

**Max Anisimov**

# **Career in Tech Marketing**

AUDIENCE

**Tell me  
about yourself**

## WHAT WILL WE GO THROUGH

- **My background**
- **Reasons to work in marketing... and reasons not to.**
- **Marketing roles**
- **How to get into marketing**
- **Useful skills and learning materials**
- **Q&A – *we'll spend most of the time here***

AUDIENCE

# My Background

**Marketing:  
Yay or Nay?**

WHY WORK IN MARKETING?

# 01. Broad range of challenges

WHY WORK IN MARKETING?

## 02. Idea → Reality

WHY WORK IN MARKETING?

## 03. **Measurable impact on business**



WHY WORK IN MARKETING?

## 04. **Skill transfer to entrepreneurship**

## WHY WORK IN MARKETING?

**05.** It's (relatively)  
more diverse

WHY NOT WORK IN MARKETING?

# 01. Limited control

WHY NOT WORK IN MARKETING?

## 02. A lot of misconceptions

WHY NOT WORK IN MARKETING?

**03.** Everyone “knows”  
what you should do

WHY NOT WORK IN MARKETING?

**04.** Might be difficult for  
non-native speakers

## WHY NOT WORK IN MARKETING?

**05. MBA ≠ strict requirement.  
Plus, you'll need more  
skills.**

# **Roles in Marketing**



**The same title =  
two entirely different roles**

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**→ read the job description**

## ROLES IN MARKETING: A VERY SMALL STARTUP



**Marketing  
Manager**

RESPONSIBILITIES:

**“Everything”**

## ROLES IN MARKETING: A VERY SMALL STARTUP



**Marketing  
Manager**

+

**Contractors:  
Designers /  
Writers**

RESPONSIBILITIES:

**“Everything”**

## ROLES IN MARKETING: A SMALL STARTUP



?



?

***– Look, there are two now!***

## ROLES IN MARKETING: A SMALL STARTUP



### **Performance Marketing Gal**

- Usually owns a number (leads, signups, demos, etc)
- Marketing mix optimization (Search/Display/etc)
- Budget allocation
- Funnel metrics (esp. top of the funnel)
- In-channel optimization (e.g. keywords within SEM)

Main stakeholder: Sales (in B2B).



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### **Product Marketing Guy**

#### **RESPONSIBILITIES:**

- Product market fit (esp. at early startups)
- Research, targeting (ICP), and strategy
- New product launches
- Positioning, messaging, and content/collateral
- Sales enablement (at B2B)

Main stakeholder: Product. But also Sales (in B2B)

ROLES IN MARKETING: **LATER**

**Performance / DemandGen**

**Product Marketing**



ROLES IN MARKETING: **LATER**

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Product Marketing

**+ Brand Marketing**

## ROLES IN MARKETING: **LATER**

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## ROLES IN MARKETING: **LATER**

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+ **Customer Marketing**

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+ **Separate “Creative” team —  
designers, copywriters, and  
filmographers**

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+ **Separate Research**

## ROLES IN MARKETING: **LATER**

Performance / DemandGen

**+ Channel Specialists**

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**Search: SEO and SEM**

**Display Media**

**Social Media**

**PR and Comms**

**Email**

**Partnership marketing**

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**(Sometimes) Growth marketing,  
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marketing (OOH, retail, etc),  
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PHASE 1 **One PMM**

