

Performance Marketing

Role Definition

Acquire new customers through measurable marketing tactics, typically paid online direct response channels such as Facebook and Google search.

RevelOne Insight

Perhaps the most competitive and in-demand roles on the market, since they are your revenue engine and drive measurable ROI. They have become more nuanced with the growth of paid social channels that require a mix of quant and brand/content/creative skills.

Section 1. Role Archetypes

Quant Marketer

- Grew up in performance marketing and is highly analytical and quant oriented. Might know SQL and be able to go deep on attribution and modeling.
- Good at experiment design and has a test and iterate mentality.
- Not always as creative, which can be a challenge, especially with visual channels like paid social, so you need strong creative support for them.

Growth Generalist

- Still analytic but not as deep as the Quant Marketer. Might have an MBA and brings a broader sense of marketing strategy.
- More likely able to manage and direct creative and content resources.
- Strategically nimble and able to connect to LTV / retention and overall customer lifecycle.

Growth Hacker

- Hybrid of marketing channel and product/tech skills. Drives user acquisition and engagement via product & technical tactics (viral tools, hooks).
- Strong test & iterate mentality.
- A current buzzword, needed more in complex customer lifecycles (social networks, marketplaces) than in product e-commerce.
- Hardest to find since cross-functional background / skills are required.

Section 2. Role Leveling

Common Titles

User Acquisition, Growth Marketing, Digital Marketing, and Performance Marketing.

Role Leveling Chart

VP

- Can manage a team of 6-10+ people, create strategies & playbooks, manage large budgets, and present vision and roadmap at exec level.
- Able to optimize and scale existing programs to get them to the next level as well as bring true thought leadership and find creative / break-out solutions.
- Often less hands on and requires meaningful marketing budget and headcount, but will scale with your org.

Director/Head Of

- Likely a “rising star leader” - close to execution and knows how to stand up performance marketing channels from the ground up, but can also think strategically and one year ahead for the program.
- Can manage a small team (3-5 people) and scale with the business but not likely to have managed large teams and will require some strategic support.
- May or may not scale with business and might be leveled with VP at next stage.

Manager

- A “doer” with hands on the dials and manages the day-to-day tasks. May be starting to manage analysts and direct strategy but is still close to execution of optimization and analytics activities to manage campaigns.
- Not yet focused on larger ideas or strategic program development.

Section 3. Priorities & Skills

Instructions

RevelOne suggests that you select 3-5 top role priorities to properly focus the requirements for the role / search.

Role Priorities Chart

Lead performance marketing efforts to hit new user acquisition and revenue goals.

Test and launch X new channels to expand and diversify channel mix.

Uplevel analytics tech stack and/or key marketing metrics to increase understanding of marketing spend and campaign effectiveness.

Develop test and learn methodology and supporting infrastructure to drive experimentation in channels and funnel.

Partner with creative team to develop content and assets to drive performance and enhance brand.

Partner closely with ecommerce team to optimize landing pages and develop site experiences that drive conversion.

Forge close partnerships with outside platforms / partners to stay at the forefront of innovation, new tech and beta programs.

Manage and assess external agency partners - move channels in/out of house as needed.

Collaborate with Engagement team to tie acquisition channels to customer LTV and cohorts to target and acquire the right, high-quality customers.

Direct, lead, and mentor the performance marketing team.

Additional considerations for discussion

- Company stage
- Vertical and company experience
- High or low consideration product
- Purchase is episodic or continuous
- Channel diversity and mix
- Need for new channel development vs current channel optimization

Instructions

Select the most desired skills. Consider priorities and skills holistically to ensure you seek skill sets that nest together in real-life candidates.

Skill Portfolio Chart

Performance Channels

Paid search / SEM
 Paid social - Facebook
 Paid social - Pinterest, Twitter, other
 Display / retargeting, programmatic, video / YouTube
 PLAs
 Paid content / paid native
 SEO & organic (content)
 Affiliate, partner programs
 Mobile / apps - paid app install, ASO

Analytics/Tech

Analytics / attribution tech stack
 A/B testing and optimization
 Quant skills, advanced Excel, SQL
 Campaign management tech

Related Skills

Product - landing pages, funnel conversion rate optimization (CRO), product / growth features
 Management - management of budgets, junior analysts, marketing team, and/or agency / contractors

Key Metrics

- ROAS, ROI
- CAC
- Number of new customers
- Revenue
- Contribution margin
- LTV
- Churn
- Viral coefficient