

# THE MARKETING STARTER / TIPS

**TIP 1:** Imagine your favorite marketing track (perhaps you're in it now) and ask yourself what you enjoy most about it. Think about what you would do if your boss asked you to scrap your current job description and rewrite the script of your role from scratch. Are you up to the task? This is a good thought experiment to see if you're a marketing starter

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**TIP 2:** Create your own skills competency chart and see how you pan out. Be honest about your knowledge and skills to assess where you can grow and shape yourself into more of a T-shaped marketer.

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**TIP 3:** During your interview process, or when exploring a prospective role change, get an idea of what your Marketing Island looks like and what resources you'll have before you jump out of the plane.

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**TIP 4:** Ask your manager if they know the company's why. If they know, then ask how they apply that thinking to your team's duties. If they don't, then you should add this to your list of items to discover.

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**TIP 5:** Create a company-wide survey asking if your counterparts know the organization's why. Analyze the results to see how well aligned the organization is around the company's mission.

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**TIP 6:** Create daily Google Alerts for your company's name, your CEO, your industry, your customers, and key industry influencers to keep tabs on what's happening in your world.

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**TIP 7:** If you are in a marketing leadership role, attempt to become best friends with the sales leaders. Set up recurring meetings to help them advocate for marketing and vice versa.

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**TIP 8:** Schedule interviews with customer-focused representatives to get their perspective on the business. They have great intel on the customers' inner-most desires.

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**TIP 9:** Dig up all the customer marketing materials your company has created in the past. Read, watch, or listen to them—then talk to the content creators to learn more.

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**TIP 10:** Get through your basic business training, then ask for more. Set meetings with your peers and other managers to extend your training beyond what was assigned on day one.

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**TIP 11:** Find ways of interacting with the product or engineering teams to grasp the product; perhaps your company is hosting a training session you can attend. Or, you can set some time on the calendar for a deeper dive.

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**TIP 12:** Use your personal proles to sign up for competitor newsletters and promos and follow them on social media. Also, visit their website to get served advertisements and watch their webinars to scrape their marketing tactics.

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**TIP 13:** To take inventory, create a spreadsheet of all marketing outputs. en add columns for the statuses that work for you, like “freshness.”

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**TIP 14:** Sketch a quick bubble map or flowchart to see how all the marketing tools work together in your company and what triggers them. Look for gaps and tweak the workow in a way that works for you.

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**TIP 15:** Create a simple task sheet where you can see each team member’s list of duties. is will help you better understand what they favor doing and how much of their time is spent doing it.

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**TIP 16:** Once your form or other simple marketing system is live, send a company-wide email (or to whomever your internal customers are) letting everyone know about the form’s importance and process.

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**TIP 17:** Visibility and transparency are key. Whatever task manager you use, be sure your team and management can collaborate and see the workloads.

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**TIP 18:** Don’t be afraid to fail or to sputter like an old motorcycle. Your systems will never be perfect in the rst round. Be prepared to accept feedback and quickly iterate.

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**TIP 19:** Compile a list of quick wins and make time to complete them in your rst 30, 60, and 90 days. Including some that are cross-functional will always help to strengthen your plans.

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**TIP 20:** Lay out roles from the spectrum that are needed in your marketing department and describe how the roles inevitably morph over time.

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**TIP 21:** Create an online chat group for your marketing team or for specific projects, and make sure the chat is open on computers and phones during work hours so you can communicate easily with your team.

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**TIP 22:** Make your team feel as if there is as little hierarchy as possible to create a trusting environment. Always be willing to help out your team no matter how trivial the task and be a “get your hands dirty” kind of marketer.

Chapter 4, page 40

**TIP 23:** Jot down how you see yourself growing within your company and judge the feasibility before you start looking elsewhere. There may be a ton of opportunities right where you already are!

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**TIP 24:** Make your management style transparent. Don't surprise your reports; rather, set expectations early and give them tips for managing up to you.

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**TIP 25:** Create consistency and transparency within your team. Use documents and meetings to keep track and share what everyone is working on to create accountability.

