

Top Media Company Accelerates Audience and Team Engagement

Situation Summary

For decades, this media company cultivated strong print readership with its marketing strategies. But as consumer preferences shifted to mobile and digital platforms, this required new, multi-channel digital marketing approaches.

According to their CMO, “from a marketing perspective, we needed to rapidly pivot from a legacy manufacturing and distribution organization to a forward-thinking, innovative digital and experiential organization.”

Approach

The CMO and their direct reports worked with Lisa Nirell to jump-start the process and help them think differently. Lisa introduced the team to a rapid “*Innovation Clean Sweep™*” process. Within just 75 days, she helped them:

- identify sources of resistance to the transformation
- eliminate non-essential or “zombie” marketing programs
- set the stage for innovation to become a habit, not a one-time exercise
- ensure optimal audience and employee engagement

Through a series of guided team meetings, interviews and surveys, Lisa uncovered the biggest innovation obstacles. She also helped the marketing leadership team design a new and inspiring story to garner commitment to the transformation. Finally, she introduced a strategic prioritization process to improve focus and team alignment with their strategic goals.

Results

According to the CMO, “Lisa helped us maintain a maniacal focus on helping our teams understand the new mission. Today, we have stopped having so many discussions about areas that are no longer driving business growth. Some people will plead the case to keep certain programs. But we used data and advice from Lisa to pivot to those that have greater impact.”

The client also reported a positive impact in these areas:

- **Greater alignment on driving digital subscriptions, yielding strong double-digit growth**
- Marketing boasted **some of the highest employee engagement scores** in the company
- Leadership team **meeting habits and behaviors shifted**. They **increased the percentage of time spent on strategic versus tactical and legacy business matters**

With that level of momentum, the marketing team is inspired to keep moving forward. They continue to shift from legacy marketing tactics to innovative, multi-platform initiatives. Their CMO believes “we still have a way to go; however, working with Lisa has been a great partnership.”

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