

The Stukent logo is positioned above the word "DIGITAL". To the right of the logo is a graphic of a mountain range where the peaks and ridges are formed by brown circuit board traces. The word "DIGITAL" is in a large, white, sans-serif font, and "SUMMIT" is in a slightly smaller, white, sans-serif font.

# STUKENT DIGITAL SUMMIT

Virtual Conference **Fall 2021**

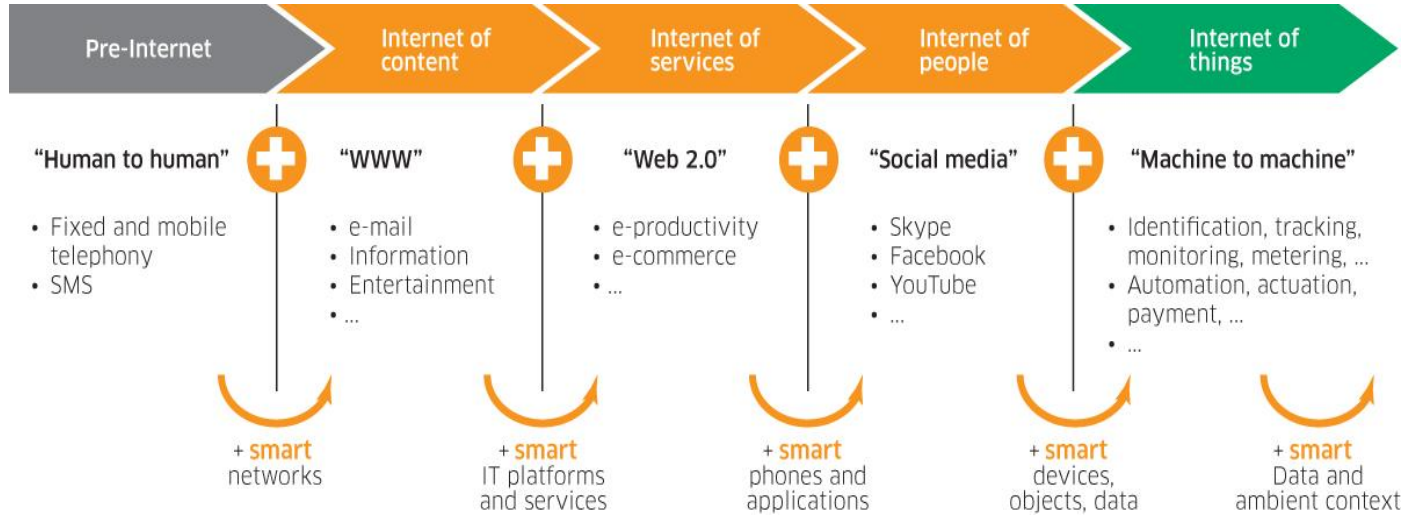
SDS FALL 2021

# 10 Skills Every Marketing Analytics Professional Needs

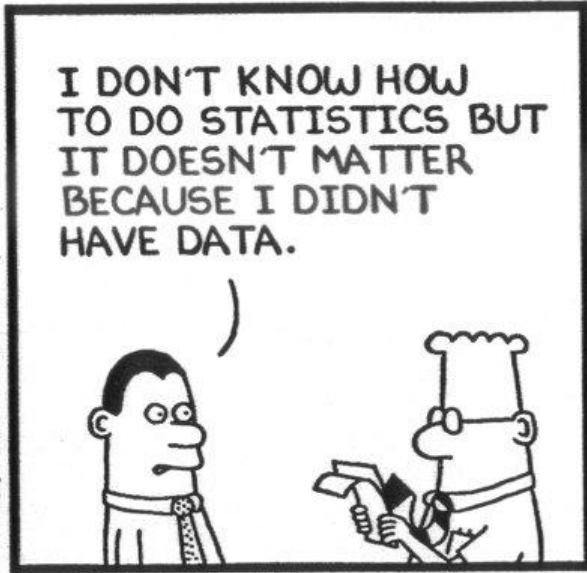
**Prof. SAJNA RAZI, Ph.D**

Department of Marketing  
University of Illinois at Chicago





# Challenges and Opportunities



"Between the dawn of civilization and 2003, we only created five exabytes; now we're creating that amount every two days. By 2020, that figure is predicted to sit at 53 zettabytes (53 trillion gigabytes) – an increase of 50 times."

