



Driving Humanized Growth

IRG Marketing

Marketing overview

This deck provides an overview of what we've done on marketing, where we are now and how to seize the future. Part of these slides can be used as a briefing / handover to new team members. Part of it is to help decide what to start stop continue.



1

Last year

What have we been doing?

2

Today + Next year(s)

Given where we are at, what do we want to start, stop, continue?

3

Considerations for the future

If I were you, what should you consider doing



1

Last year

What have we been doing?

M&C Objectives

IRG Purpose: *We help CMOs, and other growth leaders drive more humanized growth by **connecting** them to peers, experts and best practices.*

The IRG M&C strategy aims to **maximize the connections:**

- Maximize the exposure of IRG among the audience
- Maximize the number of interactions between the IRG and the audience
- Maximize the number of registrations for IRG information and events
- Maximize the interaction between and among the IRG and participants/alumni

KPI's

Paid

- # applicants IRG 100
- # requests or info for IRG 1000 / signs of interest
- # registrants masterclasses
- # registrants HGS

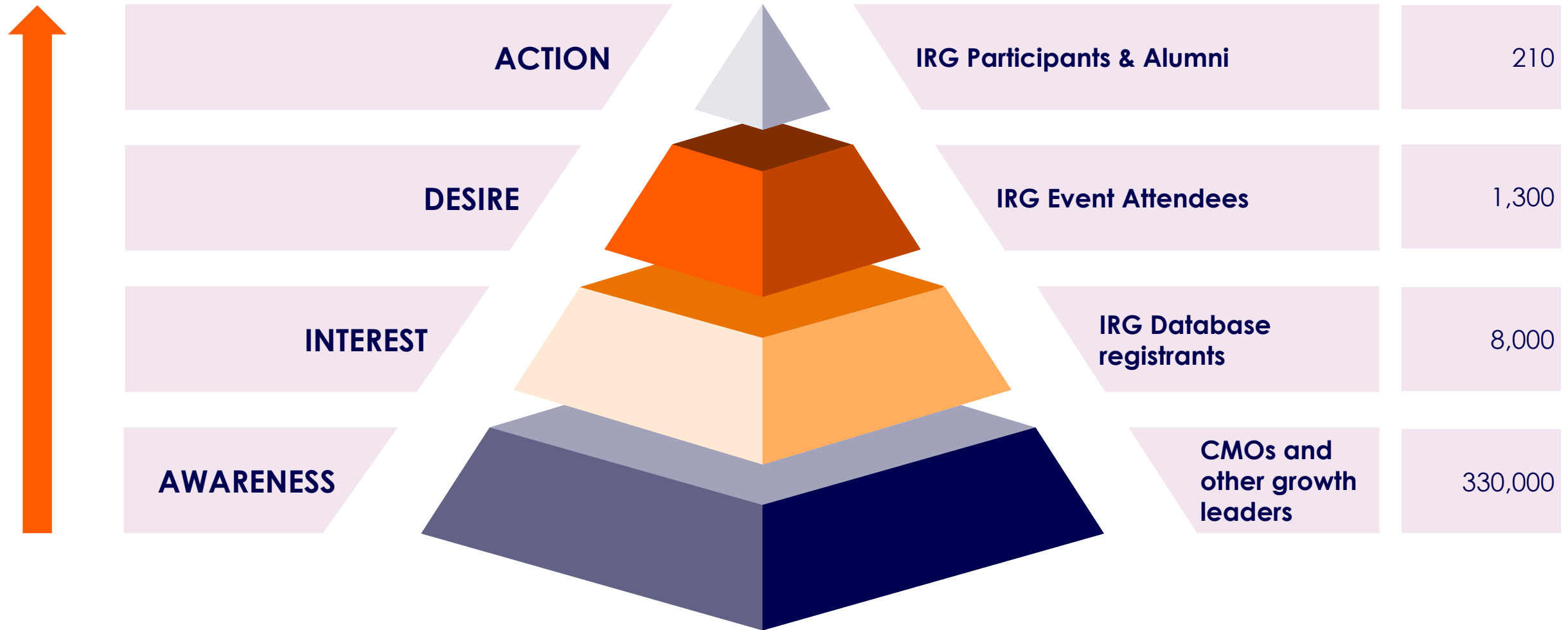
Owned

- # visitors, views website
- # followers , views, clicks, CTR, likes , shares on linked
- # engagement rate linkedin: IRG, Marc, Frank, Aljan, Eva
- # registrants HGS (before)
- # views, reads, listens HGS (after)
- # per HGS and average
- # subscribers newsletter / registrants database
- # opens, reads, CTR
- # event attendees own events

Earned media

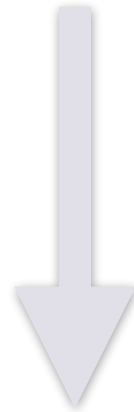
- # invitations to speak
- # attendants on external events (total)
- # invitations to contribute
- # placements of content with links
- # reads/views of our articles
- # invites for podcasts

Audience sept 2021





Professionalized marketing



On-demand webinars

The Humanizing Growth Series hosts live webinars with thought leaders from across the globe to discuss what it takes to drive more humanized growth: multi-stakeholder value creation for customers, colleagues, communities and the capital markets. These conversations are available on-demand via Spotify & Youtube.

