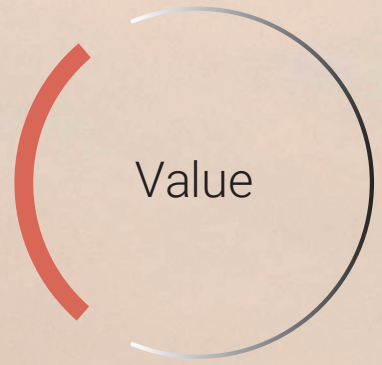




HOW TO **BUILD A DYNAMIC MARKETING TEAM**

These days, successful marketing requires a combination of various skill sets, all working toward the same end goal.

Explore the best options for your company by evaluating hiring internally, contracting or a combination of both.

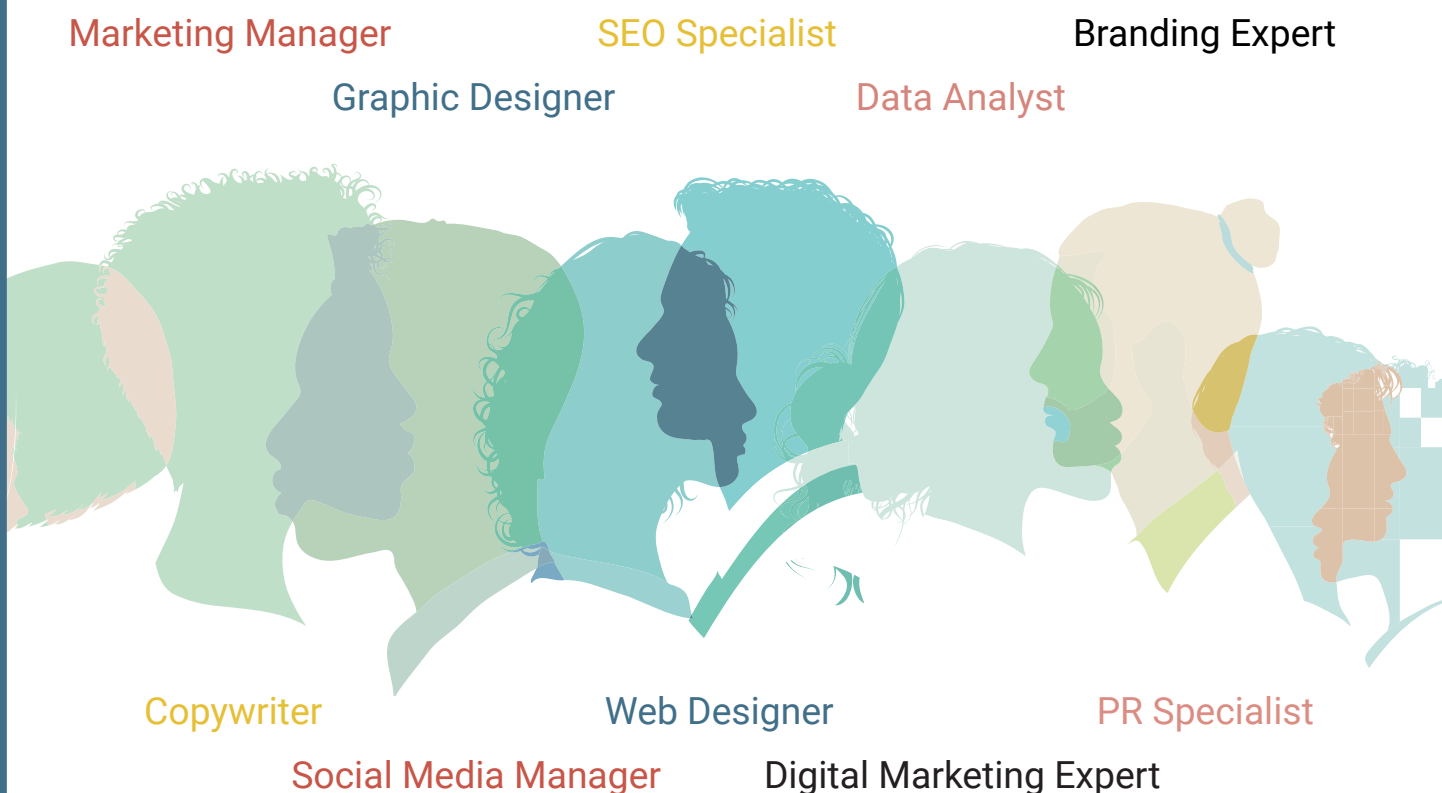


MARKETING TEAM VALUE

Understanding the Value of Marketing Team

There are some general differences between the typical size of a business that would hire a marketing agency compared to one that would hire a single in-house marketing employee. For any company, the marketing investment decision revolves around the cost-benefit and the ability to maximize a higher return on investment (ROI) and remain competitive in the market.

