



The Professional Marketer

By Tim Matthews

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The Professional Marketer By Tim Matthews

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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The Professional Marketer By Tim Matthews Bibliography

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Editorial Review

From the Back Cover

Praise for *The Professional Marketer*

"No book I have ever read in 30 years as a marketer has so successfully woven the insights from masters - past and present - into such a readable, cohesive narrative."

-Hugh Macfarlane, CEO of Math Marketing; Author *The Leaky Funnel*

"The Professional Marketer is a great tool for CMOs looking to equip their teams with the marketing strategies and techniques they need to win."

-Donovan Neale-May, Executive Director, CMO Council

"The Professional Marketer, which provides practical tools to help get things done, will be an invaluable guide book for professionals who want to deliver under pressure."

-John Ellett, Author, *The CMO Manifesto*

About the Author

Tim Matthews has run marketing teams at Silicon Valley startups and stalwarts for over fifteen years. He writes and speaks frequently about technology, marketing, and their intersection.

Users Review

From reader reviews:

Lydia Sanders:

Information is provisions for individuals to get better life, information nowadays can get by anyone with everywhere. The information can be a expertise or any news even a huge concern. What people must be consider while those information which is from the former life are challenging to be find than now's taking seriously which one is acceptable to believe or which one typically the resource are convinced. If you find the unstable resource then you obtain it as your main information you will see huge disadvantage for you. All those possibilities will not happen with you if you take The Professional Marketer as your daily resource information.

Emily Higginbotham:

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