

The Good Marketer

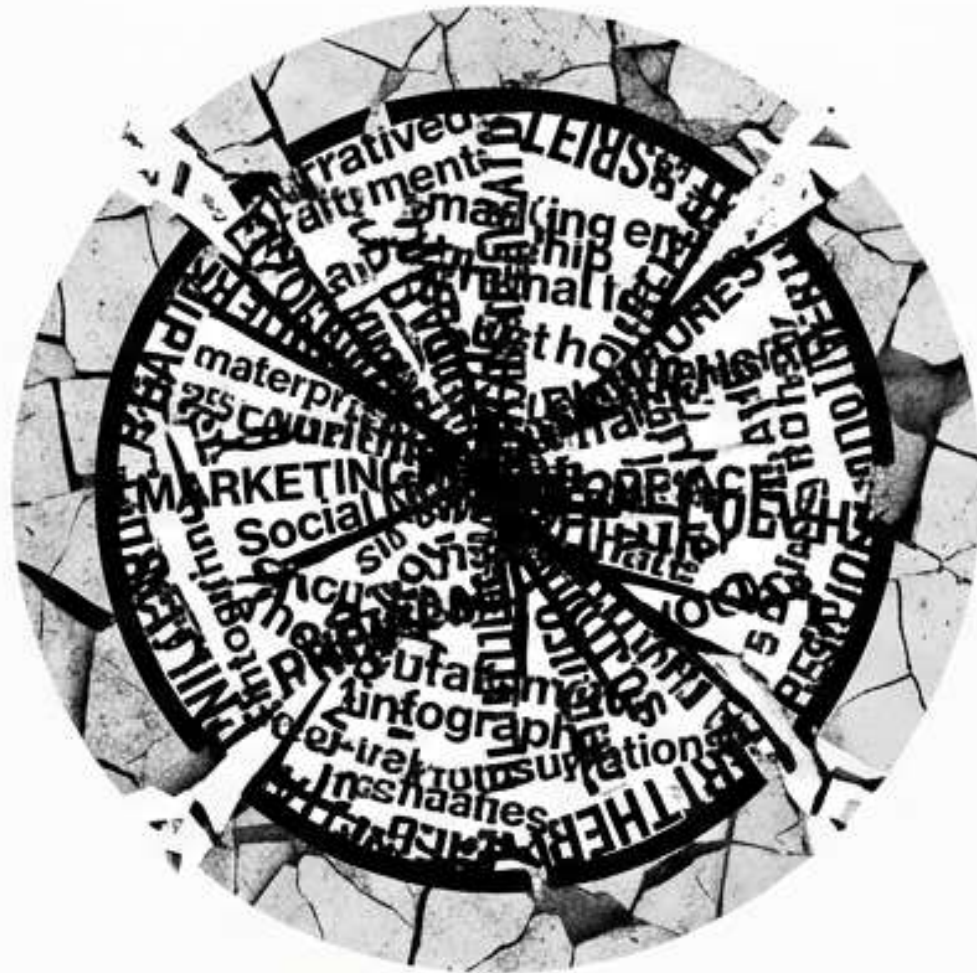
A playbook for building teams that can actually think and do.

August 2026

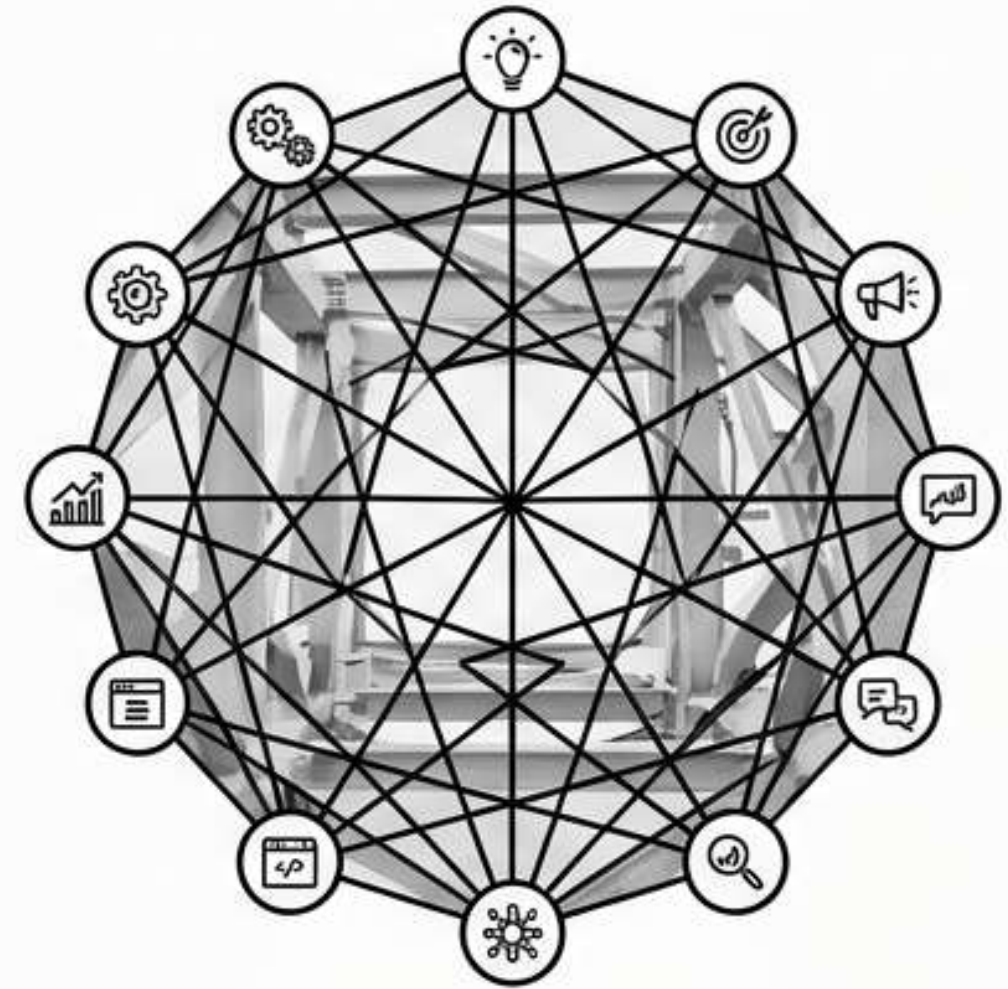


Marketing is a team sport disguised as a job title.

The phrase 'good marketer' covers an unreasonable amount of territory. Companies often hire for a generic marketing superhero and act surprised when the cape does not fit.



The Unicorn



The Strong Team

“Great doers are asked to invent strategy alone. Strategic thinkers disappear under a pile of urgent copy changes. The problem is not a lack of talent. It is the wrong talent doing the wrong job with the wrong support.”

The Architecture of a Marketing Department

There is no single kind of good marketer. These twelve archetypes describe how someone helps, not how senior they are. It is not a personality test and nobody should put an archetype on a lanyard.

