



# hello!


I am **Juliana Jackson.**




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 Digital Analytics Architect @ **Media.Monks**

 Podcast host @ **Standard Deviation Podcast**

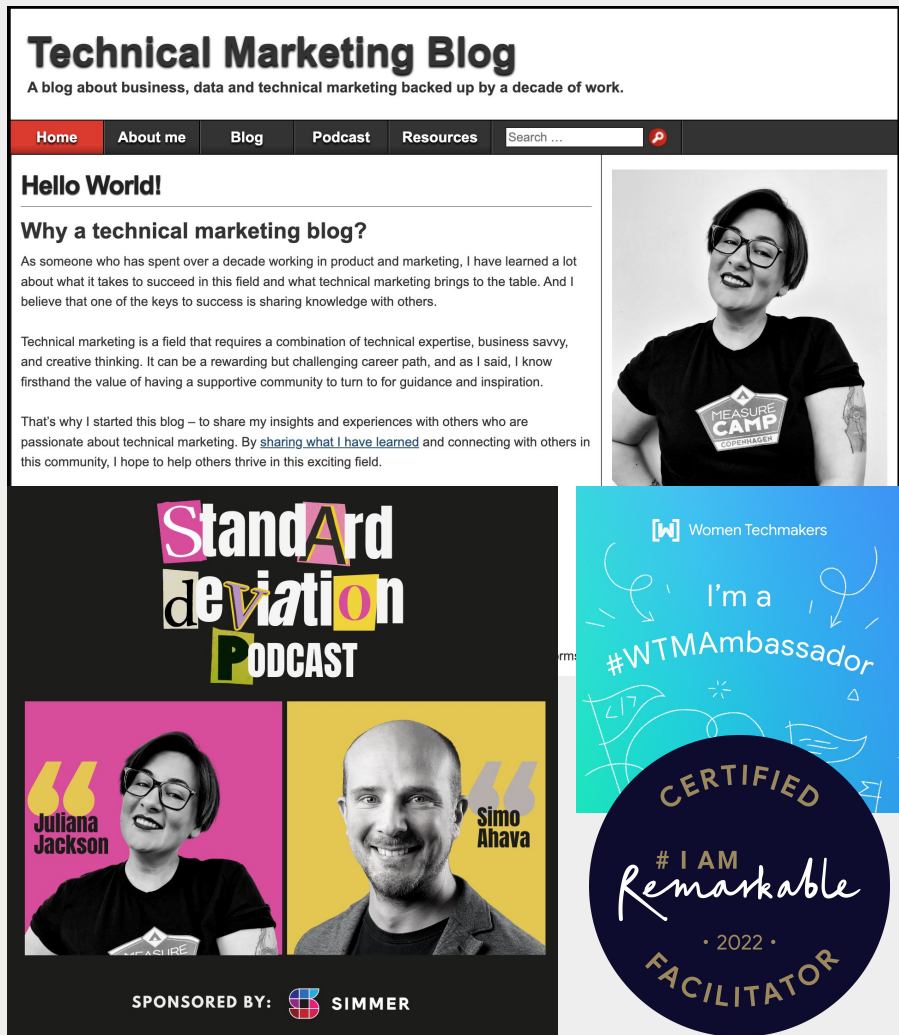
 Technical Marketer

 Content Creator

 Guest lecturer

 Women Techmakers Ambassador

 #IamRemarkable Facilitator



**Technical Marketing Blog**  
A blog about business, data and technical marketing backed up by a decade of work.

Home About me Blog Podcast Resources Search ...




### Hello World!


#### Why a technical marketing blog?


As someone who has spent over a decade working in product and marketing, I have learned a lot about what it takes to succeed in this field and what technical marketing brings to the table. And I believe that one of the keys to success is sharing knowledge with others.

Technical marketing is a field that requires a combination of technical expertise, business savvy, and creative thinking. It can be a rewarding but challenging career path, and as I said, I know firsthand the value of having a supportive community to turn to for guidance and inspiration.


That's why I started this blog – to share my insights and experiences with others who are passionate about technical marketing. By [sharing what I have learned](#) and connecting with others in this community, I hope to help others thrive in this exciting field.



