

HOW TO BUILD A DIGITAL MARKETING DREAM TEAM WITH **ESSENTIAL SKILLS** **TRAINING**

MAXIMIZE YOUR RESOURCES AND ACHIEVE YOUR BUSINESS GOALS



Introduction

Managers and CEOs have no interest in subsidizing traditional marketing activities that consistently fail to yield ROI. In an article by the [Harvard Business Review](#), 73% claimed that CMOs lack business credibility and the ability to generate sufficient business growth. 72% confirmed they are tired of being asked for money without an explanation of how it will generate increased business.

Whether you're a sole trader, an SMB or a multinational corporation, your metrics for success remain the same:

- Revenue growth
- Return On Investment
- Customer acquisition
- Customer retention
- Customer satisfaction

The positive influence digital tools and channels have on a marketer's ability to achieve these business goals is indisputable. It's also supported by the fact that companies are allocating an increasing amount of their budgets to digital marketing, with great success. According to [Gartner](#), properly executed digital marketing tactics are 10 times more effective for lead conversion compared to outbound methods.

Beyond effectively generating and nurturing leads and driving revenue, digital marketing capabilities can significantly improve the effectiveness of your company's customer service, which isn't surprising considering [31%](#) of all social media users leverage these channels to make pre-sales enquiries. Being able to successfully utilize digital tools can make your brand more accessible and responsive, and facilitates valuable customer relationships. [71% of consumers](#) who experience positive social customer care are likely to recommend your brand to others, which boosts both the acquisition of new customers and repeat purchase in the process.

The need for a strong digital skillset

The benefits of executing a successful digital marketing strategy are tangible. Because of this, the demand for skilled digital marketing professionals continues to climb sharply, to the extent that recruitment in digital will outperform all other sectors by 2020. This surge in requirement is presenting notable challenges for organizations of all sizes. The importance of digital knowledge is widely recognized, but there is a serious deficit of skilled professionals who can adopt the tools and techniques needed to effectively drive business success. The competition to recruit and retain the digital marketers that are qualified is fierce, and can include remuneration packages that some organizations, such as start-ups, may not be able to afford.

Only 4% of organizations are aligning their skills training with their digital strategy.

If the key to an organization's digital transformation is skills, then education is the key to solidifying those skills. Whether you decide to hire from outside your organization, or develop talent internally, by prioritizing digital skills training you can stimulate employee engagement, ensure retention, and drive ROI, all at once!

Building a digital marketing dream team

Regardless of your budget or available resources, you can enjoy digital success within your organization. Building an effective team of any size is achievable; all you need to do is identify the key characters that will compose your dream digital marketing line-up based on your overall business goals, and cultivate their capabilities with essential skills training.

Top tip: if your resources are limited, the best digital hires you can make are specialists in their specific areas with a broad understanding of the digital marketing landscape at large.

THE STRATEGIST

50% of companies are using digital marketing, but they don't have a plan! Including a strategic thinker in your digital marketing team will ensure you never lose sight of your marketing objectives, and how they relate to your buyer personas and the customer journey. A digital marketing strategist will conceptualize and execute your promotional activities, demonstrating a blend of creative and analytical skills that characterize the digital industry. Someone with organizational skills that can manage a budget but also has the imagination to devise unique, compelling campaigns is the ideal candidate. Strategists are often natural communicators with persuasive presentation skills and an impressive digital footprint.



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THE CREATIVE

Creative digital marketers are responsible for the careful cultivation of your brand and its messaging, in support of the online user experience. This can include everything from the curation of appropriate imagery to copy for landing pages and display ads. Creative digital marketers can also be proficient in community management and administering thoughtful, innovative customer service through social media platforms.

Creative personas tend to work well with words, images and concepts. Their main mission is to establish an understanding of customer needs and preferences so you can convince and convert your customers.

THE ENGAGER

In the context of social media and online engagement in particular, influential digital marketers with a talent for creating compelling content and building relationships have never been more important. These relationship builders have often built up a large network of industry contacts through which they can extend the reach and enhance the reputation of their own brand.

Some are industry influencers with large social media followings, skilled at identifying and engaging with other key influencers online. These relationship builders are excellent inbound marketers, building and fostering valuable relationships through the creation and distribution of educational, compelling content.

THE ANALYST

Analytical digital marketers are exacting and targeted in their approach. They measure the success of any digital marketing activity, identifying successes and flaws, and refining strategies based on this information. Analysts are associated with efficient and effective problem solving, and are often instrumental in helping your digital marketing team to plan and budget effectively based on insights. Analytical marketers are concerned with the presentation of data, statistics and facts, which they use to generate leads and track Return On Investment.

KEY TAKEAWAYS TO ENSURE YOU EXCEL

- Identify your objectives from the outset: this will provide you with a benchmark against which you can measure your performance and ultimately refine your strategy
- Carefully consider your digital channels: focus on a few digital channels in alignment with your objectives so your team can streamline their efforts, concentrate their efforts and maximize their effectiveness. Select the platforms on which your existing and target audiences are most active, for optimal impact.
- Nurture your team's skills: you will require different skills, based on your objectives and the nature of your organization. Whatever your areas of focus are, make sure you underpin your employees' natural talents with globally recognized and respected digital marketing training.

Guarantee your organization's competitive edge. Build a digital marketing dream team.

Digital is a constantly evolving industry; in order to stay ahead, it's essential to keep developing your employees' skills and enhancing knowledge. The key is to implement a strategic and sustainable education plan. By investing in a digital marketing course that is tailored to your team's specific needs and interests, you can significantly enhance your marketing effectiveness.