Filter webinars: Clear

Dolf van den Brink

CEO and Chairman of the Executive Board



"The essence of leadership is not about taking, it's about giving"



Most viewed

Angela Ahrends

Former CEO, Burberry
Former SVP, Apple Retail



BURBERRY

"CMOs have to broaden and step up"



Most viewed

Deepak Chopra

Author



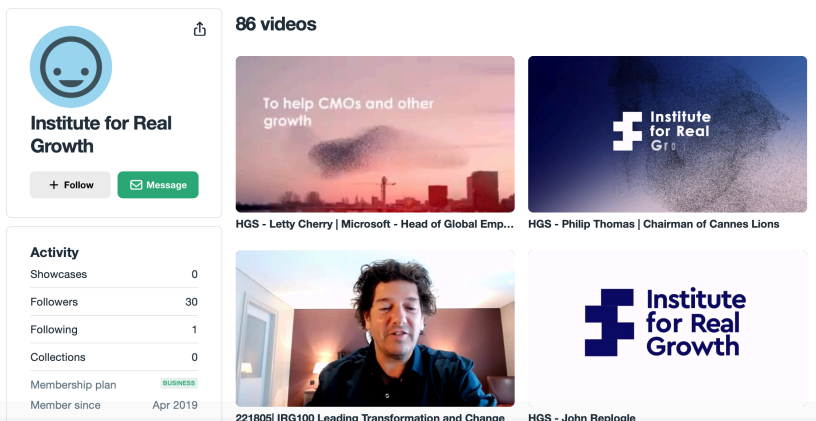
Most viewed

From:
A static click
through page

HGS

- Showing highlights
- Easy navigation
- Easy sign up for webinar (no zoom look and feel)
- Watch video on IRG website (not on vimeo)
- Get recommendations what to watch next
- IRG insights: capitalizing on existing content by offering curating snippets on specific topics

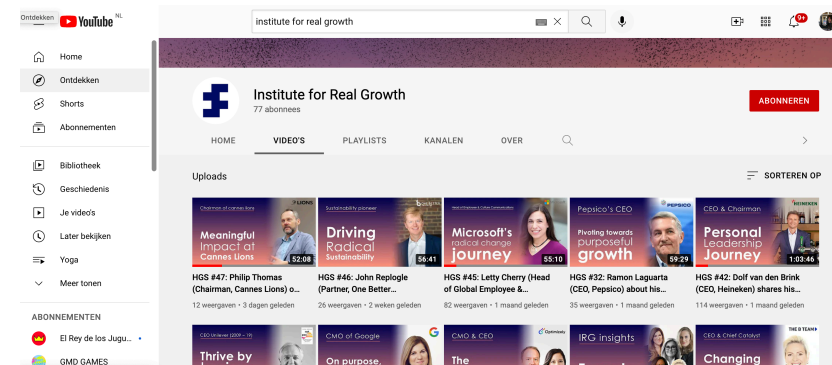
To:
An experience
And destination



From:
Vimeo database

Video marketing

- Capitalize on content
- Creating format and animations for snippets and HGS
- Maximize reach through building YouTube channel
- Connecting youtube channel to website for better on-site experience
- Building database of video snippets
- Sharing snippets on social media and usage for IRG learning platform
- Turning snippets into IRG Insights videos



To:
YouTube
video marketing

Join our IRG Community only events

Join us for thought-provoking sessions, immersive off-sites, and networking events to enhance your humanized growth leadership

Filter events: [Highlights](#) [IRG Open](#) [IRG Roundtable](#) [IRG Annual](#)

May 27, 2022

Roundtable Oxford

(re)connect with your IRG100 peers and other CMOs to drive humanized growth

[Learn More](#)

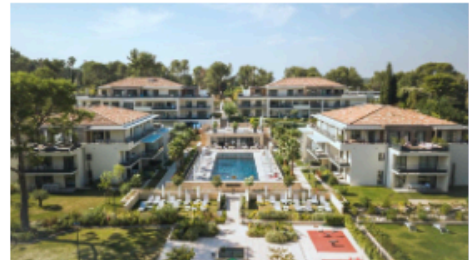


June 20, 2022

IRG Annual Cannes

Two-day IRG community experience full of humanized growth at the IRG campus in Cannes.

[Learn More](#)



TBC

Roundtable New York

(re)connect with your IRG100 peers and other CMOs to drive humanized growth

[Soon More](#)



From:
No events/
calendar due to
covid

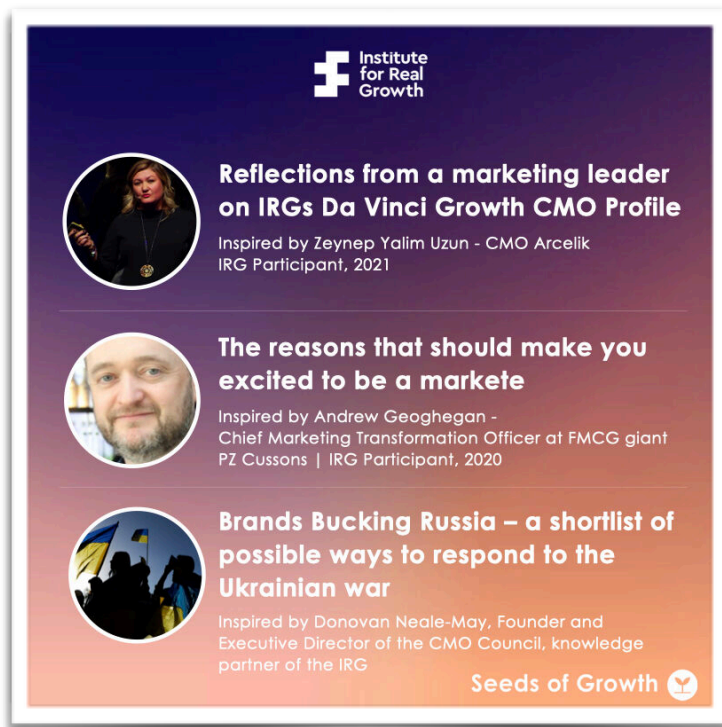
To:
Clear
community events

Event page

- Showing future and past events
- Easy navigation: IRG open, roundtable, annuals
- **Boosting community vibe**
- Watch video on IRG website (not on vimeo)
- Get recommendations what to watch next

CHATS

- **IRG100** - Class of 2022 07:20
+44 7765 408710: Hi Marc! Looking forward to se...
- **IRG100** - Class of 2021 07:12
Marc: 📄 FOMI Symposium flyer - register online an...
- **IRG100** - Class of 2020 07:12
Marc: 📄 FOMI Symposium flyer - register online an...



