



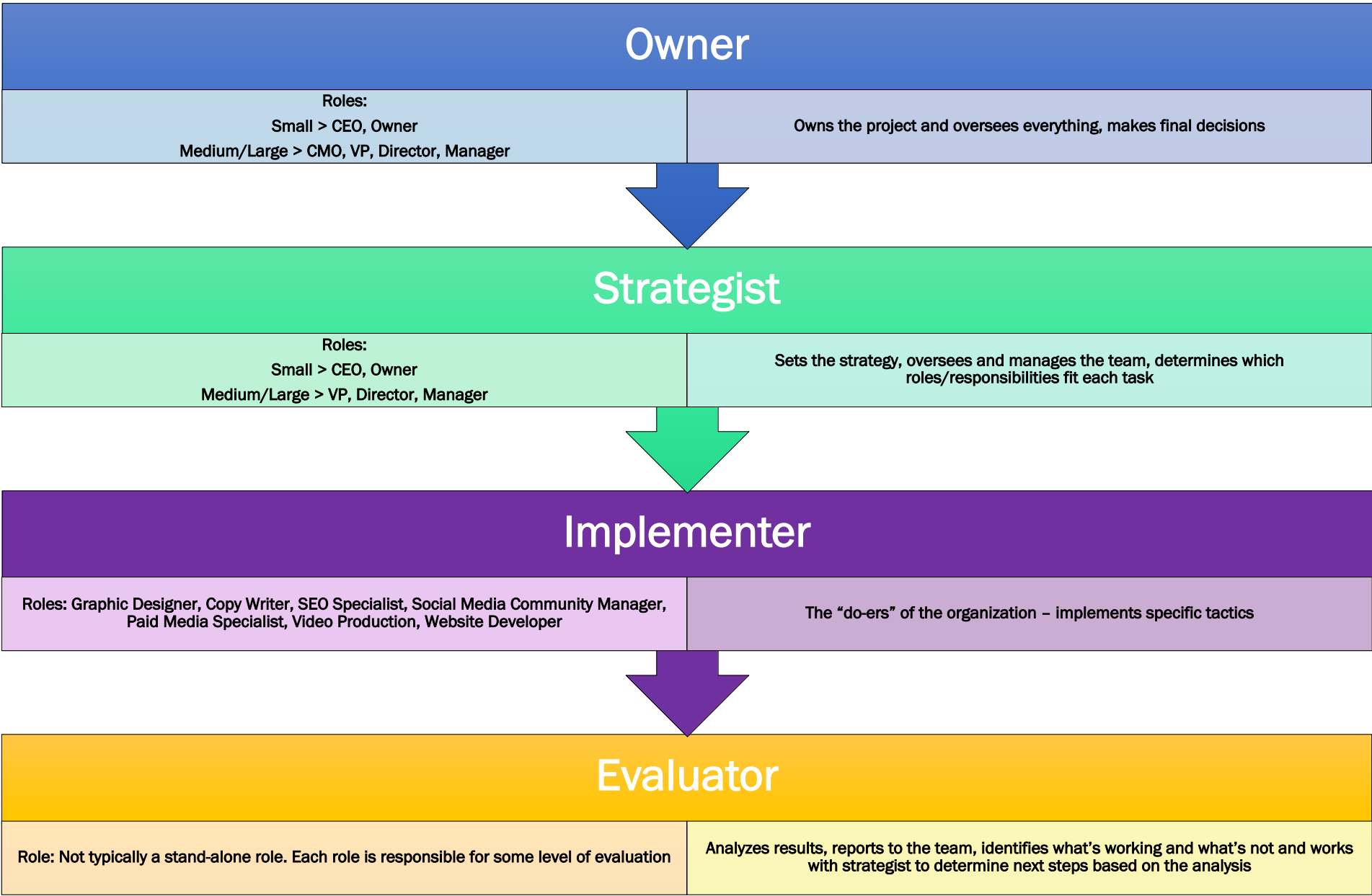
BOOT★CAMP
DIGITAL

Organizational Structure

Building an Org Chart For Your Digital Team

Key Responsibilities

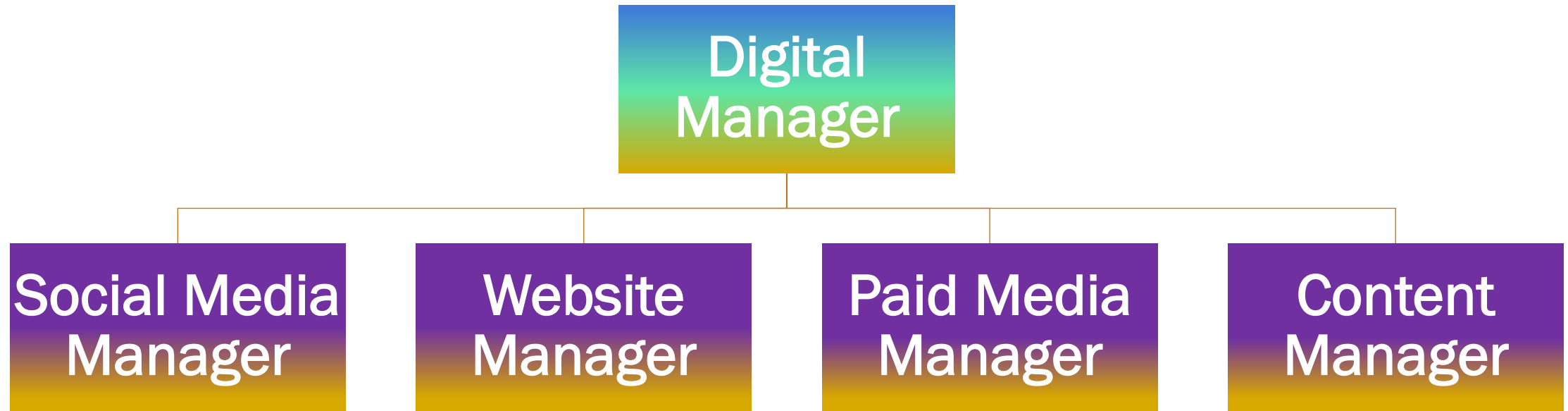
- Each organization is unique and therefore needs to customize to meet their needs. In general, each of the following areas should be covered in key roles.
- *Note: Some roles may have overlapping responsibilities.*



