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Marketing Perspectives

What Kind of Marketer Are You?

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May 2014
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What kind of marketer are you?

Following on from this year's Marketing Perspectives report, published in March 2014, SAS and Marketing Week have identified five different types of marketer based on channel use, confidence in their own ability, and how much they spend on each channel.

Where are you on the spectrum from traditional media such as TV and outdoor through to webinars and cutting edge social media at the other?

Which channel does each type of marketer claim as its own, and where does their confidence in using the channel lag behind how much they spend?

Within the survey we asked the respondents how they divided their budget. Although we reported overall trends in the first Marketing Perspectives report this year, we decided to take a closer look and see what else we could discover. One of things we were interested in was whether, beneath the general budget trends, UK marketers were employing different strategies to address their particular markets. To help us understand this, we turned to some of SAS advanced analytical techniques. K-means Cluster analysis was the technique used, allowing us to find groups of marketers who employed similar channel strategies, with those strategies as dissimilar to each other as possible. Our five segments are the result of this analysis.

Perhaps you will recognise yourself in our archetypes:

- **Multichannel Master**
- **Madison Avenue Creative**
- **SoMoLo Mavern**
- **Digital Nerd**
- **Old Skool Direct**

In November 2013, Marketing Week in association with SAS surveyed 560 individuals responsible for marketing activities in their businesses. The majority of those surveyed were marketing managers followed by marketing directors. Respondents worked for companies of a range of sizes across a number of business sectors, whose sales activities were either B2B, B2C or both.

Multichannel Master

This cluster shows marketers involved in most channels, spreading their budget fairly broadly across them.

Multichannel Masters are good at all elements of the marketing mix, using every channel available, although they mostly concentrate on digital marketing. They are the one group that hits all 14 channels in terms of how they spend their money. For example, Multichannel Masters are the second biggest users of traditional advertising marketing techniques such as TV, radio and press. Channels they like using are their own corporate websites, search and online ads, all of which can be run like an above-the-line campaign. There is less use of live events and email marketing.

At heart, a Multichannel Master is a multi-channel marketer.

This type of marketer can often be found in banks, telecoms companies and energy businesses.

And these Multichannel Masters are the majority of marketers out there, accounting for 45 per cent of the overall marketing population.

- Compared to other marketers, Multichannel Masters are more confident using search
- Multichannel Masters are fairly confident across both traditional and digital channels
- They are constrained by budgets, which have to be spread wide as a result

