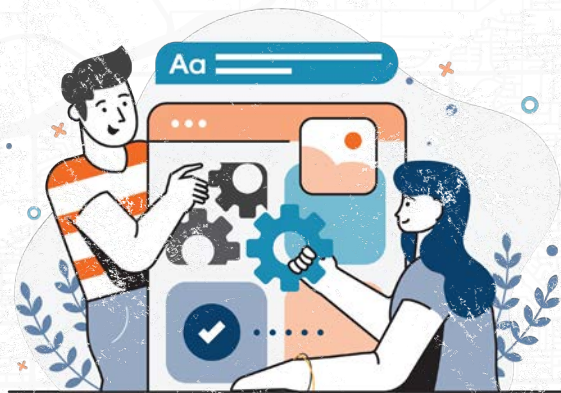




HOW TO BUILD A MARKETING TEAM

A GUIDE FOR BUSY BUSINESS LEADERS

THE MARKETING
SQUAD

*“Great things in business
are never done by
one person; they’re done
by a team of people.”*

– Steve Jobs

Everyone in business is intent on doing great things. Whether fueled by a competitive spirit or a desire for significance, we all want to achieve more today than we did yesterday. We all want to realize our full potential. There’s no better environment for success than when you are surrounded by a team of capable and confident people.

This is especially true of a marketing team, where multiple skillsets are required to come together to produce a clear, cohesive message. You may be launching a startup or taking an established brand to new heights. **In any case, the role of marketing in a thriving business is critical. It’s rarely ever a job for just one person.** Finding a single, qualified professional who can competently execute across the myriad disciplines marketing touches is not just unlikely, it’s impossible. It’s going to take a team.

So, it’s time to get to it. Your organization is counting on you. The objective is clear. Growth is the goal.

**WHO WILL YOU SURROUND YOURSELF WITH
TO ACCOMPLISH YOUR MISSION?**

HOW TO BUILD A MARKETING TEAM

The following pages offer a starting point for thinking about how to build your marketing team... as well as thoughts to consider if outsourcing your marketing to an agency is a fit.

For starters, here are the functions every organization engaging in digital marketing needs to have represented on their team.

- ✓ Marketing Director
- ✓ Copywriter
- ✓ Graphic Designer
- ✓ Photographer / Video Editor
- ✓ Web Developer
- ✓ Digital Strategist
- ✓ Marketing Generalist



Now, you may find individual professionals who can effectively execute more than one of these roles. It's also possible that you may not need all of these roles accounted for at all times on your team. Not every marketing team needs seven or more people. But let's face it, **any form of marketing in the 21st century includes digital tactics**. So at some point you'll need to tap into each of the above functions in nearly every campaign you employ.

The Marketing Squad has outlined what you need to consider when hiring each of the following functions for your crack team of marketing gurus. While this list is not comprehensive, it is intended to provide a solid foundation to support most any marketing strategy.



FUNCTION:

MARKETING DIRECTOR



You're going to need to start with a knowledgeable and experienced team leader. Whether they carry the title of Director of Marketing, Communications Manager, or... Brand Evangelist...**this person will be the quarterback of your marketing team.** They need to know the company game plan and have a good field of vision to know who should get the ball and when to execute against the marketing strategy they have outlined.

ROLES

- Marketing strategy development and execution
- Branding
- C-Suite liaison, data and reporting
- Sales team liaison, CRM support
- Budgeting
- Project management
- Team leadership, management and accountability
- Vendor Management

TOOLS

- Website analytics tools – Google Analytics, etc
- SEO analytics – SEMRush, Moz, etc
- CRM & Marketing Platform – Hubspot, Salesforce, Spark, etc
- Microsoft Office or Google Workspace

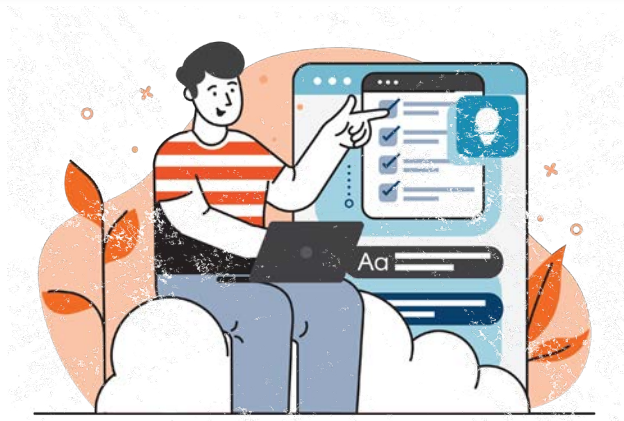
TRAINING & EXPERIENCE

- Minimum Bachelor Degree in Marketing, Business, Communications
- 5+ years of experience required

INVESTMENT

- Compensation: \$89,930 - \$135,470 annually *

FUNCTION: COPYWRITER



People are moved to action by the words they hear or read, so your marketing team is going to need **someone who has a way with words**. They should have experience writing long-form copy – blogs, press releases, detailed reports – and short-form copy – ad copy, social media posts, website headlines and calls-to-action – as well as the ability to write for various mediums. This person should own what your brand sounds like.

