



# Marketing Manager

Millennials like this are usually warm, outgoing and talkative. They make friends easily and are often popular and well-liked because they are attuned to the emotions of others. They tend to be guided by their intuition and focus on the here and now. Others consider them competitive and image-conscious, and appreciate them because they love to get things done. They care deeply for family and friends, and often have a wide circle of friends because they see the potential in just about everyone. They are often inspiring leaders who act as catalysts for individual and group growth.

**Age:** 32  
**Level:** Senior Manager  
**Department:** Marketing  
**Job:** Marketing Manager  
**Company Type:** Computer Software  
**Buying For:** Team/Direct Reports  
**Role:** Buyer  
**Region:** undefined

**Needs:**

- Be happy
- Be popular
- Be accepted

**Nature:**

- Very persuasive
- Proactive

**Orientation:**

- People-oriented

**Decision-Making Process:**

- Heuristic
- Charismatic
- Relies on "sixth sense," "gut reactions" and hunches

**Typical Sales Cycle:**

- Average

**Can It Be Shortened?**

- Unlikely

**Are Decisions Final?**

- Yes

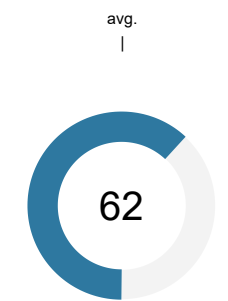
**Sales Dos:**

- Consider the betterment of the group
- Focus on positive
- Compliment them

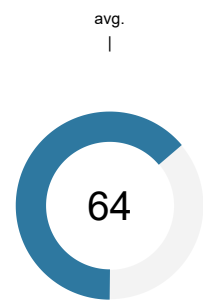
**Sales Don'ts:**

- Piss them off
- React negatively
- Point out their shortcomings or failings

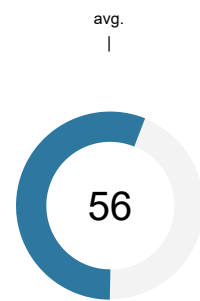
## Personality Traits & Characteristics



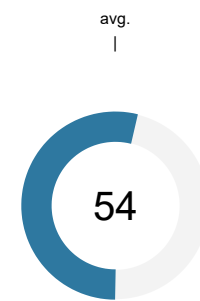
Agreeableness



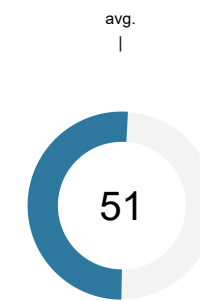
Openness



Impulse Control



Doing Vs. Thinking



Extroversion

## Professional Life





## Employment

### Job:

- Marketing Manager

### Job Description:

- Manages day-to-day marketing activities and develops marketing strategies to meet organizational goals. This includes planning campaigns, analyzing market trends, and managing the marketing budget.

### Employment By Industry:

- Professional, scientific, and technical services (34.31%)
- Self-Employed, Multi-industry or Unclassified (30.68%)
- Information: broadcasting, motion pictures, publishing, telecommunications, and internet (14.24%)
- Management of companies and enterprises (7.12%)
- Wholesale trade (2.27%)
- Finance and insurance (2.27%)
- Other services (except public administration) (1.95%)
- Administrative and support and waste management and remediation services (1.62%)
- Arts, entertainment, and recreation (1.62%)
- Educational services; state, local, and private (1.3%)
- Retail trade (0.98%)
- Manufacturing (0.65%)
- Accommodation and food services (0.65%)
- Government (0.65%)
- Construction (0.33%)



### Sector:

- Management Occupations

### Category:

- Advertising And Promotions Managers

### Typical Education Level:

- Bachelor's degree

### Category Size:

- 30900 (US)

### 10-yr Growth Rate:

- 1.9%





### Pain Points & Priorities

**Job:**

- Marketing Manager

**Job Description:**

- Manages day-to-day marketing activities and develops marketing strategies to meet organizational goals. This includes planning campaigns, analyzing market trends, and managing the marketing budget.

