

## **Why you need to build your future in digital Marketing**

Technology keeps evolving, with the invention of new gadgets; latest smartphones, Apps and even robots! With each new invention that rolls out, you have to be up to date with trends and fads. Digital marketers are often on top of these trends, as they frequently have to adapt to new strategies and best practices.

By now you probably know that digital marketing is on the rise and digital marketing skills are in high demand. According to [IMS Proschool](#), the demand for digital marketers in 2017 will increase across all levels, from graduates to managers.

Companies are beginning to realize they need employees with digital skills set to handle their digital platforms and craft them a winning digital strategy.

Some of the key benefits of pursuing a career in digital marketing are:

### **A Wide range of Career Options**

In digital marketing, you are not restricted to a specific job role. Take a look at the big tech companies; Google, Twitter, and Facebook. They provide a wide range of job opportunities in the digital landscape. Deciding which job role suits you depends on the career path you intend to pursue. As a digital Marketer, you may decide to become a social media manager, content manager, copywriter, PPC Manager or an SEO specialist. The choice you make should be based on your career path, taking into consideration your interests and areas of strengths.

### **Work Flexibility**

A career in digital marketing often allows for flexibility. Your complete task is based on the internet and there are no concerns about work location. You could decide to work from home, from a coffee shop or any location that best suits you.

The internet has come to stay and is with us everywhere we go. It has broken down the barriers for the need of a physical workspace, with people being able to have cloud meetings, and the advent of smartphones allowing for easy access to emails and messages on the go.

### **Deployment of Skills from one Company to Another**

All companies regardless of size make use of digital marketing. Digital Professionals are able to transfer their skills set from one company to another. Since digital marketing is used by small, medium and large companies, the expertise gained from one company can be used to craft a solution for other companies. These skills are transferable across industry and sector, be it telecommunications, advertising, manufacturing, financial services, etc.

## **Jump-starting your own career**

In traditional careers like advertising, you normally have to wait for an internship or graduate trainee vacancy to open and hope to be selected so you can gain experience and start creating your own portfolio. However, in the digital marketing world, you are provided with a lot of opportunities where you can jumpstart your career before setting foot in the workplace.

You can invest in building a strong and compelling online social media presence by; gaining followers on twitter, starting your own blog, posting engaging content and contributing to relevant online conversations.

You can also build your knowledge base through a vast array of online exams like the [Google Analytics Individual Qualification](#), [HubSpot's Certification Programs](#), [Twitter flight school](#) and more. These certifications boost your portfolio and CV and showcase your digital know-how.

**THE END**