

Search Marketing Roles

Your marketing team has a lot on their plate.

The pressure to drive leads, increase brand awareness, generate email signups and increase your company's revenue can be intimidating. However, with the right team, you can take on challenges with confidence.

With search marketing as a growth lever in your marketing strategy, you'll need demand generation. Adding search-marketing-specific roles to your team are key. Whether this is by hiring in-house talent or agency expertise, it is essential to stay competitive in today's fast-evolving digital space.

Below, you will find search marketing roles you'll want filled to achieve your goals. Analyze if your department has what it takes to cultivate search marketing success.

VP of Marketing: Marketing Maverick



Your VP of Marketing is your coach. He or she will manage the team and focus on a singular goal. This happens all while managing the unique needs of each team member. A strong VP of Marketing has an understanding of quotas and how these daily or weekly inputs contribute to long-term goals.

Success in the B2B space comes from consistent inputs that guarantee high-quality outputs.

B2B search marketing requires understanding long-term sales cycles and properly allocating your time and resources for the most efficient way to increase ROI.

This means your VP of Marketing is the brains behind a team operation.

To effectively guide your search marketing team, a VP will need to:

- ▶ Set search marketing quotas and KPIs on tight feedback loops to “push the needle”
- ▶ Empower agencies and team members with strategies and processes
- ▶ Manage budget to see where campaigns are generating high returns
- ▶ Function as the brand evangelist and maintain brand integrity
- ▶ Communicate marketing team success to management and execs

SEO & Content Specialist: Your Organic Traffic Teammate



Think of an SEO specialist as the quarterback for all your efforts with a search engine.

This specialist analyzes, reviews and optimizes your website to maximize organic site traffic. This happens by improving page rank within search engines.

An SEO's role spans far beyond the technical side. This specialist should perform the tasks below for SEO to become a growth lever to exceed business goals.

- ▶ Link building (obtaining traffic from other high-quality websites)
- ▶ Optimize old content
- ▶ Content marketing and promotion via targeted outreach
- ▶ Audit web development changes
- ▶ New opportunity identification in search engine results pages (SERPs)
- ▶ Report on analytics (without reviewing data daily, you're wasting money)
- ▶ Keyword research

Additionally, data needs to drive marketing decisions as you build your team. To start, focus on keyword research to understand what your audience is searching for. This is imperative so you can use these keywords to build campaigns that relate to them.

So why does this matter?

The higher up you are in the search engine results page ranks, the more business you get to your website. It's that simple.

SEO in Action

"We've seen incredible results, including 178% growth in organic traffic, 93% increase in organic lead generation, and 44% improvement to PPC lead generation."



Laura Hamrick
WEB OPTIMIZATION MANAGER

This was from Q1 2018 vs. Q1 2017

From an SEO standpoint in Q1 2018, organic traffic was 184,057, compared to Q1 2017 where it was 66,159. For organic leads in Q1 2018, there were 1,887 leads, compared to Q1 2017 when they had 978.

In today's digital world, SEO specialists are critical to your team. These experts ensure your digital growth is moving upward.

178%

Increase in organic traffic

93%

Increase in organic lead generation

44%

Improvement to PPC lead generation

PPC Specialist: Your Paid Strategy Savior



While many tactics can take months to generate revenue, the paid search role can have a quick impact on your pipeline. This role is critical because it allows you to increase revenue and manage your cost-per-acquisition. This way, you have more cash on hand.

Here are tasks they tackle on a daily basis:

- ▶ Split test your ad copy to find language that resonates with your ideal customer persona (ICP)
- ▶ Build campaigns that align with internal business objectives
- ▶ Build tightly-themed ad groups to provide the most relevant experience to the searcher
- ▶ Optimize bids for the most efficient budget allocation
- ▶ Review landing pages and provide recommendations to your CRO designer. These recommendations are based on data collected in your campaigns
- ▶ Run experiments based on your data. This includes new bid strategies, audiences, testing new assets, and more
- ▶ Optimize budgets to ensure high performing campaigns are receiving the largest visibility
- ▶ Find new keyword opportunities and weed out irrelevant traffic
- ▶ Conduct reporting focused around business objectives

PPC in Action

For our client, ActivePDF, PPC campaign conversions increased by 292.6% quarter-over-quarter. They started at 339 conversions in Q4 2018 and we helped them increase to 1,194 conversions in Q1 2019. Cost-per-acquisition also decreased by 132% from \$132.40 to \$32.60!

Your PPC specialist should have an understanding of your advertising spend as well as a creative flair with design and copy. This person thinks beyond the Google Ads interface and finds what makes your targeted customers convert.

132%

Decrease in CPA

292.6%

Increase in conversion

CRO-focused Designer: Your Creative Conversion Commander



If you are spending a cent on advertising, you must have this teammate as your secret weapon. Too many people forget the value of conversion-rate-focused design. Your CRO designer ensures that visitors who click on your call-to-action buttons are led to make the next move with ease.

Most B2B companies know they need a designer but they don't hire one.

Why is this? This is a high-leverage position your entire marketing efforts need!

Fill this role internally or work with an agency designer. This expert will optimize your landing pages so visitors take action in the simplest way.

The CRO-focused designer can be do other vital tasks for your campaigns as well such as:

- ▶ Collection of qualitative and quantitative data for A/B testing
- ▶ A/B test landing pages to make sure conversion rates improve
- ▶ Optimize email design for conversions
- ▶ Create display ads backed by data analysis

► Build marketing collateral

► Improve sales assets

Your design reflects the perception and value of your brand. Ultimately, these specialists net your business more conversations and drive positive ROI.

CRO in Action

By connecting a Landing Page Demo Video goal with a “Daily Report Video” and matching the intent of the users landing on this page, we were able to increase contact forms completed for this goal by 125.71%.

756%

Growth in YOY
organic traffic

65%

Decrease in cost
per lead

72%

Increase in
online sales

Developer:
Your Coding Collaborator & Data Master



You can only rank for keywords or drive leads for your campaigns with pages you have on your site. In other words, no page=no rankings, which translates to no leads.

If you are a SaaS business, web development hours are tied up within your own company, marketing efforts, and ten other things.

If your website has numerous technical challenges, it will lower the sense of quality to your entire company.

Seems bold to say, but it's true.

It's essential to have a developer ready to tackle these challenges, whenever they may come up; and they will!

A developer is, often times, an overlooked asset to a demand generation team. Their workload typically consists of:

- ▶ They set up CRM integrations and marketing automation systems to capture leads on all platforms
- ▶ They test and run QA on the backend of all platforms to ensure no leads are being left on the table
- ▶ They install all pixels and tags to guarantee leads will be accounted for with accuracy
- ▶ They write scripts to ensure PPC budgets are being allocated the most efficiently
- ▶ They build out landing pages and test variants
- ▶ They maintain data integrity and attribution

Furthermore, your software developers can help maintain the quality of your marketing data. They ensure that full-cycle attribution tracking is in place. If you base your search marketing off of cost-per-acquisition and not cost-per-opportunity, deal, or revenue, your efforts will most likely underperform.

Additional Resources

Restarting Search Marketing? This [19 Point Checklist](#) will ensure that you have the framework for success from inception.

Search can be one of the most lucrative and cost-effective channels when executed correctly.

Lack the human resources to execute search, or simply want to discuss your current efforts with a search marketing expert?

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Interested in a Partnership?

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At Directive, we focus our efforts on comprehensive search marketing for ROI-driven B2B firms.

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