

# Marketing is Magic... and Technical

Episode 8 · Marketing Track · June 28, 2023

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*Marketing is often dismissed as soft, creative, or fluffy — but anyone actually doing the work knows it's deeply technical. In this episode, Angelia McFarland welcomes digital marketing consultant Michael Pope, who digs into SEO as an algorithm-driven discipline, the role of intent in marketing strategy, and why your first campaign will be imperfect — and you should ship it anyway.*

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## SPEAKERS

### Angelia McFarland

Co-host; tech marketing veteran and founder, EOP Media

### Gina Rosenthal

Co-host; technologist, product marketer, and founder, Digital Sunshine Solutions

### Michael Pope

Guest; digital marketing consultant specializing in healthcare technology; founder of Something Killer. Find him at [smthingklr.com](https://smthingklr.com), on LinkedIn at Michael Pope, and on Instagram and Twitter at [@somethingkiller](https://twitter.com/somethingkiller).

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## TRANSCRIPT

### ANGELIA MCFARLAND

Welcome to the Tech Aunties podcast, where we're bringing you industry context and vision from myself, Angelia McFarland, and Gina Rosenthal. On each podcast, we will share our marketing and technology industry experiences along with the team. Listen to us as we explain the past so you can have context to understand and create your own version of the future. So let's get into it.

### ANGELIA MCFARLAND

Today we are talking to Michael Pope about the magic and the technical side of marketing. A lot of people talk about marketing as being fluffy and emotional and creative — and it is all of those things, but there's also a technical element. Michael describes himself as Germany born, Florida raised. He designs, builds, and implements solutions for the web. You can find Michael at [smthingklr.com](https://smthingklr.com), on LinkedIn at Michael Pope, and on Instagram and Twitter at [@somethingkiller](https://twitter.com/somethingkiller). Welcome, Michael.

**MICHAEL POPE**

Thank you so much for having me. I'd like to start off just saying 'Tech Aunties' is an awesome title for a podcast.

**ANGELIA MCFARLAND**

In 2020 you took the plunge from a full-time Marketing and Sales Director position at a healthcare group to freelance consulting. Talk to me about SEO — Search Engine Optimization. Many people understand it's important, but few know how to do it well.

**MICHAEL POPE**

The way I approach it — SEO is intent-driven. You need to position yourself, your business, your offer, your services in a way that aligns with what your ideal customer is actually searching for. That paradigm shifts periodically. Google is still the main force and they roll out algorithm updates regularly. Being familiar with that, understanding not just the content on the page but the meta descriptions, site structure, all of the technical background — it's staying on top of that. There are great tools out there. But for me, the lens is always: what is the intent you're trying to capture?

**ANGELIA MCFARLAND**

Intent. My experience is that it's very difficult to get most clients to understand what their intent is. Do you have strategies?

**MICHAEL POPE**

I've always looked at things from an empathetic lens — who is the ideal customer, the person driving to this site or service? That's where I start. Understanding who the ICP is — who is the person searching for a DevOps platform? Who is the person searching for a new healthcare provider? Sometimes the challenge is telling a client they need to do a deep dive on who their core persona is. The feedback might be 'we've got a customer list, let's just pick something.' But it's a little deeper than that.

**ANGELIA MCFARLAND**

As we wrap up — last words for the audience, and advice for marketers who want to enhance the technical side of their skills?

**MICHAEL POPE**

Markets are conversations. Keep that in the back of your mind when creating campaigns. And the biggest advice: a lot of marketers get stuck on the campaign as an abstract — everything has to be perfect before it ships. One of the things I've taken from the technical and development side is that your first iteration is going to be imperfect. That's just out the door. The sooner you accept that and ship the campaign and iterate off of it — that's where the magic is. For digital, you can click a button, run a display ad campaign, and get signals within minutes. Not running the campaign because it isn't perfect means you're shooting yourself in the foot. Just do the thing and iterate off of it.

**ANGELIA MCFARLAND**

Just do the thing. Great advice. Michael, thank you so much. You can reach him at [smthingklr.com](http://smthingklr.com), on LinkedIn at Michael Pope, and on Instagram and Twitter at [@somethingkiller](https://www.instagram.com/somethingkiller). Thank you for joining us today on the Tech Aunties podcast. Until next time.

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