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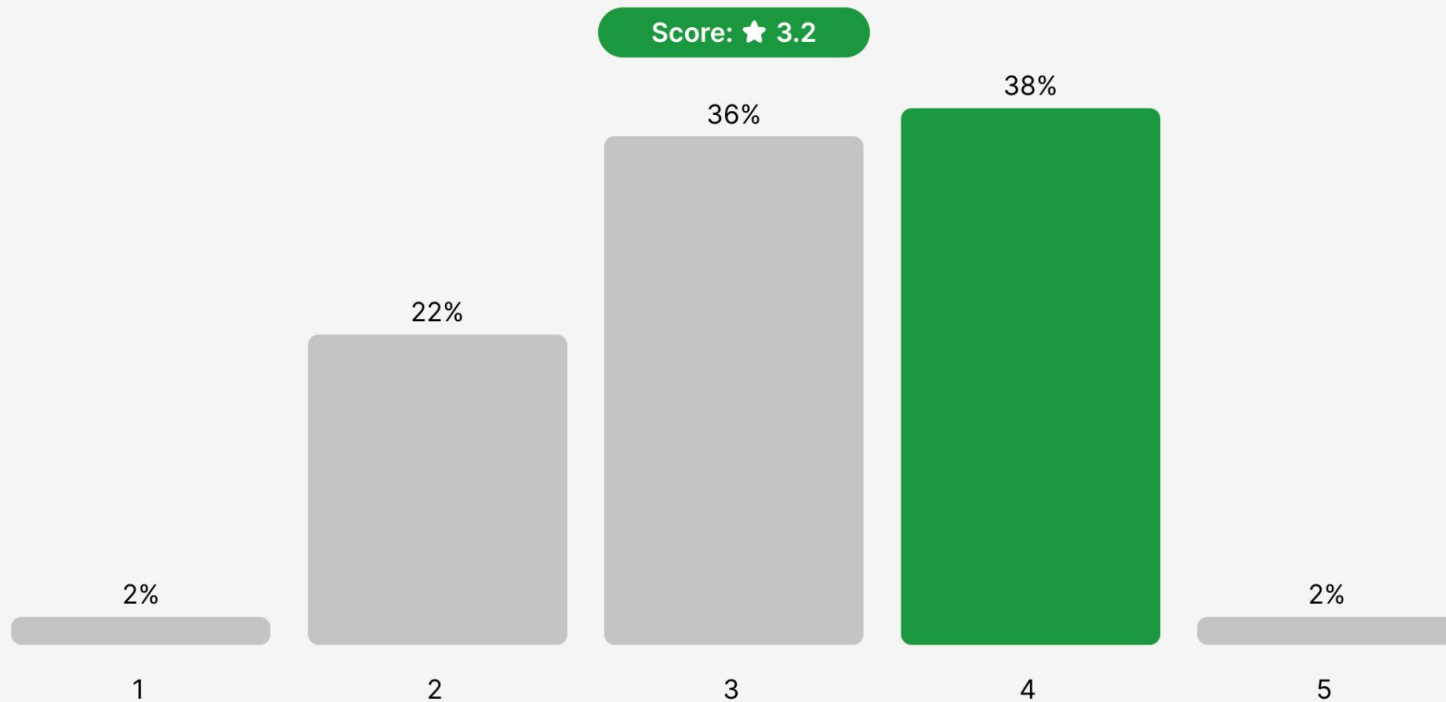
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**On a scale of 1-5 how would you rate your technical skills?**

ⓘ Start presenting to display the poll results on this slide.

