



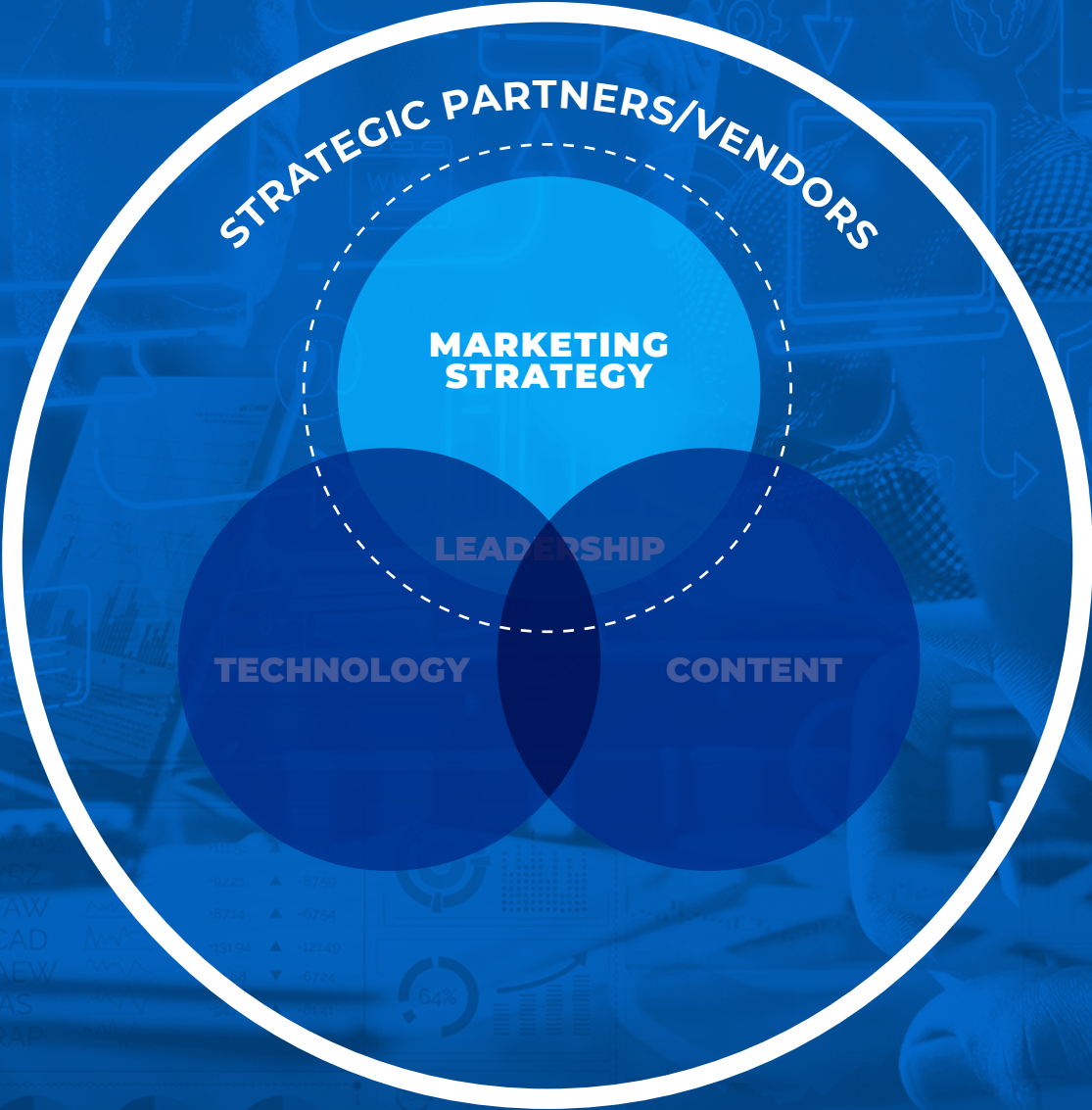
WHAT IS REQUIRED OF A MARKETING STRATEGIST TODAY

BY DAVID POSTILL **HOW TO STRUCTURE A MARKETING TEAM: MARKETING STRATEGY**

WHAT IS REQUIRED OF A MARKETING STRATEGIST TODAY

TOP **4** CONSIDERATIONS







1.

BE THE ENGINE OF MARKETING.

Technology is the backbone of marketing and supports the platforms to deliver CX. It's via *content* that marketing can communicate and connect with its audience. *Strategy* is the engine that keeps it going and drives it forward. The core marketing team needs someone who can take on this highly collaborative, forward-thinking, customer-focused role.

