



MARKETING IN IOWA



John Deere is a company in Iowa that hires marketing managers for both local branches and on the national and international

level. John Deere marketing managers create campaigns surrounding each new equipment release and for new technology the company creates.



Haber Technologies is a company based out of Ames that produces grain drying aeration systems.

Haber markets their products through social media and traveling to farm shows. A marketing manager at this company spends their time photographing product, creating social media posts and designing visuals to be used on their website.

MARKETING MANAGER

WHAT IS IT?

A marketing manager is in charge of overseeing the marketing or advertising activities for a company, brand or product. A marketing manager may create social media posts, newsletters, advertisements, plan events, and create commercials. They also analyze data related to sales and advertisements to adjust their approaches. Marketing managers also create budgets for marketing campaigns and creating advertisements.

CHARACTERISTICS

Innovative

Creative

Collaborative

Flexible

Data driven

GET A HEAD START

Take marketing classes

Practice watching trends

Ask a mentor questions

Manage a club's social media

Explore art & graphic design

LEARN ABOUT A MARKETING COORDINATOR



Megan Secor is a marketing coordinator at Soldier Creek Winery. For most of the year Megan spends her days creating radio ads, newsletters and social media posts. During the summer months she assists in planning larger events that the winery hosts.