

Build A Marketing Team

A Founder's Guide to Assemble a
High-Performing Marketing Department

By Nazmul Ahmed

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Copyedited by: Zarin Tasnim Esha & Saima Alam

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Dedicated to my father.

Who, in his uniform, taught the true meaning
of courage and sacrifice.

Served in the army, artillery, **38 Light** division.

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**"It doesn't make
sense to hire smart
people and then tell
them what to do;
We hire smart
people so they can
tell us what to do."**

- Steve Jobs, co-founder- Apple

The man who believed in teams that could
outsmart even him.

Chapter 1

Introduction

As the sun set over Banani 11 in Dhaka, I stood by my office window, deep in thought. At 7 pm, the city below was bustling with life (and if you're familiar with the area, you know just how busy it can get).

But up here, I was immersed in my own world. This month had been extraordinary, marked by achievements and pleasant surprises.

My name is Nazmul Ahmed, and I am writing this book to share a journey that's close to my heart.

Let me start with some numbers that I take pride in.

This month, my YouTube channel skyrocketed to over a million views. My latest product launch saw incredible pre-sales, and my social media following soared to over 100,000.

Meanwhile, I have been running three businesses with more than 70% profitability. And the client requests? They just keep coming.

I could go on with more figures, but then it might sound like I

am bragging.

Well, maybe just a bit. Lol. But that's only because I am truly proud of what we have achieved.

Here's the most important number, though: 1.

I spend less than one hour a day on my marketing and sales.

How is this possible, you might ask?

Some think it's due to my extensive experience, which I do have. Others guess I might know some secret tricks, which I don't.

The real game-changer is..

My team.

Particularly my team of 13 marketing wizards. They are the drivingforce behind our success.

In reality, I am just the face of our operations. A pretty one? Well, that's up for debate. ;)

But, it's my marketing team that's the true powerhouse. Each member brings unique skills and independently crafts outstanding campaigns.

Sure, I am good at marketing – my clients even say I am one of the best. But what I excel at is identifying raw talent, especially

in marketing.

Finding those diamonds in the rough – that's my true forte, if I may say so myself.

I have been involved in marketing for the past 15 years, but it's over the last 7 years that I have built over 50 marketing teams.

How?

Mostly through my work as a marketing consultant and fractional CMO. Medium-sized companies hire me to build them a robust marketing team.

It's not just about recruiting the right people; it's about learning from successes and failures.

In this book I will guide you through the process of building a team:

- How do you spot exceptional talent?
- How do you make team members feel valued and excited about their work?
- How do you bring out the best in marketers?
- Essential knowledge for building a marketing team, etc.

This book is packed with stories from my journey. I will tell you how I started with a small group and transformed it into something remarkable.

I will address those questions with real-life stories, drawing

from my experiences with my team and the 200+ companies I have worked with.

But this book is more than a guide to team building; it's about evolving as a leader. It's written for those who aspire to be more than just founders.

It's for those who aim to inspire and, if needed, lead a marketing team.

"Build A Marketing Team" is a tale of transformation and success. It's a manual that will help you build, not just a competent marketing team, but an exceptional one.

A team that not only achieves goals but surpasses them. A team that fosters growth and success for all its members.

Join me on this enlightening journey. It's a path that will alter your perspective on marketing teams and assist you in becoming an outstanding founder and leader.

Welcome to "Build A Marketing Team."

1.1 Why you will fail with 1 marketer

Imagine this: You have just embarked on an ambitious journey, an expedition to climb Mount Everest. You are not an experienced mountaineer, but you've hired a guide.

You have invested all your resources into this one guide who

promises to take you to the summit.

Exciting? Definitely. Risky? Absolutely.

Why is that?

Because climbing Everest is not a one-person job. It requires a team: experienced guides, porters to carry the heavy equipment, a cook to prepare nutritious meals, a weather forecaster to predict potential storms, and a base camp manager to oversee the operation.

Relying on a single guide is not just impractical; it could be dangerous. The guide may be skilled but can not replace a well-coordinated, diverse team.

Yes. A team.

Now, think of this Everest expedition as your business journey and selling your product or service as your summit.

Many founders with non-marketing backgrounds embark on this journey, hiring a single 'guide' - a marketer, hoping this person will jumpstart their startup.

However, like an Everest expedition, building a successful marketing function is not a one-person job. It demands a diverse range of skills, experiences, and perspectives.

It requires strategists to map out the plan, inbound experts to guide the path on the crowded web, content creators to narrate

the journey, social media managers to engage with the audience, data analysts to track progress, and many more.

The challenge is that many non-marketing founders only realize this once it is too late. They bring in just one marketer, but when the outcomes do not match their expectations, they are puzzled and unsure about what went wrong.

They see their marketing efforts failing, their vision fading, and their startup struggling without understanding the underlying issue - that a single marketer can not replace a comprehensive marketing department, no matter how skilled.

