

Marketing Manager Persona Profile



Alternate Titles: Digital Marketing Manager, Senior Marketing Manager, Demand Generation Manager, Brand Marketing Manager

Reports to: Director of Marketing, VP of Marketing, Sales Director, VP of Sales, CEO

Reports to me: Marketing Coordinator, Digital Strategist, Events Coordinator, Graphic Designer, Social Media Coordinator

Target industry: Marketing Agency, Travel/Leisure, Healthcare, Software, Financial Services, Higher Education

Responsibilities:

- Lead generation across all channels
- Brand management
 - Website
 - Sales collateral
 - Social media
- Budgeting
- ROI reporting
- Manage communications to existing customers

To excel at work they:

- Exceed lead generation goals with an eye on quality of leads (not just quantity).
- Effectively communicate the value of marketing investments and the return on them.
- Work with the sales team to follow up on inbound leads and generate new leads.
- Add value across the customer lifecycle - marketing, sales, and customer support.
- Provide a brand consistency across all channels and stages of buyer journey (prospect => customer).
- Stay up to date on emerging trends and changes specifically around search and social algorithms.

How Nxtbook Media helps them:

- **Enhanced Customer/Prospect Experience** - Elevate user experience and brand presence
 - A sophisticated, awesome-on-any-device, content experience fit for modern buyers that distinguishes your brand from the crowd.
 - Build community around your brand with structured multimedia-friendly experiences (newsletters, magazines, monthly updates).
 - Version control - With Nxtbook's platforms, the sales team isn't sending outdated white paper PDFs they downloaded three years ago.
 - Securely distribute newsletters without worrying your competition will get them (unlike email or blogs).
- **Lead generation**
 - SEO-friendly content that keeps prospects engaged longer than web pages/blogs.
 - Easily shareable on social and via email (share to a specific page as well).
 - Gated or ungated access. In-content gating, give them a preview before CTA.
 - Leverage nxtbook.com's domain authority to help your content rank in Google
- **ROI reporting** - Provable ROI
 - Longer engagement than websites and PDFs. Trusted 3rd party analytics to prove it.
 - Impressed prospects = higher quality leads.
 - Analytics help guide future content development. Know what people want.
- **Too many platforms to manage** - Ease-of-use, unrivaled support
 - We take care of the coding and hosting.
 - No technical knowledge required.
 - Version control/consistent messaging - publish once/update everywhere.
 - An experienced, reliable partner there to support your goals.

Challenges (Work these into your pitches/messaging):

- Not enough leads
 - Can't drive enough traffic to content
- Too many leads of poor quality
- Content management/version control
- Too many digital platforms to manage and integrate
- Seen as a cost center. Which investment is going to give me a provable return?
- Lots of competition. How can my brand stand out?
- Gap between sales and marketing - each is not sure what the other is doing.
- Tough to know what works and what won't without experimenting. Need lots of proof to be convinced.

Trends (Work these into your pitches/messaging):

- Account-based marketing
- Customer experience (CX)
- Building brand community
- Storytelling
- Content

Podcasts (Listen/review topics):

- Search Engine Journal Show
- Behind the Numbers: eMarketer
- This Old Marketing

Publications/Organizations (Great for seeing what challenges/trends are popular):

- MarketingProfs.com
- [American Marketing Association](http://AmericanMarketingAssociation.com)
- [HubSpot](http://HubSpot.com)
- SearchEngineLand.com
- SearchEngineJournal.com

Trade shows (Great for seeing what challenges/trends are popular):

- [Inbound](http://Inbound.org)
- [Content Marketing World](http://ContentMarketingWorld.com)
- [Marketing Profs B2B](http://MarketingProfsB2B.com)