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# Introduction

The rise of the internet and mobile has led to significant changes in the marketing world. In this new era, the marketing department now requires an evolved set of skills, often rooted in technology, to take advantage of this transformation. Are today's marketers keeping pace with the skills they need to do their jobs at a high level? Do marketers have the skills that companies and recruiters want in their new hires? Is there an alignment or disconnect between these recruiters and marketers?

To help answer these questions, HubSpot and LinkedIn joined forces to examine recruiting data and marketer profiles from 2013-2015 via LinkedIn's own platform. We looked at factors such as skills listed on marketers' profiles, skills recruiters were actually searching for, up and coming job titles, seniority, education, and more.

#### Here are a few interesting key takeaways we discovered:

- Marketers have an opportunity to better promote and/or build the
- marketing skills companies are currently looking for.
- SEO/SEM is the top marketing skill desired by marketing departments.
- Marketers are overemphasizing social media skills in their profiles.
- The CMO, digital marketing manager, and brand ambassador titles are



increasingly common, and the rise of these titles indicates an increase in the marketing department's importance.

• As marketing grows more complex, skill certifications (from companies such

as Google and HubSpot) will grow more important.

So just how aligned are companies and the marketers who want to work for

them? And what does it say about the future of marketing? Read on. You might be

surprised.

OF MARKETERS

# Marketing is Evolving

67 percent of marketers said that technology was "evolving rapidly or at light speed."

OF B2B MARKETERS

Signal's Cross-Channel Marketing and Technology Survey, 2014.

## Change is Hard

34 percent of B2B marketing executives described themselves as "overwhelmed" by the pace of change.

> Forrester Research's "B2B CMOs Must Evolve or Move On," 2013.



# Marketing is Changing at Light Speed

No part of the business world is changing faster than marketing. Consider the tools that were either in nascent form or didn't exist just two decades ago: Websites, email, social media, marketing automation, mobile phones. As these new tools have been born, marketing departments have adapted by hiring marketers with the skills to leverage them, and the results has been a more powerful marketing department than ever, one with the tools to finally prove that marketing spending leads to increased revenue.

But these changes have not always been smooth or easy. Marketers are contending with massive digital disruption. They're digesting an alphabet soup of new acronyms: CMS, CRM, CSS, DMP, DSP, RTB, SSP, to name a few. Scott Brinker, CTO of Ion Interactive, has cataloged more than 2,000 marketing technology companies. Gartner projects that CMOs will spend more than CIOs do on information technology by 2017.

Revolutionary changes are also battering the media marketers use to reach their target audiences. Marketers struggle to take full advantage of the myriad options available to reach consumers, who are engaging with mobile, social media, connected TV, and a host of other continuously evolving media. But these consumers, empowered like never before, aren't necessarily engaging with marketers. In fact, they're able to actively avoid advertising messages with DVRs, internet ad blockers, and the email unsubscribe button.



In light of these changes, it's no surprise that 67 percent of marketers said that technology was "evolving rapidly or at light speed," according to a recent Signal survey. Additionally, a Forrester Research survey found that 34 percent of B2B marketing executives described themselves as "overwhelmed" by the pace of change.

### Rising to the Challenge

These changes to the marketing world may be coming fast and furious, but they also provide opportunities. Many marketing executives believe that they are already benefitting from these opportunities. For instance, the Forrester survey referenced above found that 78 percent of B2B marketing executives said they had greater input on corporate strategy.

Technology and data have provided marketers with a 360-degree view of the customer that is unparalleled in the organization and puts the marketing department in a formidable position. Marketing is so strong, in fact, that Ashu Garg, general partner at Foundation Capital, believes we are entering "The Decade of the CMO." And the book *The Big Data-Driven Business* makes that case that CMOs, with their customer focus and data expertise, are ideally positioned to be "front and center in the next crop of great CEOs."

This tumult of change mixed with opportunity in the marketing sector begs the question: Are marketers and the companies who hire them evolving the necessary



marketing skills sets at the same pace? Together, HubSpot and LinkedIn studied how marketers define themselves on their LinkedIn member profiles: What are the skills, education, certifications, and titles they possess? At the same time, we used LinkedIn recruiting data to uncover what attributes recruiters want from their marketing hires.