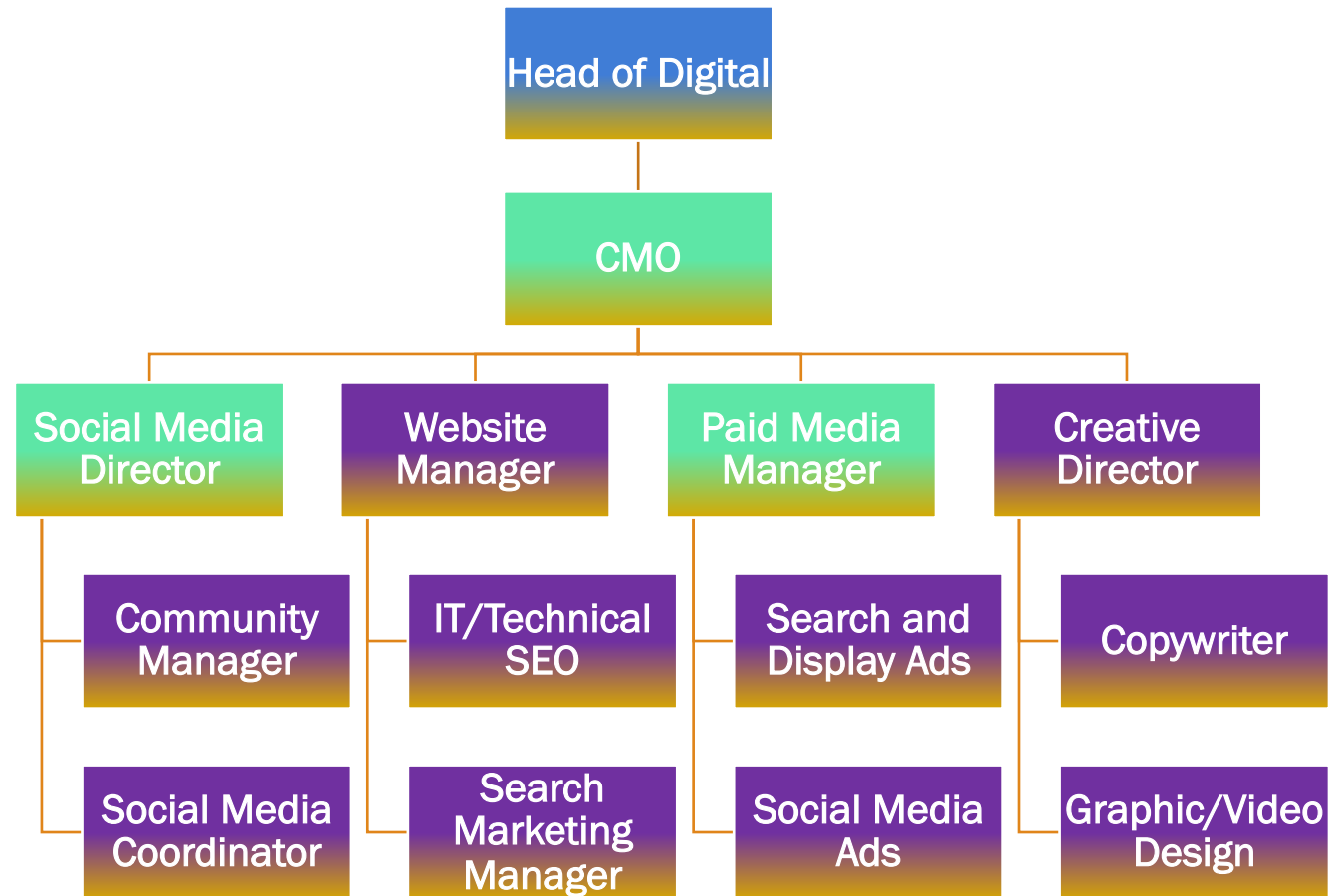
How to Read the Chart

- The gradients for each role in the org chart represent the key areas and responsibilities for that role.
- Typically each role has multiple responsibilities in different areas.
- How to read the chart:
 - *Each role should be evaluating their results. Therefore, each role will have some responsibility as an “Evaluator” (indicated in yellow).*
 - *The Digital Manager in some organizations may be responsible for owning the project as well as the strategy and evaluation. (indicated in blue, green, and yellow)*
 - *The Social Media Manager is the Strategist and the Evaluator as they are responsible for both setting the strategy and evaluating results.*