ROLES IN MARKETING: **LATER**

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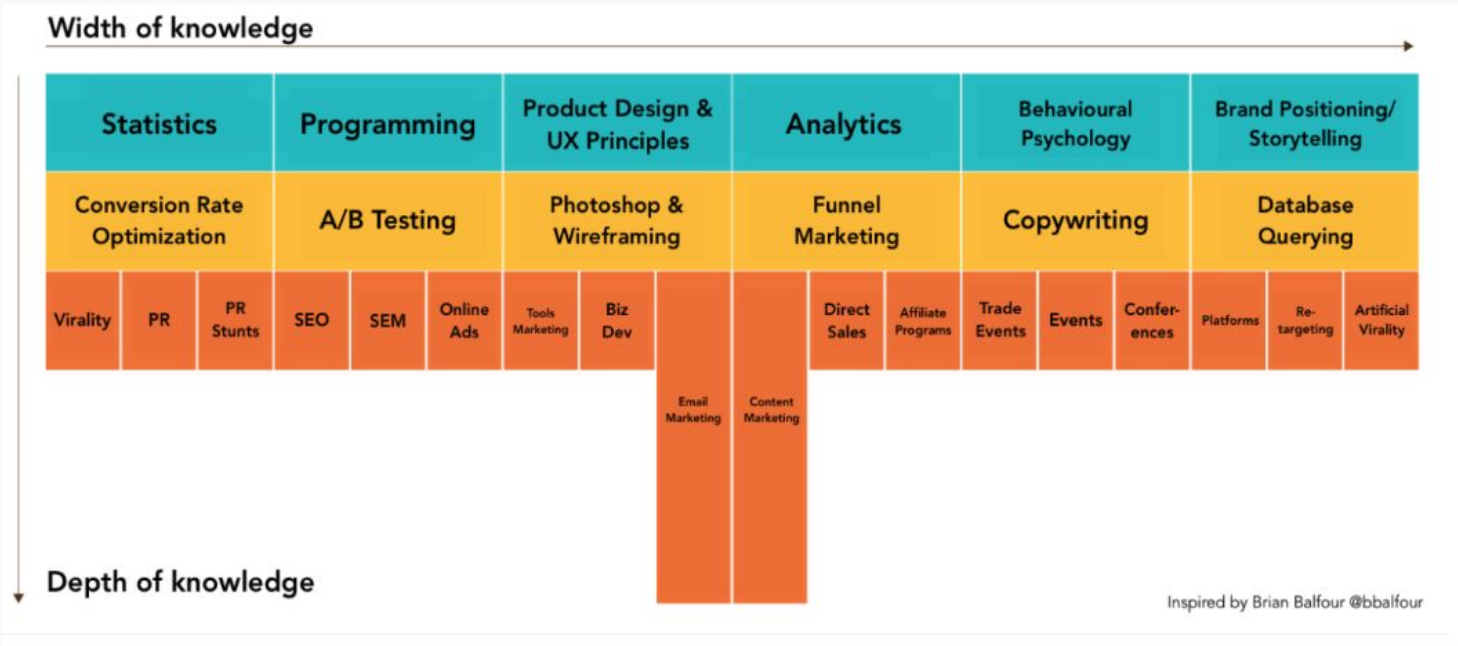
**Skills**

## SKILLS

**Requirements  
really, *really*  
depend on the role**

## SKILLS

# T-Shaped Marketer





**SKILLS: GOOD FOUNDATION**

## **01. Business acumen**

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**02.** Communication

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06. Marketing tech stack

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# How to Get Into Marketing



## HOW TO GET INTO MARKETING



**Get some marketing experience first**

( just kidding )

**01. Don't expect MBA  
to be very relevant**

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...but leverage unique opportunities it offers:  
on-campus recruiting, alumni network, and hiring for  
entry-level positions.

## 02. Find relevant skills/experience

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E.g. pricing projects, content you created in the past, profitability analysis you did for different channels/campaigns, etc.

HOW TO GET INTO MARKETING

## 03. Learn

## HOW TO GET INTO MARKETING

# 03. Learn

Learn more about marketing. Learn the lingo.

Learn about the *practical* stuff too.

E.g. read about specific channels and tactics, such as SEO and SEM.

HOW TO GET INTO MARKETING

# 04. Practice



## 04. Practice

Complete some actual marketing work.

Examples: volunteer for a startup, wear a “marketing hat” in a student side-project, etc.

Key: tangible results you can point to.

HOW TO GET INTO MARKETING

# 05. Network

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Obvious: informational interviews to learn and meet people.

Also, local marketing meetups.

E.g. search [meetup.com](https://www.meetup.com) for “product marketing”.

# 06. Apply for generalist roles

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Product marketing roles, cross-channel campaign management roles or cross-channel analytics might be a better fit for MBAs.

# Learning Materials

## LEARNING MATERIALS

### TOPICS

Don't *only* read about marketing. Explore these topics: business strategy, data analysis, behavioral psychology, product development, entrepreneurship, advertising, writing, UX design.

### BLOGS

Growth/Marketing: Andrew Chen, Brian Balfour, Casey Winters, Nir Eyal, Myk Pono, and Intercom Corporate Blog.

### BOOKS

The 22 Immutable Laws of Marketing; Innovator's Dilemma; Thinking, Fast and Slow; Intercom on Growth; Intercom on Marketing; Lean Startup; On Writing Well & Ogilvy on Advertising.

### MEETUPS

Local meetups (meetup.com).  
E.g. Product Marketing Meetup.



Check out my blog [max2c.com](https://max2c.com) and [growth-map.com](https://growth-map.com) ;)

**Thank you!**  
**Questions?**



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