

MODERN MARKETING

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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!



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.

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 campaig 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 artististic side and a scientific side, marketers are able to quickly adapt and thrive in the rapidly-changing marketing landscape.

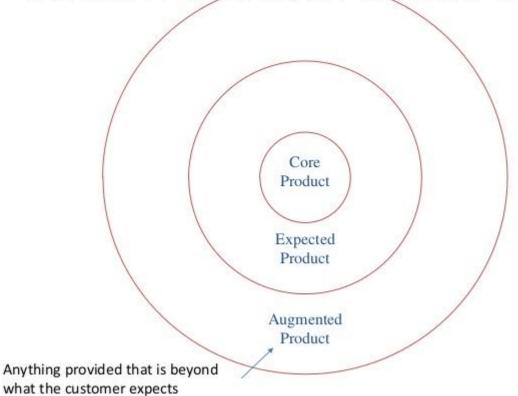








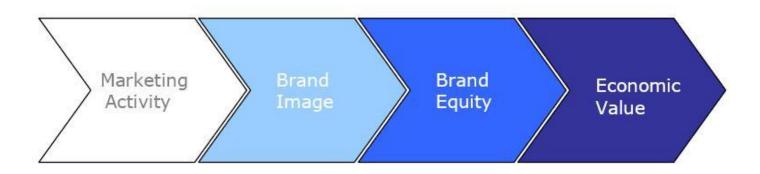
TOTAL PRODUCT CONCEPT







Brand Value Chain



- * Sales
- * Advertising
- * Training
- * Awareness
- * Attributes
- * Divergence

- * Associations
- * Preferences
- * Attitudes
- * Customer
 - Valuation
- * Price Power







Responsible for on the web

Search Spam

Paid / Rented Email Lists

TV, Radio, and Print Ads

Billboards & Outdoor Advertising

Throwaway Press Releases

Pop-Ups & Pop-Unders

Contextual Ads

Outbound Sales Calls

Interstitial Pages

Trade Show Booths

Most Social Media Advertising

Forum, Comment, & UGC Spam

Powered by budget & repetition

Higher avg cost

to acquire a

new customer

Interruption

Marketing

Interrupting someone's

flow of activity in order

to get attention

Banner & Display Ads

Paid App Reviews

Video Ads

Costs remain generally static with scale

on the web

SEO & PPC

Opt-In Email Lists

Authoring Books/Print Media

Supporting/Sponsoring Events

Press & Public Relations

Thought Leadership

Community Building

Influencer Outreach

Blogging

Public Speaking

Earned Social Media

Word of Mouth & Viral Marketing

Content Creation & Marketing

Organic App Store Visibility

Video Content

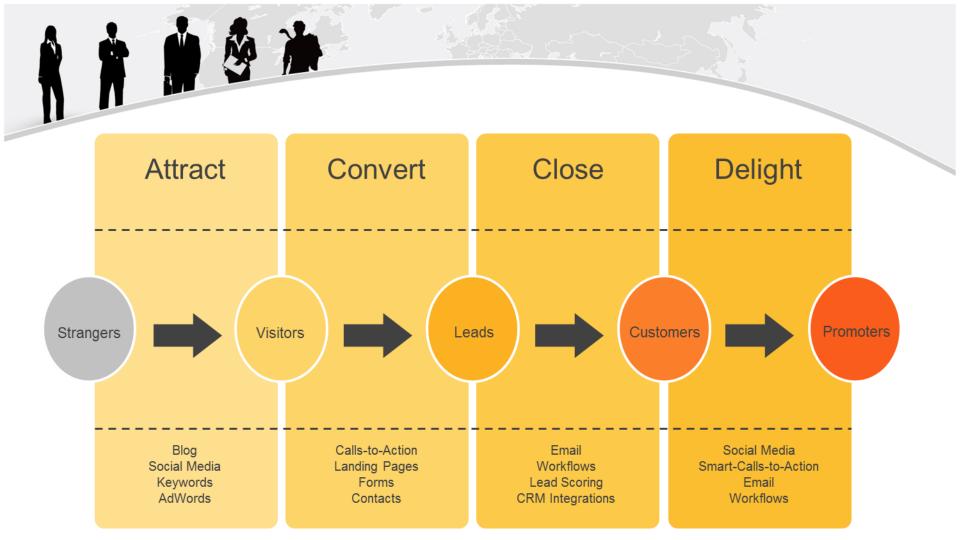
Inbound Marketing

Lower avg cost

Earning attention organically anyone's path







DIGITAL MARKETING STRATEGY



Internet Business Analysis

Build