The Doers

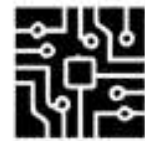
(Focus: Execution)



- Busy Bee



- Organiser



- Systems Builder

The Thinkers

(Focus: Insight & Logic)



- Strategist



- Detective



- Experimenter

The Feelers

(Focus: Humanity & Meaning)



- Storyteller



- Anthropologist



- Brand Guardian

The Provocateurs

(Focus: Catalyst & Business Impact)



- Rainmaker



- Challenger



- Connector

The Busy Bee

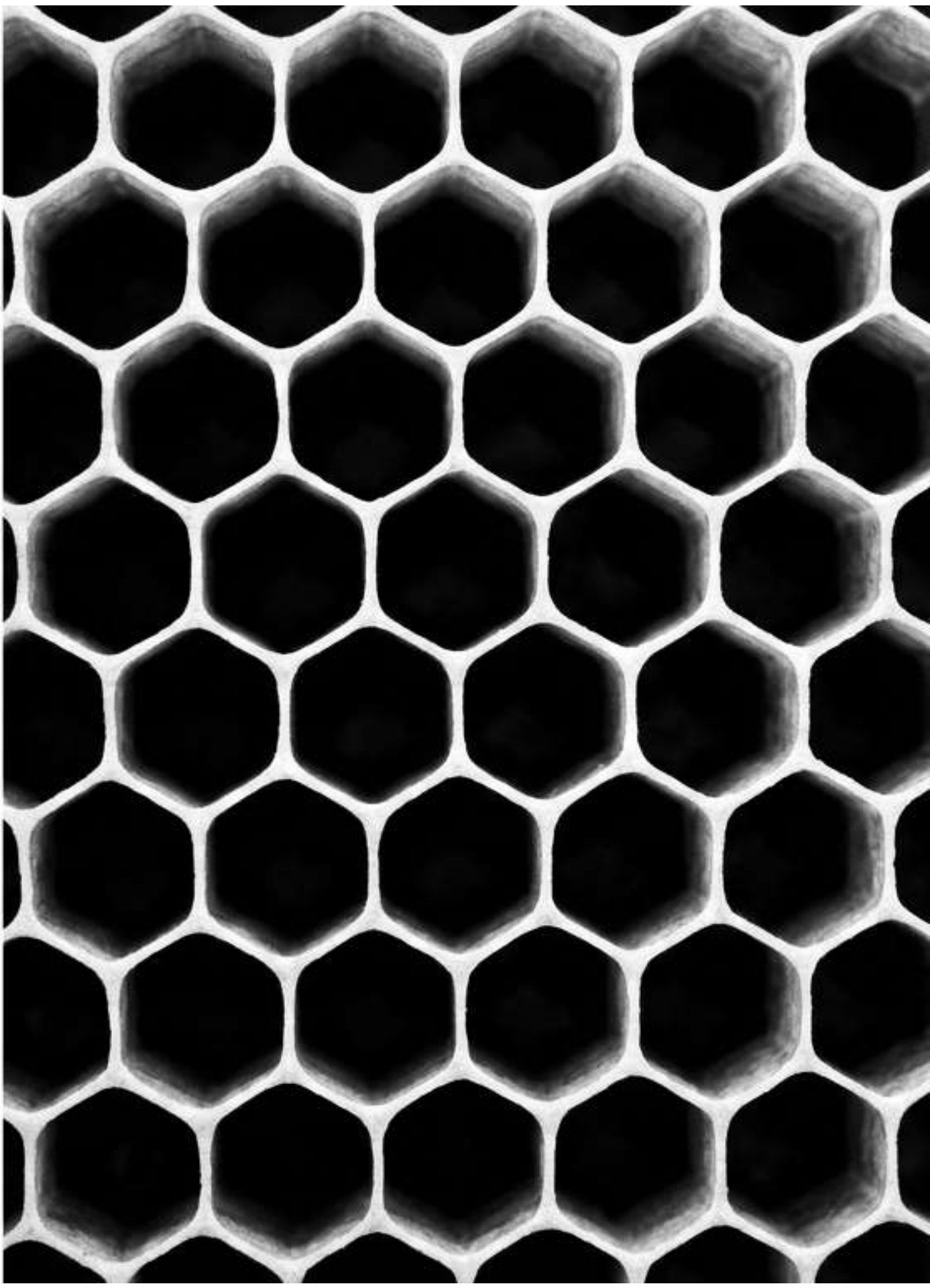
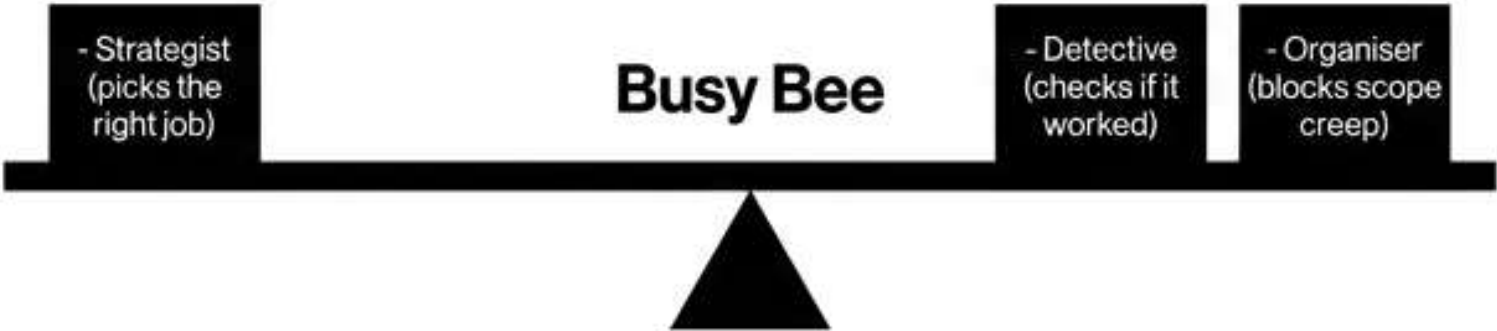
The person who gets it done.

Their Question: What can we finish today?

The Superpower: Turns talk into work people can see. Creates momentum rather than announcing it. Priceless when a company has become very good at explaining delays.

The Rogue State: Highly efficient at doing the wrong thing. Busyness masks burnout; a full calendar is not a business result.

The Balancing Act



The Organiser

The keeper of the spreadsheet.

Their Question:

Who is doing what, and when?

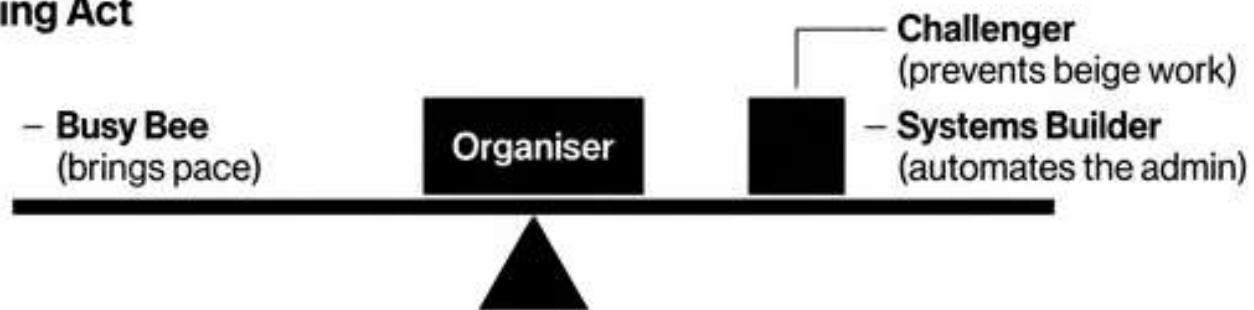
The Superpower:

Spots dependencies before they become emergencies.
Timelines and checklists are how they make promises believable.

