

Guide to Achieving Client Success

Sr. Marketing Consultant

Act as a senior marketing consultant for Marvel working on the Google account

- Work closely with the internal team and Google to strengthen the partnership by building a skilled team and improving customer success.
- Gather insights and suggestions from engaged consultants and managers.
- Act as the primary liaison with Marvel to acquire the required skills and talent as needed.

Client Services Lead

Serve as a technical, strategic, and operational manager to help the client be successful

- Work closely with the AMER Activation Lead to determine the unique needs of each pod and assign the necessary staff and resources to guarantee successful outcomes.
 - Liaise with the activation team to gather feedback, receive progress reports, and support effective communication.
 - Maintain client satisfaction by reliably meeting their objectives and expectations.
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Consultant for Team

Strengthen internal team for success

- Hold bi-monthly meetings with the team and their managers.
 - Facilitate weekly scrum sessions with the team to address challenges and offer solutions for managing their pods.
 - Provide training for new members to help them understand their roles within the Google ecosystem.
 - Pair new members with experienced AMs for shadowing opportunities.
 - Collaborate with senior managers to promote skill development, share feedback, and support ongoing growth.
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Partnership Strengthening with Client

Partnership strengthening

Act as a technical, strategic, and operational leader to support the client's success.

- Hold monthly meetings with the client to proactively uncover opportunities that support the marketing organization's overall goals.
 - Evaluate the current pod structure and capacity to ensure resources are effectively managed.
 - Provide guidance on activation management, process improvement, and optimization of campaigns and programs as requested by various PMMs.
 - Consistently achieve and uphold high levels of client satisfaction.
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Phase 1

Collect Project Requirements

Activation and Campaign Management Expansion

Client management and expectations

Expand the team's expertise to be campaign managers as opposed to activation

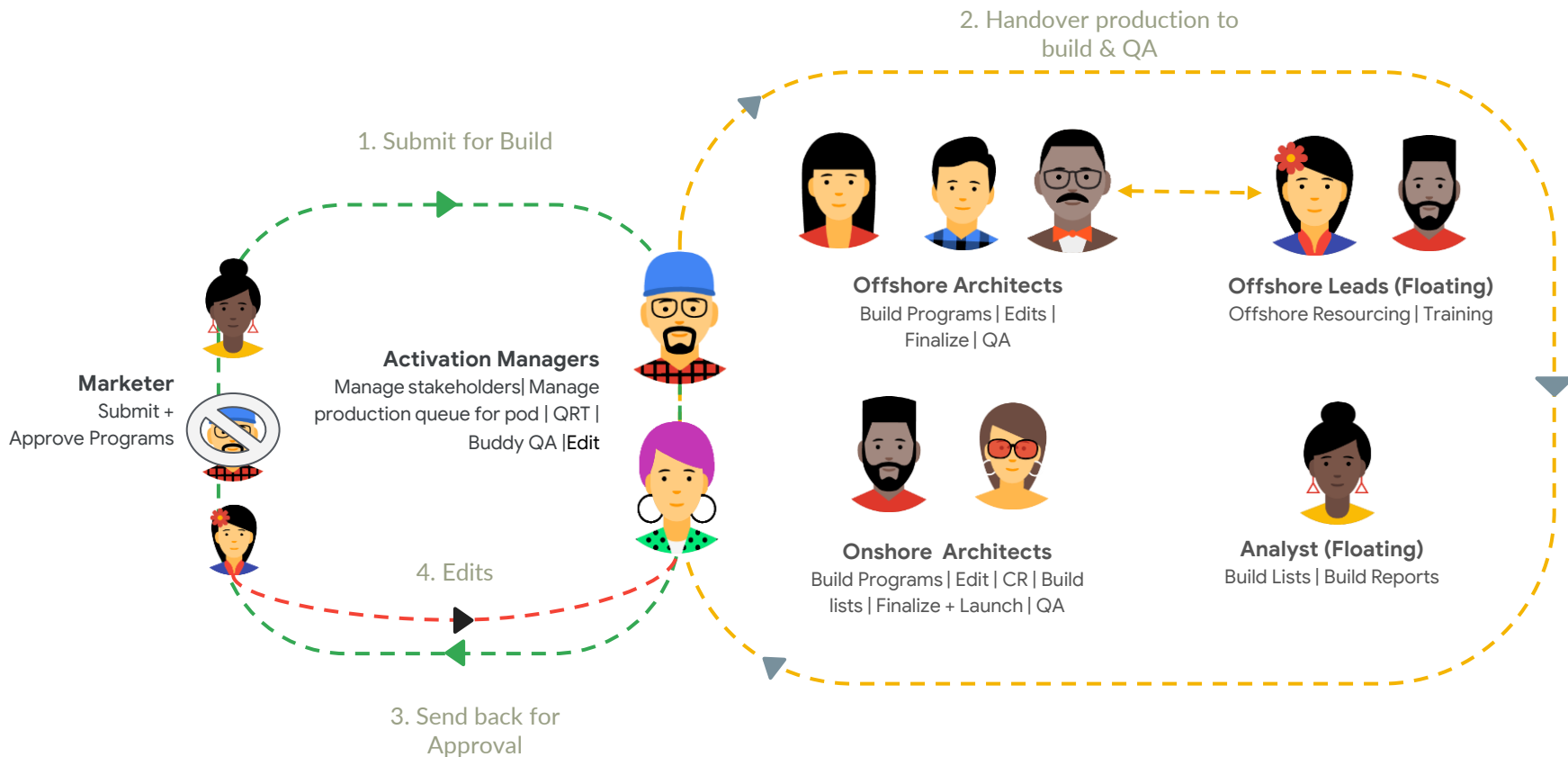
- The stages of a campaign encompass kickoff—covering reporting requirements—pre-production (content and design), production (asset development) and quality assurance, launch, and post-launch (post-mortem).
 - Focus on reinforcing the processes between kickoff and production, as well as during the post-mortem phase.
 - Establish a dedicated team consisting of campaign managers and a production unit, both onshore and offshore.
 - Collaborate closely with Product Marketing Managers (PMMs) to align on campaign objectives, measurement metrics, budget considerations, and to oversee overall project management from both operational and strategic viewpoints.
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Most Common Campaign Phases