From:
Few interaction

To:
More interaction

Community loop

- Weekly WhatsApp interaction either with content or more social news from Marc
- Bi-weekly Seeds of Growth: by and for the community and beyond

From:
No ads

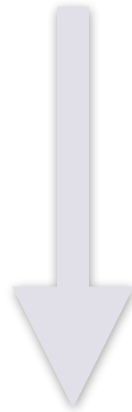
To:
**Failed
experiment,
great**

Advertise masterclasses

- We tried to sell masterclasses
- Most companies follow the 80/20 rule. 20% of budget goes to production/creation and 80% to activation. We did none.
- Experimented and learned we do not want to continue advertit

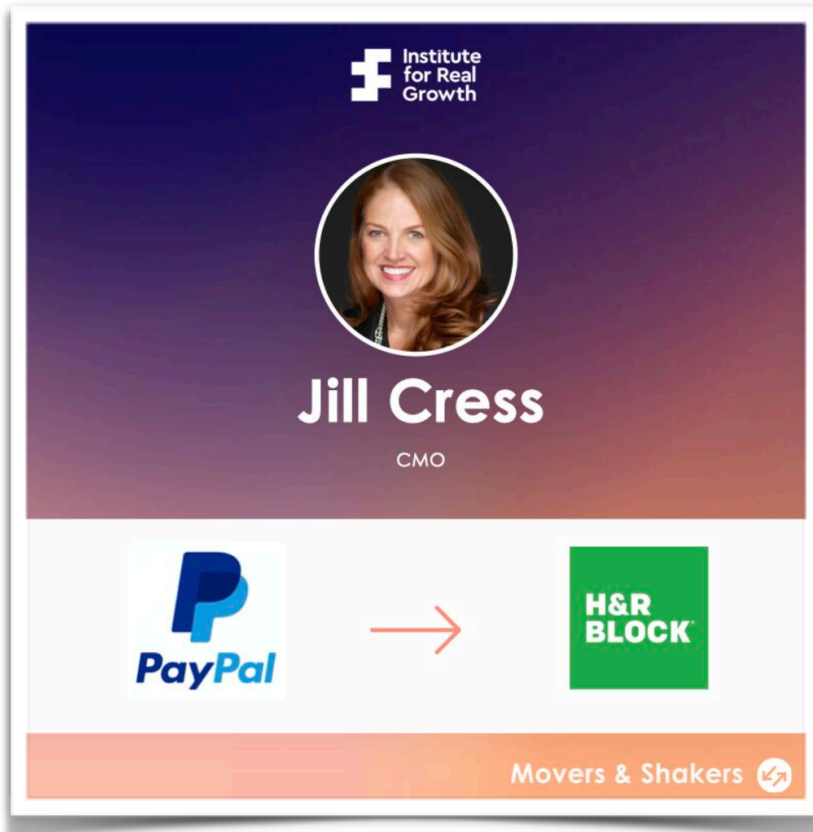


Created templates and assets for marketing



Social cards

Multiple templates haven been developed to use for
social media





The IRG keeps a continuous tap on its community of world-class CMOs and other growth leaders. This week the IRG has curated some insightful thinking from the CMDO of L'Oréal's UK & Ireland that might make you nervous.

Next up is a potentially surprising new CMO priority for growing your business, based on the IRG CMO Community poll results.

Finally, this Seeds of Growth newsletter closes off with a call to action to become net-positive, including further reading from Paul Polman. Oh, and don't forget to register for the upcoming webinars.

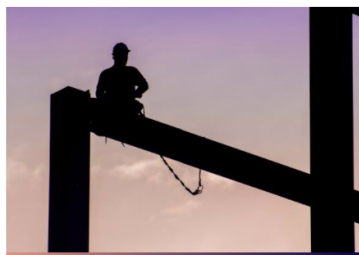


How e-commerce is changing in front of our eyes

One of the leading thinkers and practitioners in the e-commerce space is Lex Bradshaw-Zanger, Chief Marketing & Digital Officer (and IRG100 alumnus) at L'Oréal UK & Ireland. His posts always give that sense of urgency to keep an eye on what's changing and how to benefit from it. In a recent LinkedIn post, he shared three core insights and pointed to further reading.

- How social commerce and platform technologies are disrupting e-commerce by making everyone a seller. Accenture: [Why shopping is set for a social revolution](#)
- As the purchase experience will happen elsewhere, the eComm stack is more about payment, operations, fulfillment, and less about Headless Commerce: [The Definitive Guide](#)
- The ability to click to buy in every interaction is becoming a key functionality, the race to copy TikTok shopping is on. - [Why L'Oréal is turning to TikTok for commerce boost](#)

Inspired by Lex Bradshaw
CMDO, L'Oréal, UK & Ireland | IRG100 Participant, 2021



What's on the mind of CMOs - The Employee Experience (EX)

To understand what has the greatest potential to unlock growth in 2022 and how well-equipped marketers feel to take that on, the IRG ran a poll with its founding partner WPP. Much of what came back was as expected: digital

Seeds of Growth design templates

Templates for mailing and social card

One way to make CMOs succeed in their role

Inspired by Frank van den Driest, IRG Founder

The most important cultural shifts unraveled by Meta

Inspired by Claire Davies, Head of Meta Foresight, partner of the IRG

How leading brands – like DOVE - keep on delivering on their purpose

Inspired by Alan Jope, CEO of Unilever & Philip Thomas, Chairman of the Cannes Lions festival

Seeds of Growth

How e-commerce is changing in front of our eyes

Inspired by Lex Bradshaw - CMDO, L'Oréal, UK & Ireland | IRG100 Participant, 2021

What's on the mind of CMOs - The Employee Experience (EX)

Inspired by Lindsay Pattison - Chief Client Officer, WPP | IRG Partner

Three small countries are already net-positive, are you ready?