**Pain Points:**

- **Market Saturation:**Navigating crowded markets and finding innovative ways to capture audience attention can be challenging.
- **Return on Investment (ROI):**Measuring and demonstrating the effectiveness of advertising campaigns in terms of sales and brand awareness is critical but complex.
- **Budget Constraints:**Managing advertising budgets to achieve marketing goals while minimizing costs can be difficult.
- **Technological Advancements:**Staying updated with evolving digital marketing tools and platforms is essential.
- **Creative Pressure:**Continuously generating creative and engaging content can be demanding.
- **Target Audience Understanding:**Identifying and reaching the right target audience with tailored messages requires in-depth market research.
- **Regulatory Compliance:**Adhering to advertising regulations and avoiding legal issues is crucial.



**Priorities:**

- **Campaign ROI**
- **Customer Acquisition**
- **Brand Awareness**
- **Ad Campaign Effectiveness**
- **Media Reach**

**Professional Focus:**

- Group acceptance

**Wants To:**

- Get along

**Always:**

- Does things that help others/improve the lives of others





## Tools & Technologies

### Job:

- Marketing Manager

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### Tools & Technologies Used (By Category):

- Desktop Computers, Notebook Computers, Personal Computers, Personal Digital Assistant Pdas Or Organizers, Scanners, Tablet Computers





## Software Used

### Job:

- Marketing Manager

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### Software Used (By Category):

- Business Intelligence And Data Analysis Software, Document Management Software, Video Creation And Editing Software, Development Environment Software, Web Page Creation And Editing Software, Graphics Or Photo Imaging Software, Desktop Publishing Software, Data Base Reporting Software, Enterprise Resource Planning Erp Software, Analytical Or Scientific Software, Customer Relationship Management Crm Software, Data Base User Interface And Query Software, Project Management Software, Sales And Marketing Software, Electronic Mail Software, Web Platform Development Software, Spreadsheet Software, Office Suite Software, Presentation Software, Operating System Software, Word Processing Software, Internet Browser Software





## Trends

### Job:

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### Occupational Trends:

- Digital Advertising: The shift from traditional advertising to digital platforms continues. Advertising and promotions managers must have expertise in digital marketing strategies, including social media advertising, influencer marketing, and search engine optimization.
- Data-Driven Decision-Making: The use of data analytics tools and marketing automation is on the rise. Managers need to leverage data to make informed decisions, measure campaign effectiveness, and optimize advertising strategies.
- Collaboration with AI: Collaborating with artificial intelligence tools for content generation, chatbots, and data analysis may become common in media and communication roles.





## Key Performance Indicators

### Company Type:

- Computer Software

### Company Size:

- Medium

### Sector:

- Management Occupations

### Description:

- The computer software industry involves the development, licensing, and distribution of software applications and systems.

### Revenue and Sales:

- **Total Revenue:**The overall revenue generated from software sales, licenses, and subscriptions.
- **Sales Growth Rate:**The percentage increase in revenue over a specific period.

### Customer Acquisition and Retention:

- **Customer Acquisition Cost (CAC):**The cost associated with acquiring a new customer.
- **Customer Retention Rate:**The percentage of existing customers who continue to use and renew software licenses or subscriptions.
- **Churn Rate:**Measuring the percentage of customers who stop using or cancel their software subscriptions.
- **Customer Lifetime Value (CLV):**Calculating the expected lifetime value of a customer, including their total spending on software products.

### Product Usage and Adoption:

- **Active Users:**The number of active users or installations of the software.
- **Feature Adoption Rate:**Tracking the usage and adoption of specific features within the software.

### Product Development:

- **Development Velocity:**Measuring the speed of software development, including feature releases and updates.
- **Bugs and Defects:**Monitoring the number and severity of software defects and issues.





## Key Performance Indicators (continued)

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### Product Quality:

- **User Satisfaction:** Measuring user satisfaction through surveys or feedback.
- **Net Promoter Score (NPS):** Assessing the likelihood of users to recommend the software to others.

### Customer Support:

- **Support Response Time:** Measuring the time it takes to respond to customer support requests.
- **Support Ticket Resolution Rate:** The percentage of support tickets resolved within a defined time frame.

### Cost Control:

- **Operating Expenses:** Monitoring and controlling operating expenses, including marketing, R&D, and overhead costs.
- **Cost per Feature:** Calculating the cost associated with developing and releasing new software features.

