



REVITAL
AGENCY

A Beginner's Guide to Building Your Marketing Team

Introduction

Sloppy marketing destroys your business and reputation. It's one of the quickest ways to throw away your investment money.

Would you rather waste your time or get this part right? **Building your own digital marketing team** is not exactly a simple or easy task. In fact, you'll find it takes years of time, real expertise, and a whole lot of money to cover the cost with your initial investment. Will you be directing your energy in the most efficient manner? First, it may help to dig deeper and discover what it takes to assemble a digital marketing team.





DIY Marketing Department vs. Digital Agency

Know How - seriously, it takes years...

Complexity - are you even doing it right?

Time - it does not spontaneously manifest (constant vigilance)

Cost - why pay more and get less?

ATTRACT

Content Writers for blogs, Online Marketing Specialists for SEO, Graphic Designers for branding, and Social Media Managers for networking profiles

CONVERT

Social Media Specialists for engagement, Copywriters for landing pages, Designers for calls-to-action, Marketing Analyst for lead scoring and nurturing

CLOSE

Marketing Manager for sales system, Marketing Specialists to enable sales, Sales Team to close leads, Chief Marketing Officer (CMO) for goal projection

Who's part of a Digital Marketing Team?

HOW WILL YOU GENERATE LEADS AND NEW CUSTOMERS?

There are billions of people online these days. How do you plan to reach them given your customers, company, and industry? You need to adapt your digital marketing approach to match that of your sales system. Both marketing and sales should work together to generate new leads and customers online.

In addition, the Interconnected World: Shopping and Personal Finance reports, “61 percent of global Internet users research products online,” while according to Acquity Group, “94 percent of business buyers do some form of online research.”

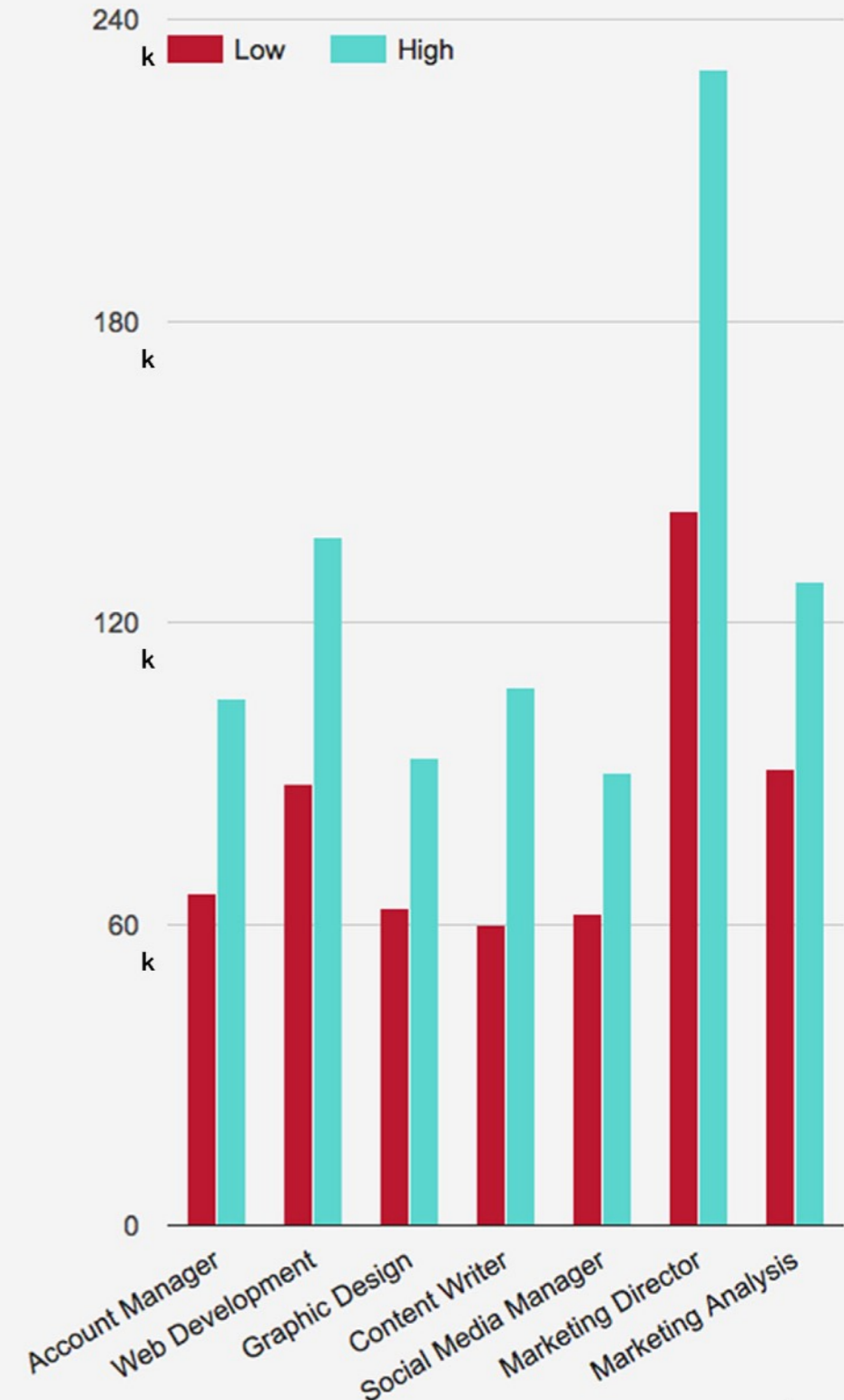
WHO'S GOING TO ACT AS MANAGER?

