

WHY TRADITIONAL MARKETERS NEED TO **UPGRADE TO DIGITAL**

Maximize ROI and Make Yourself Indispensable



Since the early twentieth century, long-established outbound methods and principles have underpinned successful marketing strategies. A strong understanding of the 4P's and being able to evaluate your promotion mix are essential foundational skills, but as digital transformation continues to make an unavoidable impact, traditional techniques alone are no longer enough to sustain a marketing strategy, let alone the entire industry.

“ *On average, 60% of a marketer's time is now dedicated to managing digital marketing activities, which is seriously accelerating the demand for digital skills training.* ”

The development of digital skills is essential if you want to cultivate a competitive edge and achieve career development as the marketing profession is shaped by digital practices now more than ever.

Digital skills are also a necessity if you want to maximize ROI for your business. Direct mail, print advertising and TV are expensive and time-consuming tactics, and their influence on the consumer continues to diminish, as magazine circulation figures plummet and millennials watch less traditional TV in favor of on demand video from platforms such as Netflix. As traditional ad revenues drop, organizations continue to invest more in digital as they acknowledge its growing influence across every industry. 2 out of 3 marketers have already moved at least 30% of their budgets from traditional to digital media. With this in mind, it is in digital marketing where most skills are urgently required within marketing departments.

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There is an Urgent Need For Skilled Digital Marketing Professionals

Digital dominates, yet despite this unavoidable fact, the global digital skills shortage is remarkable! A survey conducted by Smart Insights revealed that recruiting marketers with the right mix of digital skills is often a challenge, with over 50% describing the recruitment of digitally skilled professionals as ‘challenging’ or ‘very challenging’. In that same survey, only 9% of marketers assessed their skills as strong for all digital marketing activities.

Traditional marketers are struggling to upskill, recent graduates have studied a curriculum that doesn’t incorporate digital, and employers are struggling to find candidates with consistent, comprehensive skill sets.

As demand for digital experts consistently outweighs supply, organizations are finally beginning to invest in the necessary skills training to support digital career development and the retention of valuable employees as a result. 2016 will see even more emphasis placed on education as a means for both individuals and organizations to keep pace with a constantly evolving industry. In fact, according to Smart Insights, one third of organizations are planning to introduce a digital transformation program for their employees, and one third already have.

In order to achieve continued career success, a traditional marketer needs to be able to position themselves as a vital and necessary talent within their organization. In other words, they need to upgrade their marketing skillset from traditional to digital.

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Impress Your Employer By Generating Cost Savings For Your Organization

Generating a high volume of high-quality leads is a priority for any marketer; yet only 13% say their lead generation strategies are “very successful” in achieving their main objectives.

Digital tools and capabilities can provide the solution and generate significant cost savings in the process; organizations that adopt digital marketing tactics enjoy a Cost-Per-Lead that’s 61% lower than those that use a traditional outbound marketing approach.

Digital marketing facilitates streamlined, automated processes, data-driven insights and adaptable budgeting options. Because of this, the costs involved in adjusting a digital marketing campaign are significantly lower than those required to amend a traditional marketing campaign that includes a TV, or perhaps a billboard ad.

You can easily implement cost effective campaign strategies and maximize ROI for your organization through digital efficiencies; all that’s required is a strong digital skillset to enhance your existing marketing skills.

Digital Skills Can Help You To Increase Customer Engagement and Drive Revenue

Establishing strong customer engagement is an essential component of any successful marketing strategy. Before you can convert your customers, you need to be able to convince them. Digital tools and channels have revolutionized the customer's journey and strongly influenced how they make their decision to purchase. They are empowered by digital, and more motivated to reach online for educational, informative content than talk to an impersonal sales rep.

Digital allows marketers to adopt a customer-centric, modern marketing strategy that favours personalized emails over cold calls; you have the ability to humanize your brand and foster meaningful customer relationships that are more likely to convert in a more longterm, strategic context that includes repeat purchases.

61% of customers say they feel better about, and are more likely to buy from, a company that delivers custom content, a key practice within digital marketing. If you refine your digital capabilities, you can harness a successful customer-centric strategy and drive more revenue in the process.

Digital Skills Can Help You to Measure and Refine Your Success

Being able to effectively evaluate your marketing activity is key to refining your strategy and guaranteeing its ongoing success. 93% of CMOs say that they are under more pressure to deliver measurable ROI, yet often traditional marketers can find it difficult to attribute marketing activity directly to revenue. Digital analytics tools and platforms can identify and address both opportunities and issues within a marketing strategy, and track ROI in a highly targeted, segmented way.

With a digital skillset, you can streamline data, and report on the fundamental facets of a marketing strategy, in order to optimize your performance and attract and engage more customers. The measurability of digital marketing has the power to benefit marketers on a global scale. 41% confirm that digital techniques produce a significant ROI – and one that they can measure far more effectively than analysis of traditional media.

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Stay Ahead of the Pack. Evolve Into an All-Powerful Digital Marketer

By investing in a digital marketing course that is tailored to your specific needs and interests, you can significantly enhance your marketing capabilities with a highly analytical, strategic digital skillset. With our portfolio of customized courses, the Digital Marketing Institute can help you excel in your marketing career and improve your digital effectiveness.



“Each step I took with the Digital Marketing Institute increased my skills and my role grew with them. Digital was a new and expanding area within my organization and increasing these skills allowed me to lead that expansion.

Since beginning with the Digital Marketing Institute, I’ve gone on to develop 3 ‘quote and buy’ websites, introduced new analytics and MI tools, won an Appy for best Insurance App and most recently released a new corporate website, www.rsagroup.ie, having responsibility for all aspects of design, content strategy, imagery and brand marketing approach. This wouldn’t have been possible without training from the Digital Marketing Institute.”

Kirk Durnford
eBusiness Project Manager at RSA



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