

# The Four Critical Roles of a Marketing Leader

- ❖ Where do we need to go and why?
- ❖ What's our strategy for growth? (*You can't grow just by only focusing on your existing customers.*)
- ❖ What are our opportunities with greatest potential?
- ❖ Which channels should we invest in and optimize?
- ❖ How are we acquiring new donors & supporters?
- ❖ How are we driving revenue growth?
- ❖ How are we optimizing lifetime value?
- ❖ How are we moving supporters through the customer lifecycle?

- ❖ What "products" are we developing?
- ❖ What tests are we running?
- ❖ How are we innovating with technology?
- ❖ What broader consumer trends are we responding to?
- ❖ How are we fostering an entrepreneurial culture?



- ❖ Are we building and elevating our brand?
  - Driving visual identity?
  - Bringing creative forward?
  - Designing and enhancing experience?
  - Communicating a clear brand story?
- ❖ Do we have clear, compelling messaging for our:
  - Mission / work / impact?
  - Programs?
  - Products?
  - Audiences?
- ❖ Is our entire org aligned around our messaging?

- ❖ Who are our customers?
- ❖ What are our customer personas?
  - ❖ Do we really understand their needs and wants?
  - ❖ Do we understand what their experience is like?
  - ❖ What data/trends are we measuring and utilizing?
  - ❖ Do we have well-designed customer journeys?