How To Structure A Modern Marketing Department

The rapid incorporation of digital approaches has made marketing an industry of silos. It's time to rethink the way we build our teams and our skill sets to break those walls apart.



Strategy (Group)

- [ ] Functions
  - [ ] KPIs
  - [ ] Audience research
  - [ ] Channel research
  - [ ] Messaging and positioning
  - [ ] Strategic planning

Creative (Group)

- [ ] Functions
  - [ ] Copy (selling): Ads, landing pages, brochures, and product descriptions
  - [ ] Content (informing): Blog posts, e-books, podcasts, infographics, and webinars

Communications (Group)

- [ ] Functions
  - [ ] Public relations

- [ ] Media relations
- [ ] Publicity
- [ ] Government relations
- [ ] Community relations
- [ ] Analyst relations
- [ ] Influencer relations
- [ ] Speaking pitches
- [ ] Ad campaigns

Audit (Group)

- [ ] Functions
  - [ ] Website analytics
  - [ ] Lead evaluation
  - [ ] Media hits and readership
  - [ ] Sales following ad campaigns
  - [ ] Conversions and ROI
  - [ ] Follower growth

Each qroup will need to use both online and offline communications channels to perform its functions!

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