Inspired by Frans-Jan van Rongen - Global VP Marketing & Branding, Wavin | IRG100 Participant, 2021

Seeds of Growth



Three small countries are already net-positive, is your company ready?

Suriname, Bhutan and Panama have gone beyond the pledge for net-zero. They are 'carbon negative', absorbing more climate-changing emissions each year than they produce through human activity. What they have in common is strong protection of their carbon-absorbing forests alongside increasingly tough measures to hold down climate-changing emissions, including efforts to reuse, recycle and renew whatever helps to protect the climate. These countries achieved their status through national effort and national sacrifice.

How would this translate to businesses? Being net-positive as a business is about having a positive impact on all stakeholders through the operations and products and services of the business. Just as for the aforementioned countries, this will take hard work and commitment, and just like the participants at the IRG, you might well have your values and purposes in place to start your journey.

To find out if you are truly ready for the net-positive journey we recommend Paul Polman's [Net Positive Readiness test](#).

Paul Polman will once again be joining the Humanizing Growth Webinar series in April, sign up to his live webinar [here](#).

Inspired by Frans-Jan van Rongen
Global VP Marketing & Branding, Wavin | IRG100 Participant, 2021

Up Next in the Humanizing Growth Series Webinars



Daniel Hulme
TEDx phenomenon and global thought leader on the impact of artificial intelligence on humanity

Hella Tómasdóttir
Almost the president of Iceland in 2016, now the CEO and chief catalyst at the 8-Team

[Register](#)

About the Institute for Real Growth

The Institute for Real Growth (IRG) is a not-for-profit and independent organization supported by WPP, Facebook, Google, Salesforce, Optimizely, Morning Consult, the NYU School of Professional Studies (NYUSPS), the Saïd Business School at the University of Oxford, CKGSB, the Exeter Group and Spencer Stuart.

The IRG100 Leadership Program curriculum is based on interviews with around 500 senior business leaders, over 5000 on-line survey contributions from 78 countries, an AI analysis of over 3,500 publications, and a behavioural analysis of publicly available LinkedIn data from over 800 million connections across 3 million employees.

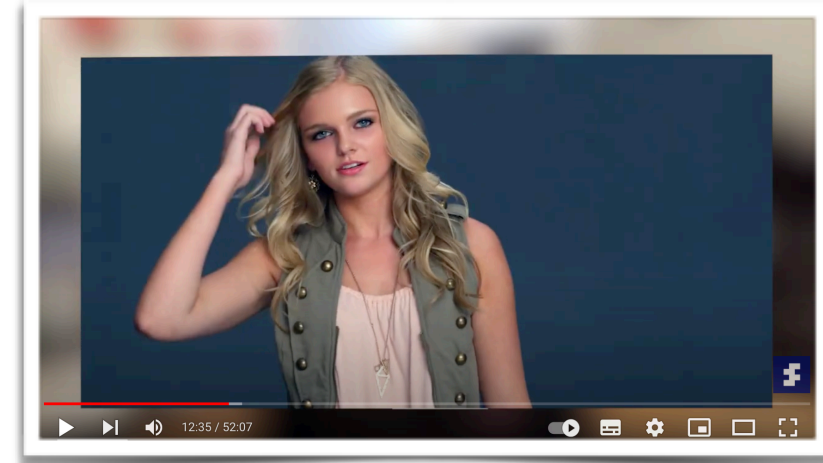
[More information](#)



HGS video templates

Templates and animation for video:

- opening + animated logo + end card
- Sound + birds animation
- Name ticker
- Adding in pics, CV's or video's
- Background orange, blue, purple
-



