



# The Professional Marketer

By Tim Matthews

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## The Professional Marketer By Tim Matthews

**Distilled from a career in the marketing trenches, a complete guide to the essential skills every marketer needs to master.**

If you work as a marketer, or hope to become one, you have a lot to know. *The Professional Marketer* is your guide book.

*The Professional Marketer* is organized into six sections, starting with marketing strategy, moving on to awareness, then to demand generation, working with direct sales and channel partners, and ending with concepts key to running a marketing department.

- Section 1 - Marketing Strategy and Science - Peter Drucker, The Four Ps, Ted Levitt, Crossing the Chasm; Positioning and the Brand; Market Segmentation; Marketing Planning
- Section 2 - Getting the Word Out - Public Relations; The Press Release; Social Media and WOM Marketing; Product Reviews, Case Studies, Awards, Studies/Surveys
- Section 3 - Building Demand - Direct Marketing; Marketing Lists and Databases; Leads Opportunities and the Funnel; Events; Advertising Section 4 - Arming Sales - The Website; Collateral and Other Assets; Speaking and Presentations; Sales Training and Enablement
- Section 5 - Marketing via Channels - Marketing and Selling through a Channel; Partner Programs
- Section 6 - Marketing Management - Test and Measure; Showing Results - ROMI, Dashboards and other Metrics; Marketing Budgets; The Marketing Department

Each of the 23 chapters covers a key marketing discipline and is designed to be self-contained. Most include a case study. For the ambitious, it includes a reading list of the author's favorite works, and delves into marketing history to shed light on key ideas many marketers take for granted, like:

- Who wrote the first press release?
- Why do we call it 'boilerplate'?
- Who held the first focus group?
- Why are they called 'white papers'?

- What's a 'tsotchke' and how do you pronounce it?

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## The Professional Marketer By Tim Matthews Bibliography

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### Editorial Review

From the Back Cover

#### Praise for *The Professional Marketer*

"No book I have ever read in 30 years as a marketer has so successfully woven the insights from masters - past and present - into such a readable, cohesive narrative."

-Hugh Macfarlane, CEO of Math Marketing; Author *The Leaky Funnel*

"The Professional Marketer is a great tool for CMOs looking to equip their teams with the marketing strategies and techniques they need to win."

-Donovan Neale-May, Executive Director, CMO Council

"The Professional Marketer, which provides practical tools to help get things done, will be an invaluable guide book for professionals who want to deliver under pressure."

-John Ellett, Author, *The CMO Manifesto*

### About the Author

Tim Matthews has run marketing teams at Silicon Valley startups and stalwarts for over fifteen years. He writes and speaks frequently about technology, marketing, and their intersection.

### Users Review

#### From reader reviews:

##### Jason Hill:

Typically the book The Professional Marketer will bring one to the new experience of reading the book. The author style to clarify the idea is very unique. When you try to find new book to see, this book very acceptable to you. The book The Professional Marketer is much recommended to you to learn. You can also get the e-book from official web site, so you can quicker to read the book.

##### Stanley Wells:

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