Whoever is in charge of managing your account must understand your goals

and maintain the direction of the marketing team's efforts to meet these expectations. They must also be quick to respond to new leads and customer inquiries. An Account Manager or Marketing Manager communicates with you directly to doctor the digital marketing approach through the disclosure of facts and actions that adapt your campaigns in relation to projected progress. They are responsible for maintaining standards between marketing and sales and often work directly with you to discuss corrections or changes in direction.

According to InsideSales.com, “Research shows that 35-50 percent of sales go to the vendor that responds first.”

DIGITAL MARKETING JOB ROLES & SALARIES



Data Credit: Mondo

WHAT TYPE OF WEBSITE DOES YOUR BUSINESS NEED?

Before you start, take a good look at your competitors' websites. These are the design and web development standards for your particular market or industry. When it comes to developing the right website to represent your company, layout, usability, and accessibility are all important. Mobile friendly is all the rage these days, and in order to get it, you'll have to apply a responsive web design.

WHO IS GOING TO DEVELOP AND MAINTAIN YOUR WEBSITE?

You need a Web Development and Programming specialist who knows computer language and understands UX (User Experience). In addition, they must be up-to-date with the latest platforms,

features, and plugins that will help you sell more products/services or better promote your business online.

According to Google Mobile Ads Blog, "79% of people who don't like what they find on one site will go back and search for another site."

WHAT TYPE OF LAYOUTS WORK BEST FOR YOUR MARKET?

The style of your web design, navigation, and layout depends on whether you plan to sell products online or simply inform customers of the details about your products/services. For instance, some website platforms are better than others at building a user friendly site for simpler navigation when displaying products. On the other hand, some layouts work best at

informing customers with a blog feed and helping them to understand more about what your business does. You always want to take into consideration which platforms your customers use to view your website and pages.

According to Google Mobile Ads Blog, "50% of people said that even if they like a business, they will use them less often if the website isn't mobile-friendly."

According to PEW Research Center, "63% of adult cell owners use their phones to go online. . . 34% of cell internet users go online mostly using their phones, and not using some other device such as a desktop or laptop computer."



According to
Hanley Wood
Business Media,
“78% of
CMOs think
custom content
is the FUTURE
of marketing.”



WHO IS GOING TO DESIGN YOUR WEBSITE AND CONTENT?

You need a Web or Graphic Designer who can organize your content in an aesthetically pleasing manner. Your website should not only attract your audience with eye catching design, but it should also convert these leads into real customers. Your web design should specifically appeal to the audience you are trying to reach. This person should also be responsible for designing content that will be used in advertising campaigns, such as social media and blog graphics, ebook layout design, email campaigns, branding, and/or print designs.

WHAT TYPES OF DIGITAL MARKETING CAMPAIGNS HELP YOUR BUSINESS?

Plan to structure your digital marketing campaigns based on your audience. First take a look at the type of people who buy your products/services and ask, “what do these people all have in common?” This will help you determine the best approach to maximize your efforts and produce a return on your investment.