Read on to find the commonalities and differences between the skills companies are looking for and the skills marketers say they have. It offers a window on what skills marketers — and marketing departments — will need to thrive now and in the future.

OF B2B MARKETING

**EXECUTIVES** 



78 percent of B2B marketing executives said they had greater input on corporate strategy.

> Forrester Research's "B2B CMOs Must Evolve or Move On," 2013.



# The Marketing Skills Evolution

#### What Marketing Departments Want: SEO Still Dominates

SEO and SEM still dominate marketing skills. Websites remain critical marketing tools for companies of all sizes, in virtually every industry and in every country, and so marketers with the search engine know-how to drive traffic are still in demand. Along with general "digital and online marketing" skills, SEO expertise is what companies want from their marketers more than any other skills.

Between 2013 and 2015, there was little change in the top two skills marketing departments were looking for: "SEO/SEM Marketing" and "Digital and Online Marketing." "SEO/SEM Marketing" ranked No. 1 globally as the top skill in recruiter searches in 2013. "Digital and Online Marketing" took over the No. 1 spot in 2014, only to relinquish it to "SEO/SEM Marketing" in 2015 — so far.

Both skill sets were in demand across the globe. They were the top two skills marketing departments sought in North America, Europe-Middle East-Africa, and Asia Pacific. A marketing skill set that is rising steadily in importance to companies is "Marketing Demand Generation." It has climbed from the No. 8 skill searched for by companies in 2013 to the No. 6 skill so far in 2015.



	Skills marketing	Skills marketers
	departments WANT in 2015	actually HAVE in 2015
-		
$\rightarrow$	1. SEO/SEM Marketing	<b>1.</b> Social Media Marketing
	<b>2.</b> Digital & Online Marketing	2. Digital & Online Marketing
	<b>3.</b> Marketing Campaign Management	<b>3.</b> Marketing Event Management
	<b>4.</b> Channel Marketing	<b>4.</b> Market Research & Insights
	5. Marketing Demand Generation	<b>5.</b> Database and Direct Marketing
	<b>6.</b> Social Media Marketing	6. SEO/SEM Marketing
	<b>7.</b> Relationship Marketing	<b>7.</b> Channel Marketing
	8. Market Research & Insights	8. Marketing Demand Generation
	<b>9.</b> Marketing Event Management	<b>9.</b> Marketing Campaign Management

The in-demand marketing skills were not uniform across industries. For instance, the oil and energy industry had a higher demand for "Market Research and Insights" than any other industry. The government, education, and non-profit sector had the highest demand for "Marketing Campaign Management" when compared with other industries. The manufacturing and industrial sector had the highest demand for "Marketing Demand Generation." And the automotive, aerospace, and transportation industry had the highest demand for "Relationship Marketing."

The top marketing skills companies want in 2015 vary by industry. SEO/SEM marketing are in-demand skills no matter which industry you're working in.



However, the number one marketing skill for the education industry is Marketing Campaign Management. For the retail industry, companies are looking for digital and online marketers. Finally, in the manufacturing industry, Marketing Demand Generation is the most sought after skill.

#### Skills marketing departments want in...

	Tech	Financial Services
	1. SEO/SEM Marketing	1. SEO/SEM Marketing
	2. Digital & Online Marketing	2. Digital & Online Marketing
	3. Marketing Campaign Management	3. Marketing Campaign Management
	Education	Retail
-		
	1. Marketing Campaign Management	1. Digital & Online Marketing
	<b>2.</b> SEO/SEM Marketing	<b>2.</b> SEO/SEM Marketing
	<b>3.</b> Channel Marketing	<b>3.</b> Relationship Marketing
	Manufacturing	
	1. Marketing Demand Generation	
	2. SEO/SEM Marketing	
	<b>3.</b> Digital & Online Marketing	



#### The Skills Opportunity for Marketers

In a rapidly changing industry, the most common skills marketers listed on their

LinkedIn profiles were as follows:

1. Social Media Marketing

2. Digital and Online Marketing

3. Marketing Event Management

In their LinkedIn profiles, marketers have a huge opportunity to emphasize the skills that they have and that marketers want. They can also go obtain those skills via hands-on experience, certification courses, or a combination of both. As an example, marketers can emphasize or obtain SEO skills, which are currently at the top of the wish list of many companies.

