

# Perspective of a Marketer

## The Marketer's Funnel

- Marketers use the “funnel” as a construct to map out their customer journey, in order to help them better strategize and execute marketing plans
- The funnel starts broad, with awareness, and gets more narrow to focus on the customers more likely to make a purchase
- Marketers may use different versions of the funnel, with different stages and sequences, or they may use entirely new constructs that fit more easily into today's fragmented, non-linear consumer journey
- Marketers use the funnel to inform their decision-making around the who, what, where, when, and how of marketing



## Agencies

- Agencies facilitate the majority of digital ad spend and help marketers transact with sellers of marketing products/solutions
- Agency structure spans many functions, such as advertising services, marketing services, and technology
- Agencies have different cost models, depending on their business model and their customers
- The “Big Six” agency holding companies dominate the agency world, and digital ad spend in general

## How a Marketer Thinks

- The Hierarchy of Effects starts with the cognitive phase, then moves to the affective phase, and concludes with the behavioral phase. A skilled marketer can lead a prospective customer through these phases.
- Annual planning is the yearly process during which a marketer lays out their campaigns, investment, and timing
  - The two most common approaches to annual planning are 'zero-based budgeting' (starting from scratch) and 'greatest hits' (redoing the things that worked).



- The three main stakeholders that a marketer must manage are:
  - Finance
  - Sales
  - Executive Management
- Marketers seek trust, collaboration, and transparency in their partners