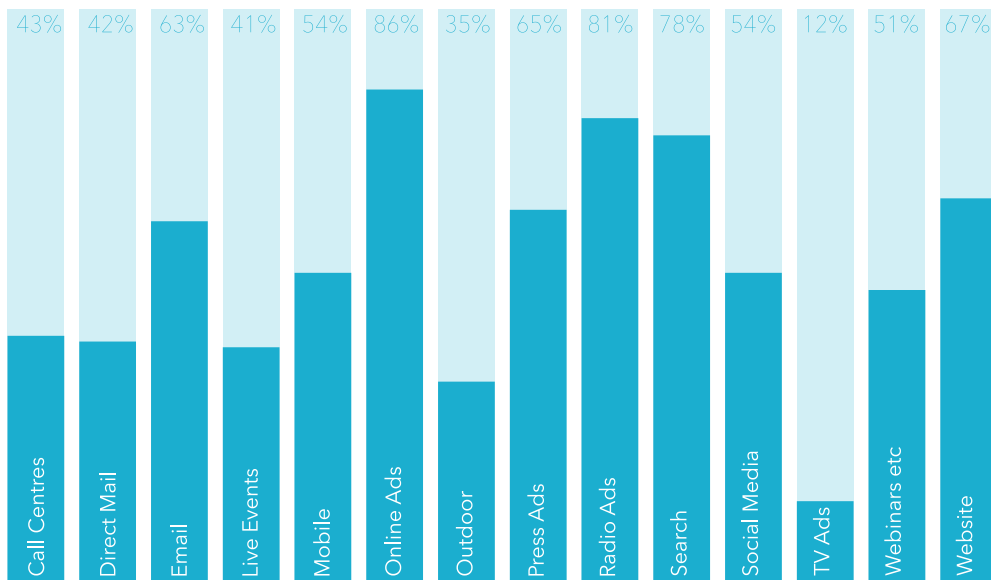


Key data

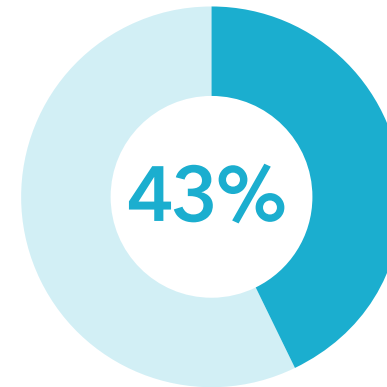
How many channels do they use as a group?

14

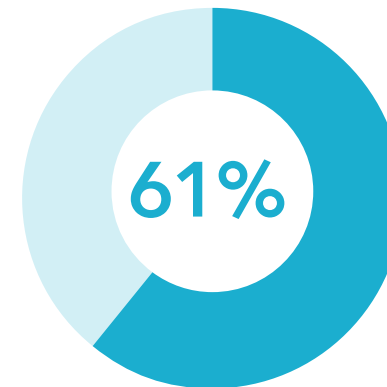
Channel bar chart



What % of B2B marketers are they?



What % of B2C marketers are they?



Madison Avenue Creative

These marketers focus on brands. Their favourite route to market is to use traditional broadcast media: outdoor, press, TV and radio. They have little interest in digital marketing, and they lag behind in website, search and email, plus they really don't do events.

Traditional brand marketers, they still rely heavily on traditional media. Think Don Draper in Mad Men, concocting TV ads for famous household brands. In fact, Madison Avenue Creatives are all about television advertising, selling your product through emotion.

They don't invest heavily in their own websites or mobile but they do like direct mail and online adverts, which they see as an extension of TV advertising.

You find this sort of marketer working in white goods or electronics, FMCG products such as soap powder or other consumer packaged goods – any area where brand building is important.

- Along with Digital Hipsters (see page 7), Madison Avenue Creatives are most confident about their abilities across the board
- Unsurprisingly Madison Avenue Creatives are more confident than other marketers in their use of radio, TV, press and outdoor
- They are least confident about using email and webinars compared to any other group

