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. It’s like how the Game of Thrones’ characters met, you know, when something happened, they took a story with them and made something change. Same like how Jon Snow met Ygritte and things definitely changed here.

- **In Marketing Style**

## 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.

## 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.

## Social Media Strategist:
- **[Handles Followers & Snoops On Competition]**
  - The one who manages followers and examines competitors’ moves on various social media, just like Sansa Stark.
  - The way she does it not only leaves an impact on the followers but also builds strong relationships with them.

## 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.

## 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.

## Web Designer:
- **[Make Of The Website]**
  - The one who plans and creates the whole look of the website, which is responsible to build the future and growth of the website just like Sansa Stark.
  - She ensures that the website is user-friendly and easy to use.

## Marketing Manager:
- **[Makes The Team To Success]**
  - The one who makes the team that is successful and ensures everything is going well, just like Tyrion Lannister.
  - He is the leader of the team and ensures that everything runs smoothly.

## CMO:
- **[Does Things, Everything]**
  - The one who knows everything about marketing and makes strategies that will work just like Tyrion Lannister.
  - He is not only focused on marketing but also on overall business strategy.