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Research Assessment #3

Marketing, in my opinion, is the most in-demand and versatile job in the current industry. However, considering the onslaught of niches' and types, saying I want to be a marketer is too broad a statement. Thus, my research today. I am hoping to further my basic knowledge of the job, the different types of marketers, and specific things/tasks completed daily.

Mailchimp, T. (2021). *What is marketing analytics? definition and examples.*

Mailchimp. Retrieved September 15, 2022, from

<https://mailchimp.com/marketing-glossary/marketing-analytics/>

The two main purposes of marketing analytics are to gauge the performance and effectiveness of current marketing efforts and to find better ways for engagement and profit. There are 4 main reasons any marketer should have skills and knowledge of marketing analytics; “to quantify your claims, turn data into [actionable] information, compare and contrast your marketing data, and to stay goal-oriented.”. One of the best things a marketer can get from marketing analytics is how to organize customer segments. Most importantly, the article stresses how a marketer should look to the past, present, and future to find the best strategies.

Marketing, E. (2022, July 19). *What is marketing analytics? Tips, Tools & Why It Matters: Marketing Evolution*. What is Marketing Analytics? Tips, Tools & Why It Matters | Marketing Evolution. Retrieved September 16, 2022, from <https://www.marketingevolution.com/marketing-essentials/marketing-analytics>

This article discussed a large portion of the point made above, so for the sake of not repeating myself, I will only restate the information unique to this text. It is centered around data analytics, and one main point I will explore is the current limitations of data analysis. First is the large sum of data quantity. An issue facing many marketers who are attempting to use analytics is, combing through the bountiful amount of data to find significant data. Furthermore, companies may waste time and effort on data of little value or unreliable data. Moreover, there is currently a lack of data scientists in the industry. Thus, why it is hard for entry level marketers to know what attribution models to use, and how best to present them.

MBA Skool, T. (2022, January 28). *Marketer - meaning, importance, types & example*. MBA Skool. Retrieved September 16, 2022, from <https://www.mbaskool.com/business-concepts/marketing-and-strategy-terms/17848-marketer.html>

As alluded to in the title, this article discusses an overall view of the marketing position and why it is important. In summary, a marketer is someone who works to find the current ways that the product or service is reaching customers, targeted

audiences that are underdeveloped, ways to better the lead conversion rate, and other marketing strategies, and implement them into the company. Furthermore, they can be split into 6 different categories; brand marketer, product marketer, content marketer, inbound marketer, social media marketer, and a digital marketer.

Sailer, B. (2022, June 8). *Marketing basics: 101 guide to everything you need to know*. CoSchedule Blog. Retrieved September 15, 2022, from <https://coschedule.com/blog/marketing-basics-101-guide>

As alluded to in the title, this article discusses almost everything I would need to know about marketing in simple terms. According to the article, marketing is implementing forms of content, to “drive profitable customer action”. The author then describes the 4 Ps of Marketing;

→ *Product*; collections, product lines, variations, packaging, presentation, warranties, returns, etc.

→ *Price*; market analysis and competitive research, market rate per unit, discounts, discount intervals, installment options, etc.

→ *Promotion*; channels of advertisement, online advertising, offline advertising, brand voice, message to convey

→ *Place*; channels of distribution, offline, online, location, etc.

Then, the author talks about, “the 10 Key Areas of Modern Marketing” which are;

- Content Marketing; gaining your audience, reputation, and brand voice, driving sales
- Email Marketing; 3,800-4,200 ROI
- Social Media Marketing; effective in developing a community and reaching new audiences
- Online Video Marketing; Youtube is the world's second-largest search engine
- Advertising and PPC; first option to pop up on Google Search
- SEO; extremely effective
- Public Relations or PR; essential for establishing relations, not as common now, thus it's importance
- Influencer Marketing; new channels of advertising

Team, C. P. (2015, October 16). 6 types of marketers: Which to hire and how to hire them. CloudPeeps Blog. Retrieved September 13, 2022, from <https://blog.cloudpeeps.com/6-types-of-marketers-to-hire/>

In this article, the author discusses the six main types of marketers, what they do, and what companies will expect of people in these jobs. Although I haven't decided what kind of marketer I want to be, I found this source extremely helpful as I now know what doesn't fit me. The first pathway I will discuss is community-focused marketing. People under this job description aim to connect consumers to one another and increase brand loyalty and consumer satisfaction. Something I found very interesting was that the article said people fit for this role often have a goal of inbox 0 at the end of the day. Their overall goal is to work with the community to grow the positivity surrounding the product or company. Second,

ROI or retention-focused marketers. Someone in this role is responsible for understanding consumer behavior and analyzing the user journeys at each touchpoint. Interestingly they must have a good understanding of the community and audience, often why the two are combined or work alongside one another. The key difference between the two mentions is the latter is more quantitative, data, and analytical whereas the former is heavily focused on in-person communication and empathy. Third, social media marketing. These are often the most widely known positions, and yet frequently, the least qualified (according to the article). These marketers are the voice of the company and are often the first people to hear any news about product deficiencies or bad reviews. These people must be fully aware of the company's audience and have extensive knowledge of outreach and overall social media analytics. Fourth, content marketers. They are similar to the pathway spoken of above but encompass more than just the digital world. Content marketers must have a deep understanding of the brand voice, target audiences, and the best ways to get the content to them. Some content ideas include SEO, blog posts, social media, podcasts, whitepapers, brochures, etc. Fifth, growth-focused marketers, do exactly what it sounds like. Marketers under this job description work towards company growth through an analytical perspective. They understand how all parts of marketing work and what best ways to combine them all for overall company success. In my opinion, they are very similar if not the same to the last one, the full-stack marketer. These people are a combination of everything mentioned above, as the author states, "a jack of all trades". They have deep knowledge and personal success stories of implementing

all the marketing strategies mentioned above and also understand the most efficient ways to combine them for an increase in company awareness, ROI, and all other KPIs.