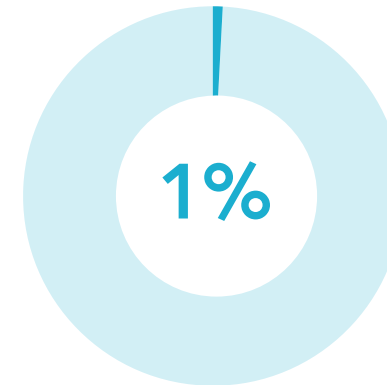


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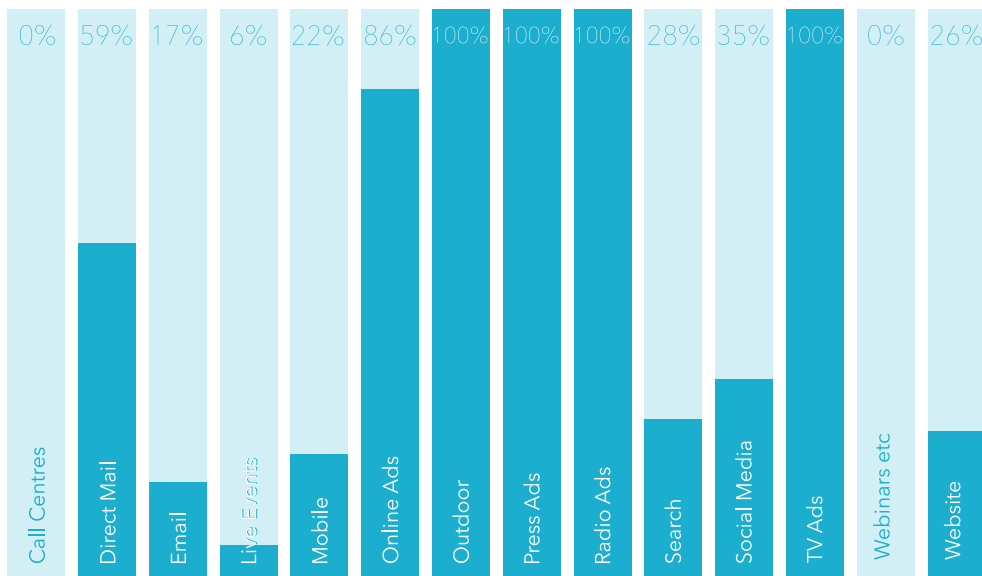
How many channels do they use as a group?

12

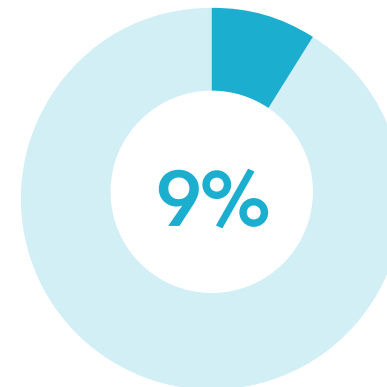
What % of B2B marketers are they?



Channel bar chart



What % of B2C marketers are they?



SoMoLo Maven

SoMoLo (social, mobile, local) marketers focus on the latest media channels. They dedicate more marketing to social, mobile marketing and webinars than anybody else. They are also strong in the use of websites, search and email. They show a positive dislike of traditional broadcast media.

The SoMoLo Mavens are strongest when it comes to email, social media, webinars and websites - anything which involves the latest technology and platforms, such as Vine, Pinterest, WhatsApp or Snapchat.

They are also strongest out of the five categories when it comes to mobile - although they are using mobile marketing as a customer engagement tool as opposed to just selling something.

This type of marketer may work for a disruptive brand, a small online business trying to make a lot of noise with only a small budget. The company may well be full of digital natives. These are the new generation of brand marketers, who, further down the career path can also be found for a big online retailer such as Asos or Zoopla.

- SoMoLo Mavens are familiar with social media, mobile, webinars, websites and email
- Along with Madison Avenue Creatives, they are the most confident in their marketing, though SoMoLo Mavens preferences tend towards social, mobile, and webinars rather than broadcast media
- They spend more on live events than they do email - although that's because events cost more to put on than pressing send on an email blast