The Rogue State:

The plan becomes more important than the result. Adds process when the team actually needs a decision.

The Balancing Act

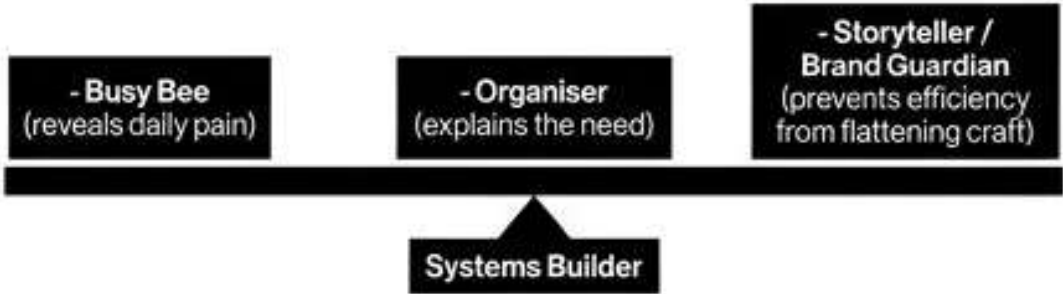


The Systems Builder

The person who makes next time easier.

Their Question:	How do we stop relying on heroics?		
The Superpower:	Good work should become easier to repeat, not harder as the team grows. Standardizes the boring parts to leave room for judgment.		
The Rogue State:	Automates nonsense at impressive speed. Values neat technology more than useful work.		

The Balancing Act



The Strategist

The chooser.

Their Question: What are we doing, and what are we deliberately not doing?

The Superpower: Separates the real issue from noisy symptoms. A list of twenty priorities is not a strategy; it is a list.

The Rogue State: Strategy becomes fog with excellent vocabulary. Plans broad enough to offend nobody and change nothing.

The Balancing Act



The Detective

The person who asks for proof.

Their Question: What do we know, and how do we know it?

The Superpower: Protects marketing from confident guessing. Finds the evidence that could change the answer.

The Rogue State: Analysis becomes a hiding place. Builds forty-two charts and still avoids the decision.

The Balancing Act

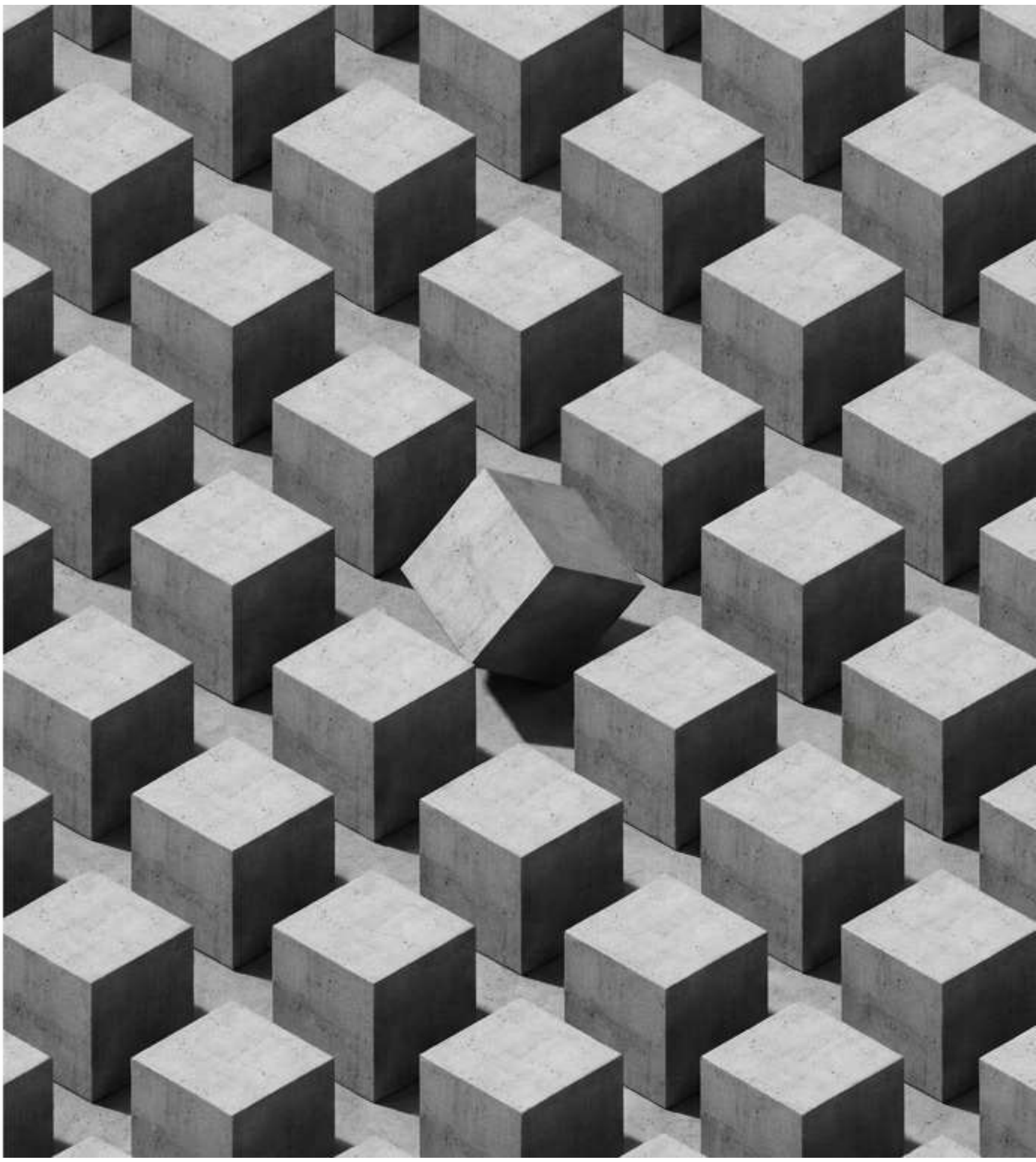
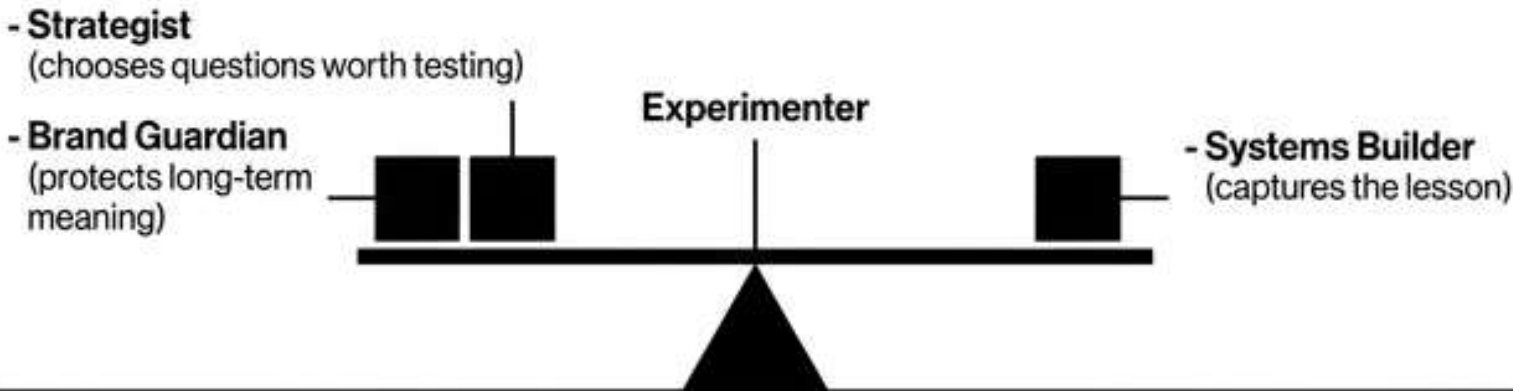


The Experimenter

The person who tests it.

