

Designer-Developer

Create and code marketing assets

[Do I consider myself a marketer, or a designer, or developer?] It depends on the day, it depends on the hour sometimes.

TOP ACTIVITIES

- 1. Design marketing assets
- 2. Code and test emails
- 3. Coordinate approvals across current marketing assets



6 hours per day spent in Marketing Cloud





IT Services

Support marketing data operations

The only things I really do... are troubleshoot issues that we might have or help people design the next phase of their products that have to deal with email.

TOP ACTIVITIES

- 1. Manage infrastructure for the organization
- 2. Create APIs for data for the Marketing Cloud
- 3. Debug automations and journeys



hour per day spent in Marketing Cloud





Marketing Manager

Oversee teams, projects, and campaigns

[I love the] complex projects that I get to work on as well as really being able to build out that customer lifecycle program.

TOP ACTIVITIES

- 1. Active manager of people, processes, and strategic execution
- Coordinate cross-channel messaging, cadence, and customer journeys
- 3. Help craft strategic direction
- 4. Approve content
- 5. Analyze campaign metrics



Single Omni

3 hours per day spent in Marketing Cloud



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Marketing Specialist

Execute campaigns and leverage data to find insights

I like discovering new things. I like to test, I like to see how the campaign's performing, how my decisions bring some extra revenue and prove to my team, to my colleagues, that our decision was the right one.

TOP ACTIVITIES

- 1. Execute on marketing plan
- 2. Develop, schedule, and send marketing communications
- 3. Analyze data to drive decisions
- 4. Monitor campaigns





5 hours per day spent in Marketing Cloud



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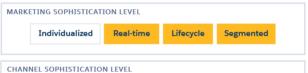
Strategic Leader

Crafts marketing strategy based on data

If you read the email and there is something there that matters to you, the client, and it causes you to take action, then everybody just won.

TOP ACTIVITIES

- 1. Craft marketing strategy
- Review dashboards to understand customer engagement, ROI
- 3. Provide direction to marketing team
- 4. Approve content for major campaigns





2 hours per day spent in Marketing Cloud