According to CMO.com, “41% of marketers confirm inbound produces measurable ROI, and 82% of marketers who blog see positive ROI for their inbound marketing.”

WHO IS GOING TO WRITE AND/OR PRODUCE YOUR CONTENT MARKETING COLLATERAL?

A Content Writer and/or Managing Editor is needed to produce marketing content and collateral. Your content marketing approach is among the most important aspects of advertising your business online. Blogging, advertising copy, and branded online content is now more important than ever before.

According to NewsCred, “72% of marketers think branded content is more effective than advertising in a magazine, 69% say it is superior to direct mail and PR.”



According to Forbes.com, “as of 2015, roughly 73% of all Americans have at least one social media profile – up from 48% just five years ago.”

WILL YOUR APPROACH INCLUDE SOCIAL MEDIA ENGAGEMENT?

A Social Media Manager is responsible for gaining followers, engaging potential customers on social media, and growing an online community. Social media management is an essential aspect of better branding. It's important to know how 'to work' the social media and online networking websites in which your business participates. Social media must be tailored for each specific platform based on the various reasons your audience chooses this platform.

According to CMO.com, 78 percent of professionals access LinkedIn in order to, “keep up with industry news” and 73 percent use it to, “discover new ideas within the industry.”

WHO IS GOING TO COMMUNICATE ONLINE WITH YOUR CUSTOMERS?

You need someone who can dedicate time to building your brand and online community via social media. Finding the right person for the job will require you to seek someone who knows how to stay in step with trends and builds visualizations or fun entertaining content to excite your audience.

HOW ARE YOU GOING TO OPTIMIZE AND INCREASE YOUR WEBSITE TRAFFIC?

Everyone is always talking about SEO or search engine optimization. But what exactly is it? It's important that you find an expert with background experience in raising your visibility via SEO. Search engine optimization helps customers find your pages through online channels.

According to a study by seoClarity, the click-through rate is 27.7% for a mobile search ad ranked first on the position in Google.

WHO'S GOING TO DIRECT YOUR ONLINE MARKETING APPROACH?

You need a Marketing Director or leader who knows how to prioritize the right business objectives and implement a marketing strategy that drives real revenue. This person is responsible for building better internal relations and requires an extensive marketing background as well as an understanding of how a sales system works. In addition, they must be able to consolidate your company's marketing and sales systems to maximize your ROI (return on investment).

IMPACT OF POSITION ON CLICKTHROUGH RATE IN SEARCH RESULTS

Position	Brand		Non-brand	
	Desktop	Mobile	Desktop	Mobile
1	40.2	35.1	21.4	24.3
2	21.7	17.1	14.5	17.8
3	11.5	12.0	10.9	14.1
4	8.7	9.5	8.2	11.5
5	6.6	8.7	6.6	8.7
6	4.1	4.1	5.5	6.5
7	3.6	2.8	4.5	5.3
8	1.7	3.4	3.9	4.1
9	1.5	1.3	3.2	3.5
10	1.5	1.3	2.7	3.0
11	1.1	0.9	2.2	3.0
12	2.9	0.5	1.9	3.3
13	1.5	0.6	1.8	2.4
14	1.3	0.7	1.7	3.3
15	1.0	1.5	1.5	3.4
16	1.8	0.4	1.4	2.7
17	0.7	0.0	1.3	3.5
18	1.3	0.5	1.3	3.1
19	0.1	2.7	1.0	2.2
20	0.4	0.0	1.0	2.1

HOW ARE YOU GOING TO ORGANIZE AND ANALYZE YOUR MARKETING EFFORTS?

You need a Marketing Analyst who is in charge of observing big data and adapting your marketing approach. This person should be responsible for researching the competition and analyzing the success or failure of your company's attempts to reach more customers. The best person for the job is someone who likes working with numbers and has no problem translating scored leads and customer behaviors into more efficient marketing tactics and methods.