Designs Announcements

Templates for HGS & Events

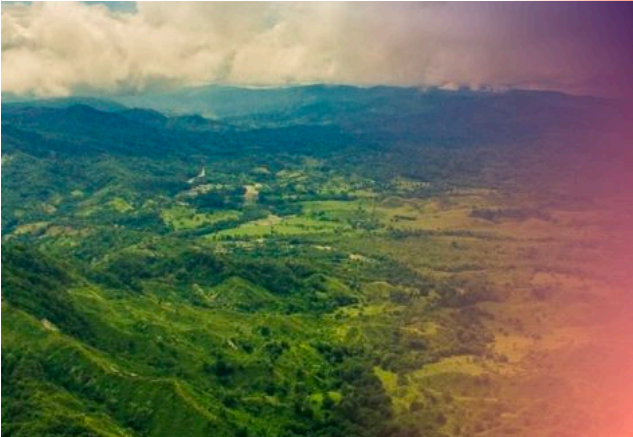


Philip Thomas
Chairman


**Friday
May 20**
9AM EDT | 2PM GMT | 9PM CST

Hosted by IRG founder
Marc de Swaan Arons

Humanizing Growth Series 



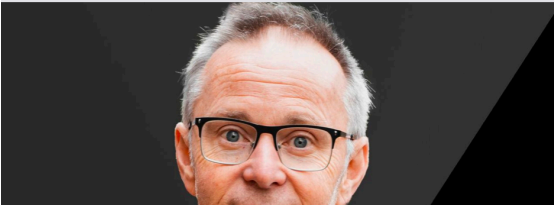
APPLY NOW

March 20-25:
Regeneration Retreat
Panama

Community Events 



Greg Welch - Partner
SpencerStuart



**Institute
for Real
Growth**

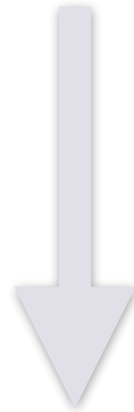
13 jan 2022
9 am EMT / 2 pm BST

IRG Open

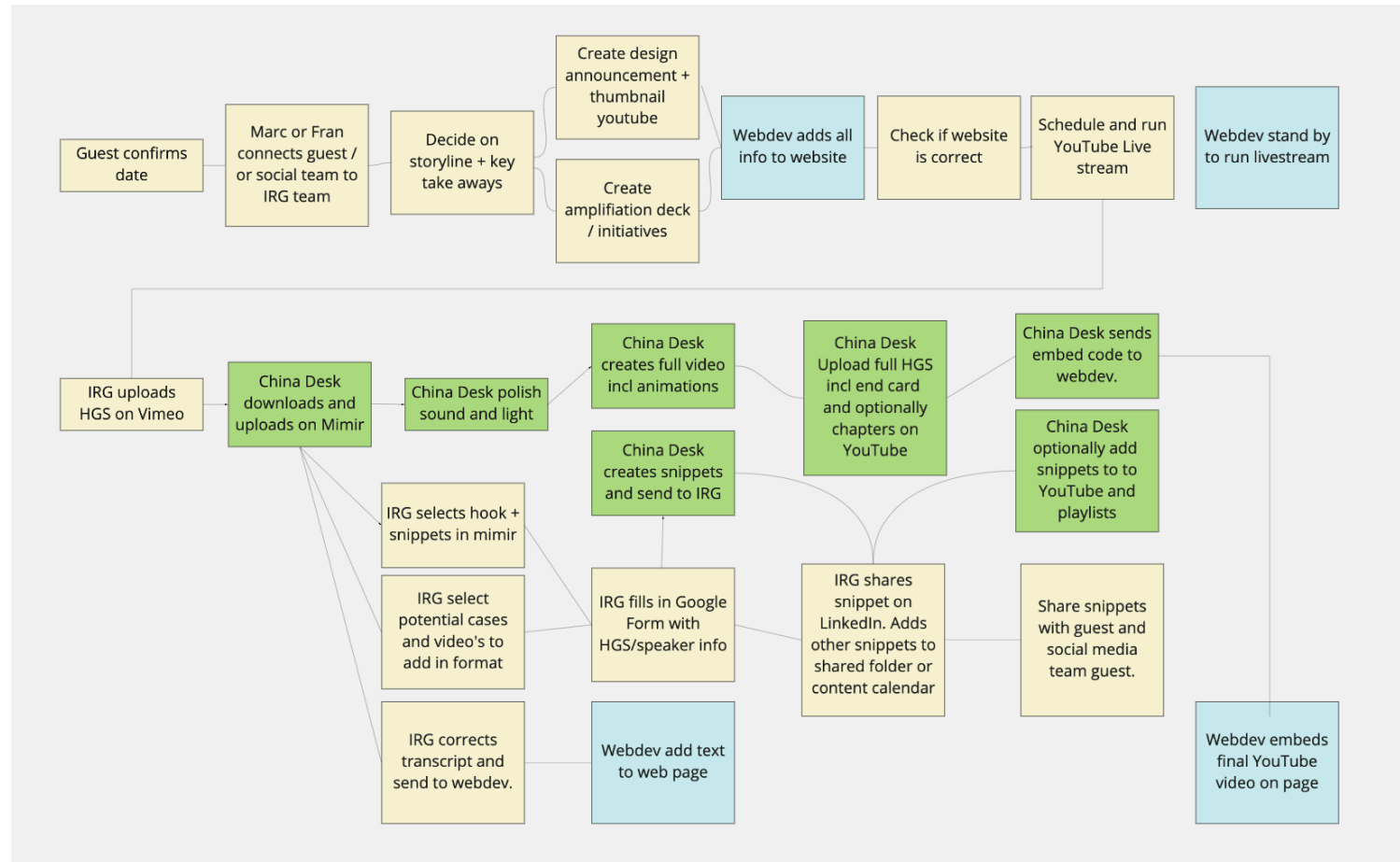
Growing from
CMO to CEO



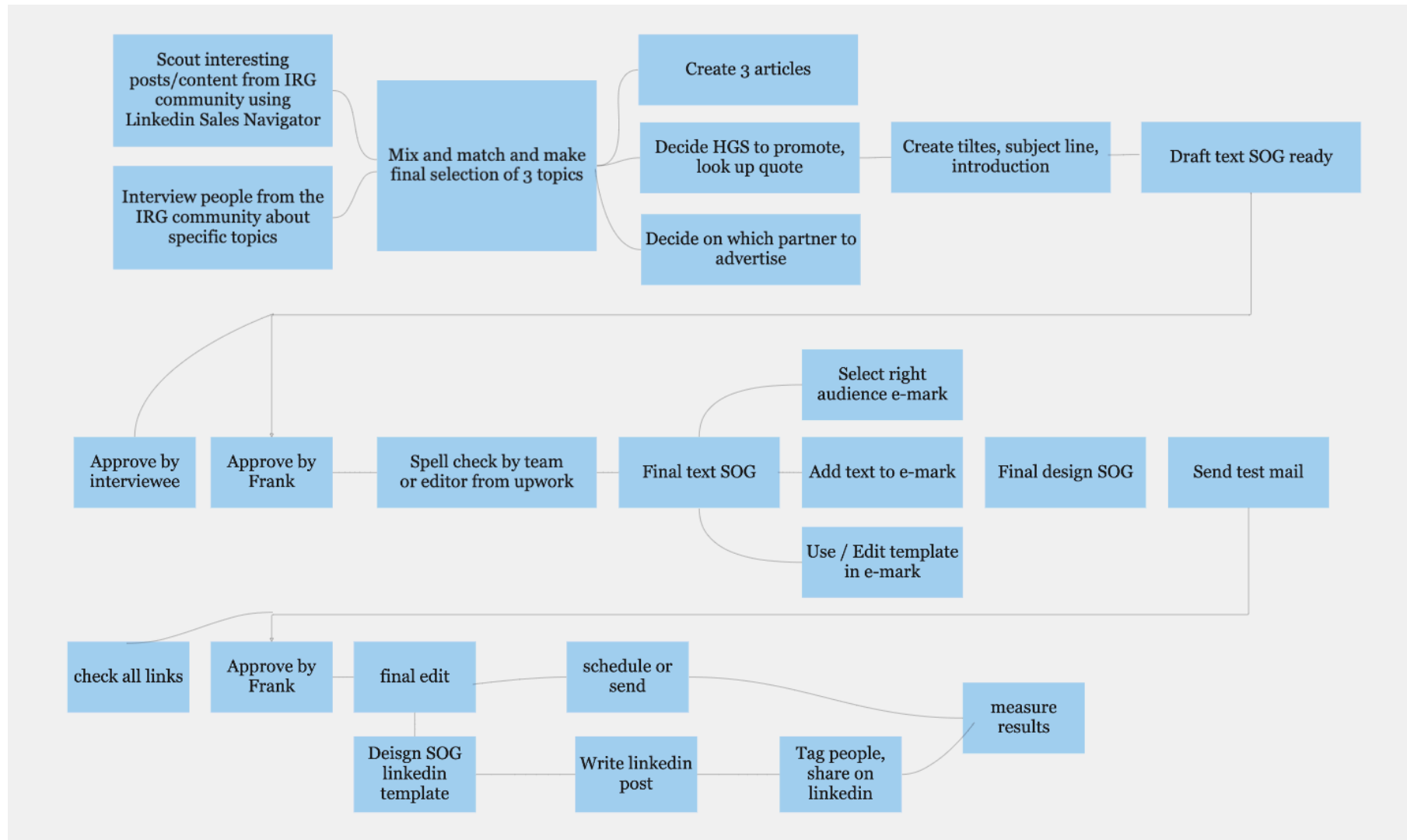
Structured the marketing machine



Process Humanizing Growth Series

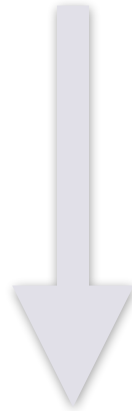


Process Seeds of Growth





Built the marketing team



Meet the external team

These are the freelancer we work with on running projects and change projects

Running projects

These work on us on a weekly, some on a daily basis on running projects like website, social media, video marketing



Dinehs S

Webdevelopment. Manages improvements and updates to the website . Based in India



Lieke van der Wel

Social Media + Photographer. Helps us in designing and distribution posts for linked, twitter and emails. Rotterdam.



Stefan Harzevoort

Digital Strategy. Helps us on anything related to the CX: customer journey, HGS, youtube channel. Singapore



Roeland de Bruine

Video editor. Produces all HGS after videos and snippets. Beijing / Amsterdam

Meet the external team

These are the freelancer we work with on running projects and change projects

Change projects

These work with us when we need them.



Laura de Jongh

Visual designer. Turns ideas into designs for the website, papers, and social media templates.

Based in the Netherlands



Hokei Pang

Video; concept and production.

Runs a small video agency.