### What This Means for Marketers

Due to advances in technology, the marketing department is in flux. Companies want new skills from marketers, and marketers are displaying these new skills — such as "SEO/SEM" and "Digital and Online Marketing" — in their LinkedIn member profiles.

The ability to use SEO and SEM to drive prospects to a corporate website remains a crucial skill. Companies want the skills of SEO/SEM Marketing, and marketers



who have this valuable skill would be wise to emphasize it on their LinkedIn profiles. Marketers should also note that "Marketing Demand Generation" is a skill that is increasingly included in recruiter searches. It's a skill that marketers looking to take advantage of current trends should be acquiring and be displaying on their profiles.

#### Make smart moves.

Digital and Online Marketing, SEO/SEM Marketing, and Marketing Demand Generation are skills that marketing departments are giving premium value. If you're looking to transform your career, you might find a happy home with general digital/online marketing, SEO/SEM, or demand generation.

## Brand yourself.

If you are a digital or online marketer (or an inbound marketer, perhaps) and you don't currently list the term "Digital and Online Marketing" on your LinkedIn profile, that's a quick fix that will help you become a more sought after candidate in the marketing world. Once you've added this skill to your LinkedIn profile, ask your co-workers to endorse you for that skill, and in exchange you will endorse them for something of their choice. If you have an interest in SEO or demand generation, but haven't had this as a full-time job, you can include these items as "in my free time" or "looking towards the future" bits in your LinkedIn summary.



Blogging	22 🤽 💭 🖾 🕵 🖉
Social Media Marketing	۲
54 Public Relations	A 🔝 🎎 🧏 🥕
5 Event Planning	A 😫 🎿 🏂 🥘
Email Marketing	😥 🌊 🙊 🎯 🕤
32 Social Media	A 💱 🤌 🎎 🏽
20 Press Releases	22 🧕 🔍 🔊 🔎 🚽
7 Event Management	
7 Research	
16 Marketing	

## Don't bend the truth.

The data in this report is meant to help you understand the current state of marketing skills and jobs in 2015. What you should avoid doing after reading this information is keyword stuffing your LinkedIn profile with a bunch of skills you don't actually have. Sure, this could gain the attention of a recruiter, but what happens when you actually have to be yourself and show your true colors in an interview or on the job?



# A Shift in Marketing Titles

#### The Marketing Department Grows More Digital, More Crucial

Digital marketing manager, brand ambassador, and CMO are three jobs titles that have become increasingly common since 2000, and their rise tells the story of marketing's digital transformation and how the discipline has become more strategic, more central to helping organizations achieve their goals.

The digital marketing manager title, which is 248 percent more common in 2015 than it was in the period 2000-2004, according to LinkedIn data. The rise of the digital marketing manager title shows indicates how search, email, social, and mobile have become central marketing skills.

The increasing commonality of the brand ambassador (almost 150 percent more common than 15 years ago) is an indication of how branding has maintained its importance even in the digital age. But nothing shows the increased respect for the discipline of marketing like the increasing occurrence of the the CMO job title, which is more than 60 percent more common than in 2000-2004. The title of CMO places the leader of the marketing department in the C-suite on the same level as the CFO and CIO.



With technology enabling more effective marketing — and perhaps even more

importantly providing the tools to prove what marketers have always known:

marketing works — marketing is getting more respect than ever. The CMO has

earned her place in the C-suite.



Source: LinkedIn profile data. The percentage gain compares the job title's average percentage of all marketing jobs in the period 2000-2004 with the percentage in 2015.



### What This Means for Marketers

# 🕺 It's time to get digital.

If you're currently in an advertising role, you might want to consider getting as much digital experience as possible. The world is only going to get more digital, and this could help build up your portfolio for when/if you decide to move into a more digital marketing role.

# Shoot for the stars.

If you're to climb the ranks in marketing, you should consider joining the founding team of an early stage startup. Another reason the CMO title is on the rise is not only that marketing is becoming more respected, but there are also countless startups across the world that need smart CMOs to run all of marketing. This is a very risky move, but the rewards could be huge.