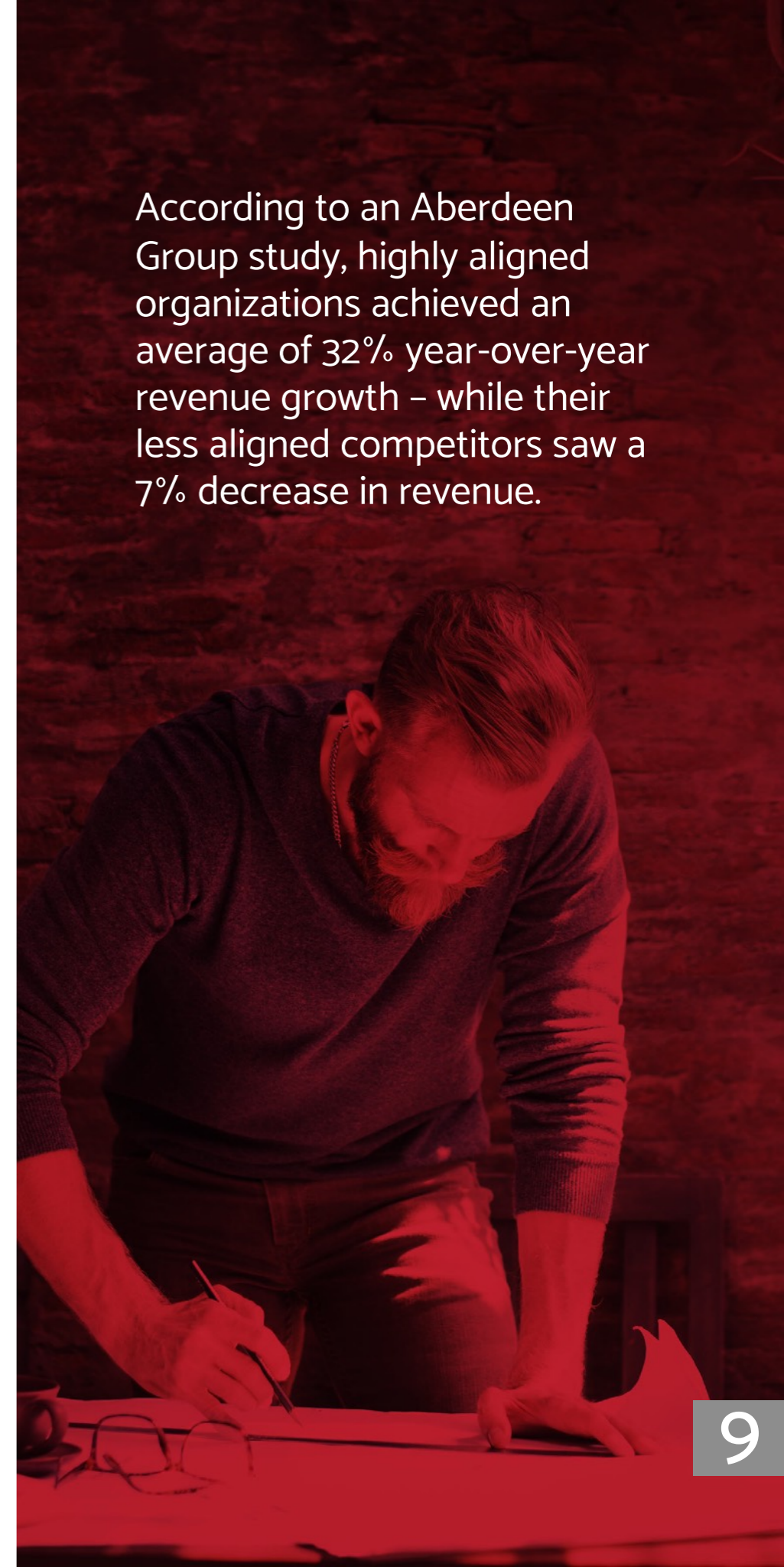
According to Adestra Marketer vs Machine (2015), "[m]arketers say that the biggest benefits of Automation are Saving time (74%), Increased customer engagement (68%), More timely communications (58%) and Increased opportunities including up-selling (58%)."

WHO IS GOING TO ANALYZE DATA AND REPORT ON PROGRESS?

Your company's Marketing Analyst improves the direction of your digital marketing. This person is responsible for observing actions taken and recording the results. They must also focus on the behaviors of customers and may apply marketing automation software to better track and score leads. An analyst must also determine the most effective placement for your brand online, and keep track of feedback. This helps you make a better first impression by taking your customer's opinions and reactions into consideration when adapting your next approach.

According to Mintel.com, "(69 percent), including 81 percent of 18-34 year-olds, seek out opinions from others before purchasing. Online user review sites are the most popular resource for opinion-seekers in this age range while seekers aged 35+ are more likely to put their trust in independent review sites."

