

MARKETING SPECIALIST SARAH

GET TO KNOW HER:

Sarah is a marketing specialist as part of a small marketing team for a medium size organization. She acts as a “jack of all trades,” creating content, measuring marketing performance, collaborating with her team, and following established marketing processes.

She wants to learn general marketing knowledge while building her expertise within her speciality. The fast changing environment of digital marketing and technology is hard to keep up with.

Sarah oversees a lot of the day to day marketing efforts, including blogging, social media management, and outreach. Most of her workload involves collaborating with her team and following what marketing leadership suggests.

TITLES:

Marketing Specialist, Marketing Communications Specialist, Marketing Assistant, Digital Marketing Specialist

LOCATION/MARKET:

Customers living in the U.S. and other English-speaking regions (e.g., Canada, UK)

INDUSTRY/COMPANY SIZE:

Healthcare, Manufacturing, Technology, Travel/Real Estate, Services, Financial, Education

10-500 Employees



MARKETING SPECIALIST SARAH

PAIN POINTS & CHALLENGES:

- Breaking down communication barriers within the marketing team and with other departments as well (sales, service, etc.).
- Finding the time to create content and measure performance of campaigns.
- Communicating goals and reports to marketing leadership.
- Identifying outreach opportunities and fostering relationships with third parties.
- Generating engagement on content assets, including social media posts, email campaigns, and blog articles.
- Developing unique content ideas during brainstorming sessions with the marketing team.
- Developing their expertise in their specified area of expertise (e.g., PPC, SEO, content marketing, video).
- Learning new best practices and new technologies as they're introduced within the organization.
- Speaking up to management if they notice inefficiencies in current processes and with new technologies.
- Interpreting marketing analytics to fully understand what is working and what needs to change in their marketing strategy.
- Staying informed on the latest best practices and finding the time to seek professional development (e.g., online courses, certifications).
- Building and maintaining a personal brand.

WHERE SHE SEEKS KNOWLEDGE:

- Blogs
- Podcasts
- Books
- Online courses

OBJECTIONS:

- No buy in from management.
- Unfamiliar with inbound marketing.
- Not interested in learning a new program like HubSpot.
- Not enough time to learn HubSpot.
- Bad experience with previous agencies.
- Not interested in sharing marketing responsibilities with an outsourced team.
- Expects communication issues between their marketing team and an agency's marketing team.

MARKETING SPECIALIST SARAH

GOALS:

- ✓ Build relationships with vendors, webmasters, and other third parties to execute outreach strategies.
- ✓ Develop content marketing strategies that drive KPIs, like traffic, leads, and engagement.
- ✓ Oversee community management with the company's social media platforms.
- ✓ Create promotional events that expand brand awareness and generates relevant leads.
- ✓ Collaborate with marketing management and fellow specialists on conducting impactful campaigns, including email, social media, PR, outreach, etc.
- ✓ Create content, including blog articles, videos, webinars, email courses, etc.
- ✓ Conduct research to better understand consumer habits and marketing trends.
- ✓ Improve organic rankings through SEO and SEM efforts.
- ✓ Increase followings on social media platforms.
- ✓ Develop and execute lead nurturing campaigns.

MARKETING MESSAGE

Bluleadz is the world's first inbound agency, helping organizations fully implement the inbound methodology throughout marketing, sales, and service to fuel sustainable business growth.

Our team of marketing professionals helps you oversee every piece of your marketing from start to finish – from developing strategies to creating and amplifying content and measuring performance. We aren't just another outsourced person. We act as an extension of your team.