

# 11 MODERN MARKETING FOR BUSINESS INNOVATORS TO MASTER

Technology and social media have had an extensive impact on marketing over the past few years, so much so that small business owners, entrepreneurs and marketers may need to update their skill set to engage with the next generation of consumers (Gen Z) and effectively leverage progressive technologies.

**Here are 11 marketing skills for business innovators to master to reach younger generations effectively.**

## GEN Z AND THEIR PURCHASING POWER

**22% POPULATION**

**73.6M**

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 attention in innovative and modern ways**

**95%**

But **95%** of marketing organizations report being negatively impacted by a lack of available and qualified talent

**78-77%**

Three in four would not describe their marketing department as modern (**78%**) or nimble (**77%**)

## MOST IMPORTANT MODERN MARKETING SKILLS FOR 2018

### 01 CONTENT MARKETING

- ✓ Organizations of all types can utilize 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 content marketing expertise as sophisticated or mature
- ✓ Important skills within this area;

**1** Content creation and management

**2** Web analytics

**3** Digital project management

### 02 MOBILE MARKETING

- ✓ **67.3%** of the US population own a smartphone, that's **219.8 million** Americans
  - **Mobile is vital to an organization's marketing efforts**
- ✓ The opportunity to reach a wide audience via mobile is ample
  - **Americans look at their phones an average of 47 times daily**
- ✓ Younger users (18 – 24) check their phones nearly double the overall average (86 times daily)
- ✓ Important skills within this area;

**1** Mobile design

**2** Mobile development

**3** E-commerce analytics

### 03 EMAIL MARKETING

- ✓ Email marketing has been a staple tactic for a number of years and shows no sign of decreasing in importance
- ✓ **86%** of marketers use email to distribute marketing content
  - **44% say this increase is significant**
- ✓ Important skills within this area;

**1** Marketing automation

**2** Subscriber engagement strategies

**3** Subscriber growth strategies

### 04 SOCIAL MEDIA MARKETING

- ✓ With **70%** of Gen Z buying products and services on social media, social media marketing is an essential skill for reaching this, and every American generation
- ✓ Most popular social media platforms for Gen Z
  - **69% USE INSTAGRAM**
  - **67% USE FACEBOOK**
  - **67% USE SNAPCHAT**
- ✓ Marketers are using an average of 5 social media platforms to distribute content
- ✓ Important skills within this area;

**1** Social media management

**2** Content strategy

**3** Creative direction

### 05 SEARCH ENGINE MARKETING

- ✓ Acquiring traffic through organic and paid searches requires marketers to keep current with constant changes
  - **Google updates its algorithm more than 500 times a year**
- ✓ Growing SEO and organic presence is the #1 priority for North American inbound marketers, **69%** report it as a top priority
- ✓ Important skills within this area;

**1** SEO

**2** Paid search advertising

**3** Website optimization

### 06 VIDEO PRODUCTION

- ✓ **76%** of marketers produce videos as part 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:

**1** Video editing

**2** Animation

**3** Content curation

### 07 DATA ANALYSIS

- ✓ **85%** of marketers are using analytics tools in their marketing efforts
- ✓ Analytics is the #2 most difficult skill set to find in new marketing talent, with **20%** of marketers reporting it is difficult to find
- ✓ And **59%** of marketers plan to increase digital business analytic skills at their organization
- ✓ Important skills within this area:

**1** Datamining

**2** Data Visualization

**3** Statistical Analysis

### 08 BLOGGING

- ✓ **70%** of marketers use blogs to distribute content for marketing purposes
- ✓ Blogging more frequently can create increased traffic
  - **Companies that published 16+ blog posts per month got almost 3.5X more traffic than companies that published between 0 - 4 monthly posts.**
- ✓ Important skills within this area:

**1** Creativity

**2** Copywriting

**3** Originality

### 09 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 #1 most difficult skill set to source in new marketing talent
- ✓ Important skills within this area:

**1** Budgeting

**2** Organizational alignment

**3** ROI and metrics measurement

### 10 USER EXPERIENCE SKILLS

- ✓ User experience/customer journey analytics is the #1 most challenging trends for marketer, with **30%** report 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
- ✓ Important skills within this area:

**1** Research

**2** Behavioral insight into customers

**3** Coding

### 11 BASIC DESIGN SKILLS

- ✓ Design is the #3 most difficult skill set to find in new marketing talent
- ✓ **18%** report it being difficult to find in new marketing talent
- ✓ Marketing content in all of its formats still needs to be visually appealing, and these skills continue to be in demand
- ✓ Important skills within this area:

**1** Graphic Design

**2** Creativity

**3** Visual Design