ROLES

- Writing copy for web, email, print deliverables, video, customer service needs, etc.
- Social media
- Proofreading and “wordsmithing”
- Keyword research
- Content planning

TOOLS

- Microsoft Office or Google Workspace – Google Docs, Microsoft Word, etc
- Social media scheduling software – HootSuite, Loomly, Hubspot, etc
- SEO and Keyword Research tools – SEMRush, Moz, Google Search console, etc

TRAINING & EXPERIENCE

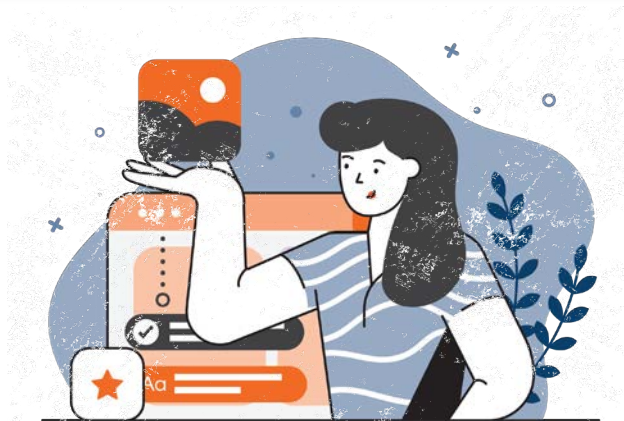
- Minimum Bachelor Degree in Communications, English, Marketing or related field
- SEO Certifications from Google, SEMRush, Udemy, etc

INVESTMENT

- Compensation: \$59,340 - \$84,180 annually *

FUNCTION:

GRAPHIC DESIGNER



What does your brand look like? How do the visual elements of your brand translate across deliverables – website design, signage, sales collateral...the list goes on. **Your brand visuals need to reflect your company's values** and resonate with your target audience. You'll need a dedicated graphic designer who will take great care and concern for your brand. After all, who's gonna make it pop?

ROLES

- Art & Creative Direction
- Design company wide physical & digital collateral
- Website design
- Digital ad graphics
- Presentation decks
- Trade show displays and collateral

TOOLS

- Adobe Creative Suite
- Figma or other web design software
- Stock photography/digital media license

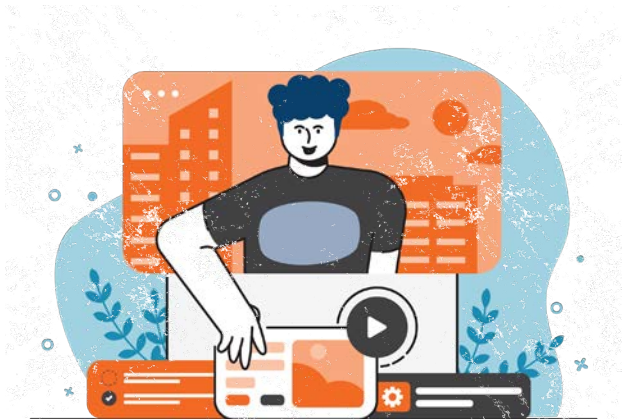
TRAINING & EXPERIENCE

- Bachelors of Art/Fine Art in Design, Digital Media or related field

INVESTMENT

- Compensation: \$46,920 - \$71,760 annually *

FUNCTION: PHOTOGRAPHER / VIDEO EDITOR



Likely the most compelling form of marketing in our age is video. Since the advent of talkies in the early 20th century, people have been captivated by moving pictures and sound. **How does your brand engage people's senses online?** A good videographer will be able to collaborate with a copywriter and designer to produce compelling videos that let your brand shine through the screen and into your audience's psyche.

