

THE MARKETING DEPARTMENT PLAYBOOK

Hiring roadmaps, agency handoffs, and budget mixes for three real industries. Start with a marketing leader; then build around the customer journey.

HOME SERVICES

High-intent local demand with urgent buying windows and heavy seasonal swings. Google visibility, response time, and reputation win the job before a sales call ever happens.

HIRING SEQUENCE

- 1. Marketing Leader**
Strategy, budget, lead generation, CRM.
- 2. Performance**
Paid search, LSAs, conversion paths.
- 3. Local/Reputation**
GBP, reviews, community, locations.
- 4. Lifecycle**
Email, SMS, reminders, repeat visits.

AGENCY / VENDOR SUPPORT

- Paid search and LSA management tied to service-area demand
- Web development, technical SEO, and conversion-path cleanup
- Video, creative, and specialized media buying for priority offers
- Call tracking, lead attribution, and service-line reporting
- Landing pages, offer testing, and seasonal campaign support

BUDGET MIX

Paid search & LSAs		40%
Local SEO & reputation		15%
Website & CRO		15%
CRM, email, SMS		10%
Creative production		10%
Partnerships & tests		10%

MEASURE FIRST

- Booked jobs and lead quality
- Qualified lead cost by service line
- Reviews, repeat visits, and close rate
- Speed-to-lead and appointment-set rate

OPERATING PRINCIPLE

Keep strategy, budget, and lead ownership in-house. Outsource only the specialized execution you cannot staff full-time — and hold every partner to the same lead-quality and response-time standards as your own team.

MANUFACTURING & INDUSTRIAL

Long sales cycles, technical buyers, distributor and rep channels, and complex proof points. Marketing earns trust with product depth, case studies, and disciplined pipeline reporting.

HIRING SEQUENCE

- 1. Marketing Leader**
Aligns sales, product, distributors.
- 2. Product Marketing**
Positioning, launches, enablement.
- 3. Content/Digital**
Case studies, technical SEO, email.
- 4. Demand Gen/Ops**
CRM, nurture, attribution, pipeline.

AGENCY / VENDOR SUPPORT

- Web development and technical SEO for product-depth discovery
- Video, animation, PR, and research for technical proof points
- Overflow creative and campaign production when sales needs speed
- Trade-show design, booth support, and follow-up assets
- Account-based ads, lead routing, and nurture optimization

BUDGET MIX

Website & technical SEO		25%
Trade shows & field		20%
Paid search & ABM		15%
Product marketing		15%
CRM & automation		10%
PR, research, video		15%

MEASURE FIRST

- Marketing-sourced qualified pipeline
- Sales-cycle influence and velocity
- Distributor and product-line interest
- Cost per sourced opportunity

OPERATING PRINCIPLE

Anchor every plan to the sales cycle. Measure pipeline influence, cycle velocity, and margin defense — not vanity reach. Marketing exists to shorten decisions, enable distributors, and arm the sales team.

RESTAURANT & HOSPITALITY

Brand consistency across every location, strong local store execution, guest frequency, and loyalty behavior. Each store is its own micro-market with its own trade area and offer calendar.

HIRING SEQUENCE

- 1. Marketing Leader**
Brand, budget, agencies, portfolio.
- 2. Brand/Field**
Local store marketing, openings, events.
- 3. CRM/Loyalty**
Loyalty, email, SMS, offers.
- 4. Content/Social**
Photography, video, organic content.

AGENCY / VENDOR SUPPORT

- Paid media and analytics across store-level trade areas
- PR and campaign creative for openings and seasonal pushes
- Web, production, and launch support with brand guardrails
- Menu photography, video, and seasonal content refreshes
- Field marketing, openings, and local partnership activation

BUDGET MIX

Paid social & search		30%
CRM & loyalty		20%
Content & creative		15%
Local store marketing		15%
Website & local SEO		10%
PR, promos, testing		10%

MEASURE FIRST

- Traffic and guest frequency
- Loyalty signups and repeat-visit rate
- Location-level offer performance
- Average check and off-peak daypart lift

OPERATING PRINCIPLE

Local relevance wins. Treat every location as its own micro-market with its own trade area and offer calendar — held together by a consistent national brand voice, a shared loyalty spine, and clear guardrails on look and tone.