According to an Aberdeen Group study, highly aligned organizations achieved an average of 32% year-over-year revenue growth – while their less aligned competitors saw a 7% decrease in revenue.



WHAT SYSTEM WILL YOU USE TO BUILD AN INTERNAL INFRASTRUCTURE?

Will your marketing department operate by applying a hierarchy with management roles or do you plan to implement a workplace “democracy” by supplying internal education to better your employees’ skills and judgement when it comes to the best way to do marketing? The secret to understanding how your marketing department’s infrastructure will operate is by outlining how communication will work.

If you’re using a hierarchy you will need a “chain of command” that consists of definite leadership roles, responsibilities,

and decision-making duties, but if you plan to go with a system where all roles are communicating, such as is found within a democracy, then each individual must be responsible for “upping” their own game. You will also want to determine how much of your marketing projects will be dedicated to in-house staff and how many of these tasks will be carried out by your outsourced freelance team.

WHO IS GOING TO LEAD THE TEAM TO REACH GOALS WITH SUCCESS?

There must be a leader who is responsible for motivating the team. The Chief Marketing Officer (CMO) must provide

direction and motivate team members to do their best when working toward new campaigns and business goals. This person is responsible for not just productivity, but keeping everyone on task and focused. They must also provide a foundation of relevant background experience and “know-how” in the form of expertise to lead the team in the right direction.



Digital Marketing Positions and Roles

Attract: Content Writers for blogs, Online Marketing Specialists for SEO, Graphic Designers for web pages, and Social Media Managers for networking profiles

The first step in finding customers online is attracting them to your website. Your online appearance presents your business offerings to the world, so you'll need a team of experts to build a better online reputation.

Depending on your particular market or industry, you may need content writers to craft original articles and fresh content that speaks to your audience. One reason why everyone agrees that content is king is the "freshness" factor of your website.

To execute search engine optimization (SEO) with success, you must continuously update your pages with new content via blogs, social media profiles, and online page adjustments. That's because search engines like Google take the "freshness factor" into consideration when ranking web pages. This is the reason

why you absolutely need an Online Marketing Specialist who can assess the best ways to approach the online markets given your business and industry.

Good graphic design is also an essential ingredient to a successful online approach. Your mind is naturally captivated by visualizations. In addition, visual content is processed 65,000x faster by the human brain. This means that to make a good first impression, you must optimize your visual presentation. Therefore, you need a Graphic Designer to attract your audience.



Convert: Social Media Specialists for engagement, Copywriters for landing pages, Designers for calls-to-action, Marketing Analyst for lead scoring and nurturing

The second step after increasing your prospects is converting them into paying customers. What's the best way to go about this online? Assign and dedicate members of your marketing team to generating conversions with your website and profiles by applying landing pages, calls-to-action, lead scoring and nurturing. This requires you to not only create these pages, but also track your progress through the application of marketing automation software.

You'll need a Social Media Specialist who can not only communicate with customers but also report on engagement and adapt to optimize interactions with social media posts. Someone with keen insight into what's trending or popular in your industry online can provide you more expertise on what works when it comes to growing your online community with social media followers.

A Copywriter is a special type of writer who not only writes for entertainment, but adapts a piece for marketing conversion. This means that the style of the piece is meant to

provoke a certain action from the reader and makes use of bold headlines with strong statements and action verbs. This person is responsible for crafting landing pages that convince your reader to take the desired action.

Your Web Designer is responsible for executing "calls-to-action" in the form of buttons and uniquely designed ads. They must have a clear understanding of what makes your customers tick and the "triggers" that invite them to click buttons or ads on the page.

When it comes to the observation of your marketing efforts and crunching the numbers, you need a Marketing Analyst who understands how to nurture leads and set KPIs (key performance indicators). This person should be able to take a look at your collective efforts to convert customers online and provide the results that help you adapt your digital marketing approach for future success.



Close: Marketing Manager for sales system, Marketing Specialists to enable sales, Sales Team to close leads

Closing on customers via digital marketing is much different than direct sales. Convincing a lead to take a leap down your sales funnel will direct them toward this end goal. In order to create a working sales system, you'll need a Marketing Manager who knows how to link the lead acquisition process to the various stages of your sales funnel. The bottom of the funnel is where these individuals must work to promote sales.