Created the IRG Showreel

Based in the Netherlands



Oligar da Paz

Video recording. Has all the gear to shoot (and edit) high quality video's.

Based in the Netherlands



Danny Cotino

Video recording. Has all the gear to shoot (and edit) high quality video's.

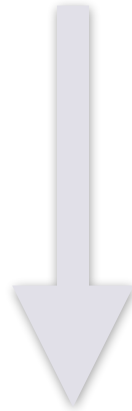
Based in the Netherlands

2

Overview



Overview of marketing activities



Humanizing Growth Series

Flagship marketing activity: interviews / webinar series
with thought leaders



+

1. Does it all: Builds brand, gives community vibe.
Shows partners
2. Potential reach is huge.
3. Key lead generator.

-

High investment in terms
of time and total team
needed.

Seeds of Growth

Bi-weekly email with curated CMO insights from and for the community and beyond. 2nd biggest lead generator



One way to make CMOs succeed in their role

Inspired by Frank van den Driest, IRG Founder



The most important cultural shifts unraveled by Meta

Inspired by Claire Davies, Head of Meta Foresight, partner of the IRG



How leading brands – like DOVE – keep on delivering on their purpose

Inspired by Alan Jope, CEO of Unilever & Philip Thomas, Chairman of the Cannes Lions festival

Seeds of Growth



Andreea Sapunaru • 1st

Global Marketing Director | Sustainability at Unilever

1mo • Edited •

One of the unexpected benefits of being part of the Institute for Real Growth's IRG100 program has been that every week I got an exceptionally curated dose of inspiration. I never expected that one day I would be the inspiration. Honoured to be in such great company!



Institute for Real Growth

3,771 followers

1mo • Edited •

Last edition of the IRG Seeds of Growth offers multiple perspectives on the role of marketing in driving a more sustainable future. Curated from [Taide Guajardo](#), [Rupen Desai](#), [Andreea Sapunaru](#) and [Tatiana Lemos de Lemos](#).

