

# WHAT IS MARKETING?



As a Marketing professional, you will be future focused - looking to unlock the potential of ideas, future possibilities and realising their value for the business, it's customers and the market. Marketing professionals can be either agency based or internal within a business. This will determine the type of marketing role played by the Marketing professional.

**"Every company, organisation or group with the ability to inspire starts with a person or small group of people who were inspired to do something bigger than themselves."**

- Simon Sinek, Author

## A Marketing professional:

- will be responsible for managing the business brand and its reputation;
- developing strong relationships with both external agencies and internal business departments;
- will have strong communication skills;
- will have the ability to analyse and interpret information from a variety of sources.

## Key responsibilities:

- Manage and own the marketing function, from strategy through to implementation and reporting;
- Develop, coordinate and execute marketing activities;
- Plan and execute marketing campaigns, including the measurement and reporting on the agreed marketing outcomes of the business;
- Manage the marketing budget and monitor campaign ROI;
- Develop clear and concise messaging and content for delivery to customers, stakeholders and internal business teams;
- Work with multiple internal and external groups to define and implement marketing strategy. For example, work with the Product team to define the go-to-market strategy and work with the pricing team to establish the product price points.

Depending on the business a Marketing professional is working in, the role they perform can vary significantly, as can their title. These may include:

**Marketing Generalist:** A Marketing Generalist will be well versed across brand and advertising, campaign management, product marketing, relationship marketing and digital.

**Analytics and Campaign Lifecycle:** An Analytics and Campaign Lifecycle Marketer will be data driven and will delve deep into the statistical and dynamic data of campaign results to identify where improvements can be made during the lifecycle of the campaign.

**Direct Marketing - including mass audience and niche:** Direct Marketing is marketing direct to the customer which may include TV, radio, print, outdoor advertising, database marketing, email, SMS direct mail or online advertising.

**Acquisition and Retention:** Acquisition Marketing involves developing campaigns that will leverage a prospect that has previously made an enquiry to the business with the aim to convert them to a customer. Retention Marketing will see the marketer develop strategies that will encourage the customer to stay loyal and remain a customer of the business.

**Brand:** A Brand Marketer is focused on the organisation's brand and how the business is perceived by their audience.

**Campaign:** A Campaign Marketer will manage a coordinated series of steps with the key objective being the promotion of a product or service through different mediums.

**Digital:** A Digital Marketer will develop marketing strategies to ensure the distribution of a product is received by the targeted customer.

**Channel Marketing and Segment Marketing:** A Channel Marketer will develop marketing strategies to ensure the distribution of a product is received by the targeted customer. A Segment Marketer will divide a broad target market into subsets and will then develop and implement marketing strategies to target each specifically.

**Marketing Communications:** A Marketing Communications role can be a hybrid position covering both marketing strategy, implementation and communications (internal or external), with a key focus on creating content.

**Product Marketing:** A Product Marketer will develop strategies to convey goods or services to a customer. They will identify potential markets for a product, and may determine pricing with the objective of encouraging a customer to purchase the product or service.

## Key definitions

- Above the line (ATL): ATL marketing uses marketing strategies to reach mass audiences. An example of ATL marketing can include TVC's or print advertising.
- Below the line (BTL): BTL marketing seeks to reach a consumer using marketing strategies that are more niche focused. Examples may include sales promotions and sponsorship.
- Through the line (TTL): TTL marketing refers to a promotional strategy taking advantage of the best of ATL and BTL advertising concepts.

Although the role of a Marketer can have a variety of different focuses and specialities, the key element that is required from any Marketing professional is the ability to develop relationships with stakeholders to deliver results. If a Marketer can engage the business and gain its trust, this is the foundation that can be utilised to build credibility and long term relationships.

Dependant on the business and role, Marketing professionals will develop key relationships and work closely with:

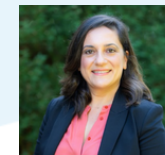
- Senior Management
- Product and Sales teams
- Digital and Creative teams
- External agencies
- Analytics and Campaign Lifecycle
- Legal and Compliance team

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