In addition, you need a Marketing Specialist who also knows how to enable potential customers to buy and even purchase more. This person finds opportunities to upsell your customer or keep in touch with them long after the sale was made to reinforce more business in the future through customer loyalty.

Last you need a team of closers who know how to make the sale. Your sales team is responsible for generating more return on investment by optimizing the sales process and building your customer base online. Their main focus would be to assure the sale and convert qualified leads into paying customers.

Digital Marketing Tools & Equipment

Building your own digital marketing team requires you to not only supply the necessary people and skills but also the office space, computers, desks, software, and workplace atmosphere (also known as 'public happiness'). Happiness is important when it comes to workplace productivity, especially in creative roles. In order for your digital marketing team to work best, you must take into consideration "Maslow's Hierarchy of Needs".

According to modern psychology, motivation is born of Self-Actualization. The best productivity in the workplace comes from happiness in the form of individual Self-Actualization, then collective cooperation, and collaboration. This allows everyone to perform at their best and for your company and marketing team members to benefit from top quality performance.

MASLOW'S HIERARCHY OF NEEDS APPLIED TO EMPLOYEE ENGAGEMENT





At the bottom of the Self-Actualization pyramid are Safety and Psychological Needs that require you to supply your employees with an appropriate pay rate and immediate space or “legroom” in order to feel secure and achieve new goals. Think of the cramped, uncomfortable quarters of economy class flights and ask yourself, “do I work best in this type of crowded atmosphere?” If you answered no, then remember this fact when choosing your office space given the number of employees in your marketing department.

Next in line are Belongingness and Esteem. Each member of your digital marketing team must feel as if they belong, so this may require a “team building” budget and a good sense of who works well together before hire. Confidence in Esteem is provided by honest leaders, incentives, rewards, and successful results.

The Cost of Building a Marketing Team

Guess how much digital marketing costs? The cost of building your own digital marketing team should end up no less than \$750,000 to start. There are plenty of dilemmas when you decide to cut costs such as the quality (if you supplement freelancers), the delivery (with a faceless agency), or the lack of optimization and money squandering you receive (with a content mill).

Choose your marketing team wisely.

Building a Marketing Department vs. Hiring a Digital Agency

WHY APPOINT A BUNCH OF AMATEURS FOR DIGITAL MARKETING?

To find an agency or build your own team? – that is the question. Whether 'tis wiser to entrust this pivotal task to your current staff or seek out specialists, let the statistics help reveal the brighter side of hiring a skilled digital marketing agency:

“Only 44% of marketing departments say they have a great deal of influence over their organizations’ overall business strategy, 40% think their companies’ marketing is ineffective, and only 34% feel highly proficient in digital marketing.” (CMO.com)

Digital marketing is best left to the experts!

ARE YOUR COMPANY'S WEB DESIGN AND ONLINE PAGES THAT IMPORTANT?

