

DIGITAL TEAMS: WHO DOES WHAT

Digital marketing is characterized by constant change. Keeping up with the latest trends in websites, social media, SEO, advertising, content, design, and strategy might require expertise from a variety of sources. Here are some of the key roles of a digital marketing team, including their responsibilities, salary and wage expectations, and some helpful things to consider if you find yourself in need of an expert. In all cases, it is important to ask for samples of previous work to ensure that an individual has the skill set you are looking for.

Digital Marketing Manager

A Digital Marketing Manager is responsible for designing and executing digital marketing strategies and campaigns that promote a company and its products and/or services. They oversee all aspects of internet-based marketing including content, email, social media, blogs, and mobile apps. They generally rank directly above content marketing managers and social media managers but work closely alongside these roles to create a strong ad campaign. The main objective of their role is to grow online brand awareness, increase web traffic, and acquire new leads.

Key Considerations for a Digital Marketing Manager

- Ask them to share one of their most effective campaigns and describe what made it successful.
- Ask for their approach to setting goals and objectives, and what performance measurement tools and reporting systems they use to measure campaign performance.
- Discuss your current digital marketing strategies and ask them what they see as working well and where additional opportunities may exist.
- Discuss your current goals and objectives and have them provide suggestions on what steps they would take to move forward.
- Discuss their approach to working with a team (writers, programmers, social media managers etc.), and how they handle integrating different activities, such as social media, web development, and offline marketing.

Salary and wage expectations for a Digital Marketing Manager

- In-house average annual salary ranges from: \$70,000 - \$100,000+
- A contracting company hourly wage ranges from: \$85 - \$200+ per hour

Website Developer

A key asset that most organizations need is a website. To get your concepts onto the web you will need a Website Developer. Website Developers handle the technical aspects (such as coding and markup writing) to execute functioning tasks on a website such as search functions, databases, itinerary planning, and responsive design, meaning that it displays well on desktop

and on mobile.

Key Questions to ask a Website Developer

- Ask about their experience working with HTML, JavaScript, and CSS.
- Assess their interpersonal skills. Is your website programmer fluent with coding languages, but also able to communicate in layman's terms what is required to complete their duties?
- If there are special features that you want, such as a database, ask to see previous examples they completed.
- Some programmers have expertise in platforms such as WordPress, Shopify, and Squarespace. It is important to understand which of these platforms will suit your needs and ensure that the programmer has the skill set required.
- Some programmers will design websites but require that they host and manage the website on an ongoing basis. It is important to understand this beforehand because if you decide to go with another company in the future, you may have to pay a fee to transfer your website.
- It is important to understand if you will have access to the back-end of the website so that other people on your team that handle advertising, campaigns and SEO can make quick changes and not rely on your website programmer.
- If you want to take the day-to-day website management in-house after it has been designed, ask if any training will be provided on the website.

Salary and wage expectations for a Website Developer

- In-house average annual salary ranges from: \$60,000+
- A contracting company wage ranges from: \$75 - \$200+ per hour

Website Designer

Before a website can be programmed, you will need to have it designed by a Web Designer. In some cases, the individual can both design and program websites. This person understands what is needed to make a website functional but at the same time make it aesthetically pleasing (with the use of colours, fonts, icons, images etc.). Consider them your 'visual architect'. You will be working closely with them to ensure the website design reflects your brand before being programmed onto the website.

Key Questions to ask a Website Designer

- Website Designers usually have some HTML and JavaScript skills, and should have some basic coding knowledge (such as changing layout or graphic).
- Ask to see some of the websites they have designed in the past to get a sense of their style as you will want an individual that can properly capture your brand.
- Ask about their process. Some designers will work with you to create a sitemap to optimize the user experience, whereas others want you to provide all the information and they will handle design.
- Ask how many revisions are included in their quote. Some designers will quote projects with a limited amount of revisions (typically 2 or 3). It is important to know this so that

you can ensure proper work and briefing is done upfront to avoid multiple revisions and additional costs.

