

PURCHASING POWER Gen Z is one of the largest generation of consumers today, with

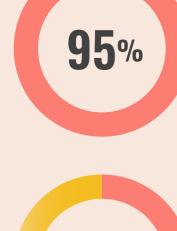


Americans under 18 currently -22% of the total US population THEY ACCOUNT FOR AN ESTIMATED

\$29 to **\$143 billion** in direct spending \$166 to \$333 billion in indirect spending

- Marketers need to be ready to capture their

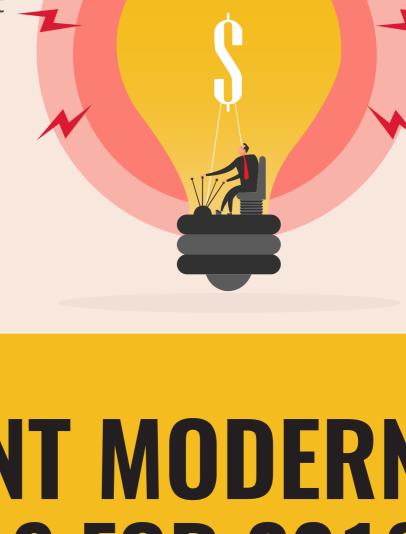
But 95% of marketing organizations report being negatively impacted by a lack



78-77%

of available and qualified talent Three in four would not describe their marketing department as modern (78%) or nimble (77%)





CONTENT MARKETING

marketers who create original, engaging and creative content ✓ Most (86%) marketers use content

marketing as a regular part of their arsenal, whether they are working for global conglomerates or small, local businesses But only 36% of marketers assess their

Organizations of all types can utilize

sophisticated or mature Important skills within this area; Content creation Web analytics

content marketing expertise as

and management

- **MOBILE MARKETING**



management

 Mobile is vital to an organization's marketing efforts The opportunity to reach a wide audience



an average of 47 times daily Younger users (18 – 24) check their phones nearly double the overall average (86 times daily)

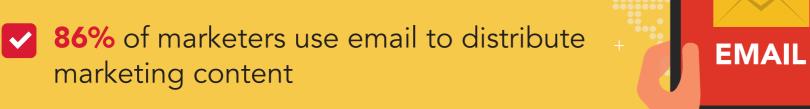
Americans look at their phones

via mobile is ample

67.3% of the US population own a

smartphone, that's **219.8 million** Americans

- Important skills within this area; Mobile E-commerce development analytics
- **EMAIL MARKETING**
- Email marketing has been a staple tactic
- for a number of years and shows no sign of decreasing in importance



Important skills within this area; Subscriber Marketing engagement strategies automation

• 44% say this increase is significant

- for Gen Z



f 67% USE FACEBOOK **67% USE SNAPCHAT** Marketers are using an average of 5 social

Paid search

DATA ANALYSIS

BLOGGING

increased traffic



a top priority

3 Creative direction Content strategy

Important skills within this area;

media platforms to distribute content

 Google updates its algorithm 0 more than 500 times a year

Search

Q

Website

optimization

SEO advertising **VIDEO PRODUCTION**

Growing SEO and organic presence

is the #1 priority for North American

inbound marketers, 69% report it as

Important skills within this area;

7

85% of marketers are using analytics

tools in their marketing efforts

of their marketing efforts Interviews, animation and other storytelling styles can appeal audiences in a dynamic way 50% of Gen Z says they "cannot live without" Youtube ✓ 95% of Gen Z uses YouTube Important skills within this area: Animation Content curation

76% of marketers produce videos as part



Video editing

Data Visualization Statistical Analysis

70% of marketers use blogs to distribute

content for marketing purposes

✓ Blogging more frequently can create

Important skills within this area:

- Companies that published 16+ blog posts per month got almost 3.5X more traffic than companies that published between 0 - 4 monthly posts.
- 3 Copywriting Creativity Originality **OPERATIONAL SKILLS** Strategic operational skills are the #1 skill set that digital marketers identify as critical in enabling them to meet their overall demands

35% report these skills as critical

But strategic operational skills is the

Important skills within this area:

new marketing talent

Budgeting

it being a challenge

User experience specialists can shed light

on customer behavior and preferences

and help design websites and apps to

drive higher customer retention and sales

#1 most difficult skill set to source in

User experience/customer journey analytics is the #1 most challenging trends for marketer, with 30% report

Organizational

USER EXPERIENCE SKILLS

alignment

Important skills within this area: Behavioral insight 3 Research Coding into customers

BASIC DESIGN SKILLS

- Design is the #3 most difficult skill set to find in new marketing talent
- needs to be visually appealing, and these skills continue to be in demand
- Important skills within this area:



ROI and metrics

measurement

3

https://www.thebalance.com/marketing-skills-list-2062431 https://www.wordstream.com/blog/ws/2015/04/07/marketing-skills https://www.inc.com/jeremy-goldman/7-essentials-for-any-digital-marketing-strategy.html https://www.entrepreneur.com/article/286545 https://moz.com/google-algorithm-change https://3qdigital.com/whitepaper-download-thank-you-1 https://factfinder.census.gov/faces/nav/jsf/pages/index.xhtml

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18% report it being difficult to find in new marketing talent Marketing content in all of its formats still

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SOURCES:

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