

THE

# Marketing Manager Playbook

Resources For Data-driven Marketers

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# The importance of data-driven decisions

Marketing has evolved. Gone are the days of gut decisions and hoping for the best. Now, we have a new weapon in our arsenal—data. Today, we have the information to make powerful data-driven decisions, target campaigns to segmented audiences, and create content based on what we know consumers love.

We created this marketing manager playbook to help you put information at the heart of your marketing strategy. Below, you'll find tips, templates, cheat sheets, and downloads to help you manage your day-to-day information more efficiently. Let's get started!

“

Data will define the future of marketing—arming us all with powerful, actionable insights. With every marketer being an analyst in their own right. The skill will be balancing that with creativity. So that the analytics don't outweigh the idea, but amplify it into something more effective. It'll be a fine line to walk, but the truly imaginative, data-driven professionals, will be the master marketers of tomorrow.”

Dan Seavers

Content Marketing Manager

Talkwalker

## STEP 1

# Evaluate

Before you can plan for the future, you have to take a look at the past. This means taking stock of your existing data by integrating it into one solution. One of the biggest issues facing marketers today are data silos—segmented information across your company. **47 percent of marketers suffer from siloed and difficult to access data.** With so many potential customer touchpoints available, managed across several tools, teams end up divided as they rely on different sources of information.

## WHAT DOES THIS MEAN?

A complete solution enables all your users to work off the same playsheet, helping you align business KPIs and follow a united company vision.

Once you identify the solution, analyze your marketing materials to start gathering relevant information. The types of sources you need to include are:

- Social media
- Owned data (CRM, sales, customer service)
- Business impact metrics
- Website analytics
- Broadcast and print mentions
- Online mentions
- Product reviews
- Consumer analysis
- Marketing KPIs

This list goes on, including that which is relevant for your specific company or industry. Your audit should evaluate all the channels you use, the association information, and the processes you have in place to track it.



## TALKWALKER'S CONSUMER BEHAVIOR AUDIT

A consumer behavior audit is an effective analytical tool that will demonstrate how consumers interact with your brand. With this behavioral data you'll be equipped to identify consumer insights and create a personalized purchasing experience for your customers. Insights will give you answers to the following questions...

- Is your marketing strategy addressing their pain-points?
- Are your competitors engaging consumers more efficiently?
- How is your brand perceived in your marketplace?

An ongoing analysis of consumer purchasing behavior will enable marketing teams to target strategies and increase revenue.

This consumer behavior analysis template includes SWOT and PEST analysis. How to examine factors that occur outside your organization with the potential to impact your business. It will reveal challenges and opportunities to improve your marketing strategy. With this data, you'll be able to answer the all important question, "What is the current marketing situation?"



## HUBSPOT'S MAKE MY PERSONA TEMPLATE

When building your marketing strategy, it's important to know your customer—their pain points, what makes them nervous, what relieves them, and what helps them do their work or overcome problems. You want to know who they are, what they're dealing with, where they are in their career. That's where buyer personas come in.

Making personas for your customers is critical to your marketing strategy. It's important to know who you're talking to before you put your marketing efforts out into the world. Targeted marketing starts with personas, and having your personas in mind during campaign creation will put you on the path to success. What does the ideal buyer look like for your product or service? What do they care about? What are their goals? Answering these questions means putting in some customer research and making some data driven decisions. The [Make My Persona](#) template is a perfect place to start.



## HUBSPOT'S CUSTOMER JOURNEY MAP TEMPLATE

Customer journey maps are an outline of a customer's experience and how your product incorporates into their lives. These templates will help you track how your brand is converting consumers into satisfied customers, highlighting the missing content that you need to improve your nurturing process, to maximize sales and ROI.

If you don't know your customer's journey, it's possible you're out of touch with the demographics and psychographics of your customers. Creating a customer journey map is the next step after getting your buyer personas set up. This will help you set up targeted ad campaigns, understand where people are in their buyer's journey, and what their goals are. It will also make sure that you're on the same page with your marketing channel owners, and your sales team. You'll be able to outline each touchpoint and see where you're delivering value, and where you can be more helpful to a prospect.

## STEP 2

# Analyze

Next step, analyze. Once you've amassed your data, you need to turn it into insights—valuable information that you can turn into action. These insights could be minimal, maybe there's a social channel that your competitors are using effectively that you're not. It could also be strategy changing—you may identify an issue driving conversations across all media that you're not tackling. This leads to new content and new direction.

The key is taking advantage of the insights that you've gathered. **80% of customer data is untouched.** Whether that's because of silos, or the inability to handle big data effectively, that still means that marketers are making decisions based on only 20% of their brand picture.

Data-driven marketers are not just collecting data. They're analyzing it, interpreting it, and ultimately, using it for the benefit of their customers and their brand.





