

# Building a high-performing marketing team

By [Joseph Neusu](#)

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Most modern successful companies have one thing in common - they have put the marketing function at the centre of their business processes. Companies like Coca-Cola, Starbucks and Apple are top examples. These companies know which goose lays the golden eggs and their budget allocations to marketing functions and the adoption of marketing software attests to this.

So why is it important to have a high-performing marketing team? In my opinion, the proliferation of digital devices has transformed the marketing landscape beyond recognition, making it ultra-competitive.

Things have changed so much that even the blue-ocean strategy now demands a rethink. Whilst it was possible erstwhile to steer away from the red oceans of brand wars by creating a niche, the opening up of markets to new players without borders has exported the battles to those niches as well. The grazing land is becoming smaller and smaller by the day.

To survive, marketers need to be savvy and spot on in their go-to-market strategies. It's a clear case of 'you snooze you lose' and this can lead to serious relegation in the food chain.



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A key pillar to successful marketing is data. Modern marketing is driven by an in-depth knowledge of the science and art of consumer intelligence. Crucial data is readily available as digital tools record every user's online behaviour and transactions. Consumer metrics are a very lucrative gold mine for brands who can subsequently architect highly targeted, over-achieving campaigns. Business intelligence tools like Pinpoint provided by DataMentors enables marketers to navigate the complex world of analytics with ease.



picture paints a thousand words and a one-second video, 1.8 million words after all.

90% of information that reaches the brain is visual.

'Social media is about sociology and psychology more than technology' is a quote that has found premium space on my desk. Many a time I have met people who think that in order for them to create great campaigns, they have to be geeks or any other similar green-haired person. Great campaigns are based on understanding the mechanics and dynamics of basic human behaviour. Psychology principles give insights into how purchase decisions are made and marketing strategists can then craft campaigns that resonate with the audience.

One of the biggest killers of marketing teams is management that insists on thinking in straight lines and is bureaucratic in its operations. Marketing rain-makers are freaks of nature, they are so fickle that if their habitat is disturbed they don't produce the results. Management should know how to manage creative professionals.

## ABOUT JOSEPH NEUSU

Joseph Neusu is the founder and CEO of Sales Qualified Leads Inc, Africa's leading digital agency specialising in WhatsApp Business API marketing and conversational marketing in the Programmatic and DOOH spaces. Joseph is a top conference speaker, thought leader and trainer.

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