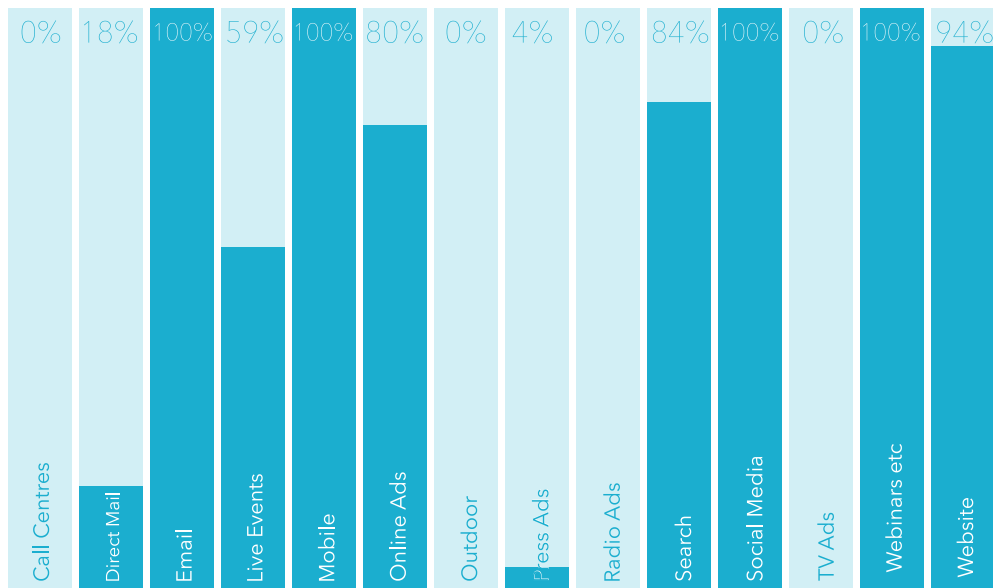


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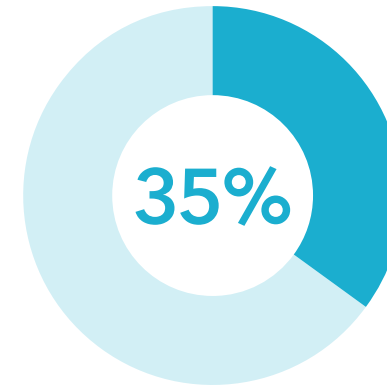
How many channels do they use as a group?

10

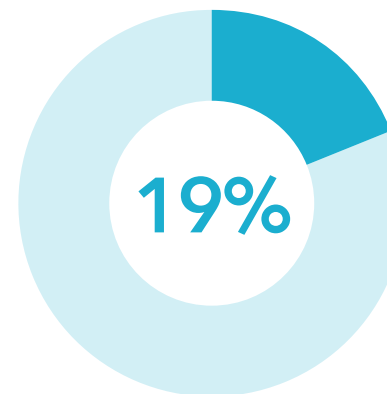
Channel bar chart



What % of B2B marketers are they?



What % of B2C marketers are they?



Digital Nerds

These marketers rely most on the tried and tested digital channels of website, search, email and online ads. A timid group, they use the fewest channels (only 57 per cent of the marketing mix).

We define a Digital Nerd as any marketer who shifts large amounts of data, and who doesn't do brand advertising. They are happiest poring over A/B test results and calculating propensity models.

Digital Nerds are most reticent about using the latest channels because everything they do is associated with measurement. That means using websites, search, online ads and email - anything that can be measured in click-throughs, open rates or basket completions. The newest forms of social media are notoriously difficult to evaluate in terms of return on investment, so they only dabble in this area. Surprisingly Digital Nerds also appear to like live events as well, which presumably they measure for success!

This kind of marketer could be found in traditional digital agencies, loyalty companies and major online retailers.

- Digital Nerds are the least confident group of marketers when it comes to using the range of channels available
- There is not one channel Digital Nerds claim to be more confident about than other marketer types
- Digital Nerds' crisis of confidence gets even worse when it comes to call centres, which they are least confident about using out of any of our five types

