



Goals

- Company positioning and messaging
- Brand awareness
- Industry narrative, category creation
- Consistent brand look and feel, style guide, creative design

Goals

- Generate content to support brand, demand gen, and sales enablement
- Creative execution, manage editorial calendar
- Alignment to brand, voice/tone of the company

Goals

- Inbound: Customer insights, market research, product input
- Outbound: GTM messaging, positioning, sales enablement - aligned with personas, segments
- Educate customers across lifecycle
- May include pricing & packaging

Goals

- Acquire qualified leads, nurture through funnel until ready for sales/conversion
- Map sequence of marketing tactics during customer journey
- Define lead scoring, funnel metrics, KPIs, reporting
- ABM to key accounts

Goals

- Hit revenue plan
- Develop structured, repeatable sales cycle via processes and metrics
- Scale the function via greater capacity, new markets

Considerations

- Scope can narrow to PR/Comms if content & positioning live elsewhere
- Needs depend on maturity of market and category
- Website/digital sometimes broken out separately

Considerations

- Shared Services model
- Can have matrixed model with resources in other groups
- Can report to corporate marketing initially

Considerations

- Can group PMMs by solution or industry
- Scale based on complexity of product, customer segments
- Customer Marketing can also report to Corporate Marketing

Considerations

- Also referred to as Growth Marketing
- Campaign Managers can be split by customer, verticals
- May own sections of website for lead capture, conversion events

Considerations

- Can roll-up under other groups or stand alone based on scale in GTM
- Partner/Channel marketing brings cross-functional program to partners and may be its own function if channel is key to GTM

Considerations

- Partners closely with: prod marketing, field, demand gen
- BDR teams live under marketing in some orgs
- CRO may sit over sales and marketing functions