### Market Share:

- **Market Share Percentage:** Assessing the company's share of the software market compared to competitors.
- **Competitive Analysis:** Monitoring the competitive landscape and differentiation strategies.







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- The computer software industry involves the development, licensing, and distribution of software applications and systems.

### User Engagement and Retention:

- **User Engagement Metrics:** Tracking user engagement, time spent in the software, and frequency of use.
- **User Onboarding Success:** Measuring the effectiveness of onboarding processes.

### Security and Privacy:

- **Security Incidents:** Monitoring the number and nature of security incidents or breaches.
- **Data Privacy Compliance:** Ensuring compliance with data protection and privacy regulations.

### Software Licensing and Subscription Metrics:

- **Licensing Model Effectiveness:** Assessing the success of licensing or subscription models.
- **Subscription Renewal Rate:** The percentage of subscribers who renew their subscriptions.

### Market Expansion:

- **Geographic Expansion:** Measuring the success of expanding into new markets or regions.
- **Channel Partner Performance:** Assessing the effectiveness of channel partners in selling the software.





## Key Performance Indicators (continued)

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### Innovation and R&D:

- **R&D Investment:** Measuring the investment in research and development.
- **New Feature Releases:** Tracking the frequency and impact of new feature releases.

### SaaS Metrics (for Software as a Service companies):

- **Monthly Recurring Revenue (MRR):** Calculating the predictable monthly revenue generated from subscriptions.
- **Churn Rate:** Measuring the rate at which subscribers cancel their subscriptions.





## Prospecting

### In:

- Mutual connection or shared interest or group affiliation

### Angle:

- Appeal to curiosity
- Be upbeat, positive
- undefined

### First Contact:

- Call

### Be Prepared To Provide:

- Minimal information

### How Quickly Should You Respond To Replies?

- Respond within 48 hours, if possible

### Use Emojis In Messages?

- Yes

### Grammar & Punctuation:

- Casual



### Industry:

- Computer Software

### Relevant NAICS Codes:

- Computer and Network Security (n/a), Digital Accessibility Services (n/a), Blockchain Services (n/a), Technology, Information and Internet (n/a), Computer and Electronic Product Manufacturing (334), Wholesale Electronic Markets and Agents and Brokers (425), Telecommunications (517), Data Processing, Hosting and Related Services (518), Other Information Services (519), Computer and Peripheral Equipment Manufacturing (3341), Software Publishers (5112), Internet Publishing and Broadcasting and Web Search Portals (51913), Engineering Services (54133), Software Publishers (511210), Wireless Telecommunications Carriers (except Satellite) (517312), Internet Publishing and Broadcasting and Web Search Portals (519130)

### Interact On Social?



Follow



Like



Comment



Comment





## Messaging

### Voice:

- Authority

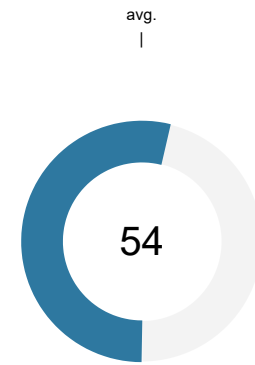
### Tone:

- Social

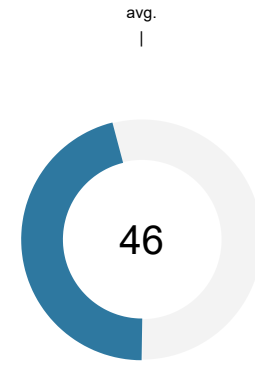
### Messaging Subtext:

- Show them how use results in recognition/personal visibility

### Story Arcs:



Appeal Of Transformational Narratives



Appeal Of Informational Narratives

### Stress:

1. Technologically Advanced
2. Innovative
3. Novel/New

### Highlight:

- Superiority Of Features

### Quote/Reference:

- Experts

### Be Prepared To Provide:

- Minimal information

### Use FOMO?

- FOMO

### Key Product/Service Question Content Should

#### Answer:

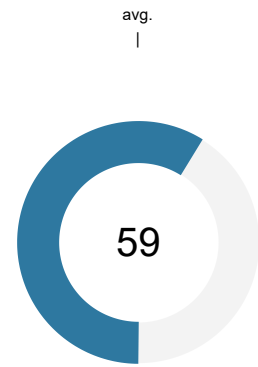
- Is it good?





