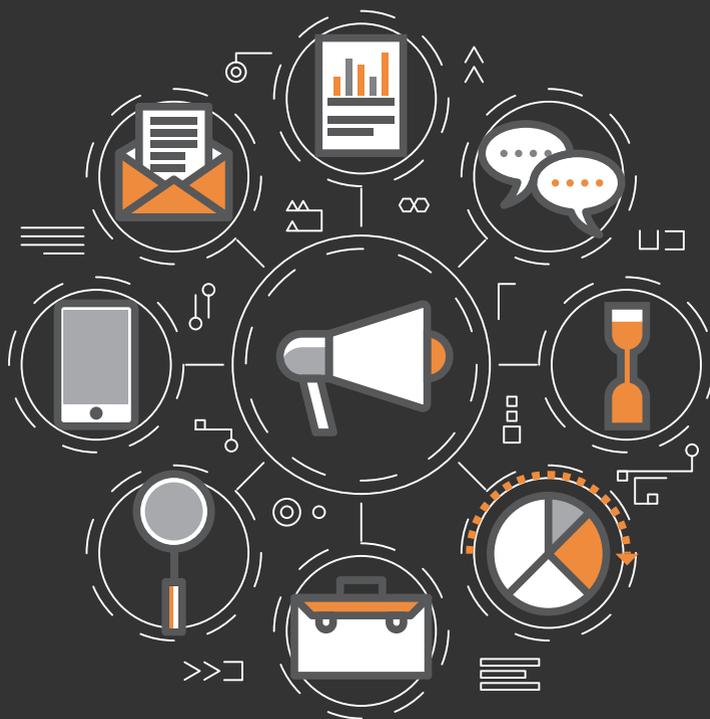


# THE ESSENTIAL GUIDE

to hiring a digital marketing manager



MAYFLY  DIGITAL

# What Makes an Exceptional Marketing Manager?

Although you might have a fair idea of personality and skills that a marketing manager must possess, still there are numerous other qualities or traits that you must consider when making a hiring decision for this profession.





## ENDURING ENTHUSIASM

Passion and enthusiasm are essentials for a great marketing manager. They must possess the ooze to do a task and bring value to their company or brand. As it is an exciting and evolving profession so you cannot expect a marketing person saying that his work is so boring!



## CREATIVITY

A creative bend of mind is another essential quality to look in a marketing manager. Successful marketers do not perform a task the way it is always done. They try to reinvent things and do it in a way that no one else has done. Marketing professionals must have confidence on their practices and must be willing to take some risk. A successful manager is one who is not afraid of failures and must possess the quality to create and connect innovative ideas with current business scenario.



## SINCERITY

Sincerity and loyalty towards the brand or company for which the marketing person is working is of utmost importance. Such professionals must try to drink their competitor on daily basis and must live the brand for which they are hired. The services or products offered from their brand must be a part of their daily lives.



## KNOW THE TARGET AUDIENCE

For a marketing professional, not just understanding the services and products will do, but it is also essential to have a deep knowledge of the target audience that they intend to cover. Understanding the demands and requirements of

the audience is very much essential as only then it would be possible to serve them better. So for a marketing expert it is ideal to have a fair idea of the market and its related audience and then target them with products, services and creative ideas to transform maximum possible number into potential buyers.



## **ADAPTABLE TO NOVEL IDEAS**

No matter how efficient you are on one technology, surely it will change, new plans would be formed and new guidelines would be underlined. A great marketing expert is one who can adapt and pivot and shift their focus from one point to other in less time. Also adapting to new marketing techniques and ideas is also essential. A successful manager is one that welcomes the change with open hands.



## **MARKETING EXPERTS MUST BE GREAT LISTENERS**

Marketers must be able enough to listen and understand the core needs of their customers. Listening skills are also essential for a smooth functioning within the department and down the hierarchy. They must be aware of questions to ask for clients and ways to drag them and create their interest in products and services offered by their company.



## **MARKETING PEOPLE MUST ALSO BE SALES EXPERTS**

Marketing professionals must not be limited to just advertising and promoting the products and introducing novel strategies as per target audience. They must also possess sales skill as only then they would be able to better understand the mind

status of customers. A successful marketing expert brings the sales even before the sales team hits that area. It is because, such expert is aware of techniques and ways to clearly communicate and show clients why their service or product would be ideal for them.



## **MUST BE ABLE TO SEE THE BIG PICTURE**

When hiring a marketing manager, you must also check that the person must be able to view all the images in the big picture. It implies that he must be able to analyse who needs to go where and how much focus is essential on a specific thing. It might be difficult to take a step further, but he must create plans that can smooth the process. The ultimate goals of the company must always be on top of his mind and he must be able to decide between things that need to be stopped and things that need to be upgraded or pass on.



## **TEAM PLAYER**

Just like any other profession, even this profession demands a person to be strong team player. The Logistics, Finance, Sales and Marketing departments are all dependent on each other. So the managers of all departments must work well under all conditions and divisions. Teamwork is very much essential and the key to great marketing.



## **EXPERTISE IN STORYTELLING**

A person with good knowledge and skills in storytelling can definitely be a successful marketing professional. Such skill is essential not just to attract customers but also to relate the product to it. Innovative ideas with detailed explanation of the product impress customers as they feel that they are deeply



connected with the stories that the professional is narrating. If there are people who are already using your products or services, then you may even include their real life experiences in your stories.



## **FUTURE THINKING**

A successful marketing manager must also possess future thinking skills. He must be able to visualize the future demands of his company and what can be done to achieve such objectives. The marketing professional must be able to communicate its vision to others and also inspire them to share ideas. He must be capable enough of driving the entire company towards winning strategy and common plans and goals.



## **FOCUS ON BUILDING RELATIONSHIPS**

Another quality that you must look when hiring a marketing manager is that he must be focused on developing new relationships and maintain the existing ones. It is because, it is the most vital aspect in the corporate arena. Good networking is the key to win over others and avail contacts that are of use to the business. Necessary support from customers, levels within the company and people is a necessary feature of marketing.



## **DIVERSITY IN VARIOUS FUNCTIONS**

A person with knowledge and experience in range of functions, such as operations, sales and finance is expected to be more successful in marketing, in comparison to those who possess

experience only in marketing. A holistic work approach is required to win over issues that may occur with a span of time, among different functional departments.



## **STRAIGHTFORWARD PERSONALITY**

Customers expect that a marketing expert is well presented and is a person with a straightforward personality. It is because most of the customers prefer honest marketers who promise them things that can be delivered. The marketer must be convincing and strategic and must always be on people's mind.



## **ABLE TO DELIVER**

Finally, you must check and hire a marketing manager who is able to deliver, always, even under worse conditions. These experts are hired to enhance the company's sales revenue and if they do not deliver close to or as per the company's goals, then there is no point hiring them. So for a successful manager, it is essential to deliver always so that the company grows on its revenue and is always blessed with positive numbers.

Source: wisestep.com



[www.mayflydigital.ie](http://www.mayflydigital.ie)