

Performance Marketing Roles Matrix



ROLES	RESPONSIBILITIES	PROCESSES	TECHNOLOGY	CONTENT	METRICS
Senior Management	Revenue Accountability Staffing & Channel Management Reporting to CEO/Board	Budgeting & Planning Reviews & Coaching Recruitment & Retention	Web Content Management (WCM) CRM Systems Marketing Automation Platforms	Thought Leadership Blog Webinar Presentations Conference Keynotes	Revenue by Channel Customer Lifetime Value, NPS Return on Customer (ROC)
Strategic Communications	Brand Strategy Digital Marketing Strategy Social/Mobile Marketing Strategy	Marketing Budget Agency Management Communications Management	WCM Platforms Content Marketing Platforms Social Media Platform	Data Sheets, Whitepapers Competitive Analysis Case Studies/Testimonials	Market Share, Profitability Brand Equity Content Usage
Demand Generation	Demand/Lead Gen Strategy Inbound/Outbound Marketing Sales Opportunity Management	Advertising/Sponsorship Lead Generation Tradeshows & Webinars	Marketing Automation/Email Event Management Platforms Marketing Apps Platforms	Advertising/SEO Email Campaigns Webinars	Campaign ROI, Email Metrics Marketing Qualified Leads Contribution to Pipeline
Content Marketing	Web Content Management Content Marketing Content Distribution	Content Creation Campaign Analysis Content Scoring	WCM, MA, & Marketing Apps Blogging & Video Marketing Content Marketing & Distribution	Website & Blogs Whitepapers, eBooks Infographics, Podcasts, Videos	Content Views, Links Earned Content Conversion Content Published
Event Marketing	Virtual Events Webinars & Webcasting Conferences & Tradeshows	Online Event & Booth Design Audio/Video Web Conferencing Meeting Recording & Publishing	Event Marketing & Management Survey & Chat Platforms Marketing Apps Platforms	Event Presentations & Webinars Virtual Environments Promos & Marketing Collateral	Webinar & Content Views Host & Sponsor Booth Visits Avg. Time Spent in Environment
SEO Management	Search Engine Optimization PPC & Paid Search Organic Search	Site Monitoring, Keyword Search Link Management Page Optimization, Analytics	WCM Platforms SEO Platforms Web Development Platforms	Keywords, Meta Content, & Tags PPC Conversion Copy Landing Pages	Keyword Performance Links & Backlinks Traffic & Conversion Metrics
Campaign Manager	Campaign Management Online Advertising Account-based Marketing, Sales	Campaign Development Monitoring & Measurement Advertising Management	CRM, MA, & Email Platforms Online Advertising, Marketing Apps Predictive Analytics	Campaign & Advertising Content Email & Social Content Campaign Budgets	Campaign ROI, Email Metrics Marketing Qualified Leads Contribution to Pipeline
Product Manager	Database Marketing Marketing Apps Analytics & Metrics	Product & Program Launch Product Positioning Product & Program Assessment	CRM & Marketing Automation Marketing Apps Platform Dashboard, Predictive Analytics	Sales Sheets Sales Presentations Competitive Analysis	Avg. Revenue per User Avg. Order Value Conversion & Renewal Rates