Find the Seeds of Growth here: https://lnkd.in/eHNjr_YS

Sign up for future editions here: <https://lnkd.in/ezf95Gyh>

[#IRG](#) [#marketing](#) [#purpose](#) [#CEO](#) [#CMO](#) [#growth](#) [#leadership](#) [#sustainability](#) [#future](#) [#climate](#)



Is modern marketing compatible



1. Does it all: Builds brand, gives community vibe.

Shows partners

2. Bi-weekly in inbox (feels close)

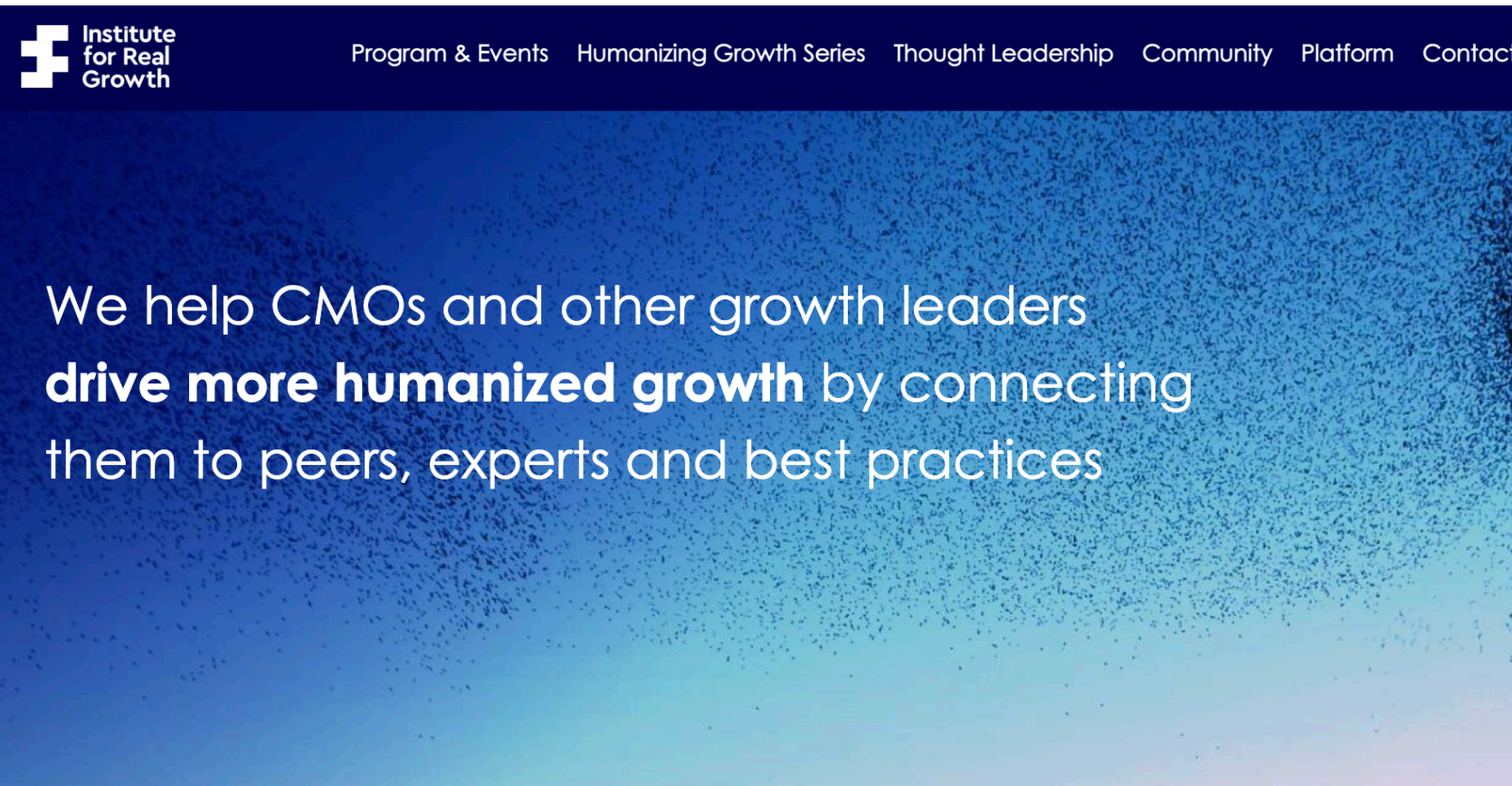
3. Leverage community



You need someone who knows the community, the IRG content and likes writing.

Website

The place that ultimately could serve as a destination for the wider marketing audience to learn how to drive HG.



+

1. Must have
2. Lots of potential to continue improving

-

1. It becomes quite full.
2. Never done, needs updates

Social Media

Our presence on LinkedIn, Twitter and recently Youtube



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Is modern marketing compatible



