

# THE MODERN MARKETER



## RELATIONSHIP EXPERT

Good marketing is interdisciplinary. Modern marketers need to make friends across a variety of departments and learn to work with colleagues, creating an enjoyable work environment that will make co-workers eager to work together to make things happen. Managing the guest experience means understanding multiple business objectives across very diverse groups and understanding their individual goals, as well as knowing whether they are compatible or incompatible, then working across the organization to align those goals for the greater good.



## COACH - Building Bench Strength

The development of talent is essential to business success and increases a company's ability to respond to changes in the market. Strong coaching increases job satisfaction and retention of employees in addition to reducing the cost of performance problems.



## SCIENTIST Understanding and Using Data

The information and technology available to marketers is flowing in at an alarming pace. In order to understand the customer, the messages they will respond to and in what media they should be presented, as well as understanding the value of every dollar spent, the modern marketer must have a strong grasp of data and possess the ability to mix available information into the perfect marketing formula.



## PSYCHOLOGIST Listening To The Customer

According to the Gartner Group, nearly 90% of companies expect to be competing primarily on the customer experience. To do that, companies need to consistently listen for and deliver on the expectations of the customer. According to Aberdeen Group, companies considered best in class voice of the customer users enjoy an almost 10x greater year-over-year increase in revenues.



## WRITER Providing the Information Customers Want

In the mid-90s, our access to the internet changed the way consumers accessed information. Within 10 years, online social networks allowed millions to connect with each other and providers of information. Now, smartphones have given everyone instant access to all manner of content and information. Marketers continue to grapple with an ever-changing information landscape and an almost voracious appetite for content.



## PHOTOGRAPHER Creating Emotional Connections

90% of information transmitted to the brain is visual. In addition, that visual information can be transmitted up to 60,000 times faster than text. Pinterest. YouTube. Instagram. Graphics increase comprehension and recollection. Pictures stimulate emotions. If you are not focused on your visual content, it's time to refocus your approach.

