

THE ANATOMY OF THE MODERN MARKETER

by Traackr

THE FACE OF THE COMPANY

She's at the forefront of the community. She builds and nurtures relationships with people who can move the needle for her company.

WHAT SHE LOOKS LIKE

TOOLS



IDENTITY



STRATEGY



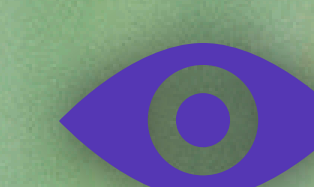
HOW SHE THINKS

EYES ON THE PRIZE

She engages in a web of activities and measures success differently. She's looking at the outcome but does not try to tie every action to numbers and impressions.

WHAT SHE'S FOCUSED ON

VISIBILITY



MESSAGE



LISTENING



WHAT SHE'S TAKING IN

OPEN EARS

She listens to real people and data. She uses real-time analytics to gain actionable insights and constantly asks different questions of her data, using the answers to evolve her strategy.

HOW SHE COMMUNICATES

VISION-ORIENTED

She's talking with people, not to people. She's educating, not broadcasting. Her message is not about product features, it's about the vision behind them.

WHAT TOOLS SHE USES

RELATIONSHIPS



WHAT SHE CARES ABOUT

PEOPLE AT HEART

She builds strong relationships with customers and seeks to develop empathy and a deep understanding of their needs in order to provide real value.

GETTING HER HANDS DIRTY

Creative confidence is her strongest asset. She's crafty and resourceful. She prototypes rapid experiments, iterates in public and creates change through continuous experimentation.

EXECUTION



WHAT GETS HER MOVING

IDEAS WITH LEGS

She has a good understanding of technology; how different tools work together and the possibilities they offer to execute her creative ideas.

Dana Oshiro, Modern Marketer, <http://danaoshiro.com/>