Regardless of the sector of business, there are a few standard positions that should be filled for the best chance of success. Before exploring what those roles are, let's look at why this diversity is needed.



Technology breakthroughs, changes in customer behavior, and new trends all contribute to the dynamic and ever-evolving field of marketing. Those things can also make it challenging to stay up to date. However, there are a few things you can do to stay on top, but how you reach the peak offers yet another set of challenges.

Essentially, you need a strategic approach to your marketing plan. This article will explore what the approach looks like and the options available to help you along the way. We will explore the importance of marketing, review the various skill sets needed to achieve a successful marketing plan, and what other options you have to reach your goals.

The Importance Of Having A Diverse Set Of Qualifications In Marketing

Professionals in the field of marketing have an ongoing struggle to stay one step ahead. Although traditional marketing talents are valuable, it is essential to ensure your team has access to distinct and specialized skill sets as well.

In today's highly competitive world, marketers who possess special abilities have a significant advantage when it comes to the development of creative ideas, the establishment of brand recognition, and the acceleration of corporate success.

Creativity and Adaptability

Creativity and adaptability are essential in the ever-changing marketing landscape, thanks to shifting customer behaviors, new platforms, and cutting-edge technology. Professionals who possess specialized skills, such as ingenuity and adaptability, are better equipped to deal with the dynamic environment they are required to work in.

When it comes to developing campaigns that are appealing and keep the attention of the target audience, creativity is essential. Adaptability helps marketers adjust their plans in response to advancements in the industry and the preferences of customers.

Data Analytics

Data analytics are absolutely necessary in this day and age of high-speed digitization. Using their strong analytical talents, professionals can derive significant insights from data and use this information to create well-informed judgments.

To target certain demographics, optimize advertisements, and evaluate the effectiveness of their actions, marketers who possess these skills have a competitive advantage over their counterparts.



Advanced Technology

As technology advances, marketers who can adapt and comprehend new tools and platforms stand to earn a significant amount of benefit. For instance, developing novel marketing campaigns requires the effort of professionals who make use of virtual reality, artificial intelligence, and the most recent marketing automation tools.

Innovative marketing strategies enable businesses to differentiate themselves from competitors and attract a customer base that is both technologically sophisticated and selective.

Now that you understand the importance of these various skill sets for successful marketing, let's look at the individual roles needed to pull it all together.



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Relationship Building

Developing genuine connections with clients is an essential component of successful marketing, and emotional intelligence and relationship building are two of the most important aspects of this. Emotionally intelligent professionals can empathize with and understand the people they are trying to reach, which enables them to effectively personalize their campaigns to appeal to a large number of people.

Relationship building encompasses not only interacting with consumers but also engaging with partners, influencers, and other stakeholders in addition to traditional customer interactions. This contributes to long-term success as well as a powerful image for the company.

ROLES REQUIRED FOR SUCCESSFUL MARKETING



As mentioned, there are various positions to consider when building your marketing team, but the following are a few of the most vital ones. These positions employ the skillsets needed as well as specialized training.

Marketing Manager

A marketing manager is an essential employee in the development and execution of marketing plans. Given the dynamic and ever-changing nature of the marketing industry, a marketing manager's essential duties and skill set are broad and varied. Here are a few crucial tasks the marketing manager is responsible for:

Strategic Planning: Marketing managers oversee the creation of marketing strategies to ensure they are in line with the overarching goals of the company. This covers target audience identification, competitive analysis, and market research.

The cost of hiring a marketing manager can vary depending on many criteria, including the size of the organization, location, industry, and expertise level. In the United States, the typical yearly compensation for a marketing manager ranges from \$80,000 to \$140,000.