## BIG DATA

The market will be **ACCELERATING**  
at a **CAGR** of over

**13%**



**INCREMENTAL  
GROWTH**

**\$ 142.5 bn**



2019



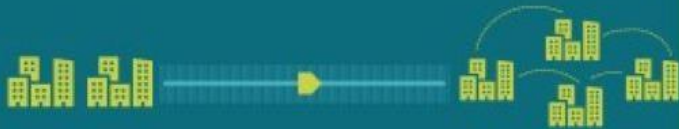
2024

The year-over-year growth rate  
for **2020** is estimated at



**9.13%**

The market is **FRAGMENTED** with several  
players occupying the market share



**47%**

of the growth will  
come from  
**NORTH AMERICA**

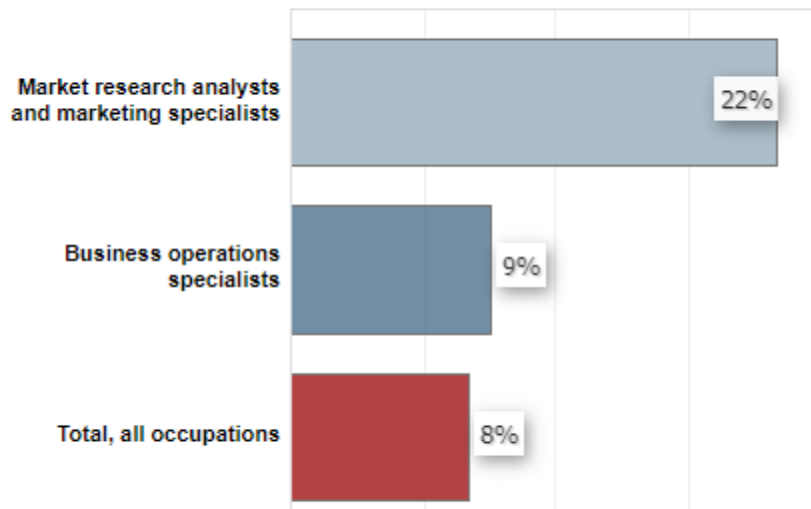
One of the **KEY DRIVERS** for this  
market will be the **GROWING  
INVESTMENT IN SMART CITY  
INITIATIVES**





## Market Research Analysts

Percent change in employment, projected 2020-30



Note: All Occupations includes all occupations in the U.S. Economy.



Source: U.S. Bureau of Labor Statistics, Employment Projections program



About 96,000 openings projected each year over the decade


# Who is a Marketing Analyst?


- ▶ As per the main job portals, the roles listed include :
  - ▶ Marketing Analyst (Role/Domain based)
  - ▶ Digital Marketing Analyst
  - ▶ Marketing Research Analyst


Marketing analyst in United States  
72,012 results



Job alert Off  


**Product Marketing Sr. Analyst - Remote**  
TransUnion  
United States (Remote)  
 20 company alumni work here  
Promoted · 4 applicants





**Senior Marketing Analyst**  
Brink's Inc  
Richmond, VA (On-site)  
 Actively recruiting  
Promoted · 1 applicant





**Senior Marketing Analyst**  
Verticurl (a WPP Company)  
United States (Remote)  
 Actively recruiting  
3 hours ago ·  Easy Apply



**Senior SEO Marketing Analyst**  
Northwestern Mutual  
Chicago, IL  
Medical, Vision, Dental, 401(k)  
 12 company alumni work here  
Promoted · 0 applicants



