



3Q'S WHITEPAPER SERIES

Guide to Growth Marketing in the Coronavirus Pandemic

Learn the mentality, data sources, media mix,
and strategy to keep your team on track.

Introduction

Even for growth marketers who can't disrupt quickly enough, the consequences of the Coronavirus surge have emerged with overwhelming speed, with each day bringing more event cancellations, more school and office shutdowns, higher numbers of those infected, and more consumer uncertainty. To help marketers get their bearings and stand tall for their companies, colleagues, and clients in a chaotic time, we've provided a proactive guide to growth marketing in the unpredictable wake of the Coronavirus.

By the end of the guide you'll understand the major trends we've seen across industries, how to revise your growth strategy as the Coronavirus story develops, how to protect yourself against unforced errors on the marketing and PR fronts, and where to look for silver linings as the landscape continues to shift.

Let's jump in.