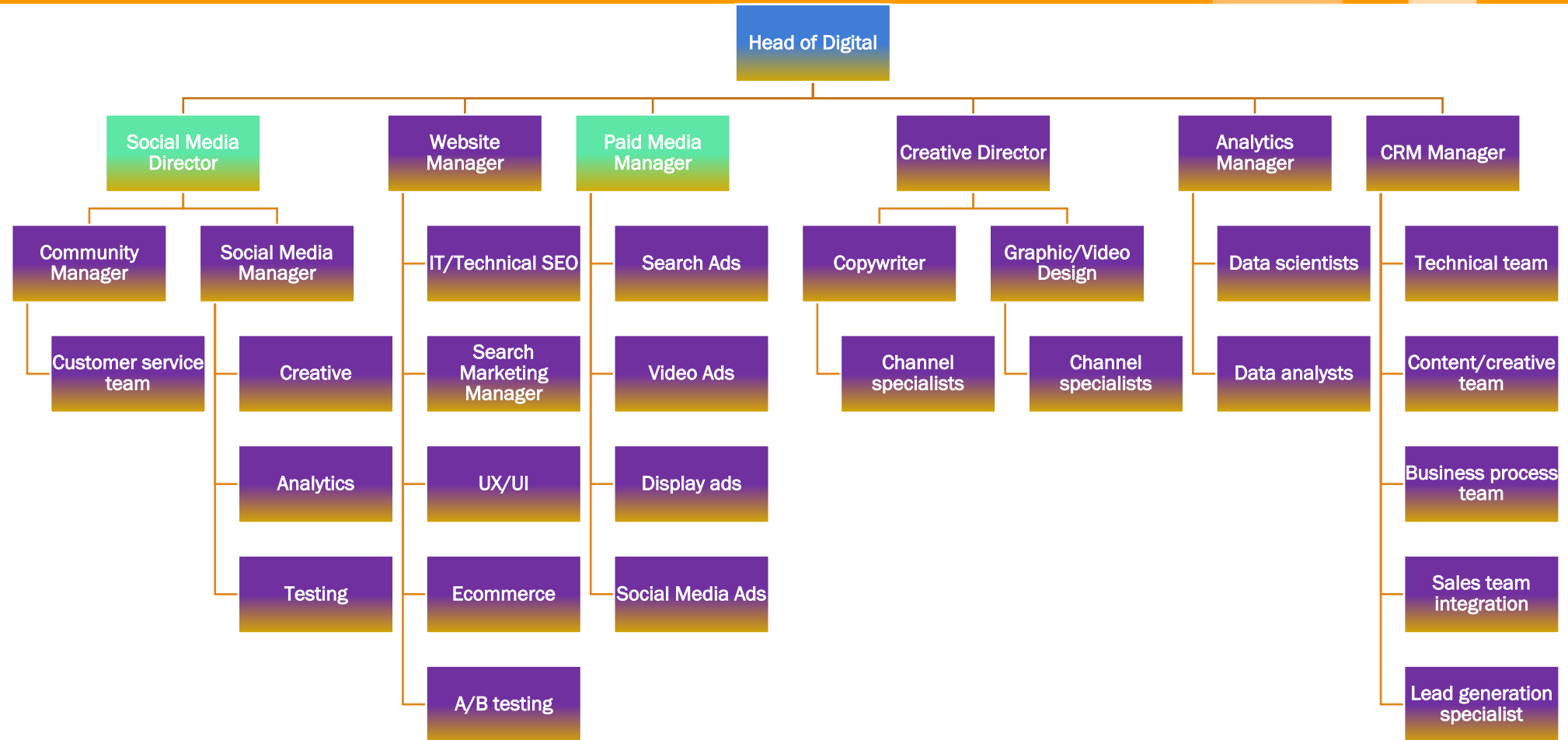
Digital Team Org Chart: **Small Business (2-5 people)**



Digital Team Org Chart: Medium Business (6-20 people)



Digital Team Org Chart: Large Business



Roles + Responsibilities

Owner Level: examples of roles and responsibilities at this level

C-Suite (CEO, CMO, VP) – final decision maker, oversees project. (C-Suite on smaller orgs, VP of Marketing in larger)

- Setup KPIs to track
- Communicate success of team to upper management (as it applies)
- Brand evangelist (public posting, personal brand, etc.) Could look different ways depending on size of org. Blog posts, speaking, active on social media
- Manages budget
- Evaluates results

Roles + Responsibilities

Strategist Level: examples of roles and responsibilities at this level

VP, CMO, Director, Manager – key role is to advance the main marketing strategy

- In smaller orgs this role may do some implementation
- Delegates projects to specialists
- Identifies and oversees strategy and ensures all tasks are in alignment with strategy
- Evaluates results

Roles + Responsibilities

Implementer Level: examples of roles and responsibilities at this level (all levels have responsibility for evaluating results)

Designer – can be in-house in larger orgs, combined with other roles or outsourced in smaller. Must focus on not just visual design but how it aligns with KPIs. Are designs driving conversions?

