



Marketing Communications Series



ATTRIBUTES OF A MARKETING COMMUNICATIONS STRATEGIST



Prioritizes Market Research, Data, Insights & Analysis

- A marketing communications strategist understands that their work depends on the existence of solid marketing research, data, insights and analytics and ensures a strong connect with a marketing team or expert to get the information to develop a targeted and effective marketing communications strategy
- They are data-driven and leave little room for error. They are methodical in approach and ensure that every action taken with regard to audience, content, messaging and platform is driven by solid data, insights and analysis and validated with results

Embraces Research

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- Embraces research as a way of life and takes the time to acquire knowledge about the sector or context in which they operate
- Continually monitors the sector and eco-system, studies competitor tactics, takes ideas from the environment, seeks feedback and is constantly innovating and refining the approach to achieve desired results



Marketing Communications Series

Is Results-oriented 03

- Focuses on results. Understands that the role of marketing communications is to disseminate messaging that creates demand, generates leads, attracts interest from prospective buyers, donors, investors, sellers, participants or voters as the case may be.
- Is committed to the mandate to generate interest and stimulate action – and every task, activity and operation is geared towards delivering that unflinchingly.
- Does not stop until the desired result is achieved in terms of attracting the required level of interest from the targeted audience



Is Data-Driven 04

- A marketing communications strategist is data-driven and ALWAYS checks their analytics and performance indicators daily/weekly. They do not wait until the campaign is over to see how it is doing
- They watch over their content and messaging to observe how far it travels and what it accomplishes. They take note of what resonates or falls flat and learn from the process. They work towards perfection in determining the best approach to achieve the bottom-line objectives



Is Audience-Centric

- Has razor-sharp focus on the target audience. Is committed to understanding audience need, interests, profiles, sentiment, preference, behaviors, demographic etc.
- Uses that knowledge to develop messaging, campaigns, events and publicity that is tailored to each segment and designed to stimulate the required action, or shape opinion, provide perspective etc

Understands Old & New Media

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- Understands the media landscape thoroughly and knows how to leverage on the full range of advertising for publicity drives using traditional and social media. Knows how to apply the full range of paid, earned, owned and shared media to achieve set objectives.
- Is not overly fixated on social media to the exclusion of all else and knows when traditional media interventions are necessary and deploys as required



Stays True to the Brand

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- A marketing communications strategist does not sacrifice brand identity on the altar of social media trends. They understand the brand ethos, ideals and personality and ensure that all touch-points, content, messaging, tone and language aligns with the overarching brand attributes.
- They have a strategic mindset and understand that the long-term sustainability of the Brand depends on its ability to stay true to its identity, purpose and promise consistently – and in a way that is authentic, visibly and ethically differentiated

B2B vs B2C

- A marketing communications strategist is a specialist with mastery in either B2B or B2C contexts based on demonstrated experience and expertise over a course of several years and projects
- Understands the difference between the two and knows when to seek external expertise, if faced with a challenge that requires *mastery* in a context that they are not as skilled in ...



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Watches The Funnel

- Understands the nature, composition and flow of their marketing funnel and watches over it with great dilligence.
- Ensures that there is messaging to take people through the funnel to the expected end



Drives the connect between Sales & Marketing

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- Understands the connect between generating leads and sales conversion and ensures a seamless handover of all generated leads to the sales conversion process.
- Follows up on final conversion metrics to ensure that lead generation efforts are delivering as required
- Collects insights from the sales team to refine and continually improve on ongoing marketing efforts

Measures what matters



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- Agrees success parameters upfront with project sponsors
- Ensures that campaign budget delivers an acceptable Return On Investment (ROI) Agrees what the expected ROI is upfront in financial opportunity and strategic terms
- Sets SMART targets that are pre-approved before the start of the project
- Ensures baseline is measured before the start and puts in place a system to measure the daily and cumulative impact of the campaign offline and online
- Does not take responsibility for sales conversion unless a separate sales oversight mandate is attached to the role

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