Tasks | Skills | Expertise

Strategic Planning
Campaign Management
Brand Management
Leadership
Budgeting
Data Analysis
Communication Skills
Buyer Behavior

Salary Range

\$80,000 - \$140,000

CONTENT CREATOR/COPYWRITER

The foundation of any successful marketing strategy is compelling content, which is essential for drawing in and holding the interest of the intended audience. Content acts as a conduit between companies and customers in an information-rich world by delivering messages, establishing brand identities, and encouraging interaction.

Essentially, captivating content is important because it leaves a lasting impression, builds trust, and has the power to influence consumer behavior.



Attention and Engagement: Capturing the audience's interest through captivating content is crucial. It needs to resonate with the target audience long enough for them to want more, which leads to increased engagement.

Sales and Conversion: Skillfully written content has a direct impact on turning leads into consumers, whether it be through intriguing calls-to-action, educational blog entries, or persuasive product descriptions.

Along with these skills, content, and copywriters should possess strong writing skills and the ability to adapt to the target audience with ease. In general, you can expect to hire content and copywriters at an average of \$40,000 to \$70,000 per year.

Tasks | Skills | Expertise

Writing
Creativity
Brand Voice & Values
Content Objectives
Time Management
Team Collaboration
Brainstorming
Platform Best Practices

Salary Range

\$40,000 - \$70,000

SOCIAL MEDIA MANAGER

The social media manager differs from the marketing manager as their skill sets are more geared toward social media. Their role is critical to the marketing plan as they can enhance brand exposure, engage with target audiences, and propel business goals on all platforms.

A social media manager should have the following skillsets to help you achieve success:

Brand Awareness: Social media managers are responsible for creating and maintaining a strong online presence across a range of social media platforms. They develop strategies to draw attention to your brand's attributes, values, and merchandise, increasing its prominence within the target market.

Active Engagement: It's more than just posting on the platforms. A social media manager needs to engage in active communication with their audience through postings, messages, and comments.

They build relationships with customers and encourage conversation by establishing a sense of community around the company. This connection may lead to stronger brand loyalty and positive perceptions.

Tasks | Skills | Expertise

- Community Building
- Brand Voice & Values
- Persona Development
- Content Creation
- Search Engine Optimization
- Analytics
- Trend Spotting
- Software Scheduling Tools

Salary Range

\$45,000 - \$80,000





SEO SPECIALIST

Search engine optimization (SEO) specialists are essential to the marketing industry because they help businesses improve their online visibility and increase their organic (non-paid) search engine ranks. Some of the skills they bring to the table include the following:

Increase Online Visibility: SEO specialists help businesses rank well on search engine results pages (SERPs). This increased visibility could lead to a larger audience and greater website traffic.

Improved Traffic Quality: SEO specialists ensure that content is optimized for relevant keywords to bring in targeted visitors. By doing so, there is a higher likelihood that site visitors will find the offered products or services interesting.

Algorithms Modifications: The algorithms used by search engines are always changing. SEO specialists stay on top of these changes and adjust their strategies accordingly to maintain or improve their websites' rankings.

SEO specialists help the marketing team in a variety of ways. These skills they possess are essential for companies that want to compete successfully in the digital economy and establish a strong online presence. When hiring an SEO specialist, you can expect to pay anywhere from \$50,000 – \$80,000 per year.

Tasks | Skills | Expertise

SERP Ranking
Web Traffic Quality
User Intent & Context
Local | Nat'l SEO
Data Analysis
Algorithm Modifications
Linking Strategies
Off-Site Strategies

Salary Range

\$50,000 - \$80,000

GRAPHIC DESIGNER

Graphic designers play a critical role in marketing by producing visual content that successfully conveys a brand's message, draws in the target audience, and strengthens the overall brand identity.

It is impossible to exaggerate the importance of graphic designers in marketing since they have a direct influence on consumers' perceptions and memories of brands. Graphic designers use their artistic abilities to communicate difficult concepts and ideas via typography, graphics, and other design components.



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Attracting the audience's attention and delivering the desired message depend on effective visual communication.

Identity of a Brand: The creation and upkeep of a brand's identity are partly the responsibility of graphic designers. They design logos, color palettes, and other visual components that support the development of a recognizable and consistent brand image. Maintaining brand consistency is essential to gaining customers' confidence and familiarity.

