

Marketing - Digital Marketing

Digital Marketing focuses on the use of online tools to promote brands and products to the target. Specifically, internet and social media are used as a means to drive sales, promote items, and relay information and services to consumers.

Digital marketers employ marketing tactics in order to increase engagement and visibility of an organization online. This can include creating and establishing a brand image, launching marketing campaigns, constructing a vision, or revamping company websites. Digital properties that marketers work with to promote their products include Google, YouTube, Facebook, Instagram and Snapchat. Additionally to measure and improve their efforts, they look at the data analytics from the different properties.

Source: *Ferguson's Career Guidance Center*



Average Salary & Trajectory*

Entry-Level

\$63,000 annually

- Marketing Assistant
- Marketing Communications Specialist
- Marketing Coordinator
- Advertising Coordinator
- eCommerce Marketing Analyst

Mid-Level

\$103,000 annually

- Search Marketing Strategists
- Advertising and Promotion Manager
- Marketing Manager
- Director, Marketing Communications
- Marketing Strategy Manager

Executive-Level

\$214,000 annually

- Marketing Director
- eCommerce Marketing Director
- Top Division Marketing Executive
- Vice President of Marketing and Brand Strategy
- Chief of Sales and Marketing Officer

Learn More With O*Net

Visit O*Net OnLine to explore the sample roles in digital marketing. The database provides career exploration tools to the public at no cost and is continually updated by surveying a broad range of workers from each occupation. Learn about the knowledge, skills, tasks, and activities required for each occupation, as well as median wages and employment trends reported by the Bureau of Labor Statistics and other federal agencies.

01 Visit O*Net OnLine at www.onetonline.org

02 Refer to the sample job titles listed in the "O*Net Keywords" section below

03 Enter phrase into O*Net's "Occupation Search" to explore sample roles

O*Net Keywords:

- Digital Advertising
- Digital Marketing
- Search Marketing

Roles:

- Marketing Specialist
- Marketing Manager
- Search Marketing Strategists

*Note: Salaries are highly dependent on location, company type, and candidate experience/education. For the purposes of this guide we are providing average starting salaries as determined by the National Association of Colleges and Employers (NACE), overall average salaries as determined by the U.S Bureau of Labor Statistics (BLS), as well as supplemental information found from various industry-specific sources.

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Skills/Experience Suggested:

- Familiarity with business intelligence and data analysis software
- Understanding of SEO best practices and on-page optimization tactics
- Experience with user interface and query software
- Ability to edit photos and videos with Adobe Creative Suite programs including Photoshop or other editing software
- Knowledge of HTML and CSS with the ability to hand code basic websites outside of software such as Adobe Dreamweaver
- Strong relationship, communication and presentation skills including the ability to meet and present to senior-level audiences

Advanced Degrees:

- Master of Science in Marketing
- Master of Business Administration

Professional Certifications:

- Certified eMarketer (CeM)
- Certified Social Marketing Associate
- Professional Certified Marketer (PCM)

Professional Associations:

- American Marketing Association (AMA)
- eMarketing Association
- Internet Marketing Association

Campus Resources:

- American Marketing Association (AMA)
- Pi Sigma Epsilon

Don't forget to check out list of career path advisors
business.fullerton.edu/Programs/Undergraduate/#career-path-advisors

Industry Research & Tools:

- Marketo.com
- Sokanu.com
- Business2Community.com
- Ferguson Career Guidance Center—accessible through Career Services website
- Vault.com—accessible through your Student Portal

Job & Internship Search Sites:

- Monster.com/jobs/q-digital-marketing-jobs.aspx
- Indeed.com
- LookSharp.com
- LinkedIn.com
- Vault.com—accessible through your Student Portal

Employers Hiring Mihaylo Graduates:

