

YOUR CAREER AS A GO-TO-MARKET MARKETER

You're creative and analytical, you love both a checklist and a brainstorm, you're forward thinking and spontaneous. You are a **Go-to-Market Marketer**. In a Go-to-Market role you will be working closely with Sales, Product, and Engineering to drive awareness and increase revenue.



ROLES & RESPONSIBILITIES



- **Demand Generation:** Covers all marketing activities that create awareness about your product, company, and industry
- **Lead Generation:** Process of collecting leads through forms fills or website tracking to add to database of leads
- **Product Marketing:** Understands the market/market needs with emphasis on understanding the buyer and selling a product
- **Content Marketing:** Creates and shares media and publishes content to acquire, educate, and retain customers.

QUALIFICATIONS



- Utilize market intelligence and understand the competitive landscape
- Understand and document buyer personas and patterns
- Develop a marketing plan including key activities and budgets to support the retention of existing customers and the acquisition of new customers
- Assess the effectiveness of current marketing programs and be prepared to pivot
- Hands-on marketers who thrive in a startup environment and have scaling experience
- (Product Specific) Plan the launches of net-new products and releases of existing products
- (Demand/Lead Specific) Experience with email - both marketing and sales best practices, SEM and SEO, and drip nurture campaigns
- (Content Specific) Produces various deliverables including blog, whitepaper, email content, and technical writing
- Understand Marketing Automation Tools

OUR GUIDE TO BECOMING A GO-TO-MARKET MARKETER

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GTM SALARIES



- **Content Marketer** - \$70-100K*
- **Demand Generation** - \$90-125K
- **Product Marketing** - \$110-135K

** The following values are based on the average salary of a GTM marketing role. Please see our [Compensation Guide](#) for a detailed breakdown of marketing salaries.

LET'S CONNECT!



San Francisco, New York City, Austin, Chicago, Los Angeles

www.bettsrecruiting.com

hello@bettsrecruiting.com

415.318.7520

BETTS TIPS



- Understand the difference between B2B and B2C strategy. Ask yourself where you feel most comfortable and where you would like to grow your career. Best practices will be slightly different depending on the avenue you choose.
- When preparing your resume and LinkedIn, you must add metrics or measurements that describe pipeline contributions. Content marketers should include portfolios and writing samples.
- Some marketing automation tools have certification programs, enrolling in a program automatically adds value to your resume and makes you a more desirable candidate.
- Go-to-Market strategists are project managers at heart. Look forward into the future and consider all possible

PRACTICE MAKES PERFECT



- Building personas and understanding sales cycles, this skill will help you create shared language both internally and externally
- Knowing when to be creative and when to follow process
- How to be a collaborative partner across teams and understand the importance of revenue and how your initiatives impact it