## Content Creation

### Keyword Usage:



Less Specific To More Specific

### Subject Line Hierarchy:

#### 1. Personal narratives:

ex: The time I had to do a demo underwater

*template: The time I had to [INDUSTRY-SPECIFIC ACTIVITY] in [AN UNUSUAL LOCATION OR CIRCUMSTANCE]*

ex: Everything I learned about marketing I learned from my Mom

*template: [TOPIC] [ACCOMPLISHMENT] [UNUSUAL SOURCE, LOCATION, CIRCUMSTANCE, ETC.]*

#### 2. Data/technical:

ex: Why personality-based sales is 46% more effective

*template: Why [KEY PRODUCT BENEFIT] is [STATISTICAL IMPACT] [BETTER, FASTER, CHEAPER, ETC.]*

ex: Get results 8x faster

*template: Achieve [GOAL] [VERIFIABLE CLAIM]*

#### 3. Intrigue/curiosity:

ex: The one thing that will improve your conversion rates (hint: it's not cold-calling)

*template: The one thing that will improve [EXISTING PAIN POINT OR NEED] (hint: it's not [OBVIOUS SOLUTION])*

ex: The crazy-stupid way to close 10x more deals (and no, it's not what you think)

*template: The [METHOD] to achieve [GOAL] [TEASER]*

### Themes To Consider:

- Being safe
- Feeling secure
- Achieving your goals
- Being recognized for personal achievements
- Self-improvement and self-empowerment

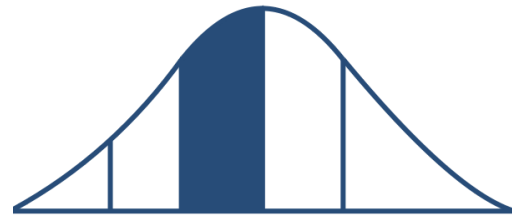











### Conversions

#### Adoption Curve Entry Point:

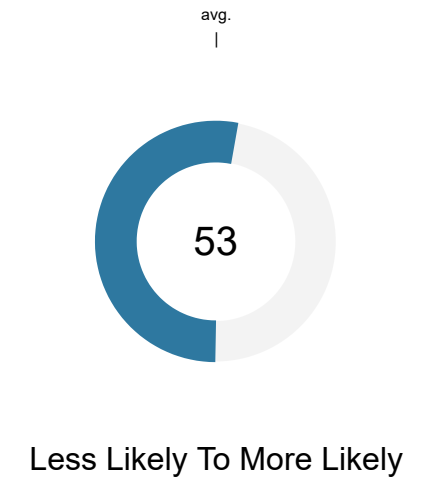
- Early-majority



#### Nurturing Sequence:

-   
 Share category-related memes to get likes, shares and comments
-   
 Post real-world stories and personal anecdotes that illustrate relevant use cases
-   
 Re-post user/customer ratings that help demonstrate the overall superiority of key features
-   
 Send a DM/email invitation to check out an exclusive co-branding initiative, collab or partnership
-   
 Share 3rd-party academic studies that present both pros and cons, and feature experts
-   
 Send a personal invitation to a people-oriented panel discussion with a transformational theme
-   
 Share use case-based assessments that focus on the rational impacts of product/service use

#### Need To Consider Options:





## Awareness

### Owner

- Mkt.

### KPIs

- Site Traffic
- Ad Impressions
- Keyword Searches
- Inbound Links
- Fans
- Followers
- Cold Open Rates

### Buyer Journey

- Problem Identification

### Suggested Content

- Ads
- Blog Posts
- Category/Value Prop How To's...
- Cold Outreach
- Collabs/Co-Branding Partnerships
- Contests
- Memes
- Paid Search
- Panels
- ROI Assessments
- SEO
- Social Media
- Sweepstakes
- Use Case Overviews & Assessments
- Videos (Transformational)





## Interest

### Owner

- Mkt.
- Sales

### KPIs

- Page Views (Product)
- Bounce Rates
- Time-On-Site
- Click-Through Rates
- Likes
- Shares
- Follows
- Opt Ins
- Demos (Virtual or IRL)

