

BUILDING YOUR SUPER TEAM



SOCIAL

Skills required:

- **Writing:** Be able to write with clarity, creativity, professionalism and brevity while adhering to the rules of spelling and grammar. Know how to convey empathy with words, especially in customer service interactions.
- **Multimedia:** An eye for great photos and videos and the know-how to quickly and creatively edit them for maximum engagement.
- **Quick learner:** Be up to date on current platforms and ready to master the next big thing.
- **In-person networking:** Foster face-to-face relationships with key vendors, brand advocates and potential sponsorship partners.
- **Presentations:** Effective at delivering successful presentations, especially when convincing higher-ups about the value of their department.

Should be familiar with:

- Platforms such as Facebook, Twitter, LinkedIn, Pinterest, Instagram, Google+, YouTube and Vine
- Photo editing software/sites, such as Adobe Photoshop, Pixlr
- Spreadsheets (i.e., Excel)
- Presentation software, such as PowerPoint or Keynote
- Social media management, monitoring or analytics tools, such as HootSuite, Seismic, Wildfire, Adobe Social, Salesforce Marketing Cloud, bitly, Google Analytics
- Promotion/paid features, such as Facebook's Sponsored Posts, Twitter's Promoted Tweets, LinkedIn's Sponsored Updates
- SEO



SEARCH

Skills required:

- **Analytics:** Ability to decipher countless reports filled with numbers, charts and jargon. Adept at quickly analyzing data, spotting opportunities for improvement and implementing changes as needed.
- **Technicality:** Strong grasp of HTML, the basics of Web design, information architecture, site maps, server-level optimization and redirects.
- **Communication:** Ability to explain SEO-related topics to people who have little to no understanding of how search works; ready, willing and able to translate complex terminology into laypersons terms, especially to other managers and the C-suite.
- **An eye for good content:** Understanding of content marketing, an eye for high-quality content, and the know-how on how to best distribute that content. Confident at writing copy as needed.
- **Research:** Adept at researching what competitors are doing, what Google is up to, and what others in the industry are doing and talking about.

Should be familiar with:

- SEO tools, such as Moz (formerly SEOmoz), SEO Book, Majestic SEO
- Keyword research tools, such as Google AdWords Keyword Tool, Google Webmaster Tools, Bing Keyword Research, Wordtracker, Ubersuggest, SEMRush, Spyfu
- Analytics tools, such as Google Analytics, ClickTale, Lyris, WordStream, WooRank, HubSpot's Marketing Grader, Spyder-Mate
- Paid search ads (i.e., Google AdWords, Bing Ads)
- Spreadsheets (i.e., Excel)
- Advanced search engine operators (e.g., site:, allinanchor:, intext:)
- Coding (e.g., HTML, CSS, JavaScript)



ANALYTICS

Skills required:

- **Math:** A whiz processing, interpreting and applying numerical data; someone who thrives when dealing with numbers constantly.
- **Visualization:** Ability to whip up streamlined and helpful data visualizations on the fly, from a bar chart on last month's traffic to a line graph plotting the success of various media channels. Expertise with reporting tools and Excel.
- **Interpretation:** Skilled at communicating this kind of data to people who either don't have the time or aptitude to interpret it for themselves.
- **Web marketing:** Be familiar and comfortable with different kinds of numbers and how they fit into marketing plans—competitive data, behavioral data, financial data, website-specific metrics, ad performance numbers and social media data.
- **Inquisitive perseverance:** Able to create workarounds when key data isn't available—say, when a third of the company's website traffic is coming from "(not provided)" in Google Analytics.

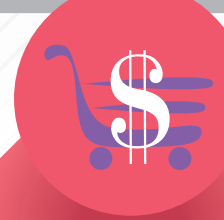
Should be familiar with:

- Analytics tools, such as Google Analytics, Adobe Analytics, IBM Unica NetInsight, KISSmetrics, Mint, Crazy Egg
- Spreadsheets (i.e., Excel)
- Tag management
- SQL
- Conversion tracking
- Statistical tools, such as SPSS and SAS
- Data visualization tools, such as Many Eyes, Google Fusion Tables, Tableau

WHO SHOULD BE DOING WHAT IN YOUR SOCIAL MEDIA PLAN

The hottest, most cutting-edge technology is useless if you don't have the people to make it work for your organization. Here's a breakdown of the type of managers you need to get a high return from your high-tech spend.

