



CK's Epiphanies

Inspirations & revelations from
the mind of a marketer.



roles: How Many Roles Are You Playing?

A depiction of 8 roles marketers perform

(Part 1 of a 2-Part Series)

Marketing is both art and science. It's one of the few professions requiring practitioners to use the left and right sides of their brains. On the one hand, marketers must demonstrate analytical and tactical aptitude. On the other, they need to apply their creative genius and strategic talent.

Due to the complexity of the vocation, marketers wear many hats, employ diverse skills and manage various roles.

While most marketers specialize in one discipline, there undoubtedly comes a time – resulting from employee turnover, economic recessions or budget cuts – when marketers must fill multiple roles in order to facilitate plans and programs.

Unveiling the epiphany:

**A marketer's job is not a collection of tasks;
it's a series of roles.**

In this edition we'll examine the different roles that marketers perform and the demanding responsibilities they undertake. Due to the significant scope, we'll be exploring these roles over the next 2 issues.

I've identified 8 of the predominant roles marketers fulfill, we'll depict 4 of the roles in this issue: **Researcher; Goal-setter; Strategist and Planner.**

Role #1: Researcher: Turning data into direction.

Research is implemented in order to identify opportunities, uncover trends and understand markets.

In a research role, marketers are responsible for:

- **Producing findings:** Marketers must analyze the data they generate. Once understood, the information may be presented as findings and can be applied to solve business problems and increase productivity and profitability.
- **Providing recommendations:** Armed with insight on markets, competitors and customers, recommendations for enhancing and improving products and services may be proffered.

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illuminating Questions:

How many roles are you juggling?

Take a moment and answer:

- What is your primary role?
- How many times per month do you deviate from your specialty?
- What tasks do you routinely perform outside of your core responsibilities?

Epiphany Extras:

In this edition we briefly discuss topics that have been covered in-depth in previous issues.

If you would like to learn more about these subjects, please reference our online archive to view articles on:

- Marketable strategies
- Viable planning practices
- Successful branding techniques

The archive is located at: www.ckEpiphany.com

- Implementing research systems: Research is not a single project but an ongoing system of gathering data and applying that information to increase market share, combat competitive threats and service customers. The marketer then, is responsible for implementing and managing the research loop.

Role #2: Goal-setter: Setting the standards for success.

Goals are established and prioritized to provide targets for employees and ensure growth for the organization.

In a goal-setting role, marketers are tasked with formulating:

- Objectives: Objectives are financial aspirations and quantitative in nature (e.g. increasing consumer sales by 10%, decreasing customer attrition by 15%).
- Goals: The financial objectives may then be converted into marketing goals and qualitative in nature (e.g. repositioning the brand to better appeal to a younger demographic, strengthening relations amongst the trade press).

Role #3: Strategist: Determining opportunities and the game plan.

Once opportunities have been identified, the strategy is devised to provide a roadmap for achieving objectives and lay a foundation for the marketing plan.

In a strategic role, marketers are responsible for:

- Segmenting and determining target markets: Customer markets must be segmented and defined so the marketer may select the appropriate target markets for the product offerings.
- Product positioning: The marketer must determine the product positioning by comprising the value proposition, identifying the competitive advantages and instilling differentiating features.
- Developing the marketing strategy: The marketer must develop the methods for attaining market leadership and increasing brand equity.

Role #4: Planner: Producing actionable, accountable plans.

The plan is the mechanism through which marketers outlay programs and initiatives in support of strategy.

In a planning role, marketers must produce the:

- Marketing mix: The marketer creates marketing programs, establishes product pricing, coordinates distribution channels and develops the product offering.
- Marketing budget: The marketer formulates and secures the budget that will support programs, resources and activities.
- Measurement systems: To track the success of individual programs and the overall plan, the marketer incorporates systems that measure the quantitative and qualitative results.

To survive and thrive in marketing one must be capable of performing multiple roles and be comfortable with assuming different responsibilities. Customers and markets are forever in flux and hence, require adaptability and flexibility on the part of the marketer.

Which brings us to the epiphany:

To be an effective marketer, it's not always a measure of how well you master your principal role, but how well you manage all roles.

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It's true. It's not just a matter of multi-tasking; it's a constant state of switching gears between various roles. Through the course of a workweek, I may vacillate between the roles of researcher, planner, manager and promoter. As important as it is to master the various roles, it's imperative to hone the ability - and mental agility - to switch seamlessly between roles.

Next edition we'll conclude our 2-part series by exploring tactical and managerial roles. Hope you'll join us. ■

who is CK?

CK is Christina Kerley.

Since '91, Christina has been identifying and developing marketing epiphanies for up and coming Start-Ups and formidable Fortune 500s. Passionate about working on extraordinary projects and providing exemplary service, she formed ckEpiphany in '99.

Strengthening marketing efforts one epiphany at a time, the business develops client strategies, plans and programs. For more information on CK and ckEpiphany, please visit: www.ckEpiphany.com

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