



The Professional Marketer

Tim Matthews

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Distilled from a career in the marketing trenches, a complete guide to the essential skills every marketer needs to master.

If you work as a marketer, or hope to become one, you have a lot to know. *The Professional Marketer* is your guide book.

The Professional Marketer is organized into six sections, starting with marketing strategy, moving on to awareness, then to demand generation, working with direct sales and channel partners, and ending with concepts key to running a marketing department.

- Section 1 - Marketing Strategy and Science - Peter Drucker, The Four Ps, Ted Levitt, Crossing the Chasm; Positioning and the Brand; Market Segmentation; Marketing Planning
- Section 2 - Getting the Word Out - Public Relations; The Press Release; Social Media and WOM Marketing; Product Reviews, Case Studies, Awards, Studies/Surveys
- Section 3 - Building Demand - Direct Marketing; Marketing Lists and Databases; Leads Opportunities and the Funnel; Events; Advertising Section 4 - Arming Sales - The Website; Collateral and Other Assets; Speaking and Presentations; Sales Training and Enablement
- Section 5 - Marketing via Channels - Marketing and Selling through a Channel; Partner Programs
- Section 6 - Marketing Management - Test and Measure; Showing Results - ROMI, Dashboards and other Metrics; Marketing Budgets; The Marketing Department

Each of the 23 chapters covers a key marketing discipline and is designed to be self-contained. Most include a case study. For the ambitious, it includes a reading list of the author's favorite works, and delves into marketing history to shed light on key ideas many marketers take for granted, like:

- Who wrote the first press release?
- Why do we call it 'boilerplate'?
- Who held the first focus group?
- Why are they called 'white papers'?
- What's a 'tsotchke' and how do you pronounce it?

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