



Goals

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| <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 • Creative asset support for other channel | <ul style="list-style-type: none"> • Profitable new user acquisition • Manage CAC • Manage spend across channels, new channel testing | <ul style="list-style-type: none"> • Channels: email, notifications, SMS, in-site/app, retargeting • Increasing LTV • Managing Churn • Managing engagement programs, promotions, winback | <ul style="list-style-type: none"> • Define key metrics, dashboards, reporting, forecasting • Analytics stack • Pricing / Promotion support • LTV analyses • Marketing insights, spend optimization across channels | <ul style="list-style-type: none"> • Everything related to the site, funnel, promotions • Partners with merch team • Maximize sales and products offered |
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Considerations

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| <ul style="list-style-type: none"> • Brand may be integrated with creative earlier on • PR/Comms sometimes separated from core brand work • Product Marketing may separate later if there are diverse products and user segments | <ul style="list-style-type: none"> • Creative may report to brand | <ul style="list-style-type: none"> • Offline channels sometimes live under Brand • Content and Organic may live under brand along with non-paid social | <ul style="list-style-type: none"> • At first, can focus on email and retention tactics and grow into Director-led function • Critical role in subscription businesses | <ul style="list-style-type: none"> • Can nest under Acq or Ecommerce early on • Marketing Ops may be its own group or roll up • Marketing Ops can stand on its own, combine with Analytics, or be in the channels | <ul style="list-style-type: none"> • In some orgs, Head of E-Commerce title is broader "business owner" and owns functions like Acq & Retention • May own or partner with product |
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