BY JASON HAHN



E-COMMERCE

Skills required:

- **Cross-departmental communication:** Be comfortable communicating with a number of teams, from marketing, to sales, website design, customer service and beyond.
- **Relationship building:** Maintain relationships with licensees, vendors, retailers and a number of internal and external stakeholders.
- **Analytical:** Able to follow the performance of campaigns on various platforms and keep track of the competition.
- **Project management:** Simultaneous management of multiple projects as well as the overall e-commerce business—desktop and mobile website development, order fulfillment, marketing, sales, social media, digital content and product launches.
- **Merchandising:** Oversee cross-selling, upselling and personalized suggestions; understand the typical consumer's purchase path on your company's site and how to optimize the navigation.

Should be familiar with:

- Web analytics tools, such as Google Analytics, Crazy Egg, IBM Enterprise Marketing Management
- Social media analytics tools, such as Curalate, Adobe Social, Kenshoo Social
- E-commerce platforms, such as Demandware, Magneto, Shopify
- Online advertising tools, such as Google AdWords, Google Product Listing Ads, display ads
- A/B testing
- Social media platforms, such as Facebook, Twitter, LinkedIn, Pinterest, Instagram, Google+, YouTube, Vine
- SEO



MOBILE

Skills required:

- **Mobile literate:** Comfortable implementing mobile apps, click-to-call ads, responsive design, mobile behavior, iOS vs. Android, etc.; deep understanding of optimal mobile experiences, from technical and measurable to more psychological aspects.
- **Design:** Understand what it takes to design for the small screen, from how to design a mobile e-commerce site to how to build an effective mobile landing page with a high-quality user experience.
- **Analytical:** Be not only be comfortable with numbers, but also able to understand what is actually responsible for differences in performance.
- **Interpersonal:** Comfortable interacting across internal departments, including product management, marketing, analytics, editorial and design, not to mention external partners and vendors. Be skilled at getting buy-in from higher-ups not yet convinced that mobile efforts are worth the investment.

Should be familiar with:

- Mobile advertising channels, such as mobile paid search, click-to-call ads, in-app ads
- Mobile advertising platforms, such as Jumptap, xAd, Millennial Media, Facebook
- Apple's iOS and Google's Android operating systems
- Landing page testing tools, such as Unbounce, Ion interactive, Lander
- Responsive design
- A/B testing
- HTML, HTML5, CSS, JavaScript



EMAIL

Skills required:

- **Copywriting:** A master of the written word, adept at constructing subject lines that are succinct yet intriguing; body copy that conveys a compelling message and an irresistible call to action.
- **Long-term thinking:** Able to focus on perfecting each individual message, as well as seeing the bigger picture—the various potential "touches" the company can have with subscribers. Proficient at creating and implementing calendars and time lines.
- **Analytics:** Skilled at reporting campaign performance metrics to stakeholders and using this information to implement changes and improvements; quick to identify trends and opportunities in data.
- **Testing:** Able to track and document tests, and display a sharp understanding of how different components fit together and affect final results.

Should be familiar with:

- Email solutions, such as MailChimp, Bronto Software, ExactTarget, Litmus, iContact
- Marketing automation platforms, such as Marketo, Eloqua, Silverpop
- CRM platforms, such as Salesforce, Microsoft Dynamics, Zoho
- Major email service providers, such as Gmail, Outlook, Yahoo
- Deliverability and reputation management services, such as Return Path, LashBack
- CAN-SPAM and other pertinent laws and regulations
- Spreadsheets (i.e., Excel)
- HTML and CSS
- A/B testing
- Database and query tools
- DKIM, SPF, DMARC
- Budgets