

The “4 wheels” of modern marketing

High-performing teams don't operate in silos. **They move together.**

Brand

Strong brands create emotional recognition before logical understanding

- Identity
- Positioning
- Consistency
- Emotional connection

Marketing

“Marketing builds visibility, engagement and long term audience growth.”

- Audience growth
- Engagement
- Campaigns
- Visibility

Design

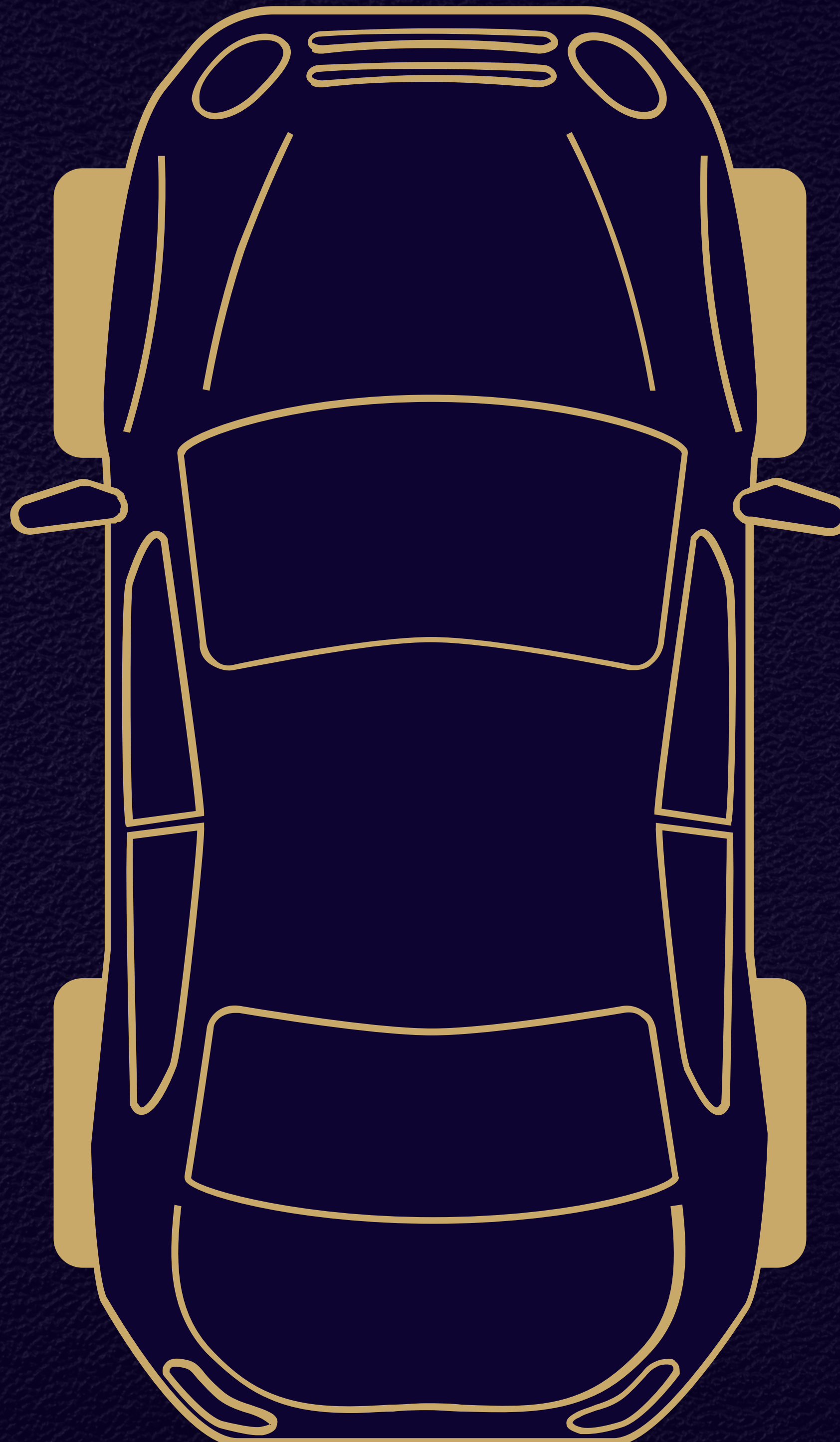
Design translates strategy into experiences people can instantly feel.

- Storytelling
- Experience
- Creative translation
- Visual consistency

Performance

Performance validates what works and helps brands evolve with confidence.

- Insight
- Optimisation
- Analytics
- Validation



If one wheel isn't aligned, the whole car pulls in the wrong direction

BRAND

Brand shapes how people recognise, trust and emotionally connect with a business.

Example Roles

- Head of Brand
- Brand Strategy
- Brand Managers
- Communications
- PR
- Events & Experience
- Sponsorships
- Employer Branding
- Audience Positioning
- Partnerships
- Customer Experience
- Brand Partnerships

Brand creates the direction the rest of marketing builds around.

DESIGN

Design translates strategy into experiences people can instantly feel.

Example Roles

- Head of Design
- Studio Management
- Graphic Design
- Motion Graphics
- Animation
- Videography
- Photography
- UX Design
- UI Design
- Web Design
- Creative Direction
- Creative Production

Great design is not decoration. It creates clarity, emotion and consistency.

MARKETING

**Marketing builds visibility,
engagement and audience growth.**

Example Roles

- Head of Marketing
- Campaign Management
- Social Media
- Content Marketing
- Email Marketing
- Paid Advertising
- Copywriting
- Demand Generation
- Audience Growth
- Lead Generation
- Customer Engagement
- Organic Social

**Marketing connects brands to audiences
through communication and momentum.**

A decorative graphic of a gear or cogwheel is located in the bottom-left corner of the slide. It is rendered in a dark blue color and partially overlaps the bottom text.

PERFORMANCE

**Performance validates what works
and where brands evolve next.**

Example Roles

- Head of Performance
- SEO & GEO
- CRM
- Analytics
- Reporting
- Data & Insights
- Marketing Automation
- Attribution
- CRO
- Customer Journey Analysis
- Data Strategy
- Performance Insights

**Performance turns marketing activity into
measurable commercial direction.**

A large, dark blue gear graphic is positioned in the bottom right corner of the slide, partially overlapping the text.



“Modern marketing has evolved too far for one person to master every discipline at the highest level.”

EVERY BUSINESS IS DIFFERENT

**Not every business has the budget,
structure or need for fully built
marketing teams immediately.**

**Growth happens in stages, with different
businesses strengthening different
wheels first depending on their goals,
audience and commercial priorities.**



“The goal is not building the biggest team. It is understanding which areas of marketing matter most at each stage of growth.”

GROWTH NEEDS DIRECTION

Some businesses need brand awareness first. Others need lead generation, CRM or performance growth.

The important part is understanding where focus is needed first while keeping every wheel connected long term.



“High-performing marketing teams are rarely built overnight. They evolve through stronger direction, clearer priorities and better alignment over time.”

MODERN TEAMS START SMALL

Usually by creating leadership across the core “4 wheels” first, then scaling specialists around them over time.

That structure evolves differently for every business depending on size, ambition and stage of growth.



“The strongest brands are not built through isolated activity. They are built when every wheel moves in the same direction.”

WHERE DO I FIT IN

My strengths naturally sit closest to brand strategy, leadership and aligning disciplines across the wider marketing ecosystem.

I focus on creating clarity, alignment and connected direction between specialists rather than treating marketing as isolated functions.



“The best leaders do not try to become every specialist. They create environments where specialists thrive together.”