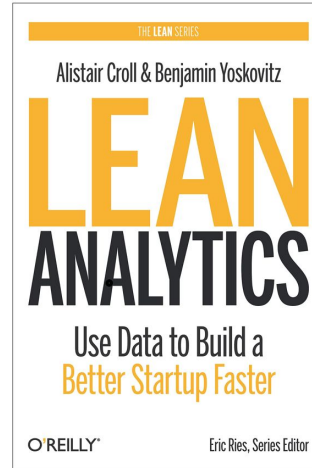
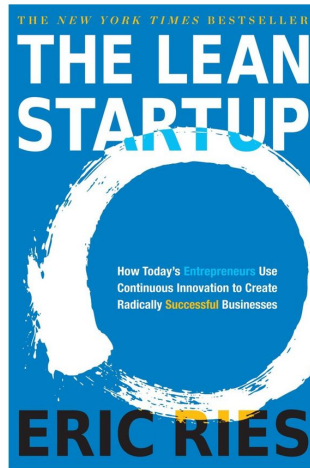
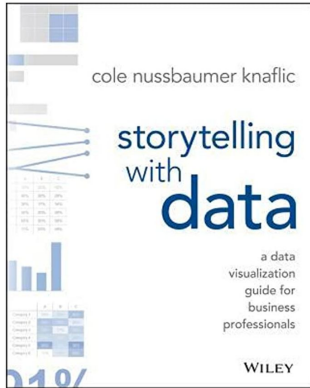
Have the ability to synthesize both quantitative and qualitative information into a compelling story that resonates with your potential customers.

***An effective growth marketer needs to be a contradiction of sorts.** Details obsessed but keeps the big picture in mind. Results driven but comfortable with ambiguity. Measures everything and trusts the data but also values human intuition.*

How to start ?

- 1 Taking Marketing Course
- 2 Learn about Creative thinking
- 3 Be familiar with data, and know how to story-telling with data
- 4 Learn more about human & psychology
- 5 Having high empathy
- 6 Taking internship
- 7 Seriously, read-your-book!

Books Recommendations



END