**Senior Marketing Analytics Analyst**  
Braviant Holdings  
Greater Chicago Area (Hybrid)  
 Actively recruiting  
Promoted · 0 applicants



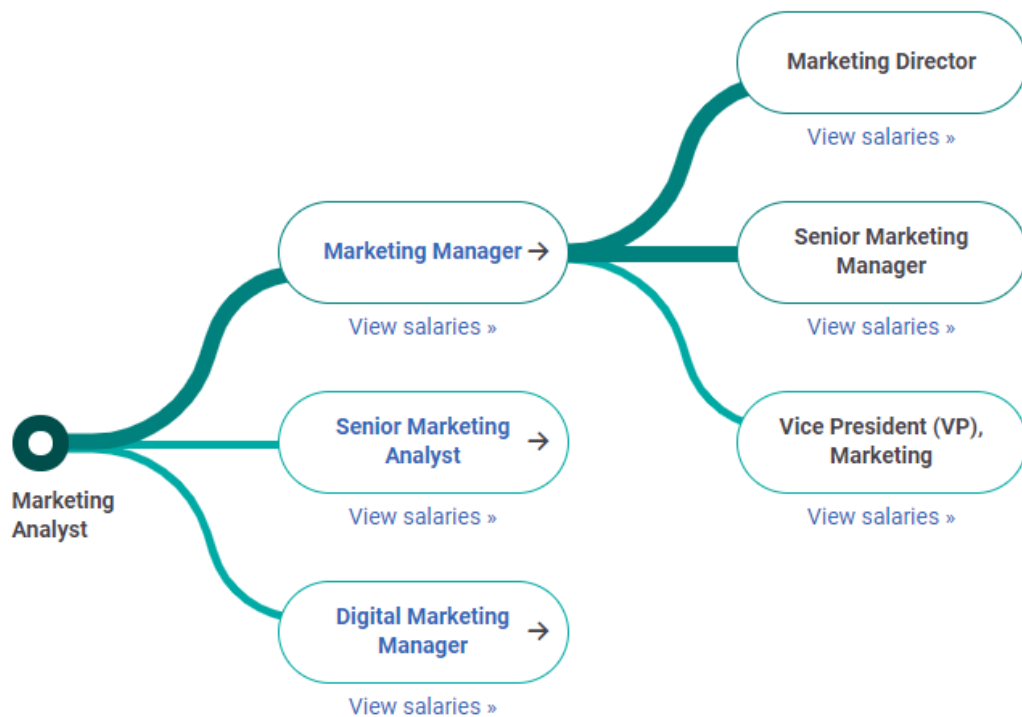
**Senior Marketing Analyst (Remote)**  
Repp Interactive



