



5 PEOPLE

YOU NEED ON YOUR INBOUND TEAM

Whether you are building out your internal team or partnering with an agency, an effective inbound marketing program requires a diverse set of skills. Below are the five positions that should be part of every powerhouse inbound team.



Strategist

Consider this person your driver: they know where you should go, and can map how to get there. This team member should be able to pull together the research and analytics to create the direction for your program. Your strategist should also be able to identify what isn't working as well and change direction to get around any roadblocks. This person should be a great communicator, able to wear many hats, organized, a good coach, and a solid mix of analytical and creative (left and right brain). This role is often the team lead or program manager, but can also be divided into several distinct roles if the resources are available.

Designer



Consider this person your stylist: they know how to give you that certain look that keeps the style gods happy (and goodness knows we don't want to feel the wrath of the style gods). The Holy Grail for this position is the hybrid designer and developer. In today's digital age, your website is often the "face" of your company; thus, your designer should be able to work across all mediums. This person should be highly creative and visual, but also have a deep understanding of form and function. It's not enough to just look good; attraction must follow through to conversions and your designer should understand how to assist in that process.



Creator

Consider this person your voice: they know how to tell your story and get your audience to listen. This person should be able to traverse from blogs to white papers, from emails to video scripts, or from web page copy to ad copy. Clearly this person is a writer at heart, but should understand how to communicate your brand across any medium. This person should be creative and have the ability to brainstorm engaging ideas, should be curious and have the ability to research and clearly communicate topics that may be unfamiliar, and should be versatile and have the ability to write short and catchy, or in-depth and factual content.

Promoter



Consider this person your conversationalist: they love to talk about you (in a good way) and want others to do the same. This person should know how to share (literally). But they are a lot more than your company's social butterfly. This person should understand the trends and what interests your audience. This person should know how to get a person talking, how to build relationships and how to utilize that goodwill. While they may be in charge of Twitter, LinkedIn, Facebook, Instagram, etc., their role really should be focused not only on posting, but cultivating and engaging your followers while reinforcing your market position.



Optimizer

Consider this person your locator: they shoot off the flare gun for the online search-and-find process. This person should be highly knowledgeable of the tricks, tools and principles for SEO (search engine optimization) and know how to make sure your website, blog and marketing efforts are all found online and are ranking high. This person should salivate at the word "algorithms" ... or at least not break out in hives from it. While basic techniques can be found anywhere on the web, this position should be considered as a serious discipline that requires a true expert who is analytical and enjoys staying abreast of the trends.