1	Their Question:	What is the smallest useful test?
2	The Superpower:	Reduces uncertainty by learning. Knows the difference between a failed idea and a badly run test.
3	The Rogue State:	Small tests produce small thinking. Improves a button while the core offer remains fundamentally broken.

The Balancing Act

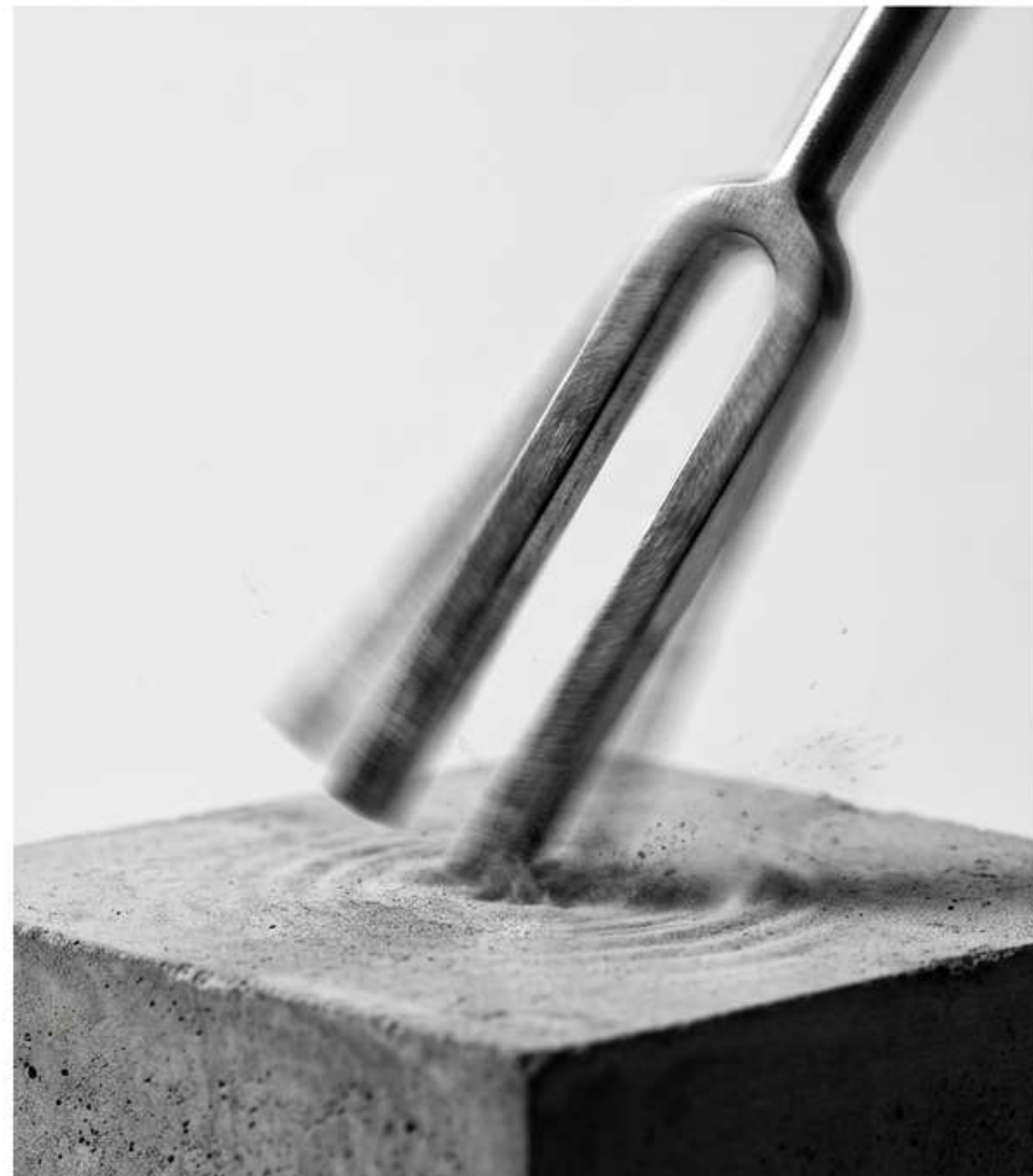
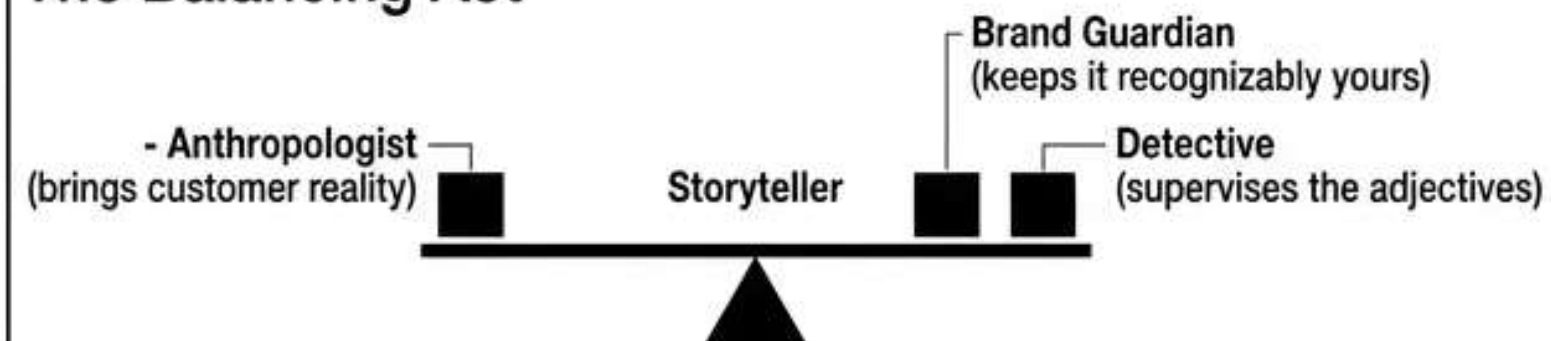


The Storyteller

The person who makes people care.

- 1 **Their Question:** What is the real human story here?
- 2 **The Superpower:** Turns a complicated idea into something memorable. Chooses the tension and removes the seventeen supporting messages somebody insisted were essential.
- 3 **The Rogue State:** A lovely story hides a weak offer. Better adjectives will not save a product that doesn't live up to the promise.

The Balancing Act



The Anthropologist

The customer watcher.

1	Their Question	What is life actually like for the customer?
2	The Superpower	Pays attention to what people really do, not what the company hopes they do. Essential when internal language drifts kilometers away from normal human speech.
3	The Rogue State	One fascinating customer becomes the whole market. Claims to speak for customers who haven't actually said the thing in question.