# A Marketing Analyst wears different hats

## DATA DRIVEN MARKETER





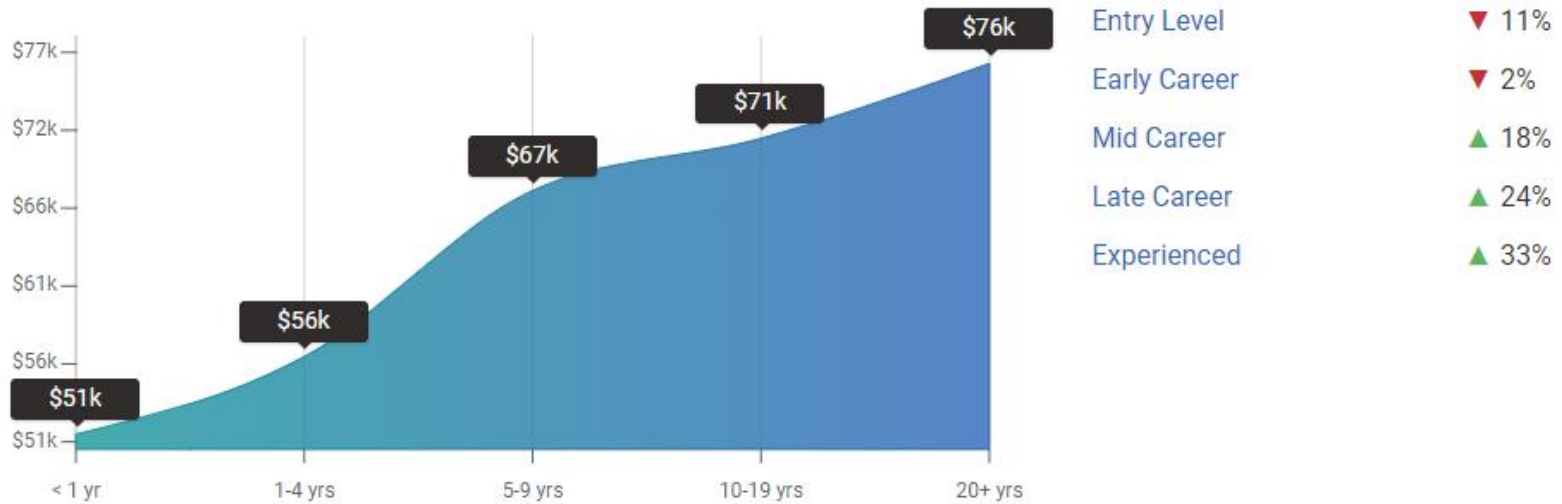
More common (> 20%)



Somewhat common (8 - 20%)



Less common (< 8%)



At Monster.com

**Marketing Analyst Job Responsibilities:**

- Provides actionable overall market and customer insights to address key strategic questions.
- Responsible for tracking, reporting, and analyzing the performance of marketing activities, ad-hoc analytic requests, and development/automation of regular reports.
- Analyzes external and internal customer data using database queries (SQL, Access), spreadsheet (Excel) models, web analytics tools (Adobe / Omniture), statistical analysis tools, and campaign management software tools.
- Evaluates customers' online behavior and provide insights and recommendations for further enhancements to the guest experience.
- Analyzes A/B and Multi-variate tests, communicate results and provide recommendations.
- Creates presentations to provide market and consumer insights to other marketing and sales departments.
- Advises other marketing functions (e-commerce/website, online/offline advertising, brand, product development) as the knowledge owner for customer and market data.

# MARKETING ARTISTS

VS

# MARKETING SCIENTISTS

In recent years, technology has transformed marketing into an accountable, data-driven department, capable of testing, measuring, and optimizing campaigns to perfection. Marketing scientists, or marketers focused on operations, have taken their place next to the traditional marketing artists, changing the way the modern marketing departments operate. Let's take a look at what both sets of marketers bring to the table.

## PHILOSOPHY:

Marketing is about engaging with your customers on an emotional level.

## QUOTED SAYING:

"I think this will really resonate with our audience."

## FAVORITE TOOLS:

WordPress Twitter  
Photoshop Email

## STRENGTHS:

- Creative
- Innovative

## TYPICAL PROJECTS:

- Email Campaigns
- Content Creation
- Thought Leadership



## PHILOSOPHY:

Data is the key to improving marketing accuracy and effectiveness.

## QUOTED SAYING:

"Here are the ROI numbers for that last campaign."

## FAVORITE TOOLS:

Pardot Excel  
Analytics Adwords

## STRENGTHS:

- Organized
- Detail-Oriented

## TYPICAL PROJECTS:

- Forecasting
- Lead Management
- Reporting & Analytics



## A PERFECT COMBINATION

While artists and scientists are both tremendous assets, it is the alliance between the two that will push marketing departments forward. The combination provides marketing departments with the tools and structure to deliver only the best marketing to our customers and accurately tie campaigns back to ROI.



# THE MODERN MARKETER

PART ARTIST • PART SCIENTIST

Technology is transforming the marketing profession, adding new tools, techniques, and strategies on a daily basis. The modern marketer needs to have two sides: an artist and scientist. Marketers need creativity and imagination to create campaigns that engage consumers, and an analytical side to measure and calibrate marketing strategy. Let's take a look!

## PART ARTIST

### WRITTEN CONTENT



Inbound marketing has become the go-to strategy for modern marketers, putting a premium on writing skill.

### VISUAL ASSETS



Visual content grabs consumers' attention, making it a valuable marketing resource.

### SOCIAL MEDIA



Social media has changed the way marketers interact with consumers, making managing digital relationships an important skill.

### EMAIL MARKETING



Email remains the workhorse of most modern marketing departments. Best practices and design remain essential skills for marketers.

## PART SCIENTIST

### PERFORMANCE TRACKING



Marketing can no longer afford to be a cost center and the modern marketer should track all marketing activities and campaigns.

### OPERATIONS



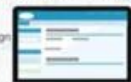
With more responsibility and fewer resources, marketers must be experts in budgeting and operations.

### ANALYTICS



Marketers need to be data experts, able to see major trends and important takeaways in a mass of data at a glance.

### CAMPAIGN PERFORMANCE

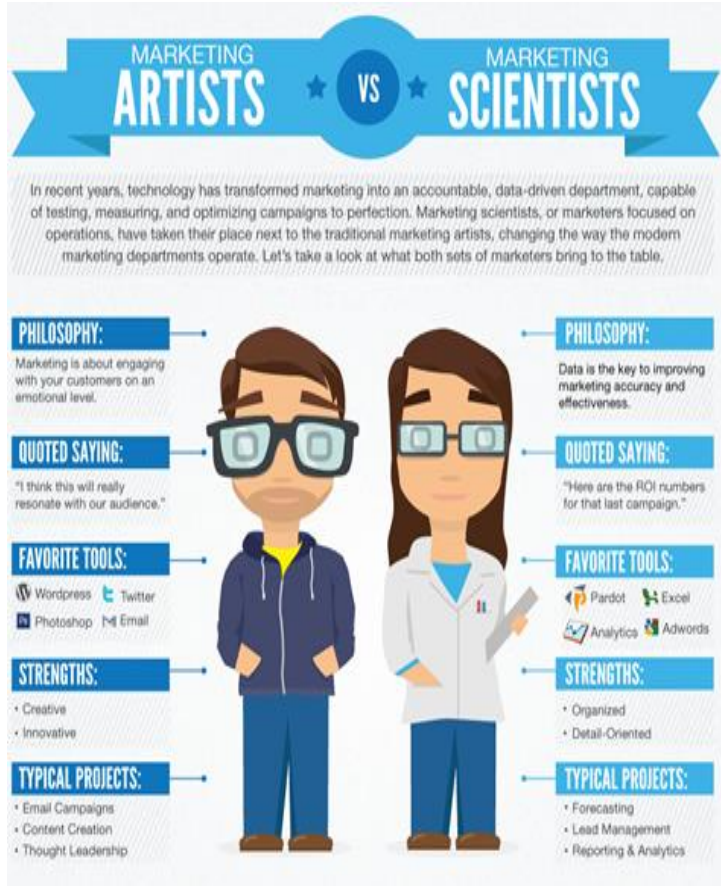


Using tools like Salesforce to understand campaign performance is an essential skill for the modern marketer.





3-5 minutes in Board meeting to present the Marketing Story



©Salesforce

SWEET  
SPOT FOR  
MARKETERS

*The connect between data scientist and the marketing/management decision maker*

### Tech & Data Skills

1. Understanding Marketing Technologies (For example: - AdTech, Email, Business Intelligence Platforms, Visualization Platforms, Statistical Packages)
2. Tracking performance metrics for marketing campaigns (offline/online)
3. Expertise in Insight Creation from Data (Critical Thinking & Problem Solving)
4. Creative StoryTelling with Data (Communication Skills)
5. Creating Interactive Dashboards and Visualizations
6. SQL for Accessing Marketing Data
7. Basic Text analysis

### DATA SCIENTIST

- Data Management
- Data Mining
- Advanced Statistics
- Data Modelling
- Advanced Programming