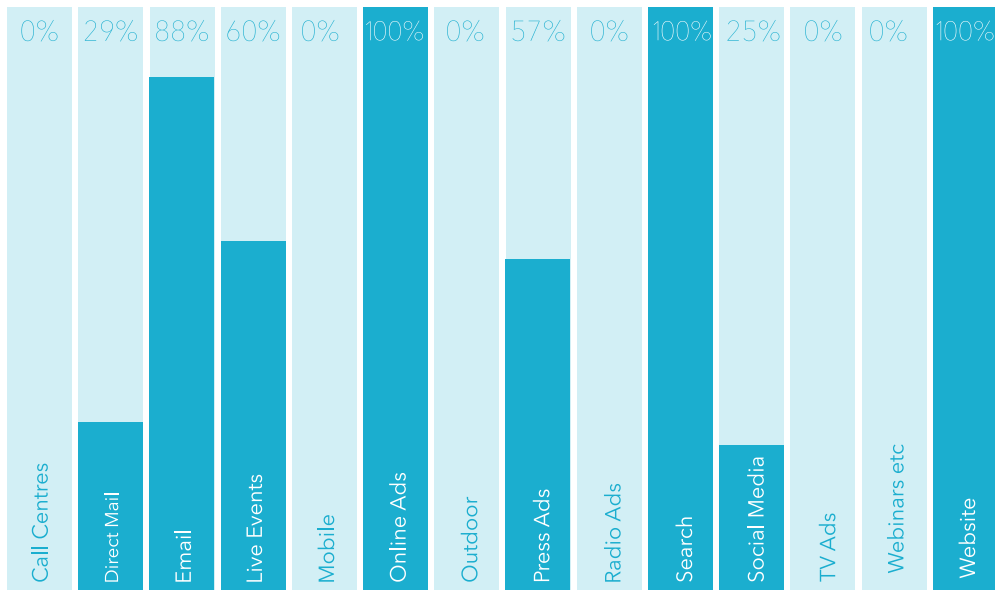


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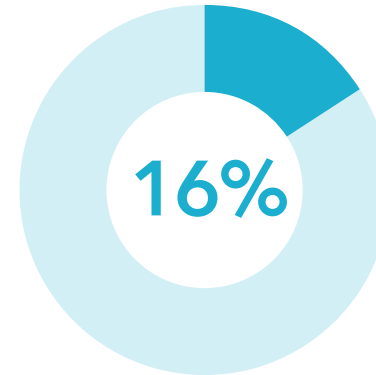
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8

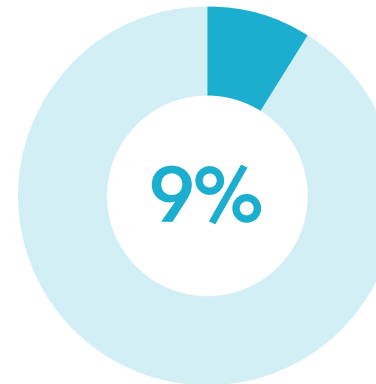
Channel bar chart



What % of B2B marketers are they?



What % of B2C marketers are they?



Old Skool Direct

These guys and gals want to engage with you directly, physically, and personally. It's all about talking to the customer, engaging them on a one-to-one level.

These marketers major on traditional below-the-line channels of direct mail, call centres and now email marketing. They also like the face-to-face experience of live events and increasingly their digital equivalent, the webinar.

Old Skool Direct is also numbers driven, but relies on high volume marketing rather than customer insight analysis. This type of marketer is driven by a different type of analysis.

The question always running through Old Skool Direct's mind is: "How can I build my list/work my call centre harder/find more readers for my brochure?"

You can find this type of marketer working for a big catalogue company or in the B2B tech sector.

What Old Skool Direct doesn't do is brand advertising, so that's no TV, no radio and just a little press.

- Old Skool Direct knows that they are better at call centres, direct mail and live events than other marketers
- Channels they steer clear of are outdoor, TV and radio, which don't give them the face-to-face opportunities they crave
- These marketers spend even more on live events and direct mail than their confidence warrants, according to confidence vs budget analysis

