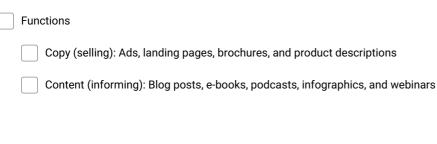
How To Structure A Modern Marketing Department

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)



Communications (Group)

Functions

Public relations

Sales following ad campaigns	
Media hits and readership	
Lead evaluation	
Website analytics	
Audit (Group)	
Ad campaigns	
Speaking pitches	
Influencer relations	
Analyst relations	
Government relations	
Publicity	
Media relations	

				•			
h	0				-	0	100
	C	L	N	ш.	. L	U	m