



Goals	Goals	Goals	Goals	Goals	Goals
<ul style="list-style-type: none"> Positioning / Messaging Customer Segmentation Look and Feel Integrated marketing 	<ul style="list-style-type: none"> Creative execution Alignment to brand Content marketing support 	<ul style="list-style-type: none"> Profitable new user acquisition End-to-end channel management 	<ul style="list-style-type: none"> Increasing LTV Managing Churn 	<ul style="list-style-type: none"> Analytics stack Defining key metrics Marketing insights (esp spend opt) 	<ul style="list-style-type: none"> Everything related to the site & promotions Partnering with buying team Maximize sales of products offered
Considerations	Considerations	Considerations	Considerations	Considerations	Considerations
<ul style="list-style-type: none"> Start with Brand to lay foundation then PMM for competitive research & broader analysis 	<ul style="list-style-type: none"> Can report to brand 	<ul style="list-style-type: none"> Offline channels can also live in Brand 	<ul style="list-style-type: none"> Can report to Acquisition At first, can be just an email manager and no Director of CRM Important role in subscription businesses 	<ul style="list-style-type: none"> Can nest under Acq or Ecommerce early on 	