



# HOW TO BE A SUCCESSFUL FIELD MARKETER IN ASIA-PACIFIC



The role of field marketing stands out as a pivotal element in bridging companies with their target audiences and the local economy. The unique blend of cultures, technological advancements, and market dynamics in the APAC region demands a specialised approach to marketing—one that is both strategic and adaptive.

As businesses strive to make their mark in this competitive arena, understanding the nuances of field marketing becomes paramount.

This guide delves deep into the intricacies of becoming a successful field marketer in APAC, shedding light on the responsibilities, success metrics, strategies, and professional development avenues that can shape a marketer's journey in this region.



## The Typical Responsibilities of a Field Marketer

Field marketing, often seen as the frontline of a company's marketing strategy, involves a direct interaction with potential clients, partners, and even competitors. In the context of the APAC tech sector, a field marketer's responsibilities typically include:

- **Market Research:** Understand the local market dynamics, customer preferences, and emerging tech trends.
- **Event Management:** Organise, attend, and manage trade shows, conferences, and other events to promote the company's products or services.
- **Lead Generation:** Identify potential clients and establish initial contact, often in collaboration with the sales team.
- **Brand Promotion:** Ensure consistent brand messaging and presence across different channels and platforms in the region.
- **Collaboration:** Work closely with the central marketing team to align on strategies, campaigns, and messaging tailored for the APAC market.
- **Feedback Collection:** Gather feedback from clients and partners to inform product development and marketing strategies.

## Success Metrics for Field Marketers

For field marketers to gauge their effectiveness and drive improvements, they need to be governed by clear and relevant success metrics. Some of the key metrics include:

- **Lead Conversion Rate:** The percentage of leads that convert into paying customers.
- **Event ROI:** The return on investment for each event organised or attended, considering both direct sales and brand exposure.
- **Brand Awareness:** Measured through surveys or tools, it indicates the percentage of the target audience familiar with the brand.
- **Customer Engagement:** Metrics such as event attendance, feedback submissions, and interaction rates on promotional materials.
- **Feedback Implementation:** The number of actionable feedback points from the field that get implemented by the company.

## Strategies for Success in Field Marketing

To be successful in their roles, field marketers in the APAC tech sector should consider the following strategies:

- **Cultural Sensitivity:** Understand and respect the diverse cultures within APAC. Tailor messaging and strategies to resonate with local values and norms.
- **Leverage Technology:** Use advanced CRM tools, analytics platforms, and AI-driven insights to understand customer behaviour and preferences.
- **Build Local Partnerships:** Collaborate with local influencers, tech hubs, and community leaders to gain trust and credibility.
- **Continuous Learning:** Stay updated with the latest tech trends, market dynamics, and competitive landscape in the region.
- **Feedback-Driven Approach:** Prioritise feedback from the field and ensure it informs the broader marketing and product strategies.

## Professional Development Opportunities

For continuous growth and to stay relevant in their roles, field marketers should invest in the following professional development opportunities:

- **Certification Programs:** Enrol in courses related to digital marketing, data analytics, and CRM tools.
- **Networking:** Attend industry conferences, webinars, and workshops to build a strong professional network.
- **Mentorship:** Seek mentors within the organisation or industry who can provide guidance, insights, and career advice.
- **Cross-Functional Training:** Gain exposure to sales, product development, and customer support roles to have a holistic understanding of the business.
- **Language and Cultural Training:** Given the diversity in APAC, learning local languages and understanding cultural nuances can be a significant advantage.



# Example Job Description of a B2B Field Marketer in APAC

This section now delves into an example job description, offering a comprehensive glimpse into the multifaceted responsibilities, skills, and attributes that define a successful B2B field marketer in APAC. Whether you're an employer seeking the right candidate or a professional aspiring to make a mark in this domain, this guide serves as a roadmap to understanding the essence of this pivotal role.

## What the role is:

- Define a region-specific marketing plan that supports the regional sales strategy.
- Strategize, build and execute integrated field campaigns that involve digital marketing, email marketing, direct mail marketing, and other channels as required with a goal of increasing brand awareness locally/regionally, and driving leads and MQLs for the sales region.
- Manage account-based marketing activities, in partnership with sales, including: identifying target accounts, developing strategy, executing campaigns with the support of cross-functional teams.
- Work with the sales team to accelerate existing sales opportunities and deepen our existing customer relationships.
- Produce a local marketing calendar that includes local activations, paid/earned media and support around national campaigns (in-reach/outreach).
- Collaborate with the marketing team to develop metrics to measure the success of the programs. This includes benchmarked ROI metrics by working with the sales and demand generation teams, managing and analysing campaign data in Salesforce.
- Managing local marketing budget including, but not limited to local partnerships, sponsorships, brand ambassador labour, media spend etc.
- Complete quarterly budget reviews and ROI analysis; adjust strategy to align with findings.
- Advise and recommend future marketing resource direction and allocation.

## Who the person is:

- You have a strong record of developing and leading digital and non-digital marketing programs and are comfortable working closely with leadership in addition to regional and global teams. Strong English language skills are critical and the ability to work with virtual teams a must.
- You understand enterprise level B2B marketing, are excited by innovative tech solutions, and are comfortable developing a regional strategy, leading with digital as well as executing 'on the ground' activities like a field marketer.
- You are comfortable and understand there will be times when you will be required to have early morning or evening meetings to align to the US timezone, when working directly with corporate.
- You are a well-rounded and accountable operator who is curious, can think strategically, proactively and outside of the box. You also avoid traditional marketing fluff and know that ROI is central to everything you do.
- You will be passionate and driven to do good work and help the client achieve what they need to.

## Requirements for this role:

- Minimum 5+ years of experience in marketing with a strong understanding of digital strategy and enterprise level lead generation.
- Experience in the software and/or technology industry / sector / space.
- Proven track record of driving customer demand through an array of digital and non-digital marketing disciplines and campaigns. These include a strong understanding of campaigns and journey construct, including audience targeting, content strategy, SEO, paid media, email, webinars, personalization, & demand generation.
- Enjoy taking an approach centred on A/B testing, hypothesis generation and testing knowledge.
- Record of managing both multi discipline marketing in a regionally or globally recognized company. (Client or Agency side).
- Strong project management skills with ability to execute marketing programs from planning, conceptualization, execution and measurement.
- Exceptional communication skills.
- It would be a big advantage if you have experience in the Asia Pacific region.

## Conclusion

The role of a field marketer in the APAC tech sector is both challenging and rewarding. As the region continues to be a hotspot for technological advancements and innovations, field marketers have the opportunity to be at the forefront of this transformation.

By understanding their role, focusing on the right success metrics, adopting effective strategies, and investing in continuous professional development, field marketers can ensure their success in 2024 and beyond.

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