The Balancing Act

- Detective
(checks how common the behavior is)



- Storyteller
(preserves the human truth)

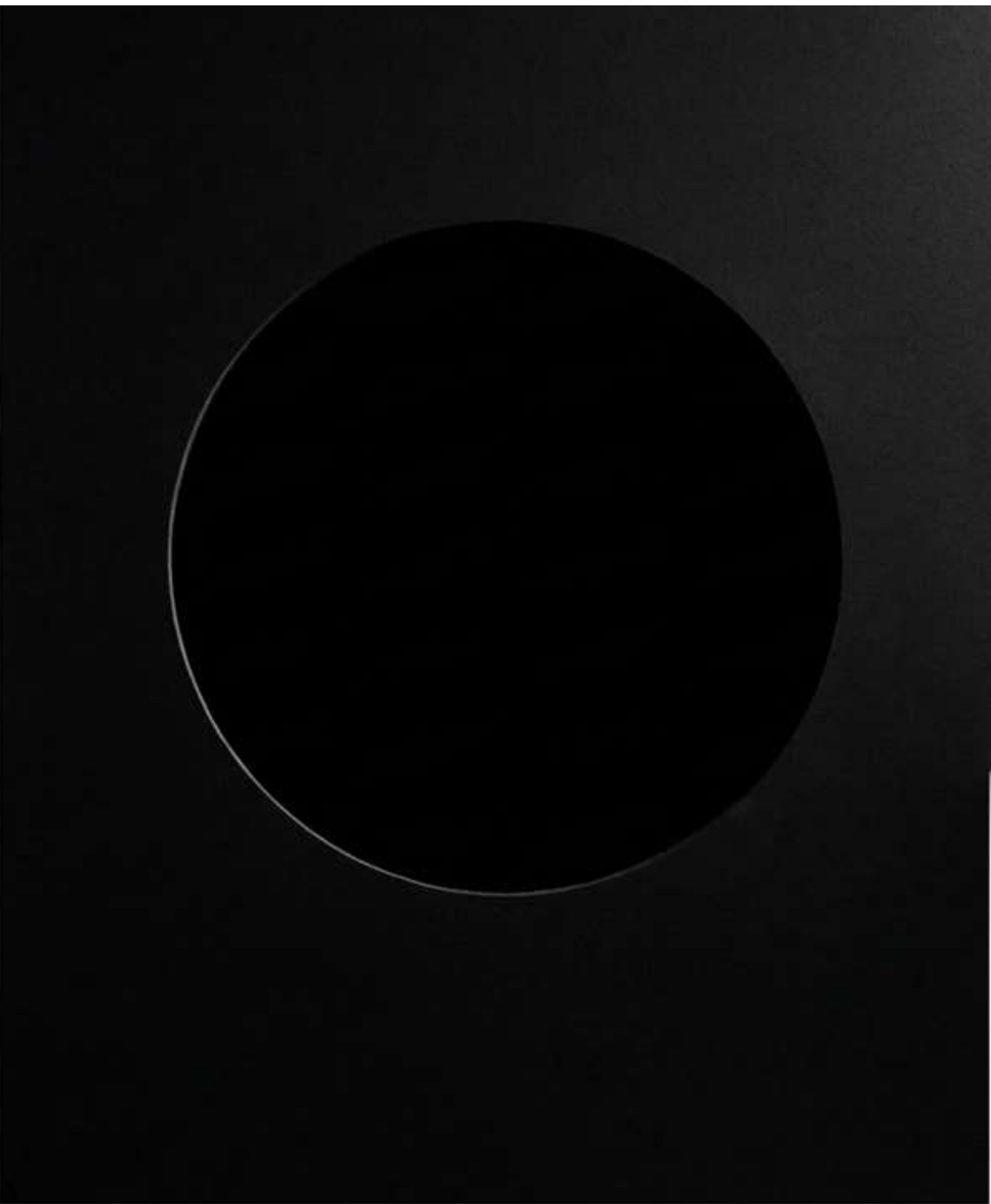
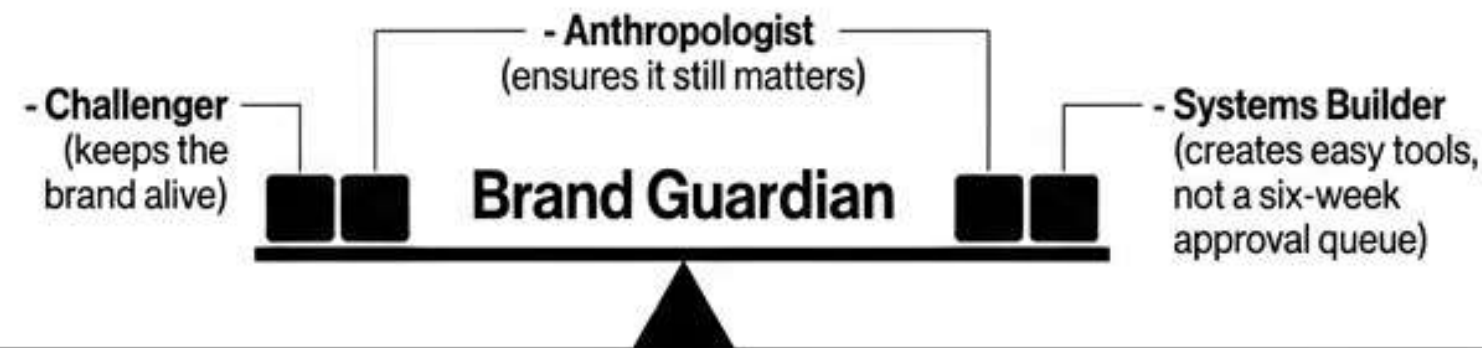
- Rainmaker
(ensures the business model makes sense)

The Brand Guardian

The keeper of ‘us’.

1	Their Question	Does this still look, sound and feel like us?
2	The Superpower	Prevents the brand from becoming a different person in every channel. Stops every campaign from beginning with an identity crisis.
3	The Rogue State	Becomes the logo police. Protects yesterday's style after the business has moved; rejects useful tests too quickly.

