

What does the modern marketer look like? Check this infographic

The marketing profession is changing.

Check this cool infographic about what's required, today, to work as a 2013-marketer: **Part Artist, Part Scientist.**

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# THE MODERN MARKETER

PART ARTIST • PART SCIENTIST

Technology is transforming the marketing profession, adding new tools, techniques, and strategies on a daily basis. The modern marketer needs to have two sides: an artist and scientist. Marketers need creativity and imagination to create campaigns that engage consumers, and an analytical side to measure and calibrate marketing strategy. Let's take a look!

## PART ARTIST

### WRITTEN CONTENT

Inbound marketing has become the go-to strategy for modern marketers, putting a premium on writing skill.

### VISUAL ASSETS

Visual content grabs consumers' attention, making it a valuable marketing resource.

### SOCIAL MEDIA

Social media has changed the way marketers interact with consumers, making managing digital relationships an important skill.

### EMAIL MARKETING

Email remains the workhorse of most modern marketing departments. Best practices and design remain essential skills for marketers.

## PART SCIENTIST

### PERFORMANCE TRACKING

Marketing can no longer afford to be a cost center and the modern marketer should track all marketing activities and campaigns.

### OPERATIONS

With more responsibility and fewer resources, marketers must be experts in budgeting and operations.

### ANALYTICS

Marketers need to be data experts, able to see major trends and important takeaways in a mass of data at a glance.

### CAMPAIGN PERFORMANCE

Using tools like Salesforce to understand campaign performance is an essential skill for the modern marketer.

It's no surprise that the modern marketer must be multi-faceted. By developing both an artistic side and a scientific side, marketers are able to quickly adapt and thrive in the rapidly-changing marketing landscape.

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[Via [SalesForce Blog](#)]