



Goals

- | | | | | |
|---|---|---|--|--|
| <ul style="list-style-type: none"> • Company positioning and messaging • Brand awareness • Industry narrative, category creation • Consistent brand look and feel, style guide, creative design | <ul style="list-style-type: none"> • Generate content to support brand, demand gen, and sales enablement • Creative execution, manage editorial calendar • Alignment to brand, voice/tone of the company | <ul style="list-style-type: none"> • Inbound: Customer insights, market research, product input • Outbound: GTM messaging, positioning, sales enablement - aligned with personas, segments • Educate customers across lifecycle • May include pricing & packaging | <ul style="list-style-type: none"> • Acquire qualified leads, nurture through funnel until ready for sales/conversion • Map sequence of marketing tactics during customer journey • Define lead scoring, funnel metrics, KPIs, reporting • ABM to key accounts | <ul style="list-style-type: none"> • Hit revenue plan • Develop structured, repeatable sales cycle via processes and metrics • Scale the function via greater capacity, new markets |
|---|---|---|--|--|

Considerations

- | | | | | | |
|--|--|--|--|---|---|
| <ul style="list-style-type: none"> • Scope can narrow to PR/Comms if content & positioning live elsewhere • Needs depend on maturity of market and category • Website/digital sometimes broken out separately | <ul style="list-style-type: none"> • Shared Services model • Can have matrixed model with resources in other groups • Can report to corporate marketing initially | <ul style="list-style-type: none"> • Can group PMMs by solution or industry • Scale based on complexity of product, customer segments • Customer Marketing can also report to Corporate Marketing | <ul style="list-style-type: none"> • Also referred to as Growth Marketing • Campaign Managers can be split by customer, verticals • May own sections of website for lead capture, conversion events | <ul style="list-style-type: none"> • Can roll-up under other groups or stand alone based on scale in GTM • Partner/Channel marketing brings cross-functional program to partners and may be its own function if channel is key to GTM | <ul style="list-style-type: none"> • Partners closely with: prod marketing, field, demand gen • BDR teams live under marketing in some orgs • CRO may sit over sales and marketing functions • Field marketing can fall under Sales |
|--|--|--|--|---|---|