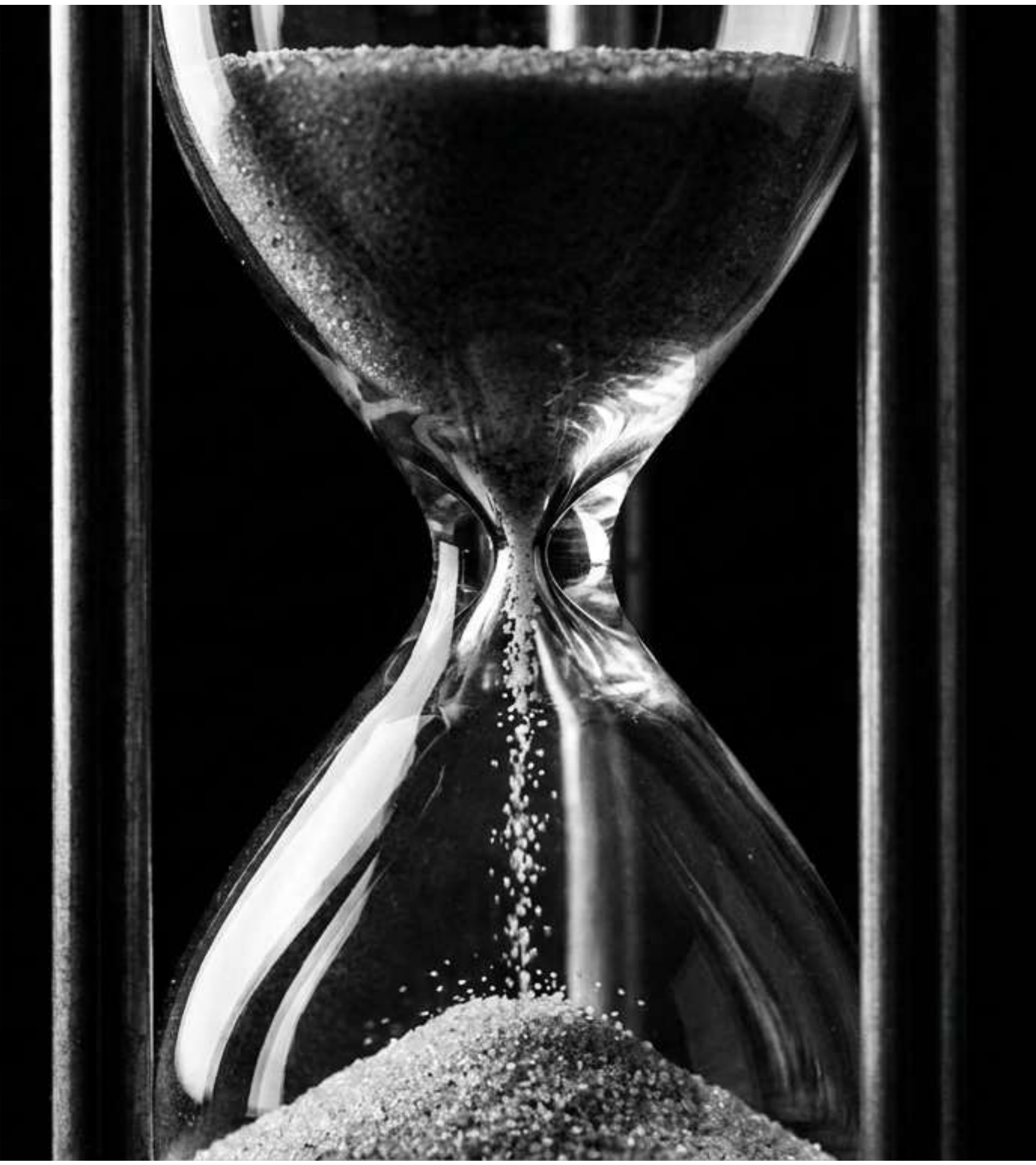
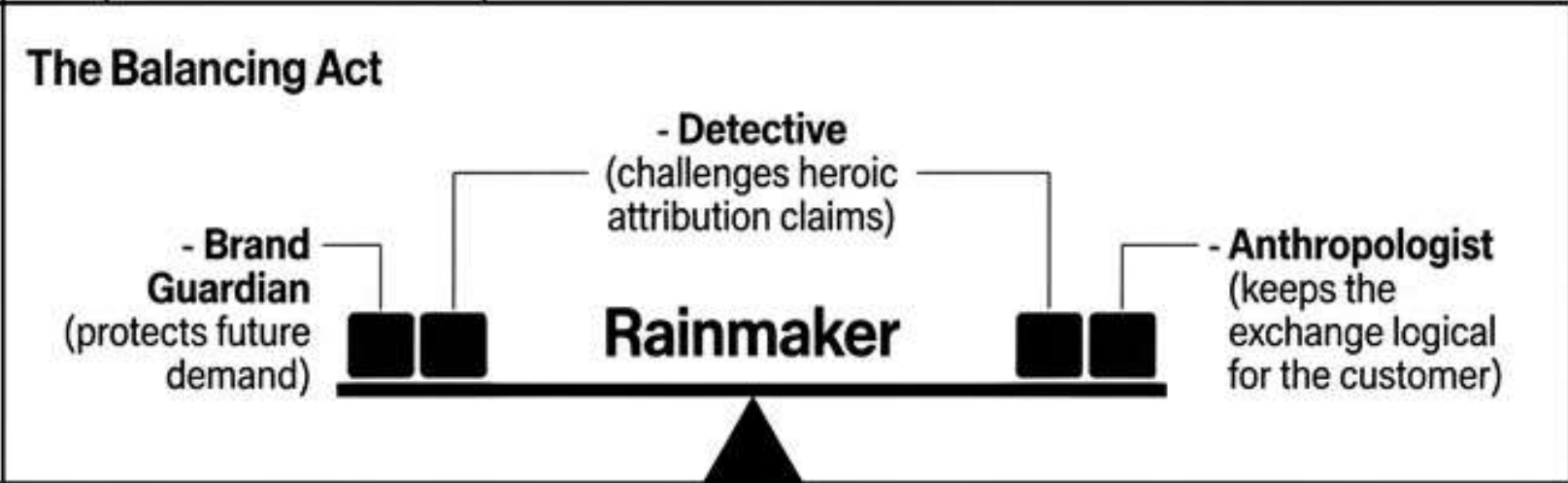
The Balancing Act



The Rainmaker

The person who asks how this helps the business.

1	Their Question	How does this create sales, sign-ups or useful action?
2	The Superpower	Connects attention to money. Steps in when marketing reports impressive attention but becomes shy when finance asks what it was worth.
3	The Rogue State	This quarter eats next year. Focuses only on people ready to buy right now; turns every relationship into a transaction.

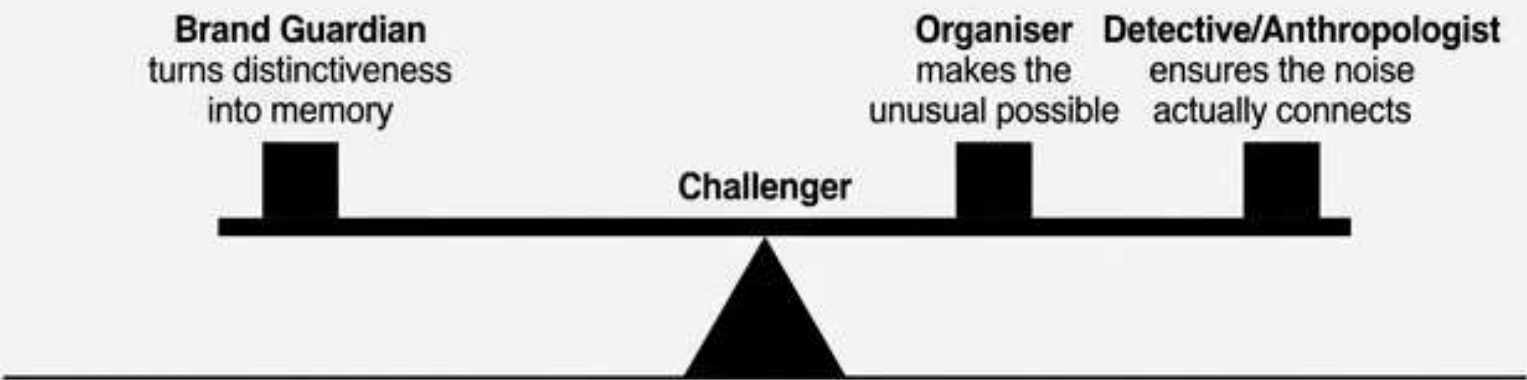


The Challenger

The person who refuses beige.