## On a scale of 1-5 how would you rate your technical skills?



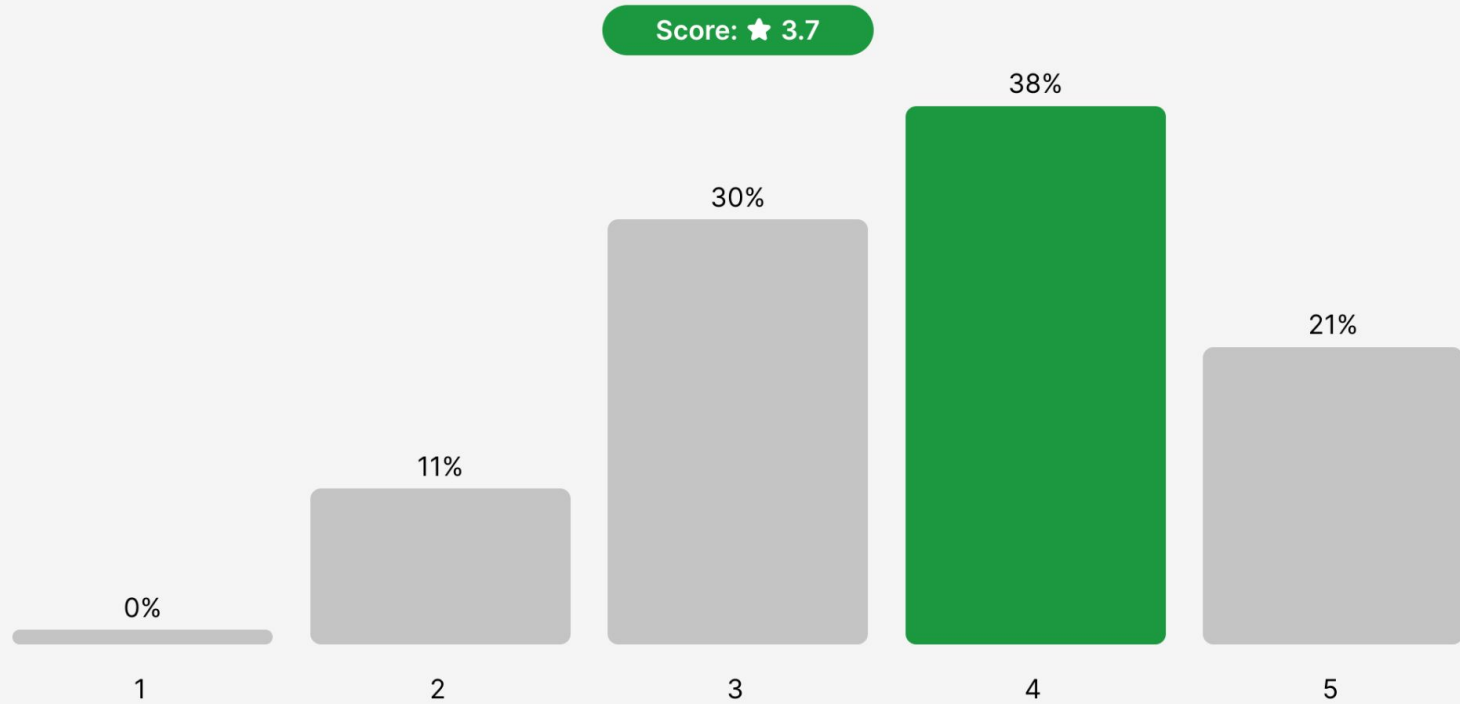
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**On a scale of 1-5 how would you rate your business skills?**

ⓘ Start presenting to display the poll results on this slide.

## On a scale of 1-5 how would you rate your business skills?





slido



**What is your job title?**

① Start presenting to display the poll results on this slide.

## What is your job title?



**How much did these  
results surprise you?**

Data is not about button.clicks

Perfect GTMs don't translate into new  
revenue.

