

Do I Really Need to Hire a Marketing Team?

with Jeff Reynolds, Founder & President of Meyer + Reynolds



- A marketing team makes marketing a discipline in your organization.
 - By having a marketing team you are making the commitment to the organization that it is important and that it is going to be part of the organization. Hiring a marketing team shows that you are serious, and it also brings immediate expertise to the table.
 - We have seen too many times when 'marketing' becomes a catch-all for anything that doesn't have another home in the organization- admin, HR, sales support, internal events, etc. And this is because it is hard to know what does fall into the marketing bucket if you are not a marketer. This is NOT the marketing team we are talking about here. And when this happens, it is usually because someone without a marketing background decided to 'try their hand at marketing'.
 - When you commit to having an actual marketing team, it allows you to focus on bringing the right people on to run the team, even if your organization historically has not had one. And you don't have to know how to be a marketer to hire a marketing team. We have also seen this hesitancy a lot. It is something I know nothing about why not just put my head in the sand. When hiring the right team ensures your marketing will work hard for your business.
- A marketing team ensures you are keeping up with the ever-changing world of marketing.
 - There are more channels to handle when it comes to marketing than ever before. We mentioned in the intro that 'everyone thinks they can be a marketer because now they have access to the tools'. This is simply not true. And it is less true now more than ever.
 - When digital really started to take off and expand, it left even experienced marketers at that time a little on their heels. And it hasn't stopped since, requiring all of us in the profession to know a lot more than 'just enough to be dangerous' so that we can make proper recommendations to our clients. This is a full time job, all on its own! Which is why you can't just go and do it alongside your day job. Marketing is not the job of everyone in the organization. It is the job of the marketing team.
- A marketing team sees the world differently from any other function in your organization.
 - A lot of this has to do with the previous point about how much there is to learn and that a 'degree' in marketing does not make an experienced marketer.
 - Marketers have to be proactive and seek to stay on top of trends in a way that other jobs do not because of how fast the market moves and changes. They have to almost anticipate what is coming or at the very least be ready for it. They live their lives in the mode of "change is imminent- what is going to come next?"
 - They have to straddle the line of knowing the company and business they are working for, being on top of what everyone else in the category is doing, knowing more broadly than that what other categories are doing, and keep learning what is new.
- Having a marketing department means you have a team to teach marketing to your organization.
 - Bringing on a new marketing team requires a lot of education to gain buy in in any organization. Because to some it is a black box, to others then think they know what it entails but they don't, and it is defined as a million different things.
 - In our experience, a successful team is aware of this and tackles it head-on from the start. They know that they are beholden internally just as much as externally to succeed and they act in accordance. They "peel back the curtain" so others can understand the value of what they do. And this never stops to the point of things always changing.
 - While not everyone is built to be a marketer, every employee gains experience by exposure to how to do it well. It also brings that generalist mindset into the room which helps everyone think bigger.