ROLES

- Capture photo and video content
- Photo and video editing
- Scripting and storyboarding messages

TOOLS

- Adobe Creative Suite
- Video cameras, photo cameras, professional lighting & audio equipment
- Data management software & hard drives

TRAINING & EXPERIENCE

- Bachelors of Art/Fine Art in TV/Film, Digital Media or related field

INVESTMENT

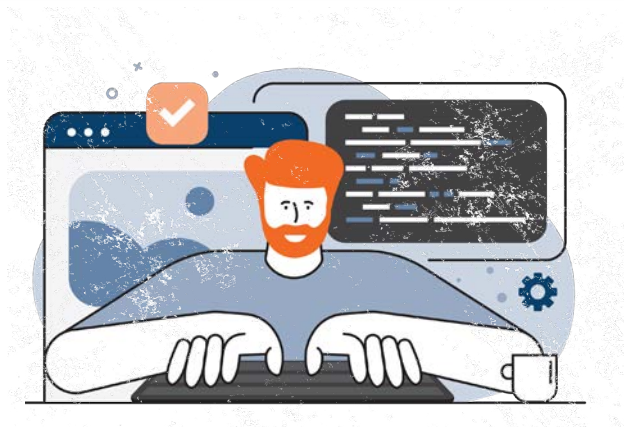
- Compensation: \$53,590 - \$80,040 annually *

"Marketing is no longer about the stuff that you make, but about the stories, you tell."

– Seth Godin

FUNCTION:

WEB DEVELOPER



Every company has a website, but not every company has a website that captures leads...which is the goal of all the efforts of a marketing team. This function of your team is **critical to ensure you can be found online for the people searching for your goods and services**. Your developer will concern themselves with the overall health and functionality of your website to ensure you don't miss an opportunity to engage with your audience.

ROLES

- Plan and create functional, responsive websites
- Technical SEO
- Maintain, update and optimize websites

TOOLS

- Wordpress or other website development framework
- Code editors, Chrome DevTools, browser extensions, local development environments, plugins
- Adobe Creative Suite
- SEMRush/Moz, Google Analytics
- Google PageSpeed Insights, GTMetrix, WebPageTest, Google Search Console, Screaming Frog

TRAINING & EXPERIENCE

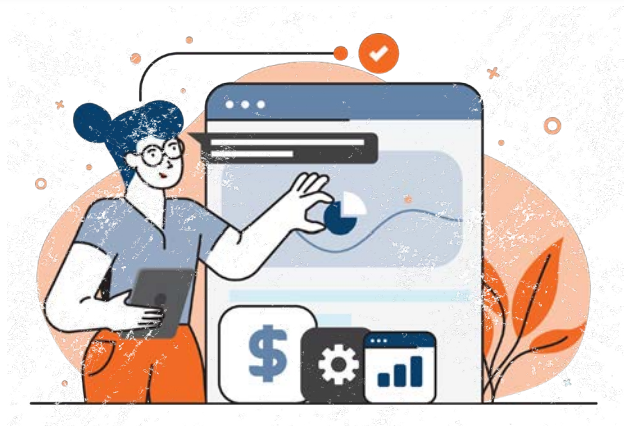
- BA in computer science or web design, online courses, certificate programs, immersive bootcamps

INVESTMENT

- Compensation: \$83,720 - \$124,660 annually *

FUNCTION:

DIGITAL STRATEGIST



Who on your team can give you insights into how effective your efforts are? **Who can tell you which tactics should be optimized** and which should be reconsidered altogether? If you're managing an ad budget, who do you trust to put those dollars to good use and maximize your ROI? Sounds like you need a digital strategist who loves to understand how algorithms and systems work and has a knack for following the numbers.

ROLES

- Digital ad channel selection and strategy
- CPC management and optimization
- SEO strategy and implementation
- Online reputation management
- Analytics and insights

TOOLS

- Google Analytics
- SEMRush/Moz/ahREFS
- HotJar / LuckyOrange
- Google Search Console, Google Tag Manager, Google PageSpeed Insights, GTMetrix, WebPageTest, Screaming Frog
- Microsoft Office or Google Workspace – Google Docs, Microsoft Word, etc

TRAINING & EXPERIENCE

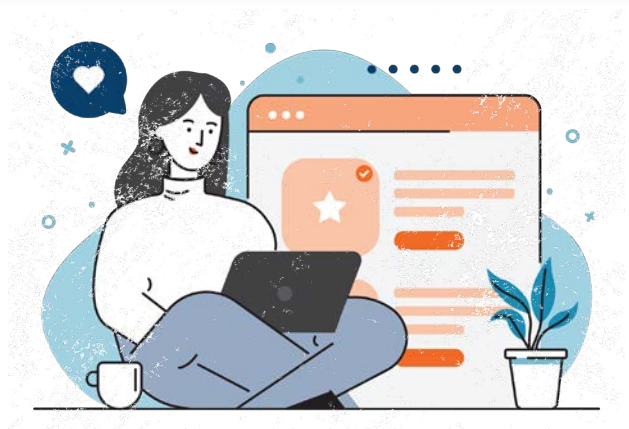
- Bachelors in Business, Marketing, Communications, Finance or similar field
- Certifications in Google Analytics, Google Ads, SEMrush, ahREFS or similar

INVESTMENT

- Compensation: \$76,130 - \$108,330 annually *

FUNCTION:

MARKETING GENERALIST



There is never a shortage of work on a marketing team driving toward a goal. Your team needs a generalist...or three...who can execute on multiple mediums. **Often generalists will have a speciality**, like email marketing and automation, that the team relies upon them for, but they have the flexibility to devote energy to other endeavors such as supporting the sales team with CRM administration. Who do you trust to be your 6th man off the bench?

