

THE MODERN MARKETER

PART ARTIST • PART SCIENTIST

Technology is transforming the marketing profession, adding new tools, techniques, and strategies on a daily basis. The modern marketer needs to have two sides: an artist and scientist. Marketers need creativity and imagination to create campaigns that engage consumers, and an analytical side to measure and calibrate marketing strategy. Let's take a look!

PART ARTIST

WRITTEN CONTENT



Inbound marketing has become the go-to strategy for modern marketers, putting a premium on writing skill.

VISUAL ASSETS



Visual content grabs consumers' attention, making it a valuable marketing resource.

SOCIAL MEDIA



Social media has changed the way marketers interact with consumers, making managing digital relationships an important skill.

EMAIL MARKETING



Email remains the workhorse of most modern marketing departments. Best practices and design remain essential skills for marketers.

PART SCIENTIST

PERFORMANCE TRACKING

Marketing can no longer afford to be a cost center and the modern marketer should track all marketing activities and campaigns.



OPERATIONS

With more responsibility and fewer resources, marketers must be experts in budgeting and operations.



ANALYTICS

Marketers need to be data experts, able to see major trends and important takeaways in a mass of data at a glance.



CAMPAIGN PERFORMANCE

Using tools like Salesforce to understand campaign performance is an essential skill for the modern marketer.



It's no surprise that the modern marketer must be multi-faceted. By developing both an artistic side and a scientific side, marketers are able to quickly adapt and thrive in the rapidly-changing marketing landscape.