Tasks | Skills | Expertise

Visual Comm. Expertise
Design Principles
Brand Identity
Creativity & Innovation
Technical Proficiency
Typography
Collaboration

Salary Range

\$40,000 - \$75,000



WEB DESIGNER

A web designer is responsible for creating the visual and interactive elements of a website. Their role involves combining artistic and technical skills to design and build websites that are visually appealing, user-friendly, and functional. Web designers often work with clients to understand their requirements, preferences, and branding guidelines. Effective communication is essential to ensure that the final design aligns with the client's vision.

Web designers use graphic design tools to create layouts, color schemes, and visual elements that enhance the overall look and feel of a website. They focus on aesthetics to ensure a visually pleasing design.

Web designers consider the user experience by designing interfaces that are easy to navigate and understand. They aim to create a positive interaction between the user and the website, ensuring a smooth and enjoyable browsing experience.

With the variety of devices used to access the internet, web designers must create websites that are responsive and adaptable to different screen sizes. This involves designing layouts that work well on desktops, laptops, tablets, and smartphones.

Tasks | Skills | Expertise

- Graphic Design
- UX (User Experience Design)
- Responsive Design
- Search Engine Optimization
- Coding & Markup
- Software & Technology
- Testing & Iteration
- Problem Solving

Salary Range

\$40,000 - \$75,000

DIGITAL / ANALYTICS

Digital marketing involves a wide range of channels and platforms such as social media, search engines, email, and more. An expert understands the complexities of each and can navigate the ever-evolving landscape.

Continuous optimization is essential in digital marketing. Experts use analytics tools to monitor campaign performance, identify areas for improvement, and make data-driven adjustments for better results.



Digital marketing trends and technologies evolve rapidly. An expert stays updated on industry changes, emerging tools, and best practices to ensure campaigns are leveraging the latest innovations.

Search engine algorithms, social media algorithms, and other digital platforms continually change. An expert understands these algorithms and adapts strategies to ensure content is visible and promoted effectively.

Tasks | Skills | Expertise

- ROI Maximization
- Targeting Strategies
- Platform Algorithm
- Campaign Optimization
- Competitor Research
- Platform Compliance
- Primary & Secondary KPI's

Salary Range

\$50,000 - \$80,000

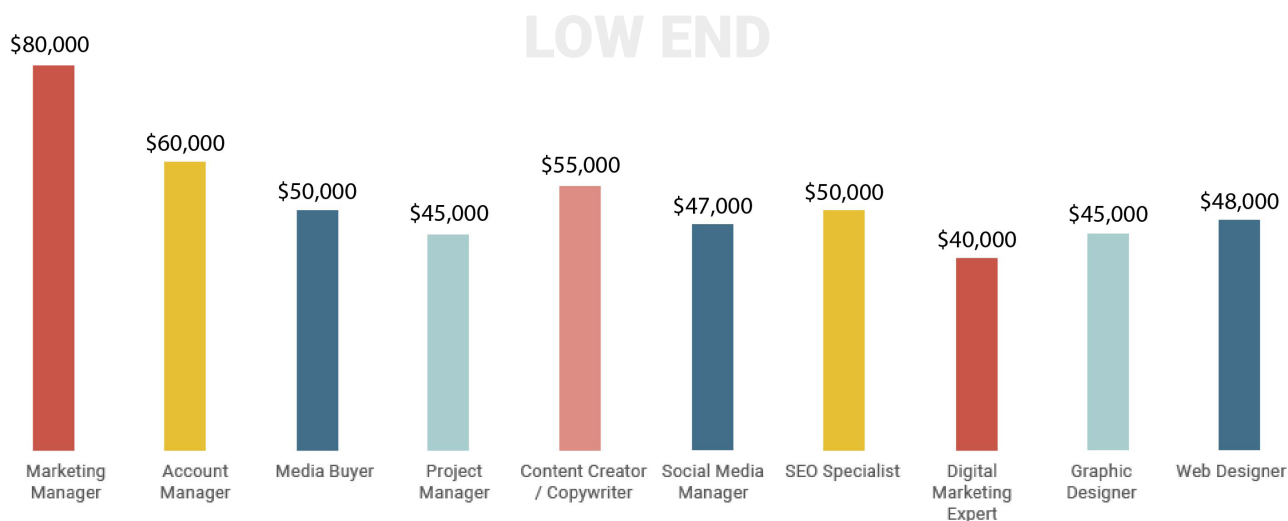
Comparing Cost of an Internal Team vs OpGo Retainer