1. Reach multiple target groups
2. Templates ready
3. Great for tagging



1. Reach needs to be improved
2. Always on

Events

Mix of virtual and real life events: IRG Roundtable, IRG Open, IRG Annual



+

1. Great for community and brand building

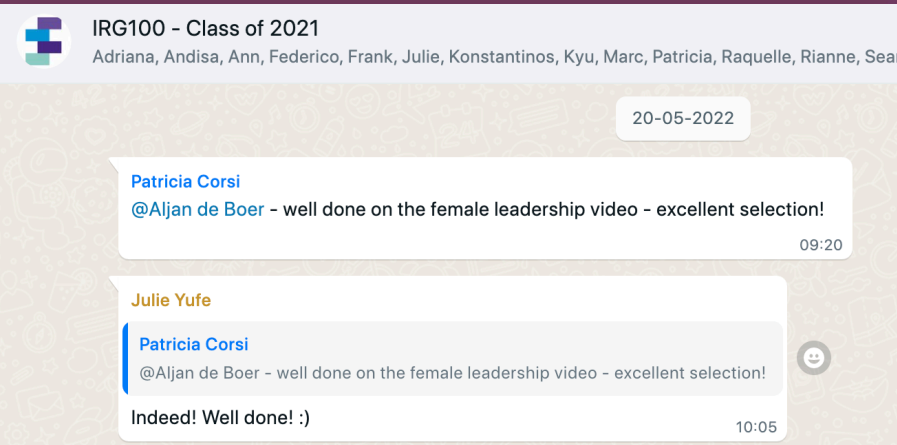
-

1. Traveling can be intense

IRG Insights

Compilation of insights and reflections from multiple guests of the HGS, on specific topics.

IRG insights



+

1. Capitalizes on HGS
2. A real treat to the target group
3. Use reach of guests

-

1. About 1k per video

Whatsapp

Every IRG cohort has a WhatsApp group in which we connect and inspire the participants



+

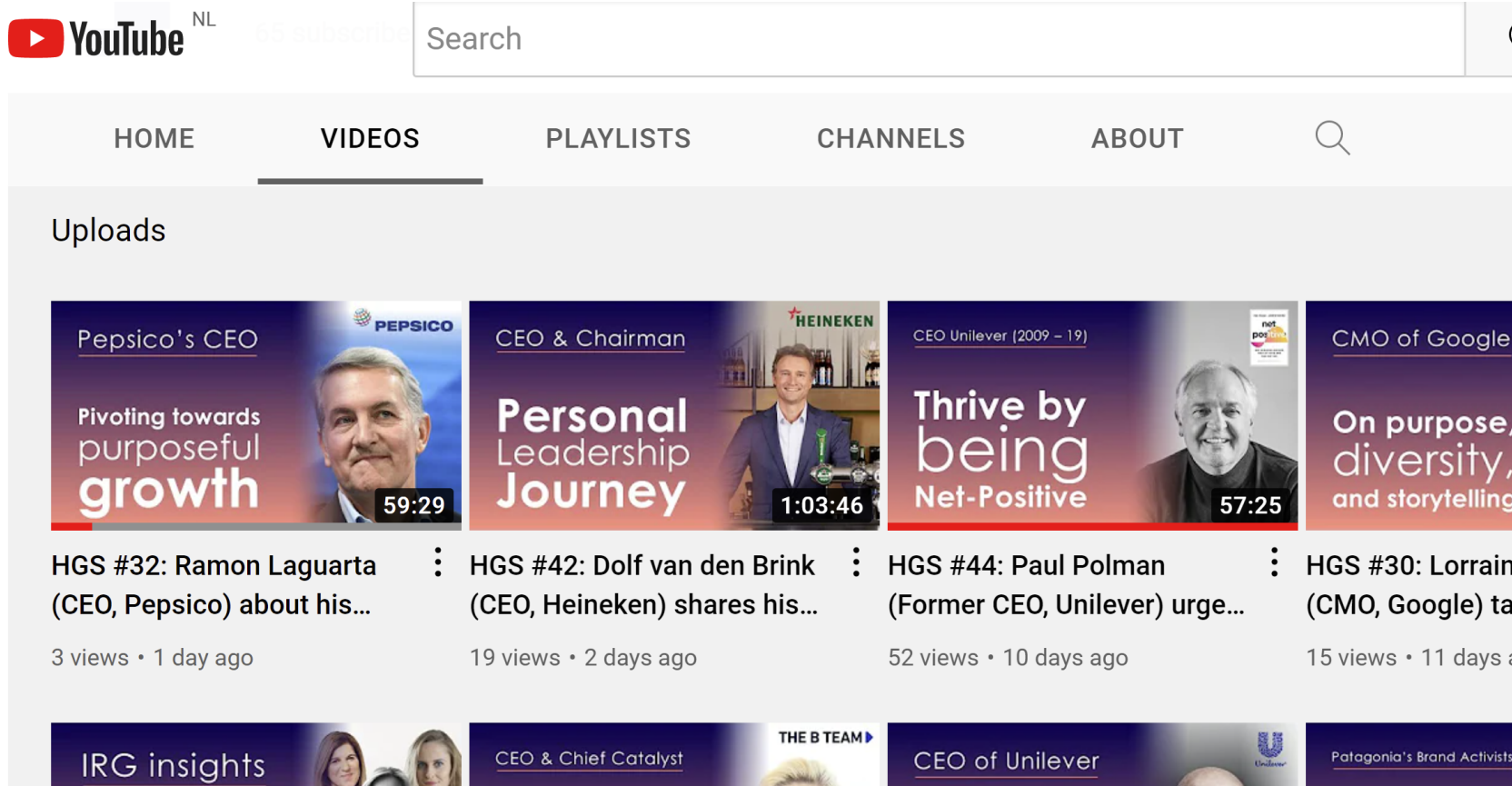
1. Community vibes
2. Good for inviting and updating people
3. Avoid the EA, more personal

-

1. Not everyone participates

YouTube

The IRG YouTube channel



1. Reaching new target groups
2. Great for SEO
3. Better experience on IRG website



1. Not a google partner yet on youtube

Most important results / KPI's

Key metrics	From	To	Explanation
Leads generated through web/HGS/SOG	8.000	11.000	HGS biggest impact
Followers linked	2.000	3.668	Grows organic, keep on tagging!
Seeds of Growth	0	100	Leverage community
IRG opens	0	50 sign ups / 25 in session	Event page / reminders
Whatsapp	0	65 / 57 / 36 participant	Interaction + Reminders