## TALKWALKER'S GUIDE TO THE 9 BIGGEST SOCIAL MEDIA STRATEGY PROBLEMS (AND HOW TO FIX THEM)

Sometimes, it's easy to identify a problem. Finding the solution, however, is not as easy. That's why Talkwalker has defined the 9 biggest problems Marketing Managers face that can sink a brand's social media strategy, plus inspiration on how to stay afloat. Lacking engagement, struggling to convert, being unable to measure content ROI are the issues that plague the industry. Jump into this guide to find out whether you're seeing these issues, and how to get past them.

This guide starts with the obvious - but, often ignored - exercise of analyzing your marketing activities for the previous year. Highlighting your successes, and more importantly, your failures. Surely we want to move on from our failures? Yes, you do. But, you can learn so much from them, and use this knowledge to improve future campaigns.

- Solutions to the following issues, and more, are included in this guide...
- My content isn't engaging my audience
- I'm publishing content regularly, but it isn't bringing conversions
- Our share of voice in the industry is less than our competitors
- I don't know how to prove the ROI of my campaigns to the board





## HUBSPOT'S DATA DRIVEN MARKETER'S GUIDE AND TEMPLATES FOR ANALYTICS AND REPORTING AUTOMATION

Analytics are the core of data driven marketing, but it can be difficult to figure out what you should be tracking, what these numbers mean, and how to iterate on them and grow your marketing audience. This guide helps you decide which metrics to monitor for your brand, which ones will help illuminate what you can improve on, and the metrics that your managers are going to want to check in on.

In this guide, we'll talk about the difference between reporting and analysis, and hook you up with the tools you need to do your best work. You'll get two templates that focus on sales funnel reporting and email performance reporting that you can put to use right away. You'll also get introduced to several data visualization tools that will help you get your reporting set up squared away.

### STEP 3

## Strategize

Businesses with data-driven strategies drive up to eight times more ROI. More data leads to more action, which leads to more revenue. Now that you've analyzed and understood your customers and their needs through analytics, you can move forward in building your strategy.

Your marketing strategy is going to influence all of your campaign performance. Setting SMART goals, making sure you're targeting the right people, and finding out the content your audience values, will get you off the ground running. Use the templates and guides below to plan out your strategy, find your goals, and start growing your audience.



### TALKWALKER'S CONTENT STRATEGY TEMPLATE

Your content strategy should be at the heart of your marketing—especially once you're designing it with data in mind. Each piece must have identifiable target markets and goals, solving a specific problem for your audience members, to drive that additional revenue.

Maximize the impact of your content with the following content strategy templates. They will fuel your team with the time, data, and creativity to build a successful content strategy...

- Marketing team KPIs - identify the goal of your content
- Buyer persona template - find your ideal customer
- Project brief template - set strategy goals, identify audience, allocate roles, determine budget
- Content strategy worksheet - examine customers, competitors, and current content



## HUBSPOT'S GUIDE TO DETERMINING YOUR SMART MARKETING GOALS

When planning your strategy, how will you know it's working? It all comes down to your goals. Goals have to be set, monitored, and reported on to measure the success of your marketing campaigns. SMART goals are concrete targets that you strive to achieve over a

certain period of time. These goals should be carefully drafted by a manager and their direct report to set them up for success. "SMART" is an acronym that describes the most important characteristics of each goal. S.M.A.R.T. stands for:

S

**Specific**

M

**Measurable**

A

**Attainable**

R

**Relevant**

T

**Time-bound**

This worksheet template defines, calculates, and evaluates the SMART goals for your business.

## STEP 4

# Monitor

Next, it's all about measurement. A data-driven strategy often relies on well-informed metrics to measure success. That can even mean different metrics used at different levels of the business.

Instead of measuring only engagement, for example, social media managers need to think about measuring how many questions they answered, how many tickets they moved away from their support team's queue, and how many interactions they've had that have developed into a successful sales call, or a sale. This type of monitoring allows marketers to see the whole picture, and how it ties into overall business goals.

Below, we'll talk about finding which metrics you should measure, and how to do that easily and effectively.





## TALKWALKER'S REPORT ON THE METRICS THAT MATTER

Which are the metrics that you should be monitoring to quantify the success of your marketing campaigns? Talkwalker interviewed some of the world's leading analytics experts to identify the key metrics that leading marketers should measure. This 12-step guide will help you track your strategy effectively, while providing real results that you can present to your C-suite. Experts include:

**Dr Jillian Ney**

**The Social Intelligence Lab**

Moving away from vanity metrics, towards behavioral insights from social data

**Mireille Ryan**

**Social Media Marketing Institute**

Measuring conversion rate provides intelligence on content performance

**Jesper Andersen**

**Quantum PR Measurement**

Stop measuring video in terms of views, and start looking at number of minutes watched



## HUBSPOT'S ESSENTIAL KPI TRACKING SPREADSHEET

Determining the right key performance indicators (KPIs) for your organization is an important step toward measuring a campaign's success. These KPIs may change over time—keep going through your strategy quarterly to make sure that you're tracking the right numbers. This template will help you track the metrics you've identified, so you can focus on your S.M.A.R.T. goals.

This template comes with an instructional Excel page, so you can feel empowered and ready to jump into Excel and track how you are doing against your goals. Everything's in one place, so you'll never feel numbers fatigue.