1	Their Question	Why are we doing it this boring way?
2	The Superpower	Rescues work from blandness. Uses originality to reveal a sharper truth, earning attention instead of simply buying more media.
3	The Rogue State	Provocation becomes a performance. Different replaces relevant. Chases novelty for sport.

The Balancing Act



The Connector

The person who knows who to call.

Their Question	Who needs to be in the room?
The Superpower	Understands that borrowed trust must be earned, not rented for a launch week. Stops marketing from becoming the silo everyone briefs and nobody includes.
The Rogue State	Warm relationships replace hard choices. Promises more than the team can deliver. A crowded calendar poses as a strategy.
The Balancing Act	– Organiser (turns goodwill into commitments) – Strategist (checks if the relationship matters) – Brand Guardian (protects brand associations) Connector



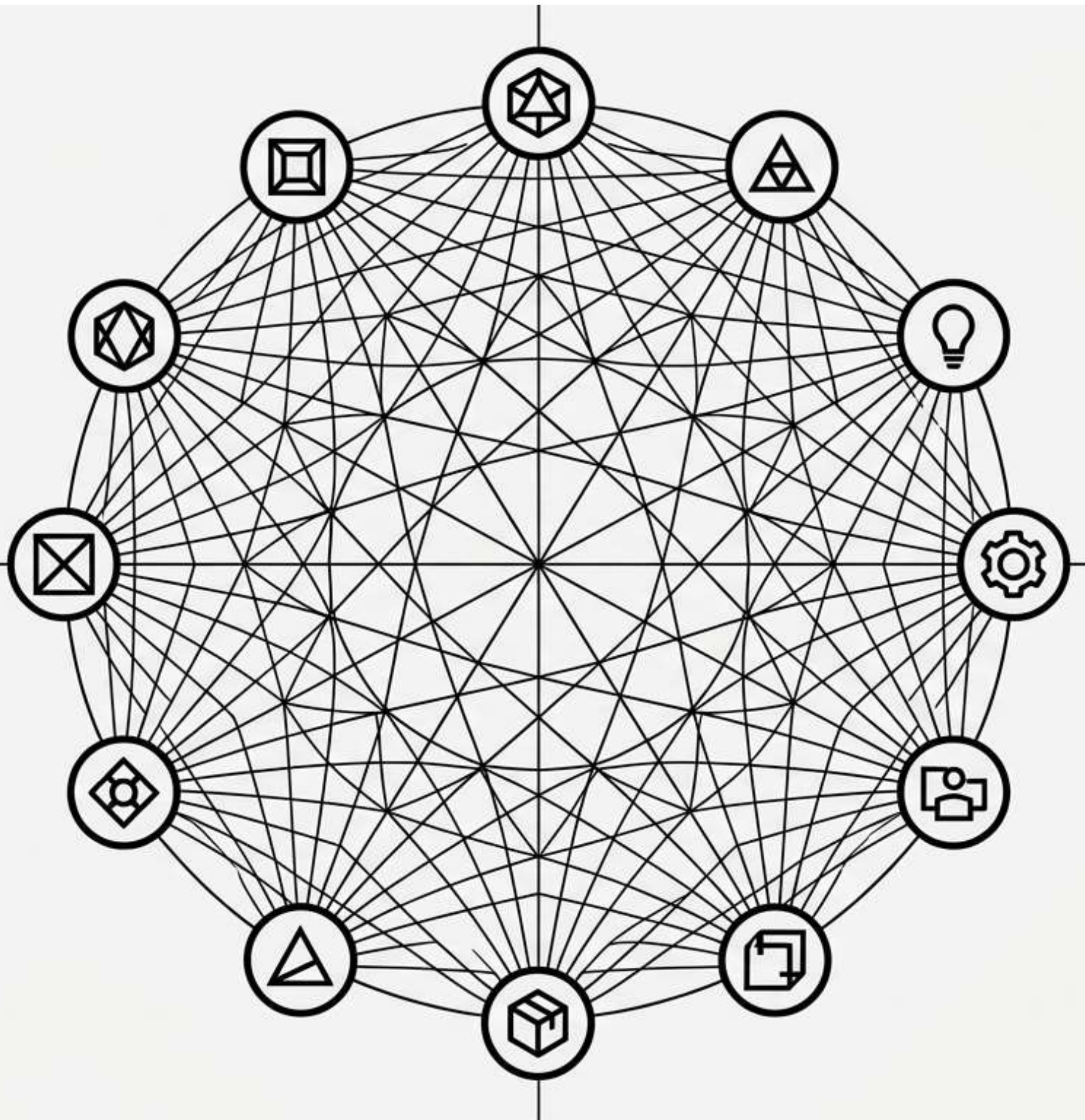
The Archetype Index

ARCHETYPE	PRIMARY VALUE	RISK WHEN OVERUSED
Busy Bee	Gets work finished	Very busy, possibly on wrong thing
Organiser	Makes delivery dependable	Spreadsheet becomes reality
Storyteller	Makes people care and remember	Lovely story hides weak offer
Strategist	Chooses what matters	Plan never leaves PowerPoint
Detective	Checks the evidence	42 charts, no decision
Anthropologist	Understands real customer life	One story becomes whole market
Experimenter	Learns through useful tests	Button improves, offer does not
Connector	Builds trust and partnerships	Full calendar poses as strategy
Brand Guardian	Keeps brand recognisable	Becomes logo police
Systems Builder	Makes work easier to repeat	Automates nonsense efficiently
Rainmaker	Connects marketing to results	This quarter eats next year
Challenger	Keeps work distinctive	Different replaces relevant

A Team is a Mix, Not a Collection.

No company needs twelve people with twelve novelty job titles. The archetypes describe useful contributions, not a proposed company structure. A five-person team may cover the model well; a forty-person department may fail if it has hired the same person forty times.

None is the good marketer alone. The right mix depends on the work the business actually needs done.



The Chemistry of High-Value Combinations

 Busy Bee	+	 Organiser	=	Pace Without Panic. Things happen quickly without becoming a weekly rescue mission.
 Storyteller	+	 Detective	=	Memorable Truth. The evidence becomes memsorable and the story remains true.
 Strategist	+	 Experimenter	=	Actionable Choices. The team makes a choice, tests it and learns instead of debating forever.
 Anthropologist	+	 Rainmaker	=	Monetized Empathy. A real customer problem becomes a business people will pay to solve.
 Brand Guardian	+	 Challenger	=	Fresh but Familiar. The brand stays recognisable without becoming a museum exhibit.

The Dysfunctional Team Diagnostic

Identify your team's imbalances based on the symptoms.

	The Pattern	Over-Indexed	Missing	Core Symptom	
	The Content Factory	Busy Bees, Organisers	Thinkers, Provocateurs	Impressive quantity of work, but nobody is quite sure why.	
	The Strategy Salon	Strategists, Detectives, Anthropologists	Doers	Understands everything beautifully, but customers never see the work.	
	The Growth Machine	Experimenters, Rainmakers, Systems Builders	Feelers, Challengers	Improves every click while the brand slowly becomes forgettable.	
	The Brand Monastery	Storytellers, Brand Guardians	Rainmakers	Exquisite standards, but sales and learning remain somebody else's problem.	
	The Idea Theatre	Challengers, Storytellers	Organisers, Doers	Excitement is followed by the awkward discovery that nobody planned how to deliver it.	

