



# 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

## MARKETING SOPHISTICATION LEVEL

Individualized

Real-time

Lifecycle

Segmented

## CHANNEL SOPHISTICATION LEVEL



**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

## MARKETING SOPHISTICATION LEVEL

Individualized

Real-time

Lifecycle

Segmented

## CHANNEL SOPHISTICATION LEVEL



< 1 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
2. Coordinate cross-channel messaging, cadence, and customer journeys
3. Help craft strategic direction
4. Approve content
5. Analyze campaign metrics

## MARKETING SOPHISTICATION LEVEL

Individualized

Real-time

Lifecycle

Segmented

## CHANNEL SOPHISTICATION LEVEL



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

## MARKETING SOPHISTICATION LEVEL

Individualized

Real-time

Lifecycle

Segmented

## CHANNEL SOPHISTICATION LEVEL



**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
2. Review dashboards to understand customer engagement, ROI
3. Provide direction to marketing team
4. Approve content for major campaigns

## MARKETING SOPHISTICATION LEVEL

Individualized

Real-time

Lifecycle

Segmented

## CHANNEL SOPHISTICATION LEVEL



2

hours per day spent in Marketing Cloud



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