

BLULEADZ

How to Build an Internal Inbound Marketing Team Fast.

We know working with an agency may not be for everybody. In some cases, with the right resources, building an internal team allows you to control your own destiny and get instant access in-house. This also may allow you to get things done faster (once you have optimized processes, that is).

In those situations, you may be wondering: what does that team look like, and what are their roles and responsibilities? If you're fortunate enough to have the budget to hire an internal team, that's great! We're here to help on how to accomplish it.

That's exactly why we've compiled all the necessary steps needed to recruit your team – from evaluating them from a staffing perspective, to their daily responsibilities, to the value brought forth from their position.

Buckle up, as you're already well on your way to reaching marketing enlightenment!





Building Your Marketing Skeleton

You can't run a ship without a qualified, laser-targeted team whose combined efforts will drive results. Otherwise, you're wasting valued time and money.

To have an optimally-run marketing team, you'll need the following positions filled:

- An Inbound Marketing Consultant or Marketing Manager
- A Designer/Developer
- A Paid Media Specialist
- A Copywriter
- A Video Specialist

This will help you narrow down what you'll need whenever you decide whether you're going to hire within the company or use a recruitment site. Answer this question regarding how you'll be hiring first before you proceed to actually choosing someone and/or interviewing.

Each member brings a unique set of skills to the table that's necessary to propel marketing initiatives and move the needle. Keep in mind this isn't about any one position being "above" the other, per se; it's all about collaboration in tandem with projects and campaigns.

Let's go into what qualities to look for from a hiring perspective for each position, as well as some key value points and daily responsibilities:

An Inbound Marketing Consultant

Your Inbound Marketing Consultant (IMC) will be your direct line of contact for brand awareness and execution; they're also a key implementer for all campaigns from start to finish.

Many times the SEO and keyword research, email campaigns, social media, and analytics and reporting all are shouldered by the IMC. They're very much the glue that holds everything else together.

As a result, right person, right seat is huge here.



Qualities to Look for When Hiring:

- A mind for strategy and problem-solving
- A thorough understanding of inbound best practices
- Project management to ensure projects/campaigns are completed
- Proficiency with marketing software (HubSpot or otherwise)
- Ability to make data-based adjustments on inbound strategies
- Excellent verbal and written communication (like you see on every job app ever)

Daily Responsibilities:

- Make as-needed content updates to website
- Social media management (including following, engaging and posting)
- Content calendar management and updates
- Buyer persona development and updates
- Continual SEO and keyword research
- Email marketing, workflows and automation
- Ongoing strategy collaboration with team members
- Ability to produce analytics and metrics on progress

The Value Of This Team Member:

The true value of an IMC comes from their ability to take the sum of all moving parts in marketing and show a finished product of the combined efforts. They're your go-to for campaign progress, as well as how website traffic and leads are for the month thus far.

Whether it's someone within the company you're looking to promote or if you're hiring someone, make sure to get them acquainted with inbound concepts and best practices first.

Pro Tip:

HubSpot Academy has a free inbound marketing certification course that gets you up-to-speed on everything you'll need to know. Check out the [training videos here](#).

Qualities to Look for When Hiring:

- Exceptional written communication skills
- Being a team player
- Knowledge on inbound best practices
- Proficiency with marketing software (HubSpot or otherwise)
- Attention to detail for theirs and others' written work
- Knowledge on SEO best practices

Daily Responsibilities:

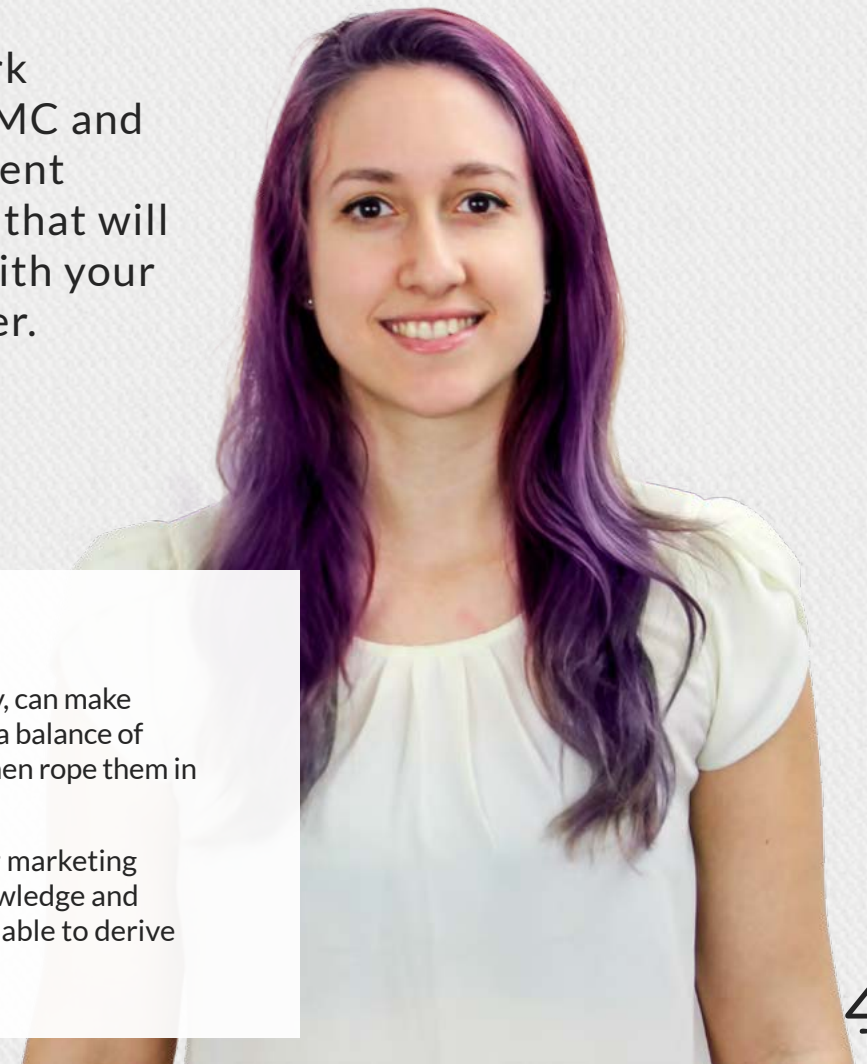
- Research websites for project and campaign content
- Curate content for blogs, landing pages, emails, website copy, and other premium content offers
- Proofreading and editing others' written work for spelling, grammar and messaging
- Formatting blogs with images, headers and links for SEO optimization
- Adjust messaging to meet buyer persona tone for maximum impact
- Establish and work with team on creative strategies for campaigns

A

Copywriter

If an IMC is the glue, then a Copywriter is the paper itself you're gluing together. Without content, you don't have anything to work with, so this is a vital position you can't afford to forego in a marketing team.

Copywriters work closely with an IMC and Designer to present content in a way that will resonate most with your prospective buyer.



The Value Of This Team Member:

Copywriters often have creative minds, and if given the opportunity, can make your content shine for your buyer personas. It's all about providing a balance of uninterrupted time so they can research and crank content – and then rope them in when appropriate for feedback and strategy.

Collaboration between IMCs and Copywriters are crucial for your marketing initiatives to truly take flight. Give them the tools for ongoing knowledge and provide honest, constructive feedback on their work and you'll be able to derive awesome results from writers.

Pro Tip:

If you can't afford a full-time writer, consider hiring part-time or using a website for freelance writers. This lets you pump out content without the expense of recruitment. Websites such as [Zerys](#) (bonus: they have a HubSpot integration), [Writer Access](#) or [BlogMutt](#) have good rapport, and can help you do the hardest thing: get started.

A Designer

Carrying on from the previous analogy, Designers/Developers are all of the materials and color that compile the paper the Copywriter presents the work on. Without an engaging and carefully-crafted canvas, your content will be stunted from its true potential.

If possible, having a Designer with a good eye while also possessing coding skills is a double-whammy, and is immensely helpful.

That said, make sure your Designer is knowledgeable with where your website's hosted, the templates you use, and any other relevant back-end information. This will help lay the framework for all of the desired visuals so they're laid out appropriately on your website.



Qualities to Look for When Hiring:

- Expertise in Photoshop, Illustrator and InDesign (Adobe suite)
- Knowledge on updating templates for website pages, emails and landing pages
- Coding knowledge and the ability to create and launch websites
- Being a team player
- Expansive problem solving and design versatility
- Knowledge on inbound design best practices

Daily Responsibilities:

- Make ongoing website tweaks to optimize conversion path/improve the user experience
- Design content offers and associated graphics/CTAs
- Create social media graphics, .gifs and other necessary visual files
- Ensure website performance is optimized via Google Webmaster tools
- Design website pages, landing pages, email and other applicable pages
- Make coding adjustments to website as-needed

The Value Of This Team Member:

Having the knowledge to update templates and create new ones is invaluable to keeping your website updated and modern. Your Designer/Developer must be up-to-date on all content when complete so they can augment its message visually.

Having cohesive visual messaging in all of your content offers and graphics ensures your brand awareness is uniform and clear. Without it, you'll be floundering. Make sure this member of your team is savvy on a variety of programs, as well as how graphics and other tweaks translate to your website.

Pro Tip:

If your designated Designer doesn't have coding knowledge, you can use tons of free resources like [Codecademy](#) to help supplement their knowledge and build up their repertoire of know-how over time. It also shows you're invested in their success, too!

Qualities to Look for When Hiring:

- Understand business drivers
- Proficiency running paid advertising campaigns on LinkedIn, Facebook, YouTube, Google, etc.
- Skills regarding updating landing pages, writing ad copy and reviewing progress
- Skills needed to optimize a website's keywords
- Ability to develop strategic Paid Media campaign recommendations
- Excellent analytical skills

Daily Responsibilities:

- Checking daily campaign management
- Creating new campaigns, ad groups, ads, copy, landing pages
- Analyzing results and metrics from campaigns
- Keyword management and bidding management
- Creating display ads and ad graphics
- Time on Google search and display and social media platforms
- Tying metrics back into overall campaign performance

The Value Of This Team Member:

It's clear having a Paid Media Specialist, if the budget's there, can be very advantageous for a business. If the right audience is targeted, and the content resonates, you can draw tons of new visitors and eventual customers of your brand.

A Paid Media Specialist

Having an in-house Paid Media Specialist is the glittery finishing spray on top of your craft. In other words, if you have the resources to allocate to a specialist on your team, do so!

It's not required, but hiring a Paid Media specialist is a great way to gain quick wins and boost your traffic and engagement. Paid Media Specialists help diversify your content and spread your influence and awareness across multiple channels.



Pro Tip:

You can best utilize a Paid Media expert to run targeted campaigns for an allotted period of time. Afterward, they can then evaluate your audience and make tweaks to the next campaign in order to maximize the effectiveness.

A Video Specialist

The ability to hire a Video Specialist in today's landscape is a game-changer for your organization. Having someone in-house with knowledge on your equipment and what will resonate most with your personas can be a substantial lead-generating tool.

Opening up this doorway has inimitable possibilities – it's similar to how a Paid Media Specialist can move the needle, just in other, more direct ways in coordination with your website.

The Value Of This Team Member:

Video marketing is quickly becoming mandatory to imbue into a business's marketing strategy. Having a Specialist on-hand can give you a competitive advantage by being able to do how-to videos and other helpful, visual aids for your visitors and leads to guide them through the buyer's journey.

While it's not a requirement yet, stay tuned – as this is becoming a trend that isn't likely to fade with the circulation of social media channels that have stories and Live feeds.

- ### Qualities to Look for When Hiring:
- Proficiency with camera and lighting equipment
 - Pre-production planning and activities
 - Knowledge on post-production tasks and editing
 - Ability to storyboard and collaborate with team members on scripts
 - Troubleshoot video complications
 - Being a team player

Daily Responsibilities:

- Organize and implement video marketing initiatives with teammates
- Creating new videos, including strategy, scripting, filming, editing, etc.
- Advise team on effective media communication practices
- Edit videos in accordance with brand awareness guidelines and style guide
- Optimize video workflows to manage complex projects efficiently and effectively
- Manage ongoing video uploads to appropriate channels on YouTube/website/etc.

Pro Tip:

If you're just starting off and can't afford a Specialist or the high-tech equipment, don't worry! With a simple tripod, you can use your iPhone or Android to shoot simple vlogs with your team – this can help you with speaking directly to a sales prospect, doing a Facebook Live video or even adding a video to an existing blog to summarize what it's about.


Fleshing Out Your Team Fast.

Now that you're aware of who you need on the team, it's time to put everything together.


Once you've either pulled from your existing team, or added new members, check a few of these action items off your list to get going quickly:

The power of a marketing team is within your reach, so don't pass it by! You can build these team members and create an ecosystem that's fast-paced and is able to generate desired results from the higher-ups.


If you're wondering more about how to align these responsibilities into your strategy, feel free to reach out to us! We're happy to offer help from our experience as an agency over the last 5+ years.



Set up a system for how they're going to collaborate (either using a project management tool or otherwise)



Meet up once a day to discuss progress, and if there are any roadblocks to completing a task or project



Evaluate their fit for the team – if a red flag pops up (such as not being a team player or there's a considerable learning curve), address it immediately

Find Out What Your
Team Can Start
Working On By Getting
A Free Marketing
Review.



Get Your Free Review

BLULEADZ



<http://www.linkedin.com/bluleadz>



<http://www.facebook.com/bluleadz>



<http://www.twitter.com/bluleadz>



<http://www.bluleadz.com/blog>