This book exists to educate non-marketing founders about the difficulties of building a successful marketing department.

It's not just about hiring a marketer; it's about creating a diverse and capable team to navigate the complex digital landscape and advance your startup to the summit.

You need the M-Team.

Are you all set to begin this thrilling adventure? Let's dive in!

1.2 Why This Book

Let's start with a question - how many of you have struggled with marketing?

You may have developed the next big thing, a product or

service that can revolutionize the market, but when it comes to getting the word out, you find yourself hitting a wall. You can not get your message across to the right people at the right time in the right way.

It's like you are trying to solve a puzzle without having all the pieces. Sounds familiar? Well, you are not alone.

That's where this book comes in.

Marketing is not a “one-size-fits-all” proposition. Each business, each product, and each market is unique and requires a tailored approach.

Many non-marketing founders approach marketing as a rigid, independent function when it's a complex system, an intricate web of interconnected elements that work in concert to drive your business forward.

When you are a non-marketing founder, you might not realize the depth and broadness of knowledge and skills needed to build a successful marketing department.

You might think that hiring a single “superstar” marketer will suffice, that this one person will be able to handle all marketing elements - from crafting compelling content to optimizing SEO (Search Engine Optimization), managing social media channels, analyzing data, and everything in between. But that's a myth.

A successful marketing department is more like an orchestra,

with different “musicians” playing different “instruments,” all coming together to create a harmonious symphony. It’s about having a team of specialists, each contributing unique skills and talents, working together towards a shared goal.

This book is your guide to understanding and implementing that concept. It’s your roadmap to creating a successful marketing department that’s well-structured, diverse, and efficient.

It’s your toolkit for building a marketing team that is more than just the sum of its parts, one that can navigate the complex landscape of digital marketing and lead your business to success.

In this book, we will walk you through the entire process of building a marketing department. We will start by laying the foundation, discussing the role and importance of marketing in a business, and understanding the benefits and challenges of having a dedicated marketing department.

Then, we will get into the details, exploring the different segments of a marketing team and their specific roles and responsibilities.

We will also shed light on the often misunderstood aspects of marketing, including the difference between traditional and digital marketing, the various marketing channels, and the pros and cons of hiring a marketing agency versus an in-house team.

But this book is not just about theory but practical, real-world

insights. It draws on my 15 years of experience as a CMO (Chief Marketing Officer) and Fractional CMO, during which I have built over 50 marketing teams across various industries and markets.

It's a compilation of lessons learned, best practices, and "tried-and-tested" strategies that have helped countless startups scale and succeed.

This book is for you, the non-marketing founder.

It's for the visionary who has a great product but struggles to get the word out. It's for the entrepreneur juggling multiple roles and not having the time to dive deep into marketing.

It's for the business leader who understands the value of marketing but is unsure how to build a competent marketing team.

Ultimately, this book gives you the knowledge and confidence to build a marketing department to take your business to new heights.

It's about helping you understand that marketing is not an expense but an investment in your business's growth and success.

Because at the end of the day, it's not enough to have a great product; you also need a great marketing team to let the world know about it. Your business deserves to be in front of the people you call customers.

I promise you they exist. We just need to put together the M-Team for you.

Let's start this journey. Let's build your marketing department together.

1.3 Who Should Read This Book?

Imagine sitting in a room full of people.

Some are tech wizards, innovators pushing the boundaries of what's possible. Others are service maestros, individuals with a unique solution to a prevalent problem.

A few others are product “gurus”, who have built products that have the potential to disrupt the market. Despite their differences, they all have one thing in common.

They are founders, entrepreneurs, and brave souls who have dared to envision and act.

If you are the brain behind a brilliant product or service and the courageous founder leaping into the world of entrepreneurship, then this book is for you. But more specifically, this book is also for people who are:

1. A non-marketing founder

If terms like SEO, SEM (Search Engine Marketing), or CRO (Chief Revenue Officer) make you feel like you have wandered

into an alien language class, do not fret. I designed this book for founders who may not have a strong marketing background but need to understand how to build a department that can take their brilliant ideas and present them to the world.

2. A solo entrepreneur or part of a business

You have the idea, the drive, and the passion, but you are struggling with getting your product or service the visibility it deserves. This book will guide you in creating a marketing department that will help your startup break through the noise and reach your target audience.

3. A business owner looking to scale

Maybe you have had some success, but you know there is potential for more. Building a full-fledged marketing department could be the key to unlocking that next level of growth.

4. A student or an aspiring entrepreneur

If you are gearing up to launch your business in the future, this book can provide invaluable insights and practical guidance on one of the most crucial aspects of business - marketing.

This book is about breaking down the walls that separate non-marketing founders from the marketing realm. It's about translating complex marketing jargon into a language that is easy to understand and implement. It's about providing