The Future Belongs to the Strategists

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Tacticians vs. Strategists

One of these groups is first in line for raises and promotions, while the other is first in line for automation and outsourcing.
Half of all marketing jobs could be automated by 2025, but Marketing Managers are almost certainly not going to be one of them, with a 1.4% chance of automation.*

Business is a Game...

Effective tactics get you on the field, but effective strategy wins championships.
Team Huddle:
Halftime Locker Room Talk
Part 1

Business Development
How the shift to “strategist” will make your department better.

Part 2

Career Development
How the shift to “strategist” will help you grow in your career.
Why “Growth Hacks” Aren’t Sustainable

“Growth hacking is a process of rapid experimentation across marketing channels and product development to identify the most effective, efficient ways to grow a business.”

Experimentation is essential, but only when it’s deliberate.

Effective, efficient business growth by definition doesn’t happen rapidly.

On its best day, “growth hacking” identifies and leverages short-term opportunities, with no real eye on what’s next.

Lots of tactics, not a lot of strategy.
Marketing’s “Wildcat Offense”

Dolphins: 38
Patriots: 13

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Patriots: 48
Dolphins: 28
The Alternative: Let’s Zoom Out...

Strategists see the whole playing field, and they understand the role of every aspect of their game:

Defense = Branding

Offense = Lead Generation

Special Teams = Sales Support
Defense: Branding
Branding - Defending Your Territory

An effective brand draws a line in the sand around your product and doesn’t let your competition encroach.

Furthermore, *elite* brands are able to slowly take away territory from competitors by deliberately attacking weak spots.

Without a strong brand, it’s impossible to prevent your competition from selling in “your territory.”
Second Half Focus

“I don’t want them to gain another yard...”
Offense: Lead Generation
Lead Generation: Putting Points on the Board

Not all offense is a two minute drill.

The world’s best coaches focus on balanced, sustainable drives.

Run opens up the pass.

Your running game = Things you own

Your passing game = Things you rent

Predictable growth facilitates faster growth.
For many demographics, Facebook Ads see **double-digit increases** in their cost per-click every quarter.
Second Half Focus

“Three yards and a cloud of dust.”
Special Teams: Sales Support
Sales Support: Putting You in Position to Win

Make it easier for your offense to score.

Help your defense protect more of your territory.

Effectively transition offense into defense when a drive fails.
Second Half Focus

Coffin Corners
Putting Yourself in the Coach’s Shoes
Why Tacticians Shouldn’t Get Promoted

“Employees only stop being promoted once they can no longer perform effectively, and “managers rise to the level of their incompetence.”

- *The Peter Principle*
How to Position Yourself as a Strategist

Ask lots of questions of everything you do...

What impact will this initiative have on our company in the next 6, 12, 18 months?

What negative externalities could exist as a result of this initiative?

What unexplored opportunities might exist within this initiative?

What negative externalities could exist as a result of this initiative?

How could this initiative help or hinder marketing’s ability to get more budget in the future?

War Gaming - How would I take us down?
Second Half Focus - Make the Highlight Reel

- Big offensive plays
  - Earn yourself one big, impressive stat around new business or lead generation.

- Defense turning into offense
  - Identify one area where you believe that your brand can earn you new business and attack it.

- Special teams turning into offense
  - Identify one area where your sales enablement process can lead to higher close rates or increased deal size, and measure that.

- Defensive or special teams plays that bury your opponents
  - Identify one area where you want to put your competition in the Coffin Corner, then execute.
Any Questions?