### Buyer Journey

- Solution Exploration

### Suggested Content

- Academic Studies
- Assessments
- Blog Posts
- Case Studies
- Category/Value Prop How To's...
- Customer Stories
- Events With Transformational Themes
- FAQs
- Head-To-Head Product Comparisons
- Industry/Category-Specific Third-Party Research
- Landing Pages
- Paid Search
- Panels
- ROI Assessments
- SEO
- Social Media
- Sweepstakes
- Use Case Overviews & Assessments
- Videos (Transformational)







## Evaluation

### Owner

- Sales
- Mkt.

### KPIs

- Page Views (Product)
- Page Views (Process)
- Page Views (Use Cases)
- Page Views (Pricing)
- Page Views (FAQ)
- Bounce Rates
- Time-On-Site
- Click-Through Rates
- Shares
- Opt Ins
- Demos (Virtual or IRL)

### Buyer Journey

- Requirement Building

### Suggested Content

- Academic Studies
- Case Studies
- Category/Value Prop How To's...
- Demos (Product vs. Competitors)
- Events With Transformational Themes
- FAQs
- Industry/Category-Specific Third-Party Research
- Landing Pages
- Panels
- ROI Assessments
- Sweepstakes
- Use Case Overviews & Assessments
- Videos (Transformational)





## Consideration

### Owner

- Sales
- Finance

### KPIs

- Page Views (Product)
- Page Views (Process)
- Page Views (Use Cases)
- Page Views (Pricing)
- Page Views (FAQ)
- Bounce Rates
- Time-On-Site
- Click-Through Rates
- Shares
- Opt Ins
- Re-targeting
- Demos (Virtual or IRL)

### Buyer Journey

- Supplier Selection; Quotes, Pricing & Negotiation

### Suggested Content

- Academic Studies
- Case Studies
- Category/Value Prop How To's...
- Collabs/Co-Branding Partnerships
- Demos (Product vs. Competitors)
- Networking Events
- Presentations
- Pricing Pages
- Product Pages
- User/Customer Ratings
- Videos (Transformational)
- eBooks





## Conversion

### Owner

- Sales
- Finance
- Operations
- Customer Success

### KPIs

- Purchase Orders
- Invoices
- Sales

### Buyer Journey

- Purchase; Delivery

### Suggested Content

- Academic Studies
- Category/Value Prop How To's...
- Collabs/Co-Branding Partnerships
- Demos (Product vs. Competitors)
- User/Customer Ratings





## Retention

### Owner

- CS
- Mkt.
- Sales

### KPIs

- Usage (Volume, Frequency)
- Churn
- Upsells
- Page Views (How Tos, Learning Center, etc.)
- Page Views (Product Upgrades)
- Click-Through Rates
- Shares
- Referrals

### Buyer Journey

- Post-Sales Support

### Suggested Content

- Best Practices Emails
- Contests
- FAQs
- Help Desk Notifications
- Loyalty Offers
- Satisfaction Surveys
- Social Media
- Support Articles
- Sweepstakes





### Demos & Events

**Demo Tone:**

- Subjective/personal

**Focus On:**

- Superiority Of Features

**Expect Them To Be A Listener Or A Talker?**

- Talker

**Guide? Or Self-Guide?**

- Guide

**For Virtual Demos:**

- Provide specific log in time

**Rundown:**

- 1**  
Start with "why we're here"
- 2**  
Use an emotional hook
- 3**  
Highlight technologically advanced/innovative features
- 4**  
Show them they'll be able to control choices like add-ons, upgrades, timing, billing cycle, etc.
- 5**  
Ask them if they have any feedback

**Suggested Event Type:**

- Social

**Why This Person Might Attend:**

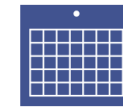
- See and be seen/elevate or maintain status

**Event Size:**

- Large

**RSVP:**

- Ask for a "Yes!" by a specific date



**Suggested Events & Activities:**

- Co-branding Initiatives, Collabs, Partnerships
- Contests
- Sweepstakes
- Cause-Charity Marketing
- Public Sampling
- Referral Programs
- Findings & Discoveries Seminars

