

# INSIDE FRANKENSTEIN THE CREATION OF TODAY'S MARKETER

MUCH LIKE FRANKENSTEIN AND HIS AMALGAMATION OF PIECES AND PARTS, TODAY'S MARKETER REQUIRES A WIDE VARIETY OF SKILLS.

IN FACT, MARKETING MAVENS ARE NOT BORN, THEY ARE CREATED. WHAT IF YOU COULD USE SCIENCE & A BIT OF DARK MAGIC TO CREATE THE PERFECT MODERN MARKETER?

TODAY, IN THE NAME OF SCIENCE, WE WILL TRY.

## THE LEFT-BRAIN OF AN ACCOUNTANT

Tools like Google Analytics, Pardot, Marketo, and Salesforce allow us to track the full marketing funnel from top to bottom.

## THE NOSE OF A TECH WHIZ

There are many different marketing technologies, providing marketers with more options than ever, but tying them together is easier said than done.

## THE STOMACH OF A COWBOY

We are living on the big data frontier, and marketers need to have the stomach for it. Many will attempt to tap into customer data, but nowhere is the utility of this data more immediate than within marketing.

## THE LEGS OF A SPRINTER

The digital marketing landscape changes quickly so marketers must be able to adapt and sprint to the finish line.

## THE RIGHT-BRAIN OF A MADISON AVENUE CREATIVE

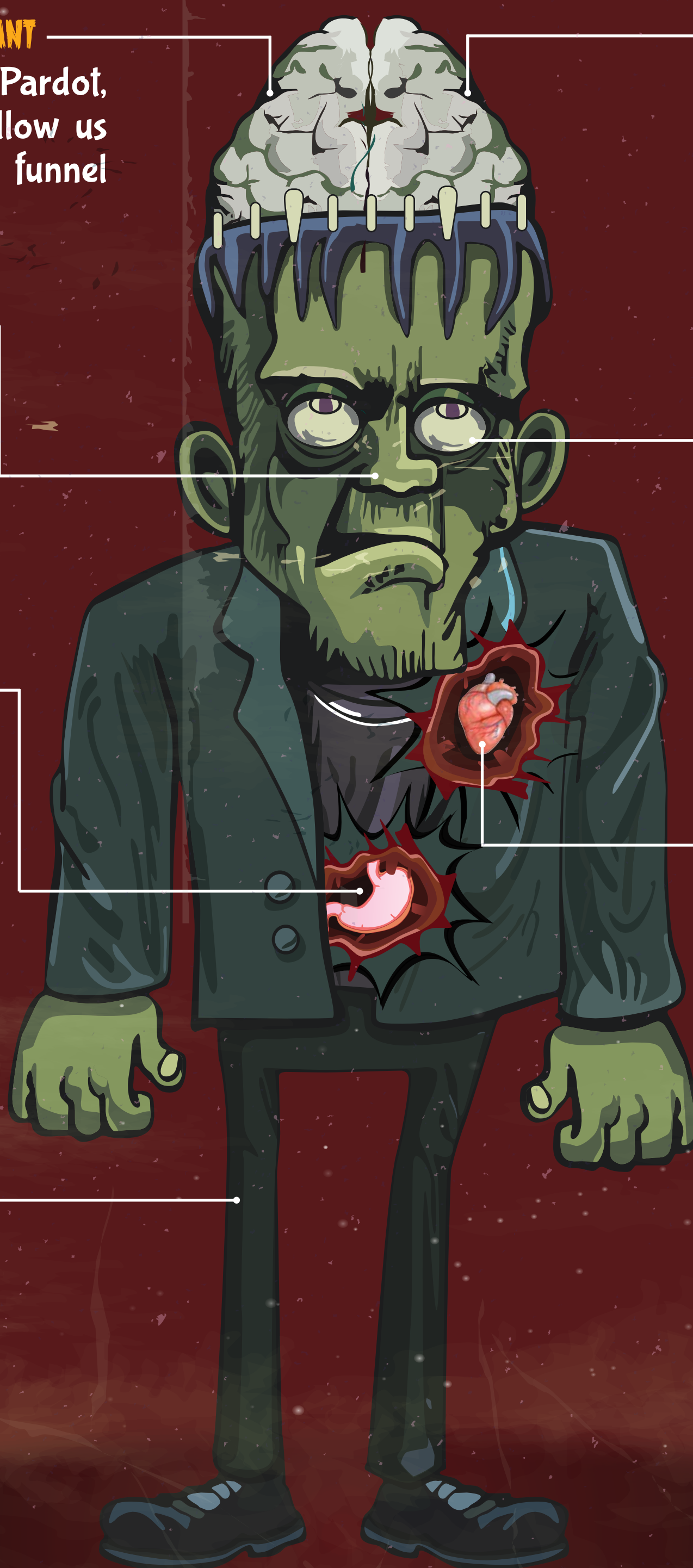
With exposure to thousands of advertising messages every day, marketers need to be more creative than ever to cut through the noise & resonate.

## THE EYES OF AN IRS AUDITOR

Closely in tune with the left brain of the accountant, the modern marketer must always be on the lookout for marketing dollars being misspent.

## THE HEART OF A DATA GEEK

True database marketers are keenly aware of the value that comes with a clean, complete and accurate database, and their heart is in the right place for data quality.



## IT'S ALIVE!

Creating a marketing maven is not as easy as flipping a switch, so don't worry if you don't have all of the traits listed above. You can get there – just subscribe to the RingLead blog.



# RingLead

Clean, protect and enhance your marketing data