**Your understanding of business  
needs, transforms data into revenue.**

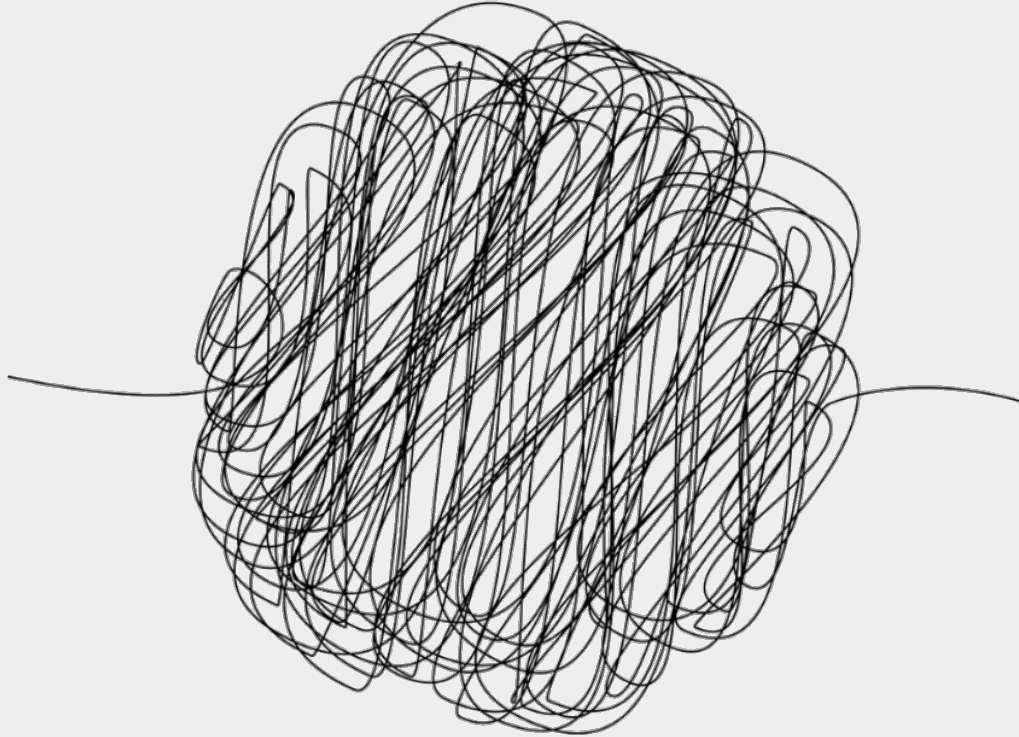
# Who is actually doing data analysis?

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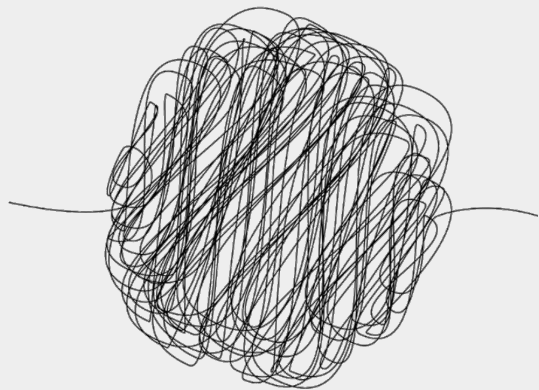
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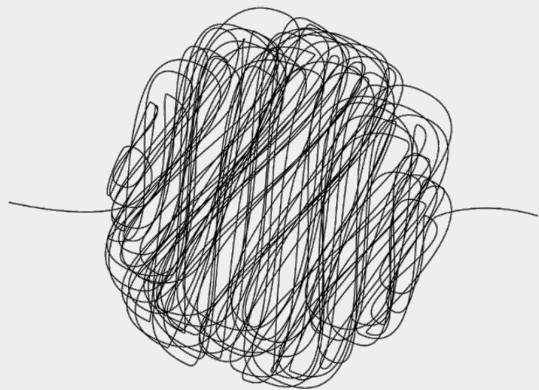
**Sales**



