



# MODERN MARKETING

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# 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

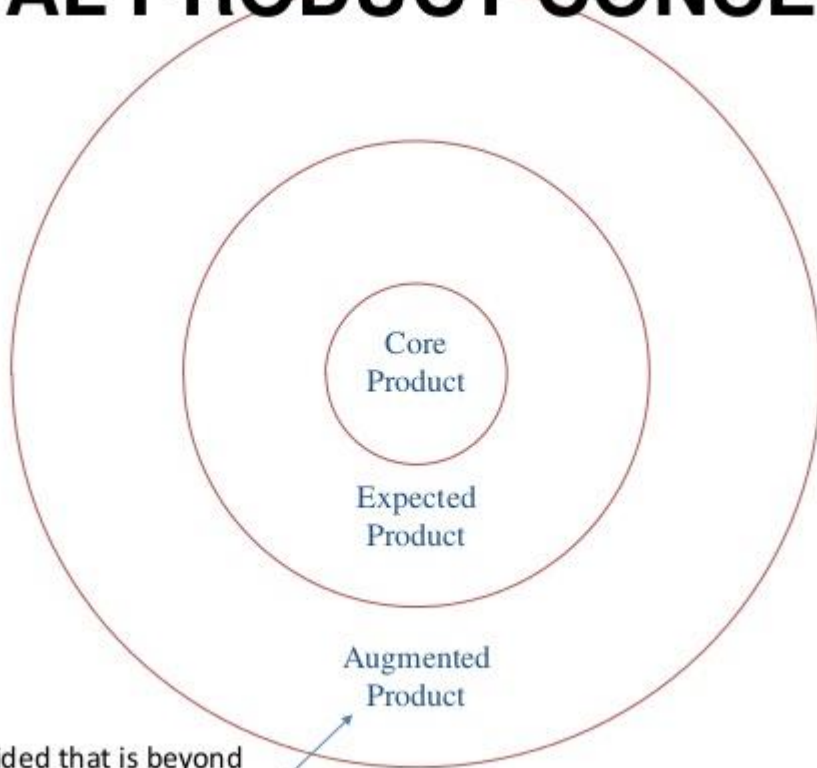
Using tools like Salesforce to understand campaign performance is an essential skill for the modern marketer.



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.



