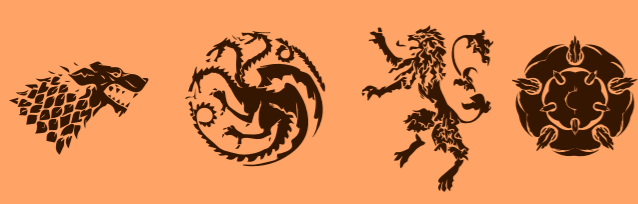
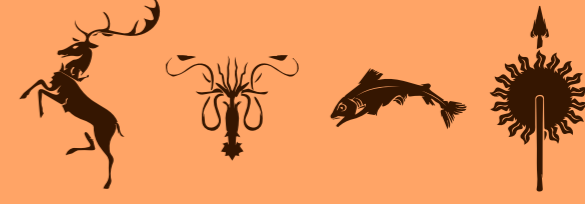


GAME OF THRONES



- IN MARKETING STYLE -



Whenever anyone talks about Game of Thrones, the first thing that comes to your mind is who is going to sit on the Iron throne. But, did you ever realize that GoT wouldn't be what it is if it were not for the characters that are there. **The versatility of every character is what makes the show.**

Now with this reference, just look at a typical Marketing team and **see how similar they can be.** Imagine the roles of a marketing team and then look at the Game of Thrones' characters, notice the similarity there. It's like how cold calling met email marketing and then cold calling died. Just like how Khal Drogo met Daenerys, and well, you know what happened there. Or see how a copy writer met the content marketer and things changed. Same like how Jon Snow met Ygritte and things definitely changed here.

See how comparable they are. Well, let's look at some more similarities:

Marketing Analyst:

[Still Learning]

The one who wants to make a mark in marketing, but ends up making silly mistakes, just like **Bran Stark**. He is known for his stubborn and immature nature but still wants to do something for the North.



PR:

[Manages Relationships]

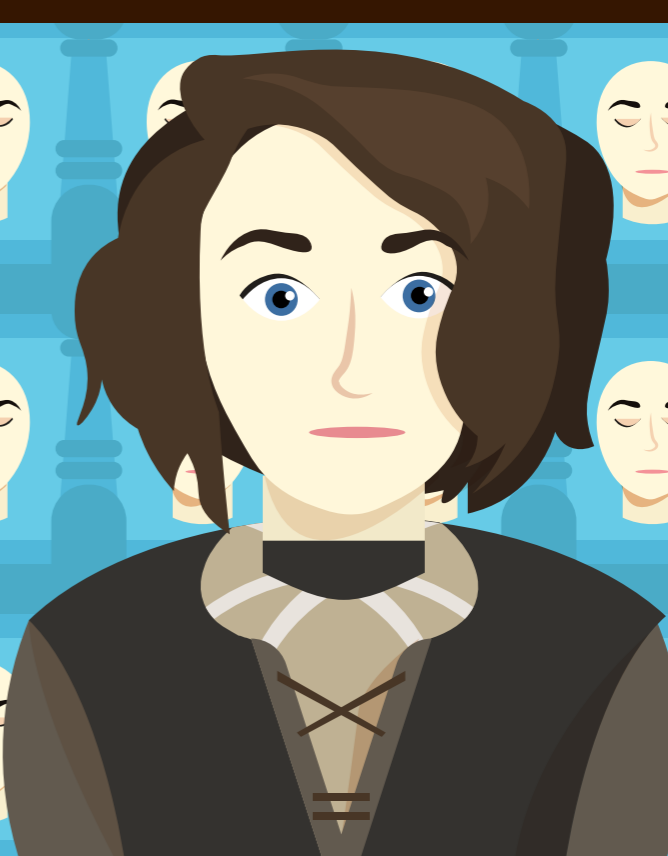
The one who is constantly communicating to manage and build strong relationships for the company, just like **Missandei & Grey Worm**. They are always building relationships and maintaining peace with the slaves, Unsullied and Rulers for Daenerys.



Content Manager:

[Survival Of The Fittest Content]

The one who wants to curate and market content to make it survive for the longest, hence learns new ways to do it, just like **Arya Stark**. She survived many mishaps to take her revenge and learns new tricks everyday to reach her goal.



SEO Manager:

[Needs Keywords To Get The Job Done]