Salary and wage expectations for a Web Designer

- In-house average annual salary ranges from: \$30,000 - \$50,000+
- A contracting company hourly wage ranges from: \$75 - \$150+ per hour

Graphic Designer

Graphic Designers are responsible for the creation of marketing material using computer software including flyers, guides, signage, graphics for social media and campaigns. Hiring a graphic designer can provide your organization with a more professional look and help to maintain a consistent brand on all your materials. If not already available, your organization should consider having a graphic designer develop brand guidelines which would include brand colours, fonts, and styles. This document will guide all material produced to ensure it aligns with your brand.

Key Questions to ask a Graphic Designer

- Ensure that their tone and style align with what you are looking for.
- Ask the Graphic Designers to review some of your current material and provide their feedback on what they think works and what they would change.
- Ask the designer how they like to work and what is their process. Some designers like to have complete design freedom and prefer to come up with their own concepts whereas others like to work from something that is already established and find ways to enhance it.

Salary and wage expectations for a Graphic Designers

- In-house average annual salary ranges from: \$30,000 - \$50,000+
- A contracting company hourly wage ranges from: \$45 - \$150+ per hour

Content Writer

A Content Writer creates written content for websites, blogs, social media channels, e-commerce site, news media outlets, and can include items such as sales copy, e-books, press releases, podcasts to research-based articles. Content writers may also be responsible for ensuring a website's pages and content are up-to-date and relevant. They set the overall tone and readability of the website. Like brand guidelines around your brand's look and feel, it is also important to establish brand guidelines around your organization's voice. This may include the tone of voice used on different channels, words, terms and phrases used and not used, and length of content.

Key Questions to ask a Content Writer

- If you are looking for something specific in a Content Writer, make sure you ask to see samples of similar work.
- Ask the Content Writer to provide you with a small sample piece of content written for your organization so you can get a sense of the tone they would be providing.

- You may ask them to review some of your current content and provide their feedback on what they feel works well and what they would change.
- If ranking in Google Search is important to your organization, it is also important to ask if they are familiar with writing SEO-friendly content.

Salary and wage expectations for a Content Writer

- In-house average annual salary ranges from: \$35,000 - \$50,000+
- A contracting company hourly wage ranges from: \$45 - \$125+ per hour

Social Media Manager

A Social Media Manager is responsible for managing social media presence and growing communities and advocates on channels such as Facebook, Twitter, Instagram, YouTube, Google My Business, Pinterest and LinkedIn. TripAdvisor has also recently moved to a more social-focused platform, and a Social Media Manager *may* be the right choice for managing or assisting with your business's TripAdvisor presence. Their goal is to increase brand awareness, driving traffic to organization websites, and align with other marketing goals.

In some organizations, the Social Media Manager can also provide copy writing, basic design and content creation (video and images), answer questions, and reply to comments on social media channels. This type of role can be flexible and allows the individual to take on multiple roles depending on skill set and company knowledge. In situations where there is a lot of interaction on social media accounts a separate role may be hired to assist the Social Media Manager, called a Community Manager. The Community Manager is typically responsible for replying to comments, questions, and interactions on social media accounts.

Key Questions to ask a Social Media Manager

- Ask how they like to work. Some Social Media Managers do not produce content and require that you provide all images, media and captions and they will post the content, whereas others will manage the entire process.
- Ask if they have run campaigns and contests before and how successful they have been. Ask them what metrics they used to measure that success.
- Have them review your current social media and provide feedback on what they think works well and what they think they can help improve.
- Ask them how they would handle a situation if someone left a negative comment on one of your social media accounts.
- Ask if they ever run social media advertising. If so, what types of ads did they run, how did they measure success, and how successful were they.

Salary and wage expectations for a Social Media Manager

- In-house average annual salary ranges from: \$40,000 - \$75,000+
- A contracting company hourly wage ranges from: \$45 - \$150+ per hour

Salary and wage expectations for a Community Manager

- In-house average annual salary ranges from: \$30,000 - \$50,000+
- A contracting company hourly wage ranges from: \$25 - \$75+ per hour

SEO Strategist

The Search Engine Optimization (SEO) Strategist is responsible for analyzing, developing and implementing the SEO strategy of the organization. SEO helps organizations gain greater visibility with search engines like Google, Yahoo, and Bing.

These individuals will maximize the traffic that comes to a site by identifying search terms and keywords used to find relevant content contained in website content to improve the site's ranking within the search engine. Generally, they work closely with social media managers, content writers, and web developers to increase the sites overall rank on search engines.

