

Every Marketing Executive needs to be a Growth Marketer: 7 SKILLS REQUIRED



1

Leadership

This means more than just leading a team or marketers. You need to UNDERSTAND what they do. Each quarter your team's contribution should be documented into a plan, along with their previous quarter's results and KPIs.

2

Business Expert and Evangelist

Know it and spread it, and make sure your team does too. Every attribute of the product or service should be spread through an authentic narrative. Why? Because every prospect and customer needs to believe your story so they can share your brand with their colleagues, community, and family.

3

Strategist

You are the business expert and your GTM plan is where you will make that expertise actionable. Marketing is all about executing with testing taking the front seat. Each win is awesome but the losses are valuable also...don't forget that. The more you track, measure, glean and report, the better your campaigns are.

4

Customer Centricity

Always forgotten because "Net New" has been the priority because of the, almost never achievable, up and to the right constant growth. Now that "sustainable growth" is the new hotness, everyone is looking to foster customer loyalty. But remember, be authentic and evangelize your expertise. This is jey to get your customers to engage and be the bearers of the advocacy fruit.

5

Martech Savy

When's the last time you logged into your marketing automation platform? Do you even know what it does? When professionals become executives, they succumb to the "hands-off" disease. Marketing is becoming more techy than ever and if you don't know what platforms and apps you are using, consider yourself fluff. Of course your team will be the ones heads-down, always in it, but you better know how that widget is widgetting. Twofold reason to be a martech digital dynamo: One. You need to know exactly how that platform realistically can do what they all claim to do. No more "shiny new" syndrome. If it doesn't fulfill the pitch F&Bs, get rid of it...it's too expensive and complicates the stack. Two, the data insights you will need to glean to tell your "I'm worthy" story to your C-levels and most importantly, RevOpps. If you are just regurgitating what your "team" reports without context, everyone wil know.

6

Creative

So important and never a requirement. Now more than ever, customers and prospects want authentic, clever and well-designed content. Spewing business jargon during an executive/board meeting is great, but as a marketing leader, you need to do better and be a creative creator. You are lucky if you have the budget to hire an agency and creative FTEs. Be worthy of that creative team and lead them and not just wave their work off and superficially approving it. How many bad and offensive campaign apologies does it take for Marketing execs to realize that Marketing Magic is all in the creative mind.

7

Accountability (specifically, ROI)

One word...dashboard. This will be that single source that proves that you are an accountable marketing exec. What should be included in your dashboard? 1) Clean data and insights from a thorough audit of all that platform data you have been avoiding (just kidding). 2) An organized metric structure that tracks acquisition, retention and growth. 2) Clear and communicative format so all the muckety mucks know what's going on in marketing...and make it engaging. 3) Be firm with your marketing terms of the organization, e.g. procedures, policies, best practices... basically your CYA (if you know you know). 4) Gap analysis, because there is no better time to keep it real on where you are and where you want to be

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