

7 SKILLS NEW MARKETERS NEED TO SUCCEED

Digital marketers are becoming jacks-of-all-trades. The industry needs people who can do everything from crunch data to create media. If you want to take your marketing to the next level, hone these essential skills.



1. Analytics

Analytical marketers leverage web behavior—purchase history, device engagement, and more—to grow traffic and leads. If you are data-minded, you'll be a hot commodity.

Research predicts a shortfall of up to **1.5 MILLION** data-savvy managers by 2018.

2. Social Media



One way marketers plan to improve their social strategies is to add new networks. Marketers plan to include Google+, SlideShare, and Pinterest in their social media strategies. Staying on the cutting edge of social media helps you create the trend, not follow it.

92% of marketers believe that social media is important for their businesses.



3. Data Visualization

Bite-sized visual media is on the rise. Images are easier to share and will continue to increase in popularity. Great digital marketers create images that people are excited to share.

12% of websites see an increase in traffic after posting an infographic.



4. Technical Skills

Learn technical skills like basic coding or video production. Marketers who are competent in different areas can communicate better with tech teams and cast a clear vision so developers build things that customers want.



TWO OF FOUR  new marketing hires will require technical skills.



5. Teamwork

Social media teams will continue to increase, so your ability to work with others is paramount. As more marketers attribute ROI to social media, they can justify to higher-ups that they're not simply playing around online.

57% of marketers have a dedicated social team. 

6. Newsjacking

Readiness in the digital age is awareness of breaking news and pop culture. Being present allows your team to deal with public relations crises immediately. You can also take advantage of fleeting marketing opportunities that only work in the environment.



14K The number of times the Oreo's "Dunk in the Dark" tweet during the Super Bowl XLVII blackout was retweeted.



7. Soft Skills

Being a great marketer isn't just what you know. Pay attention to the soft skills that matter in your work relationships. Communication skills, friendliness, and flexibility make you a great coworker.

9 OUT OF 10 TIMES individuals reported job failure due to poor attitude or behavior. 