Key Questions to ask a SEO Strategist

- You may ask them to perform a basic SEO audit of your website to provide feedback and suggestions on how they think they can help you. Some may do this at no cost, where others may charge a small fee.
- Ask about their approach to handling SEO. Are they familiar with Google's SEO best-practices? Are they familiar with various "white hat" and "black hat" SEO techniques? "White hat" refers to appropriate, best-practices methods for handling SEO challenges, while "black hat" techniques are shortcuts and quick-fix tactics used to game the system. Google has grown very adept at identifying black hat approaches to SEO, and will penalize website using black hat SEO practices.
- Ask them what tools they use and how they will be reporting the process back to you. Do they have a license for these tools, do they recommend your business license them, or are they confident in using free unlicensed versions? (free versions can work very well for small and medium businesses, but they often require more work or have limits to their functionality)
- Ask if they can guarantee you a #1 spot on Google. This is a trick question as no one can guarantee a first-place ranking. Google is constantly making changes and updates to their search ranking algorithms, and someone claiming they will give you a first-place ranking is over-promising and may not be able to deliver.
- Ask if they also are familiar with and have used Google Ads (formerly known as AdWords). Some businesses will use Google Ads campaigns as part of their SEO strategy, and if you do not have enough business with Google Ads to hire a PPC search specialist or ad manager, having an SEO Strategist capable of managing Google Ads campaigns offers a nice efficiency.

Salary and wage expectations for a SEO Strategist

- In-house average annual salary ranges from: \$40,000 - \$75,000+
 - A contracting company hourly wage ranges from: \$65 - \$150+ per hour
- * Pricing may not include your Google AdWords spend.

Pay-per-click (PPC) or Advertising Manager

PPC stands for pay-per-click, a model of internet marketing in which you pay a fee each time



one of your ads is clicked. PPC Managers are responsible for directing traffic to a company website from search engines such as Google through ads and social media campaigns.

This role may fall in line with the duties of an SEO Manager or a Social Media Manager to help utilize both strengths in generating traffic to the website and working alongside designers to create ads that people want to click on.

Key Questions to ask a PPC Manager

- Find out what kinds of PPC campaigns they have run in the past, including search, social media, or other PPC ad platforms.
- If you are currently running PPC ads, discuss your current campaigns and strategies and ask them for their perspective and what changes or strategies they might recommend.
- Ask to discuss how retargeting and conversion tracking might best be used for your businesses PPC campaigns, and what past campaigns they've run where they used retargeting and conversion measurement to improve PPC campaign performance.
- Ask them what their approach is to ensuring positive ROI (alternatively called ROAS – return on ad spend) through search ad campaigns, and how they would set up ROI measurement when running campaigns.
- Ask how they work with a team (Social Media Manager, Content Writer and SEO Expert).
- Determine what is the recommended monthly advertising budget for PPC. This is important because if they recommend a budget that is beyond your price range you will want to know this before you enter into a contract.

Salary and wage expectations for a PPC Manager

- In-house average annual salary ranges from: \$40,000 - \$75,000+
- A contracting company hourly wage ranges from: \$75 - \$150+ per hour

Project Manager

A Project Manager is accountable for the success of a project, managing the planning, execution, and closing of a project. At the same time, they manage the teams and expectations set forth by assigning the right tasks/goals and making sure deadlines are being met. Some project managers may also be able to handle some of the tasks within the project or they may not be executing any task but stepping in to help resolve any problems or challenges that occur.

Key Questions to ask a Project Manager

- What was a challenging project in the past and how did you manage it?
- What do you do when a project is off track?
- Do you have experience managing a budget?

Salary and wage expectations for a Project Manager

- In-house average annual salary ranges from: \$60,000 - \$100,000+
- A contracting company hourly wage ranges from: \$125 - \$250+ per hour



Building a Great Digital Team

These roles are some of the most common types of positions for digital marketing teams. You may find individuals that have skill sets in one or more of these categories which can help you reduce costs.

When it comes to hiring your digital marketing team, the most important thing is to make sure that everyone understands the goals and objectives you have and that they can work together to help you achieve them. Feel free to ask for references, examples of work, and hire them for a trial period to make sure that they are the right fit.