

8 Essential Skills for Marketers Today

In today's rapidly changing world, marketers may find themselves questioning what skills they need to attain or maintain in order to keep pace with evolving customer preferences and achieve success. Here are some of the most important skills that are necessary for modern marketing.



CRM:

Once only considered important for sales, Customer Relationship Management (CRM) software skills are now a must-have for marketers. This helps align sales and marketing while also providing greater customer insights for more targeted and effective marketing campaigns.



Data Analysis:

The most pressing marketing data challenge is no longer generating more of it, but driving smarter decisions with it. That requires data analysis skills from marketers who can interpret the data and turn it into actionable insights for improved business results.



MarTech:

As the marketing technology (MarTech) market continues to grow, so too will the need for skills to operate these platforms. Marketers must master marketing technologies not only as part of an initial user adoption but also complete ongoing training to keep their skills current and sharp.



Social Media Marketing:

Social media is an essential marketing channel for businesses today. Marketers must know not only how to engage social media followers but also analyze performance to determine future social media marketing actions and investments.



Content Marketing:

Content marketing is focused on educating and engaging rather than just selling. Brands need marketers who are adept at content marketing now more than ever, as they work to stand apart from the competition and strengthen customer relationships.



Digital Marketing Strategy:

In 2020, digital marketing has become more important than ever, as people have dramatically altered their routines in the wake of the COVID-19 pandemic. Organizations need marketers that are well-versed in digital marketing tactics as well as crafting a smart and effective strategy utilizing those tactics.



Lead and Customer Nurturing:

Nurture campaigns aren't just for leads; they are also an effective tool for customer engagement. As marketers are challenged to do more with less in the current business climate, the ability to create and execute these campaigns will be a valuable marketing skill.



Personalization:

Both B2B and B2C audiences today have come to expect personalized experiences from brands. Marketers who are adept at the tactic of personalization and the strategy behind it will find it to be a sought-after skill.