Playbook Rule 1: Start with the work, not the labels.

Begin with what marketing must achieve over the next year, then ask which strengths that work needs. Put the missing strength into the brief before work starts. It is cheaper to include these views early than to repair gaps during final approval, when everyone is tired and suddenly passionate.



Entering a new market?	Merging several brands?	Young business chasing sales?
You need: Anthropologists (customer truth), Strategists (choices), Experimenters (testing).	You need: Brand Guardians, Organisers, Storytellers.	You need: Busy Bees, Rainmakers (but remember trust has bills to pay).

Playbook Rule 2: Add range without sanding off the strength.

Development should not try to make every marketer equally good at everything. That produces expensive mediocrity. Keep the standout strength and build enough range to work well with others. Growth means adding gears, not replacing the engine.



- The Busy Bee learns to prioritize.
- The Strategist learns to test ideas quickly.
- The Storyteller learns how the business makes money.
- The Detective learns to explain findings without opening a second workbook.

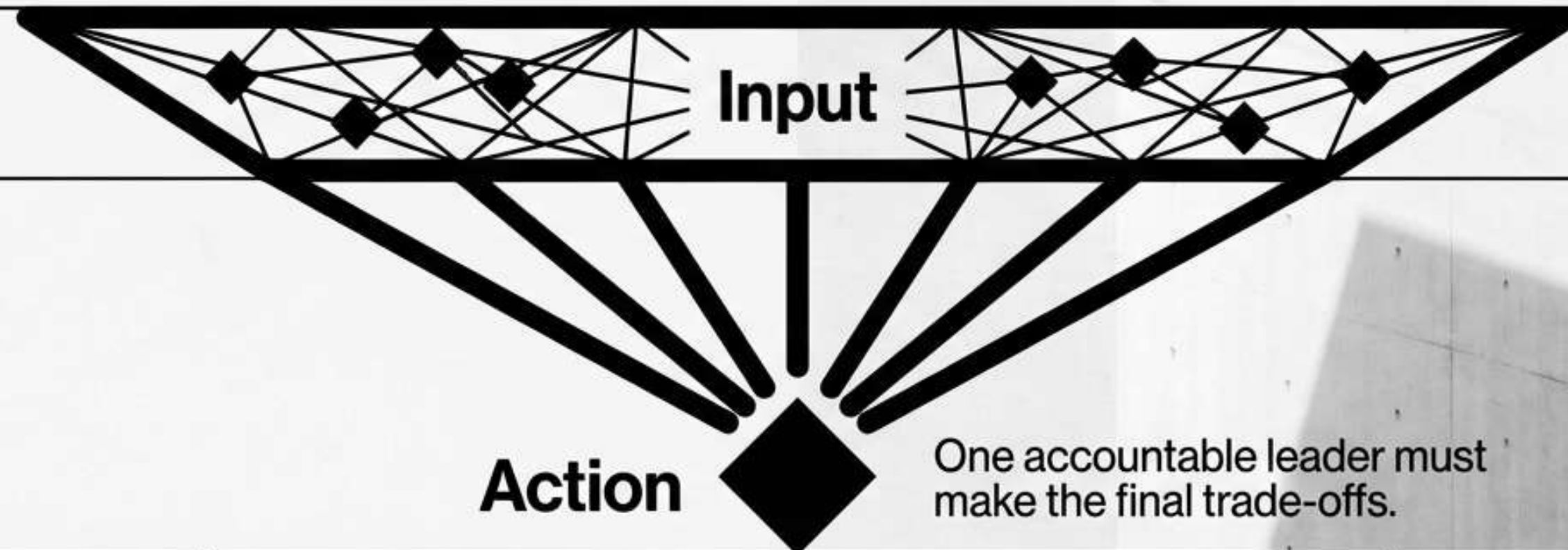
Playbook Rule 3: Let many contribute, but one decide.

A team can invite many points of view without creating consensus soup. Be clear about who gives input, who makes the recommendation, and who decides. Otherwise, diversity of thought becomes a very inclusive traffic jam.

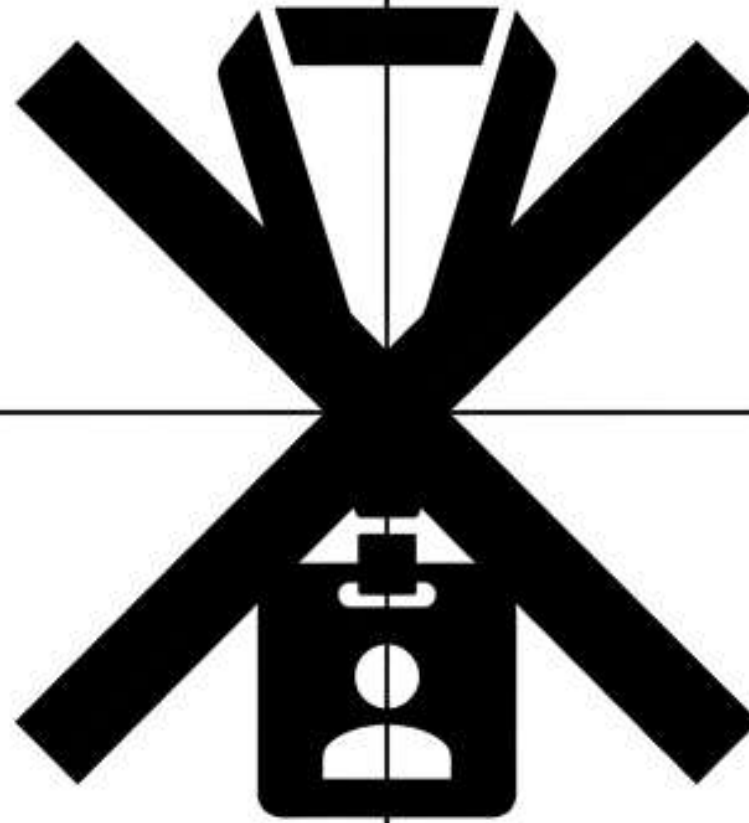
- The Guardian sets the brand rules.

- The Experimenter designs the test.

- The Rainmaker sets the sales target.



Please do not turn this into astrology for marketers.



The labels are memorable, which is helpful and dangerous. Used badly, they become polite stereotypes.

Do not build a status ladder where talking about the work looks more senior than doing it. Marketing fails without both.

This is a practical vocabulary for discussing work, not psychological science.

Look at actual behavior. People change with the situation.

Nobody should be denied a promotion because Mercury was in Organiser.

The Quarterly Team Review

- 1** | Which strengths will our work need most over the next two quarters?
- 2** | Which strengths do we have in abundance, and which sit with one exhausted person?
- 3** | Where has a useful strength become too much of a good thing?
- 4** | Which decisions are missing customer, evidence, brand, business, or delivery input?
- 5** | Would the gap be best closed by pairing people, developing someone, hiring, or bringing in a partner?

Stop hiring unicorns. Start building teams.

The complete marketer is an attractive myth. It makes job descriptions easy and recruitment almost impossible. Strong marketing comes from naming different strengths, respecting them, and making them work together.

**NONE IS THE GOOD MARKETER ALONE.
TOGETHER, THEY MAKE A GOOD
MARKETING TEAM.**