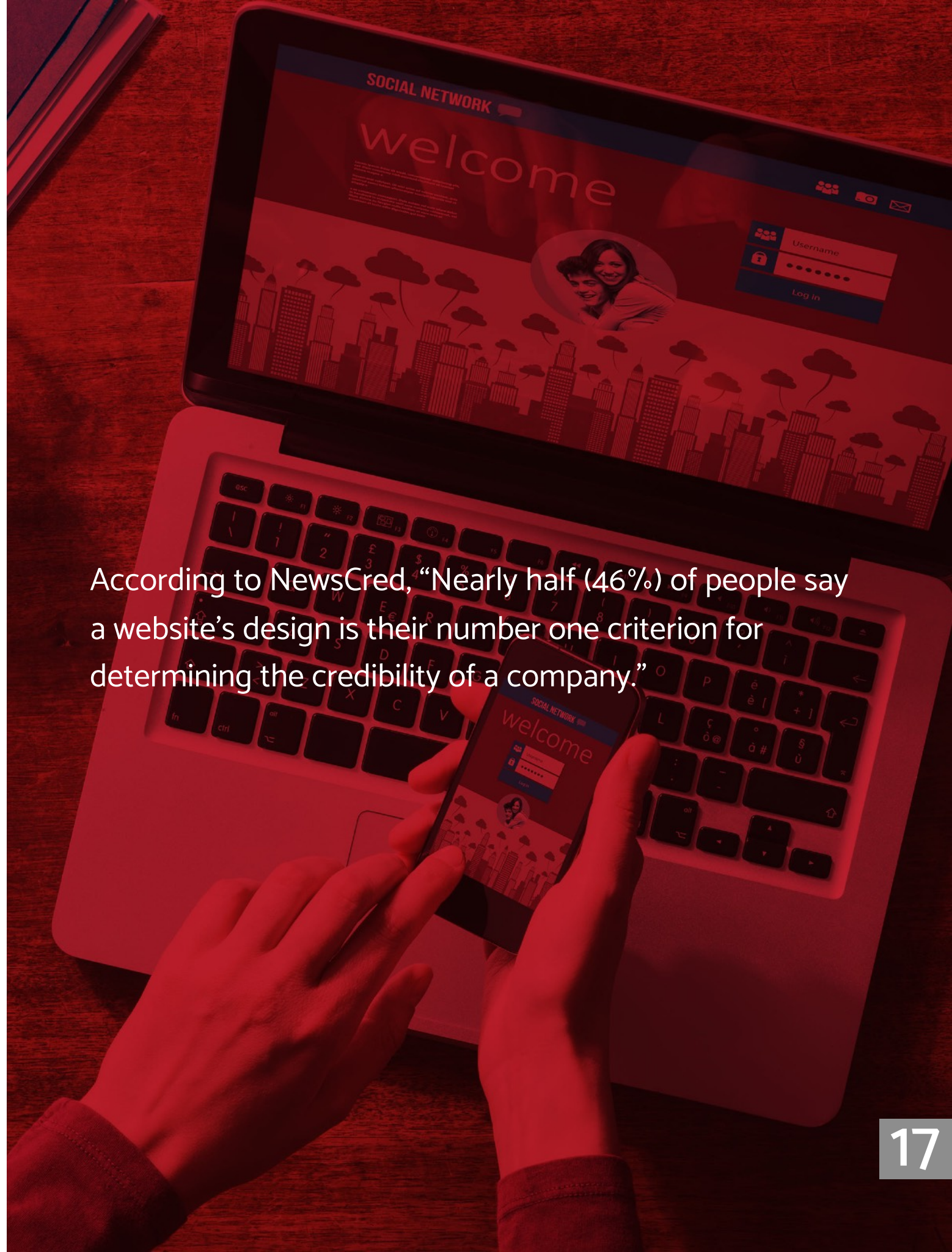
Yes, your online presentation is everything these days. This is why you need a web design that captures your customer's attention and reminds them of who you are and what you do. The most effective website is exclusively designed to speak to your specific audience and industry.

Trustworthiness is a key factor in whether or not your audience continues to browse your pages.

WHAT IS THE AVERAGE COST OF CONTENT MARKETING?

Most business owners invest a small percentage of their company into digital marketing (at no less than 5 percent to maintain the market). On average, this figure was \$379,600. According to Marketo, companies with an average of 1-99 employees invested on average between \$56,700-\$142,400 in content marketing. For larger companies the budget was, "\$1,057,300 for organizations with over 1,000 employees and \$335,200 for those with fewer than 1,000 employees."

If building your own marketing team doesn't fit within the prescribed budget, then it might be a wise choice to launch with an established digital marketing agency.



According to NewsCred, "Nearly half (46%) of people say a website's design is their number one criterion for determining the credibility of a company."

Bottom Line: You Need a Digital Marketing Agency

Don't 'go it alone'. There comes a time in every entrepreneurs life when they must entrust pivotal tasks to others. Exposing your business to potential mistakes could cost you a whole lot of time and money or even sacrifice your company's success. Bad marketing will drive your business into the ground, so keep this information in mind when building your marketing team.

DOES BUILDING YOUR MARKETING TEAM SEEM COMPLICATED?

If building your marketing team seems too complicated, that's probably because it is. Online marketing is a dynamic jungle, where you could encounter Pandas, Pigeons, Penguins, and Pirates that silently strike your online pages – these are the Google Algorithm Updates that affect your website's visibility and performance. It's hard to expect to already know all of this,

and at the same time, build a team. There are plenty of obstacles lurking in the dark that you might not even realize when it comes to your online marketing.

Marketing itself takes years of experience to perfect, so why risk it when you can just hire experts to help get you started?



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Happiness in the workplace aka public happiness
(see philosophies of Thomas Jefferson & John Adams)

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