



HOW TO STRUCTURE A MARKETING TEAM

TOP **4** CONSIDERATIONS

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**Based upon
my experience
and what I've witnessed
during this era of disruption
and digital transformation,
there are a few key
considerations to
keep in mind when
structuring a marketing
department:**



1.

BUCKLE UP FOR THE RIDE – THE ROLE OF THE CMO:

It's a formidable time to be forging new territory in marketing. As discussed in my post "What is Required of a CMO Today? My Personal Reflections a Year into COVID," marketing leaders need to wear more hats than ever before. Marketing is the direct line between a company and the consumers. Therefore, to deliver a leading class customer experience, the CMO needs to be agile but also needs to be a Chief Connection, Collaboration, and Innovation Officer within the company.

2.

BUILD A COMPREHENSIVE CORE TEAM.

There needs to be a core team of a few individuals with deep insight and skills, covering off the following competencies:

TECHNOLOGY:

The core team needs someone with a deep understanding of MarTech. They need to be fully fluent in all the marketing tools the company needs and how to use them to get the best results.

CONTENT:

Today the value of high-quality content can't be underestimated. The core marketing team needs someone who understands what content will attract and retain the right audience. Content needs to deliver value to the reader, build connection and play an integral role in forging relationships. marketing tools the company needs and how to use them to get the best results.

MARKETING STRATEGY:

The core team also needs someone who lives and breathes customer experience, understands data analytics and is skilled at bringing to life strategies to reach desired goals.





3.

KEEP AN OPEN MIND ABOUT WORK RELATIONSHIPS.

Covid-19 has shown us that almost anything is possible when it comes to the way people can work. To secure top talent, marketing leaders need to be flexible in how the broader marketing team is structured around the core team and competencies. Not all roles can or should be in-house, nor do they need to be permanent employees.

While you don't need to employ everyone on the team, you do need to make sure you're appropriately engaging everyone. That means that as a leader, you're making sure that the right people are brought to the table, whether they're freelancers, strategic partners, vendors, or permanent employees.



4.

EMBED MARKETING INTO THE BUSINESS.

Delivering a high level of customer experience requires everyone's participation. Success today depends on how effectively the marketing team can be influencers and impart the vision to all parts of the organization. The marketing mandate is enterprise wide.