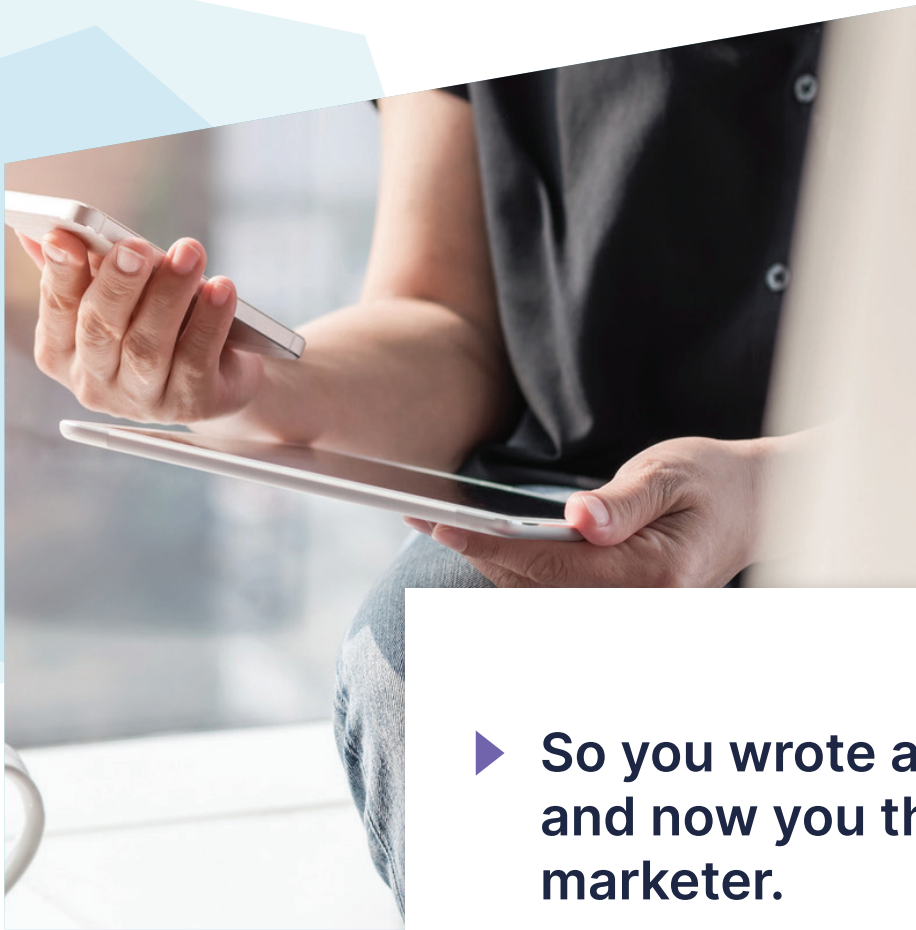




eBook

▶ **Starting a Blog Doesn't  
Make You a Marketer**  
(and Other Misconceptions)



▶ **So you wrote a blog post, and now you think you're a marketer.**

**Did you...**

- Check what your competitors are saying about the same topic, product, or service?
- Do keyword research to optimize your search engine rankings?
- Analyze past blog performance to determine what's resonating and what isn't, then use that data to inform your writing?
- Use internal and external links within your copy?
- Make sure what you're writing aligns with your larger brand story?

If you didn't, you wrote a blog post. **Full stop.**  
You can't quite call yourself a marketer yet.

We often see business leaders conflating performing marketing tasks with actual marketing. And given the way marketing is represented in the media, when everyone's business is one splashy Instagram post or outlandish yet inspiring event away from unimaginable success, that makes sense.

Because the thing is, real marketing isn't sexy or exciting—at least, not in such a way that translates to television.

Real marketing isn't running a social media campaign.

It isn't sending random emails to your prospects without strategy or intention.

Marketing isn't starting a blog or a podcast hoping to become an overnight sensation. It isn't Facebook ads or a beautifully designed landing page.

In short, marketing is not a collection of siloed efforts based on a foundation of hope and chance. And it's more critical than ever to truly define what marketing is, and where it fits within an organization's growth and development efforts.

## ► **The Growing Importance of Marketing's Role in Business**

It would be easy to assign the pandemic sole responsibility for the monumental shift in the role marketing teams play within an organization.

- After all, according to a Deloitte study, 72.2% of marketers reported that the importance of marketing within their organizations has increased since COVID-19 transformed the way we live and work. Heightened demand from customers for strong digital experiences has positioned marketing as a key player to deliver direction and growth<sup>1</sup>.
- In fact, the same Deloitte study reports that as a result of customer demand for strong digital experiences, many organizations have made significant investments to continue to expand their digital marketing capabilities. Website optimization has been the main focus, with 73.8% of organizations reporting investment.

But the truth is, the role of marketing was evolving long before the pandemic, as our world grew increasingly more digitally focused and consumers began expecting faster service experiences with higher levels of customization.

Thanks to digital delivery giants like Amazon and Netflix, modern customer engagement is expected to happen in real time—effortlessly. And as marketing channels continue to expand and desires evolve, consumer journeys will only grow more complex.

Businesses with siloed teams, misaligned KPIs, and fractured growth strategies can't expect to keep up with the pace of today's constantly evolving customer expectations<sup>2</sup>—a task that almost always falls to marketing leaders.