**Digital  
Analytics**



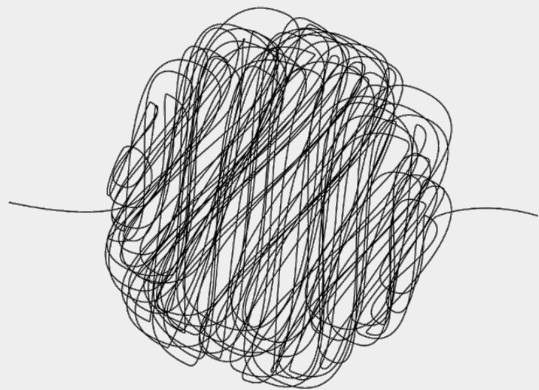
**How a  
business  
works.**



**How a  
business  
works.**

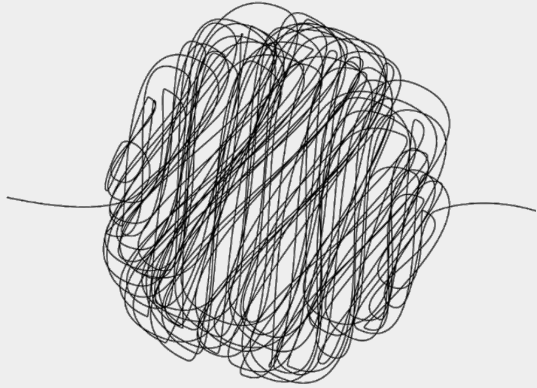
**+ Data**






**How a  
business + Data  
works.**

**+ technical  
skills**



**How a  
business + Data  
works.**

**+ technical  
skills = Digital Analyst ?**

A close-up, low-angle shot of Darth Vader's helmet. The helmet is dark and metallic, with the iconic breathing apparatus visible. The lighting is dramatic, highlighting the contours of the helmet. In the background, a blue, textured surface is partially visible. The word "No" is overlaid in a bold, yellow, sans-serif font at the bottom center of the image.

**No**

**86.000**

**digital analyst jobs  
open worldwide.**

[Dec. 15th 2022](#)

**Who are companies  
trying to hire?**

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**SQL**

PYTHON AND R **JAVASCRIPT**

EXCEL AND DATA **Google**  
VISUALIZATION **Analytics**  
TOOLS **A/B TESTING SKILLS**

**PROJECT MANAGEMENT**

**MARKETING AND ECOMMERCE ANALYTICS** **STRONG COMMUNICATION AND PRESENTATION SKILLS**  
**BUSINESS ACUMEN**

**Digital Analyst**

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**SQL**

**PYTHON AND R** **JAVASCRIPT**

**EXCEL AND DATA** **Google**  
**VISUALIZATION** **Analytics**  
**TOOLS** **A/B TESTING SKILLS**

**PROJECT MANAGEMENT**

**MARKETING** **STRONG COMMUNICATION AND**  
**AND** **PRESENTATION SKILLS**  
**ECOMMERCE** **BUSINESS ACUMEN**  
**ANALYTICS**



Where is the  
**analysis part?**





# Digital Analyst



# Digital Analyst

**SQL**  
PYTHON AND R **JAVASCRIPT**  
EXCEL AND DATA **Google**  
VISUALIZATION **Analytics**  
TOOLS **AB TESTING SKILLS**  
**PROJECT MANAGEMENT**  
**MARKETING AND ECOMMERCE ANALYTICS** **STRONG COMMUNICATION AND PRESENTATION SKILLS**  
**BUSINESS ACUMEN**

Account/project  
managers



**Digital Analyst**

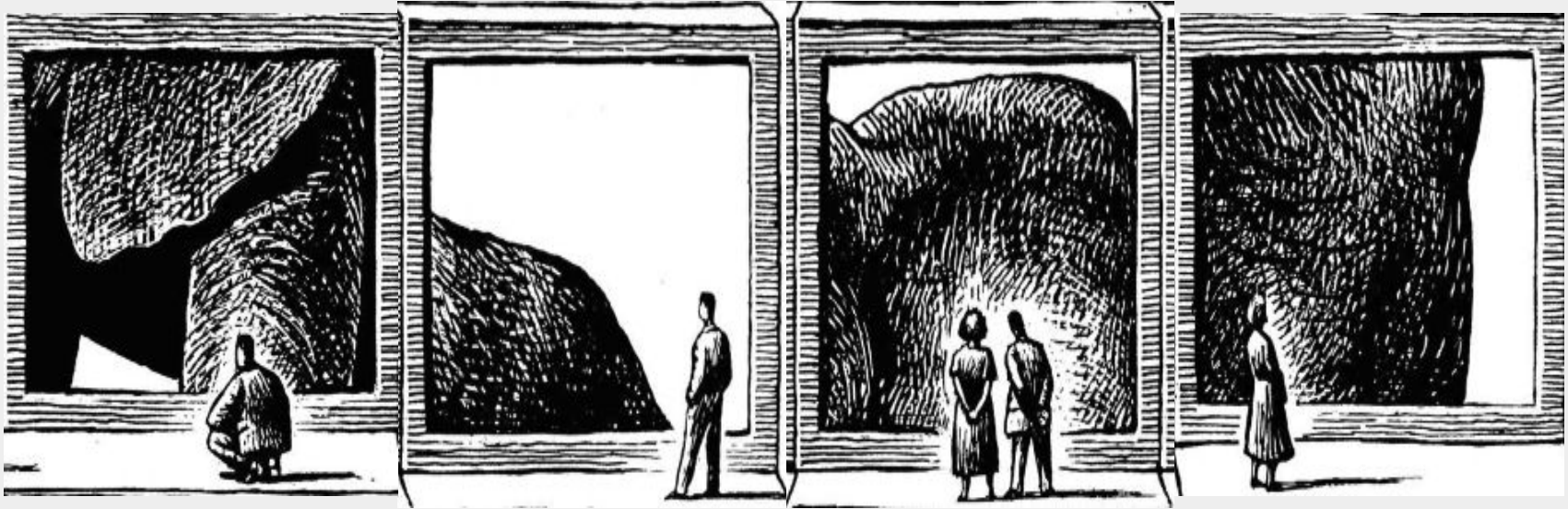
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**Account/ Project  
Managers**