- Design A/B tests for ads, landing pages, etc.
- UX focus
- Social media posts

Copy Writer – can be in-house in larger orgs, combined with other roles or outsourced in smaller

SEO Specialist – can be in-house for larger or outsourced in smaller. In some org's it's combined with other roles. May work with designer on implementing design changes to benefit SEO. May be split into sub-teams for technical, content, and links.

Paid Search Specialist – can be in-house in larger orgs or outsourced in smaller

- Reviews KPIs + takes action based on KPI analysis

Developer – can be in-house in larger orgs or outsourced in smaller

- Analyze usability and make changes

Social Media Specialist/Community Manager – must distribute engaging content that gets results. Can be one or many roles depending on size of org and projects.

Reporting

- All roles are responsible for some level of evaluation to determine if what they are doing is working.
- Reporting is necessary for driving action and communicating with the team.
- **Reporting Tips:**
 - Every report should drive action. Create a report that tells a story of what the results are, what caused the results, and what actions should be taken next based on the insights.
 - Reports should clearly answer “is this working” and “what should we start, stop, or change about what we’re doing”.
 - Report length and contents should vary by role. The higher up the org chart, typically the less detail is needed. Think of the role and what that person needs to know in order to effectively do their job.

Tips for Building Your Organizational Structure

- Don't forget to also align with core values. Note what is teachable and what is not. A person who aligns with core values and can be trained to improve skill set is better than one who has an advanced skill set but isn't a good culture fit.
- Every business is different, make adjustments where necessary. Figure out what YOUR organization needs to be successful. Also, figure out what roles align with the jobs that will make the biggest impact. The org chart is just a framework to get you started. Yours should be customized to fit your needs.

Things to consider when customizing:

- Size of your business
- Location(s) of your business
- Skill sets of your team
- How departments interact
- B2B vs. B2C

Pricing Models

- **Hourly Rate (agency or individual hourly rate)**
 - **Pros:** Get paid what you're worth, protects you from scope creep
 - **Cons:** Can promote unproductive work behavior, not very transparent (client doesn't always actually know what work was done for the hours billed), actual billing can vary greatly from estimate
- **Fixed Fee (one time fee for each project)**
 - **Pros:** Transparent (client knows exactly what they get for what they pay), predictable (no surprises with additional hours billed out of scope), encourages efficiency
 - **Cons:** Projects can go out of scope and you are doing extra work that you aren't getting paid for
- **Retainer (ongoing fee for a specific scope of work)**
 - **Pros:** Predictable and steady cash flow and work
 - **Cons:** Scope creep can still happen so it's important to manage this closely, can be a bit of a gamble if expectations aren't clearly set up front.
- **Value Based (client is billed based on the value they get)**
 - **Pros:** Incentivizes team to perform, can be appealing to some clients because they only pay if they see results, can open opportunities for clients who don't have the budget to start but need a boost.
 - **Cons:** Hard to estimate value, risky.

Common Billing Models by Tactic

Digital Ads

- Monthly retainer (flat rate)
- Monthly % of total ad budget

- **Pros:** For clients with large budgets, this can create a sizeable profit for the agency/service provider.
- **Cons:** Incentivizes the advertiser to increase the budget vs. optimizing to save the client's budget.

Common Billing Models by Tactic

Email: Billing models can be combined or used alone

- Monthly retainer (flat rate)
- Send fees

- **Pros:** Allows agency to increase revenue on larger lists and incentivizes to build the list.
- **Cons:** In a combined or send fee-only model, send fees can significantly or unexpectedly impact budget if it's a large list.