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**TIP 26:** Make friends with the administrative assistants. They are the gatekeepers of the organization and can often help you out, especially if you're a department of one. Need a place to store your trade show booth? Your admin has the key to the closet. Need expo supplies shipped out on time? Well, guess who has access to the

FedEx account.

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**TIP 27:** Patience is king when being the teacher. At times, teaching may be the most difficult part of your job. Hold meetings to delicately show your counterparts how to partner with you.

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**TIP 28:** Freemium is a lifesaver! Get as many free versions of tools as possible, and use the hell out of them until you absolutely need to spring for a paid subscription.

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**TIP 29:** If you're responsible for a budget, create a reverse balance sheet to track how much of your budget you use over time, so you know how best to allocate your funds as the year progresses.

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**TIP 30:** It is in your best interest to use all of your budget, but it's not always the best measurement tool to ask for more. Stay under budget if you can, and put some real metrics together to show your money at work.

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**TIP 31:** Don't be tempted by empire-building because it puts you at risk. Start small and make a clear growth path with the empire as a dream for later on. If you build too quickly, it can be stripped away just as fast as it was put up.

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**TIP 32:** When addressing a crisis, ask yourself these questions: What is the impact on the business? Is this really a crisis? Who thinks it's a crisis? What is your bandwidth to manage? What resources do you need to mitigate? The answers will help you judge how to tackle the issue.

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**TIP 33:** Budget 20 percent of your time/bandwidth for crisis management, last minute projects, or other curveballs that might come your way, and use the rest on planned initiatives.

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**TIP 34:** Even though it doesn't matter what you sell, it's important to understand the product and how it's sold. Do your due diligence when you land the job at your new company and get up to speed on what they sell.

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**TIP 35:** Remove perfect from your vocabulary. Do it right now! A marketing starter has no room for perfect. We must churn and burn, build and measure. Always be striving for better, not perfect.

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**TIP 36:** As you're investigating your marketing infrastructure, learn how you can keep track of marketing ROMI with the tools you have at your disposal.

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**TIP 37:** People who pretend to know about marketing, or marketing posers, care a lot about vanity metrics. Be their guide and point them toward the right measurements.

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**TIP 38:** Compare your company's current list of marketing tools against your wishlist, then request the ones you need to do your job the right way.

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**TIP 39:** Failure is scary, but you must embrace it. Sure, you may blow up the lab a few times, but think of all the ways you'll learn how not to blow it up in the future.

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**TIP 40:** Job security isn't real. Never assume that you're immune to layoffs or losing your job. It will keep you humble in your work and more composed when it happens. Ride the wave.

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**TIP 41:** In early sync-ups with your employees, ask them what processes and protocols would be dead in the water if they were to get hit by a bus. Then, have them write down how to operate them!

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**TIP 42:** Take advantage of your company's internal communication channels—whether it's an online chat room, internal emails, or company-wide meetings—to share your marketing wins. Take advantage of every opportunity to share how marketing is helping your team.

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**TIP 43:** Spreadsheets are your friend. Create spreadsheets with multiple tabs to track your budget, project metrics, and KPIs. Share it with your manager for easy access.

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**TIP 44:** Determine how you can apply tangible KPIs to your tasks. Write them down and track them over time. These metrics will look great on your résumé.

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**TIP 45:** Develop your positioning statement. Keep it simple, relatable, and honest. It should reflect who you are professionally while offering a unique slant.

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**TIP 46:** Always consider the possibility of burnout. Good time and expectation management is the only way to be prepared.

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**TIP 47:** It's hard to swallow your pride, but it's an important task for a marketing starter. Try your best not to get jealous, and put on a happy face when celebrating the successes of your co-workers while you're on Marketing Island. Your time will come.

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**TIP 48:** Take a look at the job posting and get a feeling for how rigid the tasks are. Also, hop on LinkedIn to see whether the role is new or newly vacant. It never hurts to try to learn why the person who held that position left.

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**TIP 49:** Never hang up your starter hat! You can and should still apply your marketing starter tactics within your marketing grower role.

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**TIP 50:** Put down this book, roll up your sleeves, and get started!

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