# Education and Marketing

## Education and Certification Grow More Important for Marketers

Marketing has become an increasingly demanding profession, as it has grown more dependent on technology. Marketing jobs demand a combination of intellect, training, and savvy. This reality requires that marketers be a well-educated group. About six in 10 marketers have at least a bachelor's degree, according to their LinkedIn profiles. Another 30 percent or so have graduate degrees, which include master's, MBA's, PhD's, and law degrees, which means that 90 percent of marketers have at least a bachelor's degree.

In addition to traditional college education, marketers are embracing specific technology certifications to keep pace with the technological change dominating their chosen profession. Understanding how to use programmatic advertising tools, to deploy analytics, and to take full advantage of SEO tactics requires training and experience. Getting certifications can not only help a marketer do her work better but also potentially result in higher salaries, bigger job titles, and longer job retention. The top two companies in terms of number of certifications cited by marketers on LinkedIn member profiles are Google and HubSpot followed by



Aspiring Minds, Coursera, and Microsoft. The top three certificates issued were

Google AdWords, Google Analytics, and HubSpot's Inbound Certification.





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Associate Degrees Approximately 20% of Marketers have associate degrees

Bachelor's Degrees About 60% of Marketers have bachelor's degrees

#### Graduate Degrees

30% of Marketers have graduate degrees

Source: LinkedIn Profile Data



### What This Means for Marketers

As technology continues to become increasingly crucial to marketing success, education and training are only going to become more important for marketers and the companies who hire them. We anticipate that certifications, in particular, will grow more common for marketers to differentiate them from others in the hiring pool. We expect that marketing automation certifications, which only had one company certification ranking in the top 20, will become more common over the next five years.

#### 🕺 Always be learning.

Don't have time or money to go back to school? No problem! There are loads of online courses and certifications out there to help you brush up on your digital marketing knowledge or to help you learn a new skill within marketing. In fact, you can start by taking <u>HubSpot's Inbound Certification</u>, which is free and open to anyone. You can also expand your horizons by using LinkedIn's <u>Lynda.com</u> for online video training.



# Conclusion: Looking to the Future

Over the past two decades — which has encompassed the rise of the internet, search, email, social, and mobile — marketing has been transformed. Ninety-seven percent of marketing executives, according to a survey from Forrester Research, expect that the pace of change will only accelerate. That means that the big changes marketers are grappling with will likely only get bigger, and the marketing world will remain in flux for the foreseeable future.

#### The Continued Evolution of Marketing Skills

The marketing skills companies want and the skills marketers are emphasizing in their LinkedIn profiles will continue to evolve. In the near future, marketing automation and demand gen skills are likely to become increasingly more indemand. If companies and marketers happen to be misaligned in the short, the market will quickly find equilibrium.

#### Continuing Shifts in the Prevalence of Certain Job Titles

The CMO title will continue to become more common. So will the digital marketing manager title. Expect also to see more titles with the term "demand generation" in



them. It's possible demand generation and lead nurturing skills will challenge SEO/ SEM for marketing skill supremacy.

#### Education and Training Become Even More Important

With technology's expected rise, education and certification will only become more important. The difference between a certification proving a marketer has the skills needed and a simple line on a resume could be the difference between being hired or passed up. In the marketing department, there is a growing expectation for constant, documentable skills development. Your formal education gets you in on the ground floor of your career, but certifications will help open the elevator doors to keep you going up.

#### Mobile Skills Are Poised For a Meteoric Rise

The recent "Internet Trends 2015" report by Mary Meeker, partner at venture capital firm Kleiner Perkins Caufiled, & Byers, pointed out that mobile accounts for 24 percent of time spent on media but only hauls in 8 percent of ad spending. That will change. Companies are already spending more on mobile marketing, and they will need marketers who have the skills to achieve the delicate balance of reaching prospects on their smartphones – without being intrusive.

# Notes:

LinkedIn connects the world's professionals to make them more productive and successful and transforms the ways companies hire, market and sell. Our vision is to create economic opportunity for every member of the global workforce through the ongoing development of the world's first Economic Graph. LinkedIn has more than 380 million members and has offices around the world.

HubSpot is the world's leading inbound marketing and sales platform. Since 2006, HubSpot has been on a mission to make the world more inbound. Today, over 15,000 customers in more than 90 countries use HubSpot's software, services, and support to transform the way they attract, engage, and delight customers.