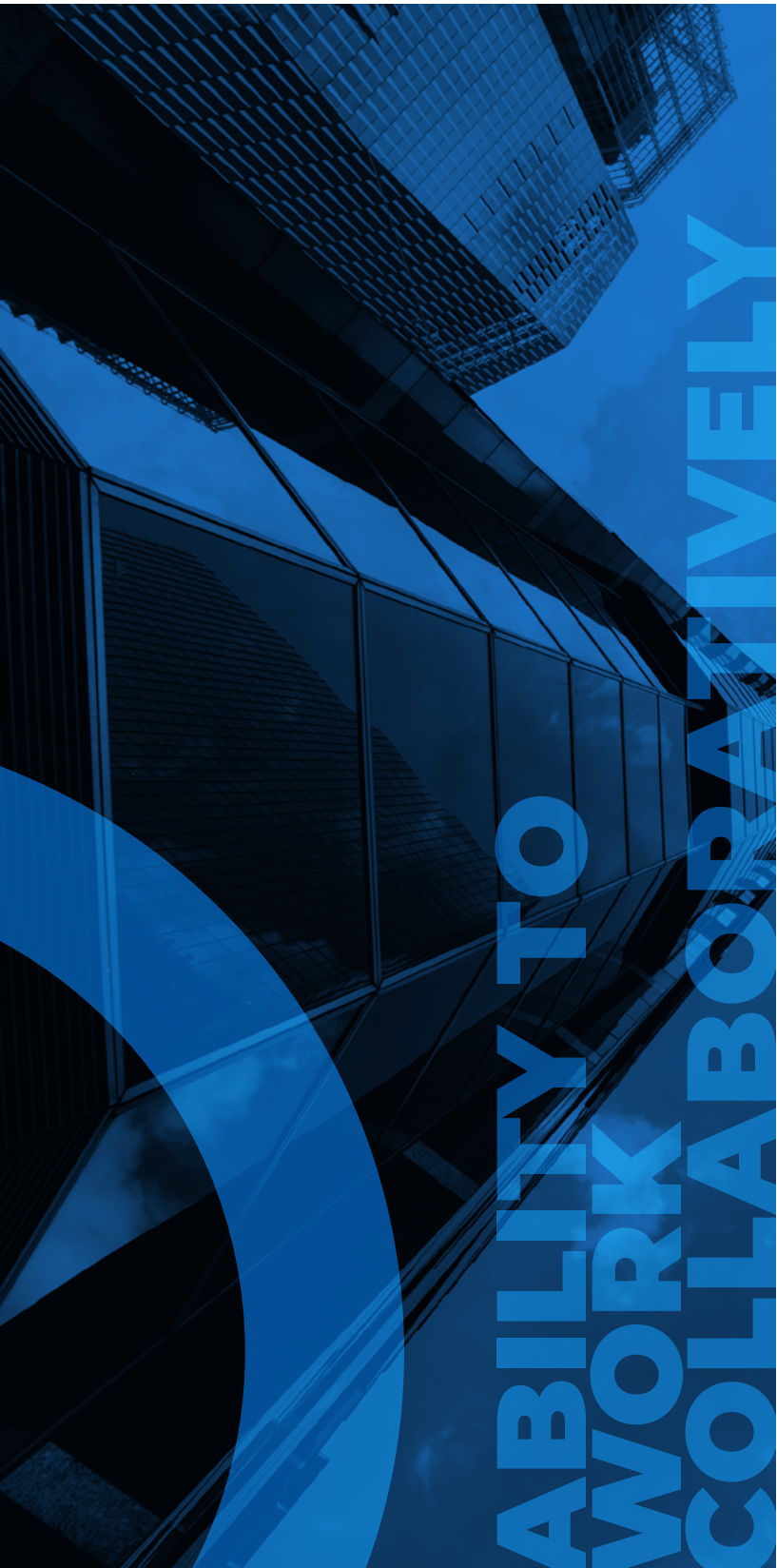
2.

BE THE CX EXPERT AT EVERY TOUCHPOINT.

Today, CX is the way for marketing to own a growth/revenue focused mandate. The marketing strategist needs to cultivate the culture of CX within the company. This means:

- understanding the entire customer journey so that every customer touchpoint is identified
- recognizing what customers need at each point to align with the CX journey being created.





3.

ABILITY TO WORK COLLABORATIVELY ACROSS THE ENTERPRISE WITH MULTIPLE STAKEHOLDERS.

In many companies today, the 4 Ps are spread across functional departments. A marketing strategist will need to work effectively across the organization to promote marketing's mandate

4.

CHAMPION CX.

The marketing strategist will need to maximize:

- acquisition of new customers
- purchase experiences
- ownership experiences
- repurchase opportunities

