

# Annotated Bibliography

**Samantha Stein**

**Kevin. Ratliff**

**ISM**

**Sep 10th**

**DMI, S. (2022, September 1). *What skills do I need to be a marketing consultant?* Digital Marketing Institute. Retrieved September 10, 2022, from <https://digitalmarketinginstitute.com/blog/what-skills-do-i-need-to-be-a-marketing-consultant>**

This article discusses what someone would need to know about becoming a marketing consultant, specifically working for your own company. It begins by defining the daily responsibilities of a marketing consultant, many of which I have already examined in the first assessment. The author mentions salary, something I have not delved into simply because it depends on whether I work for a company and earn a yearly wage or work a freelance job and get paid hourly. Nevertheless, the average digital marketing consultant earns \$147.67 per hour. I shall place emphasis on digital marketing, considering a large portion of the information I have found has revolved around digital marketing, making it utterly clear how many opportunities there are in this field of study. The author then discusses the prerequisites I would need, from degrees to certifications to soft and hard skills. I found the emphasis on reputation interesting, which makes sense, considering I would want people to believe in my expertise. It reminds me of a book I'm reading, "The 48 Laws of Power" by Robert Green. One of the laws talked about reputation and how I should guard it with my life.

**Flavin, P. (2022, March 7). *60 Marketing Terms Beginners Need to Know*. Rasmussen University. Retrieved September 9, 2022, from <https://www.rasmussen.edu/degrees/business/blog/marketing-terms-acronyms-abbreviations/>**

This article is important because it lists beginner vocabulary, which I believe is necessary for effective and fluid conversation during future interviews with professional marketers.

There are many terms that I already know, so for the sake of time and space, I will list and define only a few I was unaware of or acronyms. CTA or Call to Action is when a website encourages visitors to do something like subscribe to a newsletter. B2B or Business-to-Business is a business that promotes its products or services to other companies. Inbound Marketing is a method that meets consumers where they are, like social media. Outbound Marketing is a method that interrupts potential consumers' daily lives, like cold calling. Bounce Rate is how quickly people look at the first page of the website and leave. CTR or Click Through Rate, is how fast people click on an ad. SEO or Search Engine Optimization is when digital marketers use keywords to help the website pop up on many search results. SWOT Analysis or Strengths, Weaknesses, Opportunities, and Threats is a marketing strategy to determine the factors that could impact a marketing strategy. Overall, this was a helpful article that I know I will revisit.

**Goodman, Alanna. “*Modern Marketing Skills Needed to Advance Your Career.*” *10 Marketing Skills You Need to Climb the Corporate Ladder*, 2022, <https://pipeline.zoominfo.com/marketing/modern-marketing-skills>.**

In this article, the author describes ten different skills following the title's description and breaks them down into hard and soft skills. Data analysis is an important skill to have in today's electronic-based culture. The author describes I must be able to analyze and quantitatively measure my marketing campaigns to show my superiors the value I add to

the company. It will help as I'm starting out and also strengthen my chances of a promotion. Moreover, I need to learn how to use Google Analytics, Salesforce, social media platforms, content management platforms, marketing automation tools, etc. I must be able to professionally and effectively communicate with consumers, clients, colleagues, etc. The author cites a quote that I believe is important and insightful on this job, "Marketing is as much a discipline as it is an art — and nothing is as disciplined as scoping and delivering a project," Baynes says. The author then discusses how I will handle many projects simultaneously and must learn organizational skills and prioritization. Both need work, but I believe the latter might cause trouble in the future if I do not obtain the proper skills. Considering most campaigns are based on current market trends, I must also be able to adapt constantly and collaborate with new people on projects. Something I found interesting was the author stated that I needed to be a good storyteller. It is something I would have never thought about but makes complete sense as I need to be able to sell myself as a marketer and my ideas to clients.

**Iron, paper. (2022, May 12). *Top 10 skills needed by marketers today.***

**B2B Marketing Agency - Ironpaper ®. Retrieved September 9, 2022, from**

**<https://www.ironpaper.com/webintel/articles/top-10-skills-needed-by-marketers-today>**

In my opinion, this article confirmed most of the information I retrieved from my first source. It emphasized the importance of analytical marketers and their ability to find valuable metrics. Furthermore, overall knowledge of the industry jargon alongside understanding how to find and effectively use KPI or key performance indicators is essential. Additionally, I must be able to collaborate with others towards a common goal

and effectively communicate, especially when complications arise. Moreover, I must think quickly, embrace all challenges with a problem-solving mindset, and constantly be willing to learn.

**Lake, L. (2021, January 8). *The role, responsibilities, and skills of a marketing consultant*. The Balance Small Business. Retrieved September 10, 2022, from <https://www.thebalancesmb.com/what-is-a-marketing-consultant-2295290>**

The author first discusses background as to why a company would need someone of my experience; they lack someone with that training, current marketing strategies are not working, external viewpoint/ a different perspective, etc. The author then describes how marketing consultants know about marketing, business, communications, and psychology. Moreover, specific skills include online marketing, social media marketing, public relations, and copywriting. I read the latter term in many articles above but had yet to understand it. I now know that it is not the legal right to an idea or product but instead the ability to effectively write persuasive sales promotions and other marketing projects. Lastly, the author discusses the importance of researching the company to understand its marketing needs. He says I should know their KPIs, revenue, other important company factors, their top competitors, and those companies' KPIs.