## STEP 5

# Report

Finally, you need to report your results effectively. Keep your report succinct and to the point, remembering to provide insights and analysis to the numbers.



## TALKWALKER'S SAMPLE MARKETING REPORT

What should go into a marketing report? Talkwalker created a simulated report to show you just what you can include in your monthly marketing. This template includes:

- The types of visualizations you can use to present results effectively.
- The insights you should include for easy interpretation.
- The takeaways that will help grow your strategy month to month.



## HUBSPOT'S MONTHLY MARKETING REPORT TEMPLATES

Reporting can be one of the most tedious parts of a marketer's job, but it's also one of the most critical. To make your reporting easier, we've created a template complete with an Excel spreadsheet and PowerPoint deck, so you don't have to start from scratch. Using this template should make your monthly reporting much faster, so you can get back to driving results. Simply fill out the form on this page to start using these templates.

# Marketing Specialties

Data-driven decisions are also made in marketing specialties. We've included some resources for the more specialized roles in the industry:

## Content Marketing



### TALKWALKER'S DIGITAL CONTENT AUDIT

With all the potential streams of content you and your team could be monitoring, it can be hard to track them effectively. Are you missing a vital channel? Talkwalker's digital content audit helps you identify all the channels you could be using, from social, to web, to image recognition and more, with hints on the metrics you should be monitoring for each.



### HUBSPOT'S FREE BLOG POST TEMPLATES

Struggling to come up with content ideas? HubSpot's blog post templates can turn a white page into inspired content in no time. This set includes templates for:

The  
"How-To"  
Post

The  
List-Based  
Post

The  
"What Is"  
Post

The  
Pillar Page  
Post

The  
Newsjacking  
Post

The  
Infographic  
Post



# Social Media Management



## TALKWALKER'S SOCIAL MEDIA MESSAGING CHECKLIST

Creating creative and engaging content may be easy when you have an unlimited word count to play with, but can you do it with just a handful of characters? Talkwalker's social media messaging checklist shares how to find your brand's voice, with 16 best practices to create clever social messaging that works.



## HUBSPOT'S SOCIAL MEDIA TEMPLATES

With so many different social networks to manage, it can be tricky to plan which content to share at what time, and on which platform. That's why HubSpot put together a customizable social media content calendar that will allow you to organize your social media activities far in advance—making your social marketing more manageable, and more effective.

In this template pack, you'll find templates to manage your posts and inspiration for every social channel. We've also provided reporting and analysis templates for both organic and paid. Plus, we've included additional templates such as our yearly hashtag calendar, request for proposal template, and social media client proposal template.

# Influencer Marketing



## TALKWALKER'S 7 DEADLY WINS OF INFLUENCER MARKETING

Influencer marketing can earn you 11 times the ROI compared to traditional digital marketing. Too many marketers are committing the 7 deadly sins of influencer marketing—costing time, money and possibly even their reputation. Before your next influencer campaign, check out Talkwalker's list of the biggest influencer marketing don'ts and how to avoid them.



## HUBSPOT'S ULTIMATE GUIDE TO INFLUENCER MARKETING

Marketing tactics are constantly moving forward, and influencer marketing is no longer a fringe tactic, only for specific industries. In fact, it's a well adopted strategy that puts your company in front of a new audience, and helps build trust for your brand. Searches for influencer marketing have grown by 1500% in the past four years—the growth is clear!

Working with influencers is part relationship management, part financial assessment, and part stringent organization and targeting. That's why we worked with the team at Sprout Social to bring you a guide that includes everything you'll need to know to get started on your first influencer campaign.

This guide is for those starting their first influencer campaigns, as well as for those who want to tighten up their strategy, and reach out into other influencer tactics. We'll talk about finding and paying influencers, setting up campaigns, considering affiliate programs, and some common challenges marketers run into during the process, as well as how to mitigate them. You'll get email templates for influencer outreach you can use right away to start your first campaigns, as well as tracking URL templates you can use to measure success. Influencer marketing can be a huge support system for your marketing strategy. Let's get to it!

## Further Reading

Looking for more resources for marketing success? Here's a list of guides, templates, and blog posts to maximize your position as a data-driven marketer.

**Your Quick Crisis Communication Plan**

**Consumer Behavior In Marketing**

**The Complete Social Media Analytics Guide**

**The Ideal Marketing Stack For  
Every State of Your Business**

**15 Blog KPIs You Should Already Be Tracking**

**How To Prove The Impact of  
Social Media on Business**

**6 Social Media Calendars, Tools, and  
Templates to Plan Your Content**

**4 Ways To Enrich Customer Intelligence  
With Integrated Data**



Have a plan in place but not the correct tools to help? We've got you covered. HubSpot has free marketing tools to help you execute your digital marketing strategy.

[Get started for free](#)



Conversations are happening everywhere, in text, video and images. On social media, online news, blogs and customer call centers. Talkwalker provides companies with an easy-to-use platform to protect, measure, and promote their brands worldwide, across all communication channels.

[Get a demo free](#)