ROLES

- Email marketing and automation
- Sales support
- Event planning and support
- Administrative support
- Media relations support

TOOLS

- CRM and email marketing platform – Hubspot, Salesforce, Spark
- Adobe Creative Suite (depending on skill set)
- Canva or other online design tool (depending on skill set)

TRAINING & EXPERIENCE

- Bachelors in Marketing, Communications, or related field

INVESTMENT

- Compensation: \$35,650 - \$45,770 annually *

ADDITIONAL THOUGHTS:

TEAM CONSIDERATIONS



Remember, you're not simply hiring individuals to fill roles. **You're building a team and a team as a whole has needs.** Do you have the space for an in-house team? Who will this team report to within your current structure? Do you have the skillset and experience within your current leaders to competently lead a team of creatives and strategic marketers?

TOOLS

- Computers across the board – laptops, desktops for heavier lifting, tablets, etc
- Shared digital storage space – cloud-based or physical servers on site
- Office space – desks, furniture, and all the trappings
- Snacks and coffee...did we mention creatives and marketers like coffee...a lot of coffee

TRAINING

- Team building experiences
- Industry training conferences, webinars, etc

"If everyone is moving forward together, then success takes care of itself."

– Henry Ford

"Teamwork is the secret that makes common people achieve uncommon results."
– Ifeanyi Enoch Onuoha

READY TO BUILD YOUR MARKETING TEAM?

CHOOSE YOUR PATH!

Granted, we're a bit biased here, but we want to give you a few points to consider when choosing how to assemble your team of marketing professionals.

The way we see it, you have two options...

HIRE YOUR OWN INTERNAL TEAM

OR

OUTSOURCE YOUR MARKETING TO AN AGENCY

CHOOSE YOUR PATH

HIRE YOUR OWN INTERNAL TEAM

Hiring your own marketing professionals gives you direct access at a moment's notice to the skillsets you need to communicate with your customer base, but you'll want to consider a few challenges.

CHALLENGES OF INSOURCING:

Are you ready to start interviewing?

Do you know what to look for in a marketing candidate? Do you know the questions to ask to ensure you're making the right hire? Do you know where to look for fresh talent?

Do you have the time to invest in managing a team?

What does your current workload look like? Do you have the time to pour into building a team and ensuring they are producing work worthy of upholding your brand image?

How will you scale?

Do you have a plan for when you need to scale up your efforts? What if, after an initial burst of energy, you need to scale back? Do you know how you will juggle your budget along with people's professional development?



CHOOSE YOUR PATH

OUTSOURCE YOUR MARKETING TO AN AGENCY

Outsourcing your marketing allows you to focus on what your business does best, leaving the marketing strategy, content creation, web development, and more to experts in their field.

BENEFITS OF OUTSOURCING:

Save time

An agency's goal is to maximize their time. Through established systems and processes, you will experience responsive communication and quick deliverables.

Save money

By outsourcing you avoid paying for things like employer taxes, employee benefits, training and education...and break room coffee. (Marketers have coffee running through their veins.)

Win faster

Avoid wasting time on ineffective strategies and benefit from employing successful strategies from other companies and industries.



INTERESTED IN OUTSOURCING YOUR MARKETING?

We'd love to work with you. With over **15 years of experience**, our goal is to tell your story and grow your business. How do we do that? We build a marketing partnership with you that gives you access to our entire team of creative and strategic professionals who focus on the **five major areas of your marketing**.

- ✓ Empowering Your Sales Team
- ✓ Growing Your Audience
- ✓ Amplifying Your Brand
- ✓ Sharpening Your Tools
- ✓ Building Your Team



We have an onboarding process to get our partnership started on the right path, a communication rhythm to keep us connected, and processes and systems to ensure we win for you over the long haul. **Plus, our team members don't drink your office coffee.**

READY TO GET STARTED? Visit themarketingsquad.com/marketing-partnership-lp



THE MARKETING SQUAD

Established in 2007, The Marketing Squad has been a stalwart of marketing and sales support for businesses with a growth mindset. Organizations of every size and industry have trusted us with their story to take what's best about their word of mouth business and amplify it in the digital space.

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* Salary information based upon Louisville, KY, from roberthalf.com/us/en/insights/salary-guide/marketing-and-creative
Sources: blog.hubspot.com/marketing/teamwork-quotes; southernliving.com/culture/teamwork-quotes
Illustrations by darkovujic on stock.adobe.com