# TOTAL PRODUCT CONCEPT

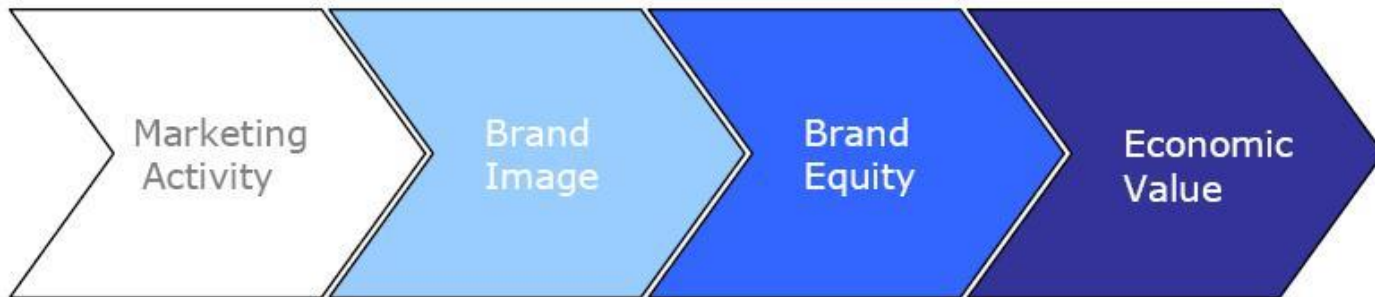


Anything provided that is beyond what the customer expects





## Brand Value Chain



- \* Sales
- \* Advertising
- \* Training

- \* Awareness
- \* Attributes
- \* Divergence

- \* Associations
- \* Preferences
- \* Attitudes

- \* Customer Valuation
- \* Price Power



**Inbound  
Marketing**

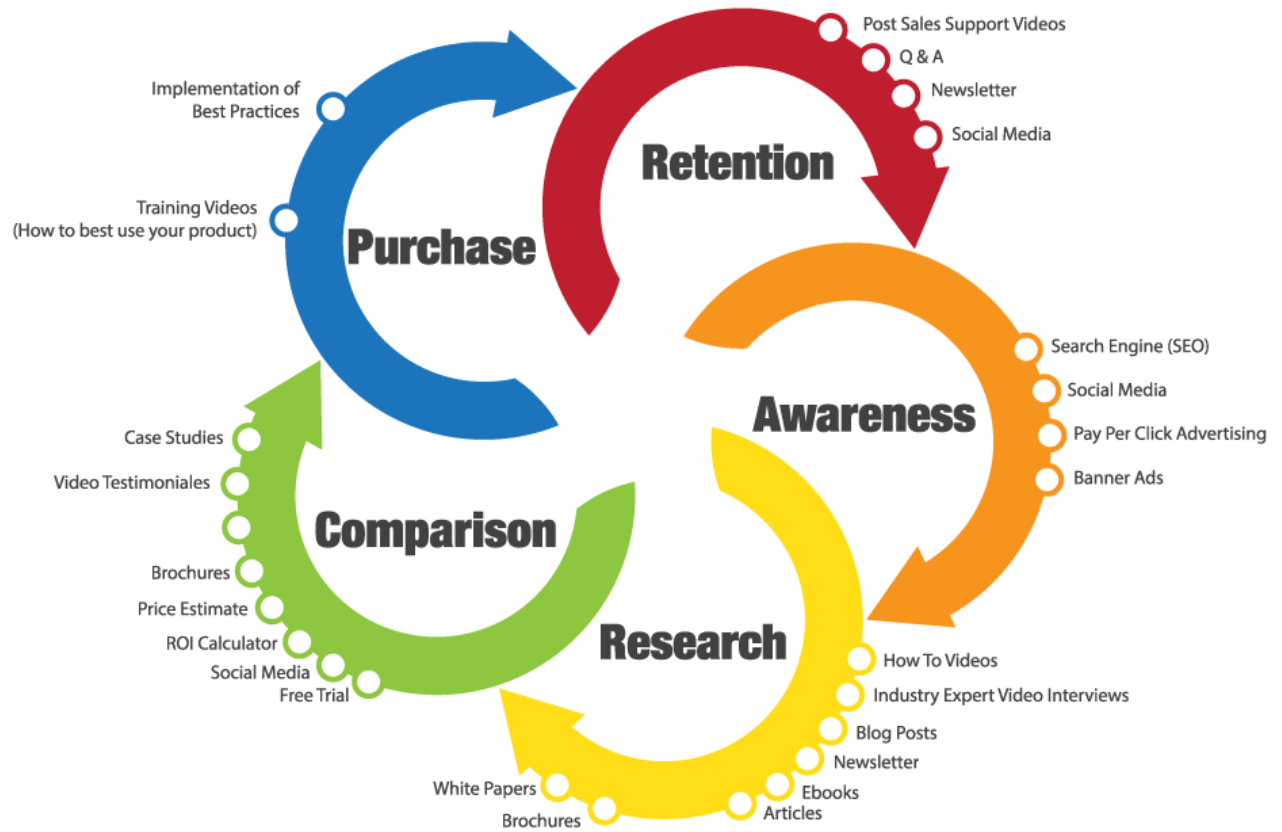
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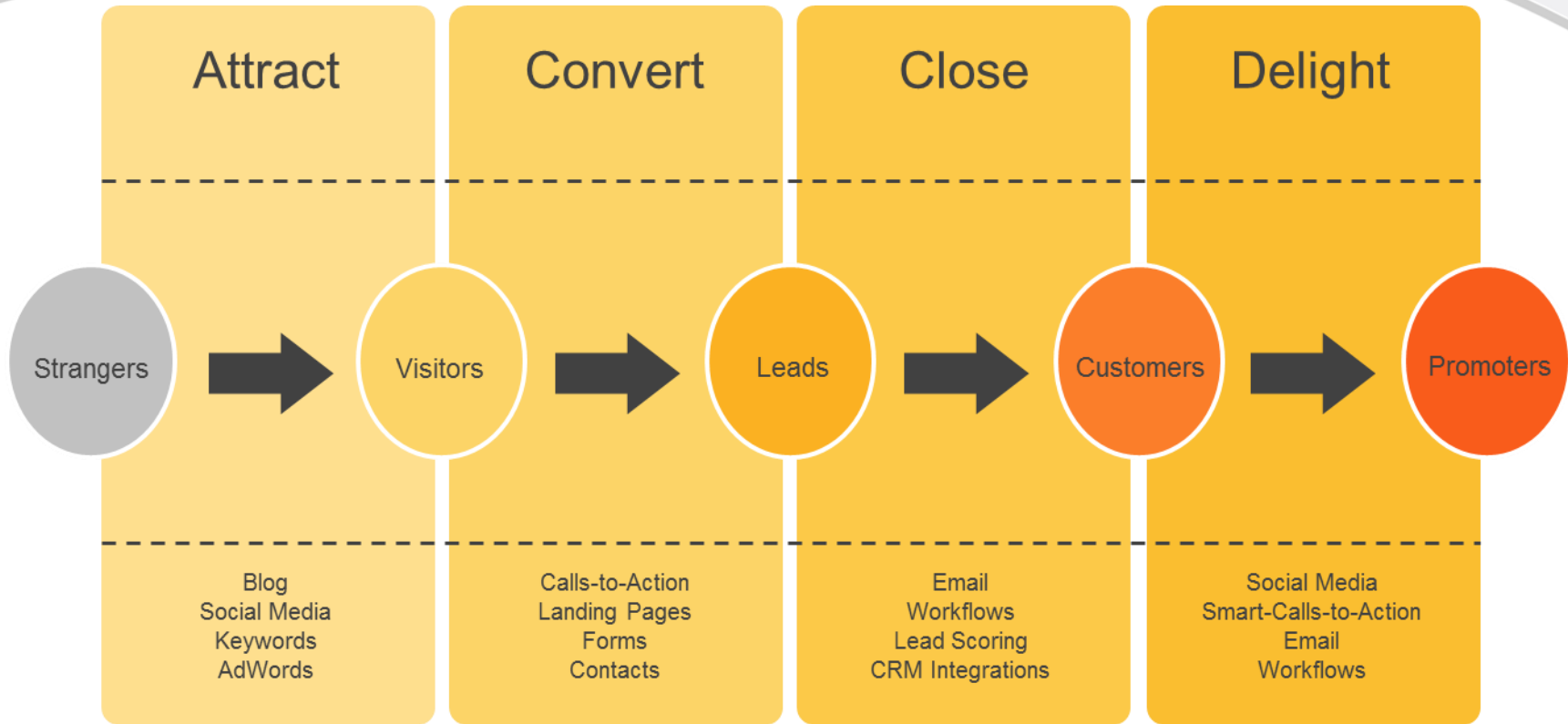
**Outbound  
Marketing**













# DIGITAL MARKETING STRATEGY