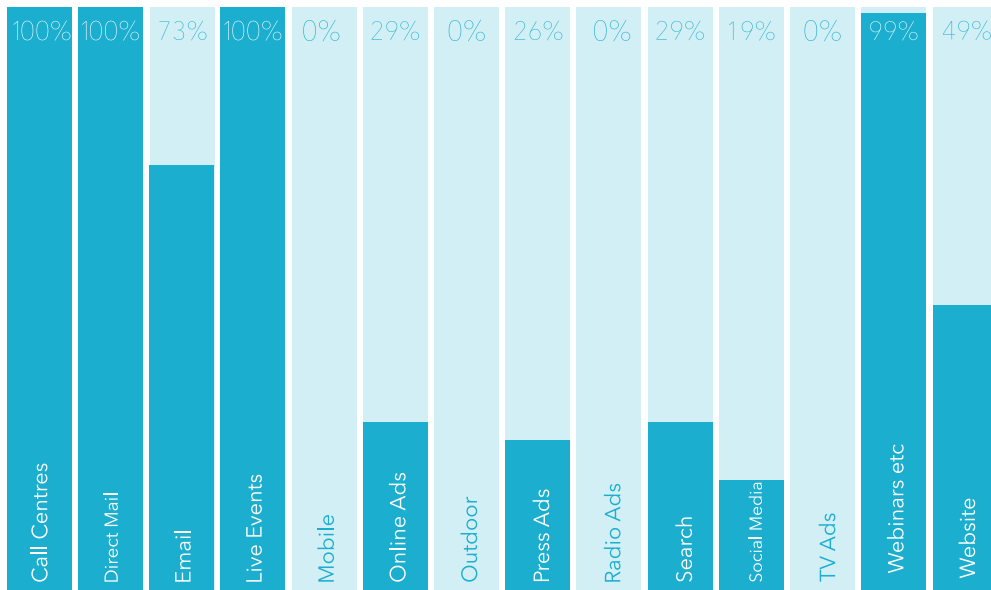


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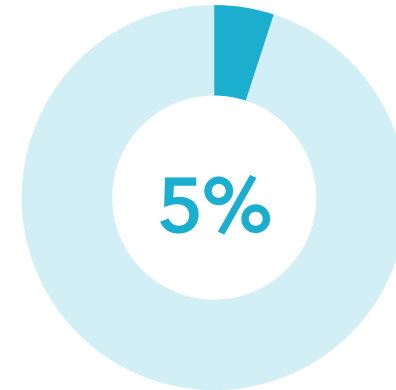
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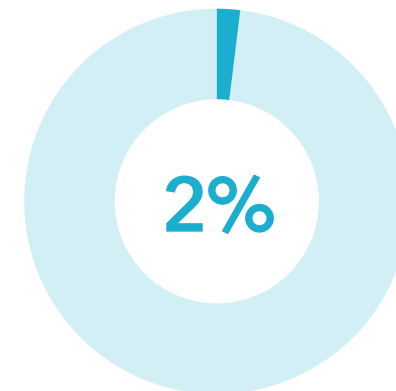
Channel bar chart



What % of B2B marketers are they?



What % of B2C marketers are they?



About SAS/Marketing Week

SAS

Some people see data as facts and figures. But it's more than that. It's the lifeblood of your business. It tells the history of your organisation. And it's trying to tell you something.

SAS helps you make sense of the message.

As the leader in business analytics software and services, SAS helps you transform your data into insights that give you a fresh perspective on your business. You can identify what's working. Fix what isn't. Discover new opportunities. That's what we help organisations do: turn large amounts of data into knowledge they can use. And we do it better than anyone.

Marketing Week

Marketing Week is the industry leading brand delivering news, insight, trends and tactics in print, online and at live events to the marketing industry. The title reaches an audience of 131,283 marketing professionals, via the magazine and website every week, assured by PWC. The editorial team gains insight from the most informed and influential marketers within big brands in every sector, to deliver news, trends and insight to marketing professionals predominately within brands.

Dr Charles Randall

Charles Randall is head of solutions marketing for SAS UK where he combines the twin roles of active analytical marketing practitioner, with being a writer and spokesperson for SAS UK on the application of advanced analytics to business problems. Prior to working in marketing at SAS Charles had a range of roles, helping organisations as they went through their journeys of transforming into an analytical business.



Tim Adler

Tim Adler is head of research at Marketing Week, the brand for senior marketers. Previously Tim was an associate consultant with Informa Telecoms & Media, where he edited two B2B media magazines. He has also edited reports for business consultancy Olsberg SPI and has written for the Financial Times, The Daily Telegraph and The Times, among others. He has also published three non-fiction books, the most recent of which was described by The Sunday Times as "well written, extensively researched".