And the problem isn't that marketing leaders can't handle the responsibility of adapting and responding to accelerating consumer demands. The problem is lack of understanding and support from the businesses they serve.

## ► What Marketing Actually Is

You already know that starting a blog doesn't make you a marketer (sorry). Now imagine this scenario:

### Clients of the acquiring firm:

- 1 You run an email campaign tied to a major product launch, targeting both net new prospects and current clients.
- 2 You analyze email open rates and click-through rates, paying attention not only to the effectiveness of your email subject lines, but also to the placement of your CTAs, the engagement with preheader links, and overall email length. You keep track of the bounce and conversion rates on your product landing page.
- 3 You run targeted pay-per-click ads and social media posts, all driving to the same product landing page, and then you determine where both your traffic and conversions came from. You figure out exactly how much revenue your product campaign efforts have driven for your business.
- 4 Then you take all of that data, and you apply it to the next product launch. You keep what works, and you evolve what doesn't. Then you do it again. And again.

That's marketing. The process of turning all those marketing tasks we talked about earlier—blogging, emails, social media, podcasting, paid and organic ads, website copy—into real, measurable revenue for your business.

---

<sup>1</sup> "The Latest CMO Survey Results | Deloitte US." <https://www2.deloitte.com/us/en/pages/chief-marketing-officer/articles/cmo-survey.html>. Accessed 27 Apr. 2021. <sup>2</sup> "The evolution of marketing: Where to focus your transformation for ...." <https://www.bjifcc.com/au/blog/2020/09/the-evolution-of-marketing--where-to-focus-your-transformation-f.html>. Accessed 27 Apr. 2021.

We don't mean to make marketing sound dull, or to reduce marketers to basic number crunchers. The thing is, marketing is exciting because it's so many different things.

### Marketing is a little bit of everything:

- ▶ A little bit of accounting.
- ▶ A little bit of forensic investigation.
- ▶ A little bit of psychology.
- ▶ Storytelling.
- ▶ Culture shaping.
- ▶ Art.
- ▶ And, yes, science.

Where marketing teams find real success, though, is in tying all of those things together with intention, and never losing sight of the fact that their tactics are in place for the purpose of achieving measurable goals.

Creative ideas are the fun part of marketing, and they are absolutely necessary for helping your business stand out. But the magic is in the execution, not the ideas themselves. We'd all like to think of ourselves as creative geniuses with brilliant ideas. But can we all turn those ideas into actual revenue?

Sometimes marketing means back burning your most innovative thinking for something less exciting with the potential to drive greater results. And sometimes marketing is exactly the opposite: taking a chance on something brand new and wildly different—then measuring the results.

The most important thing to remember is that intention—not ego or creativity for creativity's sake—needs to drive action.



## ► What Marketing Should and Should Not Be

Marketers understand marketing. But to be successful, marketing teams need to bridge the knowledge gap between what they know they should be doing, and what other teams within their organization believe they should be doing.

Too often, marketing teams fall into the role of order takers, particularly from sales and product teams. It's too easy for these departments to define marketing simply by their tasks instead of the underlying operations and strategies that make those tasks effective. But marketing teams are full of designers and copywriters, right? Why shouldn't they be charged with creating every fact sheet, every presentation, every email?

Because when marketers are burdened with taking orders from the rest of the organization, they're left with the capacity to react, and nothing more. Turning marketing into a business's personal design and copywriting agency removes the team's ability to drive strategy, to think creatively, to respond to evolving customer expectations, to analyze process and operations for what works and what doesn't.

Marketing teams should not solely be responding to sales and product. Instead, marketing should be working in lock step with sales and product—and with the executive teams making decisions at the highest level.

For marketing teams to **be effective drivers of growth** for a business, they need support, resources, and a seat at the decision-makers' table.

And in order for marketing teams to get what they need, business leaders and other growth-focused departments have to shift the way they think about their marketing teams, from simply being content factories to being strategy creators, revenue accelerators, innovation drivers, brand storytellers, customer champions, and company culture makers.<sup>3</sup>

---

<sup>3</sup> "The 5 Roles of the CMO | Deloitte US." <https://www2.deloitte.com/us/en/pages/chief-marketing-officer/articles/five-roles-of-the-cmo.html>. Accessed 27 Apr. 2021.

## ► Redefining the Role of Marketing

Elevating marketing teams from order takers to decision makers requires buy-in across the board at an organization—easier said than done.

But it's not impossible. In fact, it's our mission at [Intention.ly](#). We help company leaders reimagine their approach to growth by advocating for the value and impact modern marketing can have, because we believe wholeheartedly that marketing teams should be the strategic drivers of vision and revenue for their organizations.

And because we know every company and every marketing team is unique, there's no limit to the way we can work with yours.

Maybe you need to build alignment across your sales and marketing teams.

Maybe you need strategic support with major go-to-market plans or product launches.

Maybe you need help sourcing top marketing talent or restructuring your growth-related departments.

Or maybe you just need a thought partner—a marketing expert to help you define and develop strategy, process, and ultimately, the role your team plays in your organization's growth.

If you're willing to trust the process, we can transform the way you grow your business.

**We can't wait to learn more about you!**

Visit [GrowIntentionally.com](https://growintentionally.com) or email [info@growintentionally.com](mailto:info@growintentionally.com) to see what we're all about. We can't wait to learn more about you!

[Let's Connect →](#)