**Digital Analyst**



**Data  
consultants**



**Your  
contact**

**Data  
consultants**

**Account/  
project  
managers**

**Digital Analyst**

**What's wrong here?**

Context Matters. Illustration by [Christophe Vorlet](#).

**Leadership**



**Finance**

**Logistics**

**Operations**



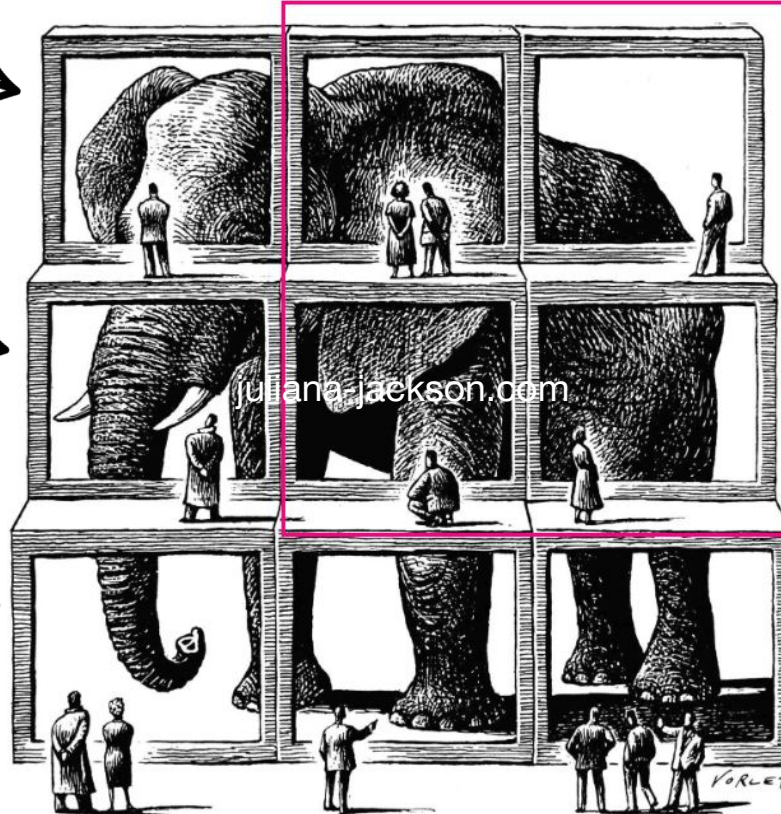
**Marketing**

**Sales**

**CS**



**Product**



**Your  
client's  
clients aka  
the market**



# Strategies outside business context



**Not truth**

[Design inspired by Darin Stevenson - Truth why context matters.](#)



**Context** is key to  
cementing  
the value of data  
within a company.

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# How to get context?

