



## Communication and Collaboration: *Rise Interactive's Team Structure Builds Success*

[Rise Interactive](#) is an award winning digital marketing agency with a champion attitude. We spoke with Director of Marketing Brad Messinger and he shared how they successfully structure their teams, each with a distinct set of responsibilities.

### Digital Marketing Teams

Rise is organized into four main teams: *Corporate Marketing*, *Digital Strategy*, *Client Service*, and *Operations*.

#### Client Services

The Client Services Group is then split into *Account Management* and *Channel Teams*, where subject matter experts and relationship managers are constantly working hand in hand to create the best strategy and deliver the strongest results for their clients.

- **The Account Management Team** works directly with the client to determine the needs and goals of campaigns and with the channel teams to deliver on these goals.
- **The Channel Teams** focus on specific disciplines: e.g. Display, SEO, PPC, Email Marketing, Social Media, Affiliate Marketing, and Comparison Shopping Engines.

“What’s different about the agency is our portfolio management approach. We treat marketing budgets like investments, allocating funds to only the top performing channels or those with the highest opportunity. Teams are organized by discipline, but they’re encouraged to shift dollars to other groups to yield higher performance,” says Messinger. “This puts data in the driver’s seat and we make investment decisions accordingly, allowing for greater speed, impact, and transparency for clients.”

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## Innovation Team: The Combination of Man and Machine

CEO Jon Morris' passion for innovation cuts across the entire company, and is manifested in Rise's Innovation Team.

The Innovation Team is dedicated to finding new techniques and technologies, and consists of almost 10% of their growing employee base - which at the beginning of this year passed the 100 person milestone.



Digital marketing is about answering questions,” says Messinger. *“Whoever answers them the quickest, wins.”*

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### Innovation Comes In Three Flavors

Dedication to Innovation means Rise assures its teams have the tools and resources they need to address three critical issues:

- **Analytics**

Rise is data-driven, which means analytics is at the core of everything they do.

Their analytics innovation focuses on how to design technology to help their clients make more intelligent investments with their marketing dollars. Extracting accurate and consistent data allows channel experts to quickly and effectively adjust techniques or campaigns in order to optimize results.

Commitment to an analytics focused team is also shown through the hiring process. Applicants are required to take an analytics exam as part of the interview process. Only an average of 22% of applicants pass and go through to the next stage.

- **Targeting and Personalization**

With marketing campaigns requiring increasing levels of targeting and personalization, Rise's Innovation Team is focused on building the latest tools, technologies, and techniques to increase relevancy and meet that demand.

- **Campaign Management**

Rise has a growing portfolio of the latest technologies and tools that allow teams to move faster and automate processes, creating increased efficiencies internally and externally. In addition to the best in class 3<sup>rd</sup> party tools, these exclusive and cutting edge tools - because of their proprietary nature - give their teams a competitive advantage. Working together to innovate and implement these tools helps them to faster and better serve their clients.

## Employee Services

Innovation and Organization are just part of the formula for a powerful team.

Highly useful results come from highly functional teams. Rise ensures their employees are well supported and prepared, and focus heavily on their employees' growth.

**The Learning and Development team** is a part of Employee Service and spearheads Rise's commitment to professional development, ensuring that an average first year employee will receive over 180 hours of training. In addition, new hires have a week of intensive training which is followed up by ongoing training throughout their employment. Rise views these investments as critical in a dynamic space that moves at such a fast pace.



*Of course it's a goal to generate sales," says Messinger. "But employees are critical to the long-term success of the company."*

Rise is committed to fostering and maintaining a collaborative, communicative environment. They maintain a monthly internal newsletter called *Rise News*, and a 'Success Portal' to keep each other informed and celebrate client accomplishments.

And every Monday morning the company starts the week with a 'Client Service Meeting' where the Client Service Group walks through the entire roster of clients and discusses the status of each one. This is a time where the group can talk about their current wins and help each other with challenges they might be facing.

*"Employees are critical to the long-term success of the company"*

**The Employee Service Group's** mission is to make Rise a positive place to work and is an essential team in the company.



*Culture is at the forefront of just about everything" says Messinger. "Of course, it's clear in business that a positive work environment yields positive results."*

This commitment to their team in turn encourages their team's commitment to the company. Messinger says, *"It produces employees who are engaged, passionate and excited about what they are working on."* This puts employees on the front lines of brand advocacy and that passion is communicated to customers with every interaction.

Rise has learned that well-defined teams with clear goals might make for efficient operations; but ensuring those teams are communicative and collaborative makes for a happy, successful team.