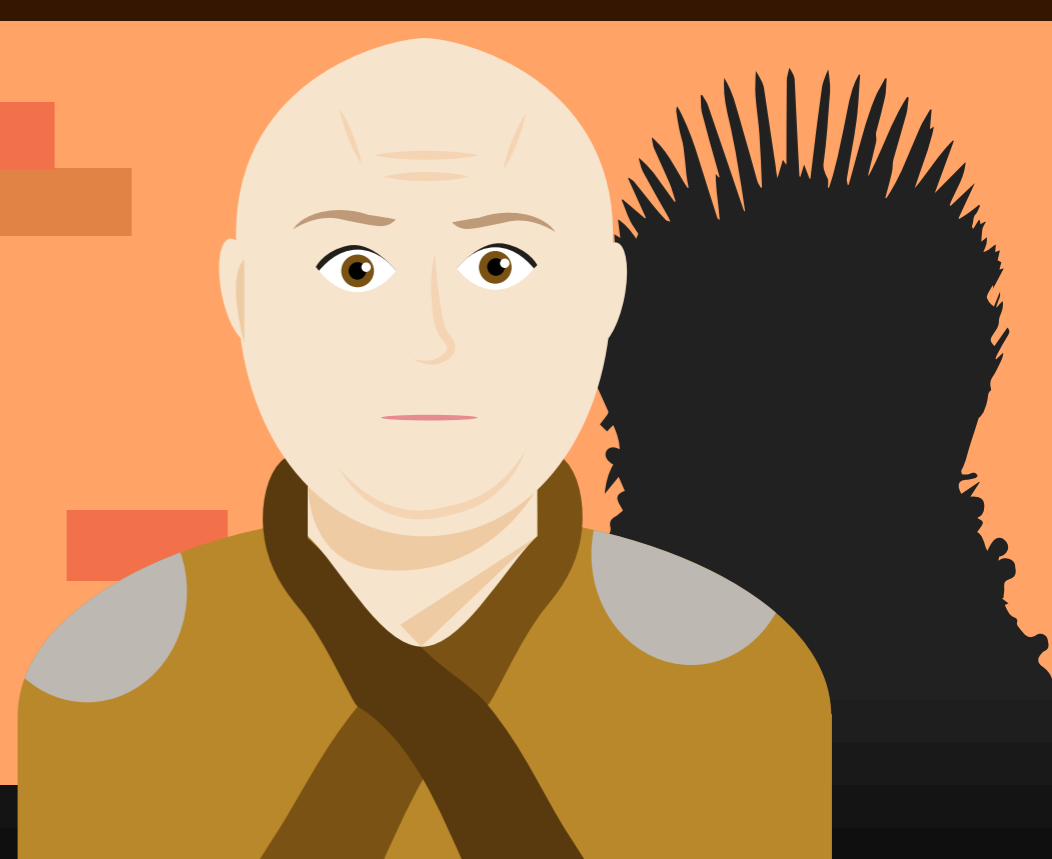
The one who is always on the lookout to find the perfect keyword(s) to ensure that customers are focused on the company, just like **Margaery Tyrell**. She always finds the key person to marry so that she becomes the Queen of the Realm.



Social Media Strategist:

[Handles Followers & Snoops On Competition]

The one who manages followers and examines competitors' moves on various social media, just like **Varys**. The spymaster not only keeps an eye on the enemies but also is in constant touch with the loyal of the Realm.



Email Marketing Manager:

[Sends The Right Message]

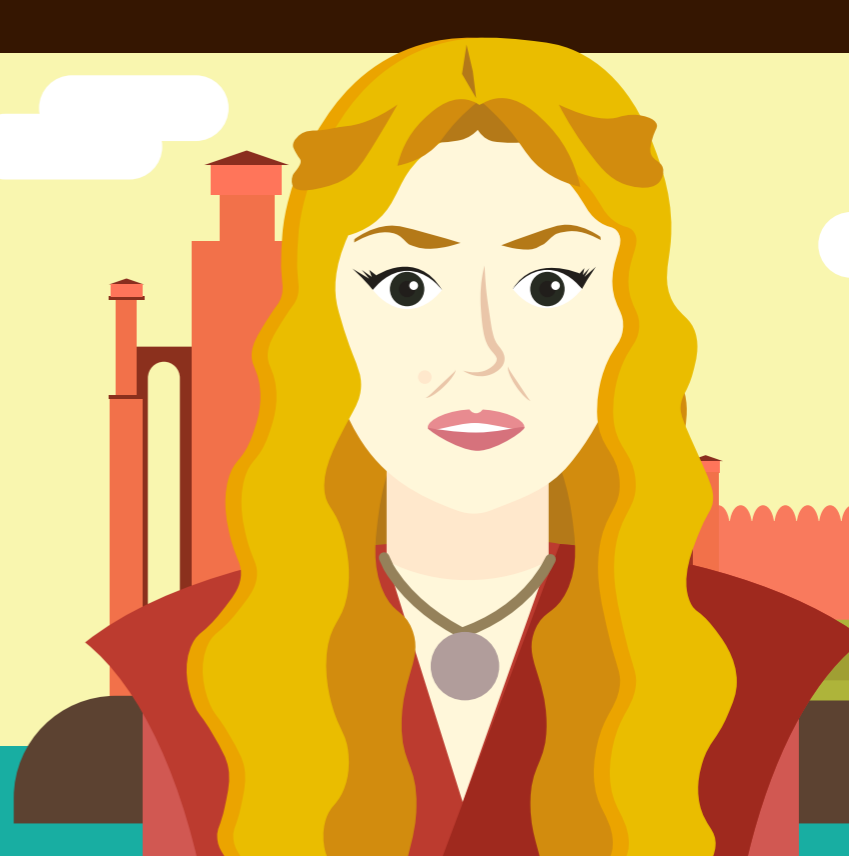
The one who sends the right message to the customers and sometimes the message ends up in the spam folder just like **Sansa Stark**. She keeps trying to do her bit by sending the right message but always ends up in the bad company.



Web Designer:

[Maker Of The Website]

The one who plans and creates the whole look of the website, and is responsible to build the future and goodwill of the website just like **Cersei Lannister**. She started playing the game to be the Queen and succeeded to get the Iron Throne.



Creative Manager:

[Mother/Father Of Innovation]

The one who introduces innovation in marketing plans and the company (as a whole) for enhanced marketing just like **Daenerys Targaryen**. She is introducing a new ruling system to all of Westeros.



Marketing Manager:

[Leads The Team To Success]

The one who is the hero of the team and ensures every marketing plan is a success just like **Jon Snow**. He is Night's Watch hero and he wins every war for them.



CMO:

[Knows Things, Everything]

The one who knows everything about marketing and make strategies that will work just like **Tyrion Lannister**. He is smart, genius and well-versed with every story and part of Westeros.



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