

The Modern Marketer

A modern marketer is like a jack (or jill) of all trades, having to be flexible, adaptable, and knowledgeable in more areas than one.



HARD SKILLS

- ☐ Analytics
 - ☐ Maneuvers her way a large set of data to interpret audience behaviour, assess Campaign and measure ROL.
- ☐ Content Strategy
 - ☐ Define content goals and uses SEO, link-building. amplification best practices in order to get maximum exposure for Content.
- ☐ Social Media
 - ☐ uses aggregate social data to help the company make business decisions and time and money spent on social Channels.
- ☐ Mobile
 - ☐ Prioritizes mobile marketing optimization and understands the strong connection between mobile and social for delivering successful campaigns
- ☐ Ecommerce
 - ☐ Uses insights about customers, campaigns, social and mobile to help explore new ecommerce channels and help her company cash in.

SOFT SKILLS

- ☐ Creativity

☐ Brings new ideas and interpretations to common problems, and doesn't underestimate the power of the (well) written word.

☐ Resourcefulness

☐ Uses all of the tools in her toolkit to find the most accurate sources of data and make the most informed analysis.

☐ Adaptability

☐ Is able to change plans at the drop of a hat and tackle new challenges with grit determination

☐ Collaboration

☐ Works With different departments to optimize marketing efforts and provide data dissection insights to other teams.

☐ Leadership

☐ Is able to lead and inspire her colleagues with her insight, experience, and knowledge.

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