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**Company**

**Analytics  
Tool**

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**01**

**Profit  
Formula**

**02**

**Internal  
Processes**

**03**

**External  
Processes**

**04**

**Resource  
Allocation**

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**01**

**Profit  
Formula**

How a business is structured to make money

**02**

**Internal  
Processes**

How a business operates to make money

**03**

**External  
Processes**

How a business makes money

**04**

**Resource  
Allocation**

How a business makes decisions

# Example: Spotify

## Profit formula

.....

Subscription-based, with additional revenue from advertisements and sponsored content.

## Internal Processes

.....

Music licensing and royalty payment management.

## External Processes

.....

Partnership with music labels and artists to acquire music rights.

## Resource Allocation

.....

Development of new features and improvements to user experience

**Don't work in isolation.**

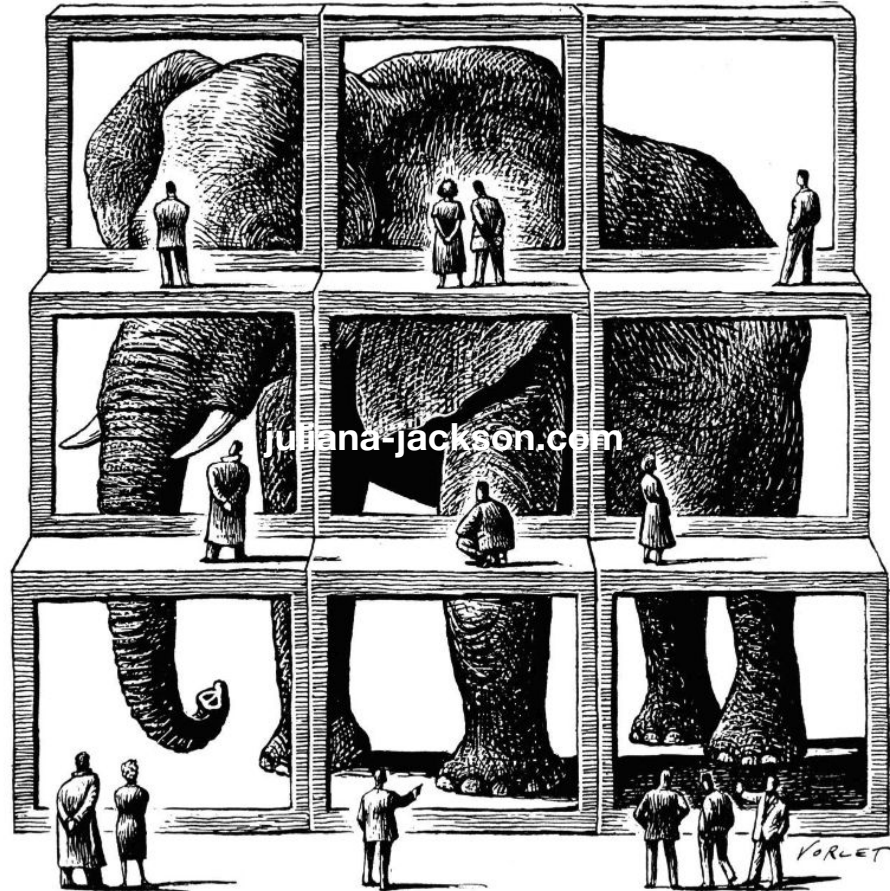
“Leaders in all sectors spend large sums of money collecting and analyzing data, yet the value comes when someone convincingly communicates what data reveals.”

DataStory  
Nancy Duarte



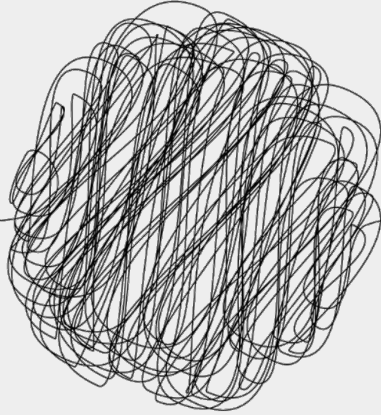
# The Business

Context Matters. Illustration by [Christophe Vorlet](#).



**Analyzing  
data**

+



**= progress**

Perfect GTMs don't translate into new revenue.

**Your understanding of business needs  
transforms your data into revenue.**

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# Thank You!

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