Tools, Equipment, Materials and Supplies

Adobe
Budget software
Chat software
Computer
CRM
Digital calendar
Direct mail
Email
Excel

Google Docs
Pens/pencil/paper
Phone
Power-point
Project management software
Social media
Spreadsheets
Surveys
Time tracking software

Future Trends and Concerns

“Fake” data/field marketing (1-1)
Clients/brands held accountable for budgets & ROI
Consultancies taking over traditional agencies
Funnels in internet marketing
Increase of small business use of social media
Lack of skilled workers
Media/attention saturation
More data: marketing must become more scientific/results-driven; need more data analysis skills; research and data in every phase
More smaller/pocket agencies
Research & data in everything
Staying on top of emerging digital trends; changing consumer trends
Study of Influence Marketing; field marketing

DACUM Research Chart for Marketing

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Lincoln, NE

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Fresh Look, Inc.
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Archrival
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Jill Wightman

Produced for:

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Lincoln, NE
Milford, NE

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November 6, 2019
## DACUM Research Chart Marketing

### Duties

<table>
<thead>
<tr>
<th>A1</th>
<th>A2</th>
<th>A3</th>
<th>A4</th>
<th>A5</th>
<th>A6</th>
<th>A7</th>
<th>A8</th>
<th>A9</th>
<th>A10</th>
<th>A11</th>
<th>A12</th>
</tr>
</thead>
<tbody>
<tr>
<td>Develop ideas/concepts</td>
<td>Write copy (e.g. content, sales, emails, scripts)</td>
<td>Plan marketing events</td>
<td>Design graphics (e.g. print, digital, web, video)</td>
<td>Produce videos</td>
<td>Develop web pages</td>
<td>Design online user experience</td>
<td>Identify PR opportunities (e.g. media relations, influencer, events, social media)</td>
<td>Pitch creative deliverables</td>
<td>Execute creative revisions</td>
<td>Package deliverables</td>
<td>Purchase media placements</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>B1</th>
<th>B2</th>
<th>B3</th>
<th>B4</th>
<th>B5</th>
<th>B6</th>
<th>B7</th>
<th>B8</th>
<th>B9</th>
</tr>
</thead>
<tbody>
<tr>
<td>Define marketing objectives</td>
<td>Conduct marketing research</td>
<td>Define success metrics</td>
<td>Develop budget</td>
<td>Determine deliverables</td>
<td>Develop offer strategy</td>
<td>Select media channels</td>
<td>Create marketing plan</td>
<td>Present marketing plan</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>C1</th>
<th>C2</th>
<th>C3</th>
<th>C4</th>
<th>C5</th>
<th>C6</th>
</tr>
</thead>
<tbody>
<tr>
<td>Create KPI report</td>
<td>Identify data insights</td>
<td>Communicate findings</td>
<td>Analyze campaign success</td>
<td>Conduct marketing experiments (e.g. split tests)</td>
<td>Define best practices</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>D1</th>
<th>D2</th>
<th>D3</th>
<th>D4</th>
<th>D5</th>
<th>D6</th>
<th>D7</th>
<th>D8</th>
<th>D9</th>
</tr>
</thead>
<tbody>
<tr>
<td>Write project briefs</td>
<td>Manage project calendar</td>
<td>Delegate project tasks</td>
<td>Coordinate team communication</td>
<td>Manage project budget</td>
<td>Proof creative deliverables</td>
<td>Conduct client briefings</td>
<td>Manage client relations</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>E1</th>
<th>E2</th>
<th>E3</th>
<th>E4</th>
<th>E5</th>
<th>E6</th>
<th>E7</th>
<th>E8</th>
<th>E9</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attend internal trainings</td>
<td>Attain professional certifications</td>
<td>Join professional organizations</td>
<td>Attend industry events (e.g. conference, workshops, webinars)</td>
<td>Conduct self-directed learning</td>
<td>Join peer groups</td>
<td>Subscribe to industry publications (e.g. magazine, influencers)</td>
<td>Pursue mentoring opportunities</td>
<td>Set career goals</td>
</tr>
</tbody>
</table>
### Personal Competencies

1=Not Important at All; 5=Very Important

1. **Teamwork/Interpersonal Skills (4.83)**
   - (Work with others, maintain positive relationships)

2. **Initiative/Work Ethic (4.67)**
   - (Self-starter, works independently)

3. **Dependable/Reliable (4.83)**
   - (Attendance, punctuality; follows directions)

4. **Time Management (4.83)**
   - (Completes work on-time; manages projects)

5. **Able to use technology/tools (4.17)**
   - (Keeps current; troubleshoots & maintains)

6. **Monitors Health & Safety (3.33)**
   - (Work environment, personal safety, & wellness)

7. **Professionalism (4.33)**
   - (Positive attitude; appearance)

Also, must be able to take feedback constructively

### Acronyms

<table>
<thead>
<tr>
<th>Acronym</th>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td>B2C</td>
<td>Business to Consumer</td>
</tr>
<tr>
<td>BR</td>
<td>Bounce Rate</td>
</tr>
<tr>
<td>CMS</td>
<td>Content Management System</td>
</tr>
<tr>
<td>CPA</td>
<td>Cost per Acquisition</td>
</tr>
<tr>
<td>CPC</td>
<td>Cost per Click</td>
</tr>
<tr>
<td>CPL</td>
<td>Cost per Lead</td>
</tr>
<tr>
<td>CPM</td>
<td>Cost per Thousand</td>
</tr>
<tr>
<td>CR/Conv.</td>
<td>Conversion Rate</td>
</tr>
<tr>
<td>CTR</td>
<td>Click through Rate</td>
</tr>
<tr>
<td>KPI</td>
<td>Key Performance Indicator</td>
</tr>
<tr>
<td>LTV</td>
<td>Lifetime Value</td>
</tr>
<tr>
<td>NP</td>
<td>Non-Profit</td>
</tr>
<tr>
<td>NPS</td>
<td>Net Promoter Score</td>
</tr>
<tr>
<td>POS</td>
<td>Point of Sale</td>
</tr>
<tr>
<td>RFP</td>
<td>Request for Proposal</td>
</tr>
<tr>
<td>ROAS</td>
<td>Return on Ad Spend</td>
</tr>
<tr>
<td>ROI</td>
<td>Return on Investment</td>
</tr>
<tr>
<td>SEM</td>
<td>Search Engine Marketing</td>
</tr>
<tr>
<td>SEO</td>
<td>Search Engine Optimization</td>
</tr>
<tr>
<td>SM</td>
<td>Social Media</td>
</tr>
<tr>
<td>UI</td>
<td>User Interface</td>
</tr>
<tr>
<td>UX</td>
<td>User Experience</td>
</tr>
</tbody>
</table>

### Industry Competencies

- Able to perform face-to-face marketing
- Analyze data
- Audience/market targeting
- Bookkeeping
- Customer Service
- Interpersonal skills
- Marketing campaign design
- Marketing experiment design
- Media/ad buying
- Persuasive copywriting principles
- Project management tools and software
- Research—must be a Google wizard
- Sales fundamentals
- Scientific Advertising
- Social media
- Strong communication and key message strategies
- Study target audience’s needs
- Use of media and website

### Academic Competencies (1-5 Scale)

1=Not Important at All; 5=Very Important

1. **Oral Communication (4.83)**
   - a. Listening, speaking, presenting

2. **Written Communication (4.50)**

3. **Reading/Comprehension (4.33)**

4. **Critical Thinking/Problem Solving (4.67)**

5. **Understand & Apply Math/Science (3.17)**

6. **Basic Computer Knowledge (3.33)**
   - a. Hardware/Software/Security