- Submit Campaign Brief
 - Kickoff meeting
 - Identify assets used
 - Timeline creation
 - Create workflow
 - Assign tasks
 - Review
 - Signoff*
- Create content for emails, blogs, etc.
 - Design layout of assets
 - Conduct 2-3 rounds of review
 - Signoff*
- Create social media calendar
 - Create paid promo campaign
 - Write press releases
- Create HTML assets
 - Review assets
 - Make final changes
 - Final review
 - Build canvas in Marketo
 - Flow QA
 - QA review
 - Signoff*
- Launch
 - First week analysis
 - First month analysis
 - Make changes, if necessary
 - Post-mortem review
 - Archive program
 - Signoff*

Pod Production Model



Defining a Kickoff Phase

Missing key areas

Initiating the kickoff phase and systematically collecting requirements uniformly across all pods.

- Stakeholders submit project requirements or a campaign brief for the Account Manager (AM) to review prior to the kickoff meeting. Without clear direction, AMs may face scope creep or need to revisit earlier stages.
- Facilitate a comprehensive kickoff meeting with stakeholders to clarify digital requirements, asset development, reporting expectations, and involve Product Marketing Managers (PMMs), analysts, content creators, designers, and other relevant team members.
- Gather all necessary requirements, with activation managers and onshore architects overseeing production, quality assurance, and the launch process.
- Stakeholders jointly assess reports from GCM Health, Vector, and other platforms, collaboratively discussing findings and identifying areas for further analysis.

Audit of Programs

Conduct an evaluation of programs along with their associated operational expenses.

Audit Program Guidance

Review projects managed by the team

Review projects over time/budget/resources spent per quarter

- Conduct quarterly assessments of the overall health of marketing programs from an operational standpoint.
- Evaluate and refine programs by recommending and prioritizing initiatives aligned with business objectives to enhance ROI, while managing dependencies across cross-functional teams.
- Deliver both qualitative and quantitative analyses on program performance to identify successes, areas for improvement, and optimization opportunities.
- Minimize the number of underperforming marketing campaigns and initiatives.
- Collaborate with analysts to generate comprehensive reports for each program within pods for review.
- Develop a dashboard that summarizes the number of programs, budget expenditures, and key performance metrics for evaluation.