# Critical Broad Skills for a Marketing Analyst

- 8. Strategic Thinking & Planning
- 9. Marketing Domain Knowledge & Marketing Research Techniques
- 10. Leadership/Collaboration & Team Work (Internal Departments, DataScientists & Cients



### **Education and Experience Requirements for a Marketing Analyst:**

- Bachelor's degree in a quantitative discipline or graduate degree
- 2 years of work experience in marketing research, statistical or data analysis (or academic equivalent)
- Experience in advanced analytic and statistical techniques related multivariate and A/B testing, digital revenue attribution, customer segmentation, and marketing effectiveness
- Experience building and automating management level reporting
- Mastery of the following analytical tools: modeling and reporting in Excel/Access and SQL
- Proficiency in Microsoft Office Suite Preferred
- Experience with Adobe Analytics (Omniure SiteCatalyst), Adobe Target, Adobe Audience Manager, or similar web analytics, web optimization, or data management platforms
- Experience with Tableau or similar data visualization tools
- Experience in statistical analysis (SAS or R)
- Good communication skills
- Experience in working with teams

# How can we get students these skills?



Use of Marketing  
Technologies in  
curriculum



Experiential activities



Simulations

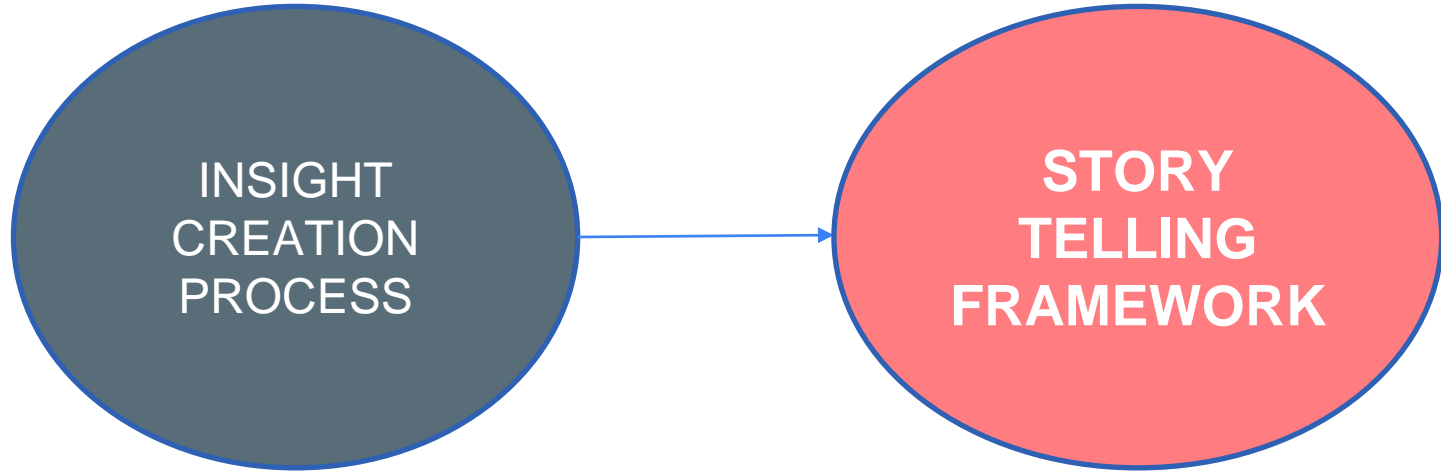


Basic Statistical  
Analysis (Emphasis on  
Interpretation and  
application)



Collaborative Team  
work

# **INSIGHT CREATION & STORY TELLING METHODOLOGY using a BI Platform**



# “THE STORY”

## The Three Little Pigs

SETTING

CHARACTERS

- Main
- Supporting

CONFLICT

RESOLUTION

- Drama
- Suspense
- Emotions
- Ups/Downs



# How is **AI** transforming Business Intelligence into Actionable Intelligence

**Thankyou..  
Happy Thanksgiving**

