

Chapter 26 Pricing Strategies
Career Chatroom Career Profile

Susan Medina Thayer
Director of Marketing, Firespring

Q What do you do at work?

A A lot of people confuse marketing with advertising when in reality, advertising is just one small component of marketing. Although I have bursts of creative genius from time to time and work closely with graphic artists and copywriters, true marketing is more big picture and strategic. My work consists of overseeing marketing campaigns. This involves a lot of planning and analysis. Once I've identified a marketing program that I feel will have the most impact, I write a creative brief outlining the objectives, audience, and offer. Then I work with the creative team to ensure the finished project meets those needs. Once finalized, I work with vendors for the fulfillment of the marketing campaign, analyze the results to determine our ROI, and make adjustments as needed.

Q What was your first job in marketing?

A I worked for a consumer goods company analyzing the purchasing data from major retailers like Target® and Walmart® to determine consumer-buying habits. Based on the data analysis, I made recommendations on pricing decisions (when to discount and how much), display configurations (should product X be on the top, right slot, or on the bottom slot?), and item assortment (should we send more of product X or product Y?).

Q What skills are most important to you?

A Flexibility—marketing is always changing. Think of the new marketing venues that didn't exist just a few years ago—social media, text ads, blogs. Also, communication—sharing the vision of a marketing campaign and getting buy-in from everyone from sales to support takes good communication.

Q What is your key to success?

A Working hard—no matter what the task—to deliver quality results. Observing and listening to experts is a great way to learn. To stay current with evolving marketing trends, I am active in the American Marketing Association. I've taken courses through the AMA to become a Professional Certified Marketer, which distinguishes me from others in the field.