Not all roles are needed, but as a business grows, additional opportunities for ROI likely require additional expertise. For example, you might consider expanding to include an email marketing specialist, as well as a digital ads specialist. If you were to hire just three roles (social media, digital marketing expert and a web designer), you're looking at a minimum spend of \$135k before benefits, overhead, software and taxes. (And that's on the low end.)

OpGo retainers start at \$30k per year, providing access to specialized experts—for a fraction of the cost with a full expert stack.

While an in-house marketing team certainly has its perks, it can also make a major dent in your overall budget while limiting your abilities to be competitive. As an alternative, it might be wise to consider outsourcing your marketing team.

Marketing Talent: Salaries



Benefits of Outsourcing Marketing Services

We've covered that success in the fast-paced, competitive business world of today depends on efficient marketing. To fulfill their marketing requirements, a growing number of businesses are realizing the benefits of working with off-site marketing agencies. It's common for a business to have 1-2 internal marketing professionals and then outsource the rest. The internal marketing director can utilize the outsourced agency to bring additional ideas to the table as well as add man power to streamline execution.

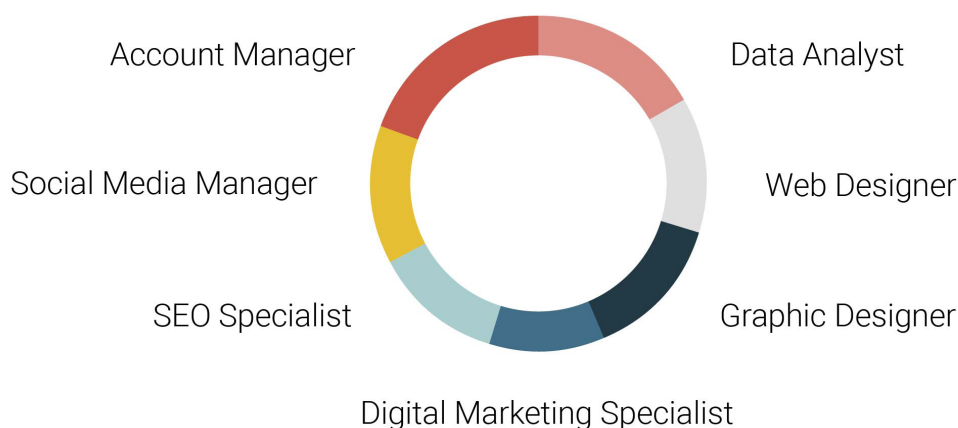
Knowledge, Abilities and Expectations

Marketing agencies can provide you with a team of seasoned individuals with a range of knowledge and abilities. Not only that, if you wonder if you truly need dedicated people for each role, you can test it out with an agency before hiring. It's easy to overwhelm someone by expecting them to take on multiple areas of expertise.

OpGo experts are 100% focused in their area of expertise, allowing them to stay on top of trends, proving their value in their work.

OpGo Marketing “Mix” Options

With a team like ours at OpGo Marketing, you share that person with various other companies, which means you also share the cost. The result is that you get the skillset you need when you need it, but at a reduced expense to you.



Final Notes

The cutting-edge tools that off-site marketing companies frequently possess may be too costly for small enterprises, especially when you're just starting out. You can maximize the effectiveness of your marketing initiatives and obtain a competitive edge by working with an agency that already has everything you need. Talk with a member of our OpGo Marketing team today to learn about your options and how we can develop a plan that keeps you competitive and adaptable in today's fast-paced business environment.

Sources:

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An aerial photograph of a beach and ocean. The top half shows a sandy beach with some cracks, transitioning into a shallow turquoise ocean with white foam from waves washing onto the shore. The text 'OP GO MARKETING' is overlaid in the center in a white, bold, sans-serif font. The background image is framed by a red triangle at the top, a yellow triangle at the bottom right, and a dark blue triangle at the bottom left.

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