

Becoming a Digital marketer is one of the greatest decisions that you can ever make as a person. But despite the fact that it is highly rewarding when you decide that you want to be a Digital Marketer, it is not really easy to make an impact as a Digital Marketing professional. The reason is that it requires some other skills to be highly successful as a Digital marketer. In this article, I want to look at some of the must-have skills for a Digital Marketer. Follow me as we are going to look at that in this article.

Now the skills...

#1 Dealing with data

As a Digital Marketer, you will have to deal with a lot of data. At times, you will have to compare the data that you have before running a campaign with what you have after you might have run a campaign for some time. This will help you to decide whether your campaign was a success or not. If you do not know how to analyse data, you might find it difficult to make decisions based on the data that you have. That is why you need a good working knowledge of Data Analysis as a Digital marketer.

#2 Email Delivery

One other vital skill that a good Digital Marketer needs to survive is a working knowledge of email marketing. Most people open and check their emails more than they check any other applications. You have to know how to use email to grab the attention of your target audience. If you don't know how to craft an

email that can sustain the attention of your Leads and your loyal customers, you might not be successful as a digital marketer.

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#3 Consumer behaviour drivers

Just like I said, as a Digital Marketer, you will be working with a lot of data. You need to be able to look into this data and identify the various drivers of consumers' behaviour. This will assist you in advising top management on what you need to do in order to drive more sales. It will also increase the turnover of the organisation and boost customer engagement at all levels of the organisation.



#4 Knowledge of market segmentation

Another critical knowledge for a digital marketer is the knowledge of market segmentation. Most at time, Digital marketing can not be a kind of one cap fits all. You need to know the characteristics that each of your customers has in common. This will allow you to identify products and services that will appeal to

them as a group. This will allow you to save a lot of money on marketing campaigns. It will also increase the ROI of your marketing campaigns.

#5 Production Abilities

Another essential skill for a good digital marketer is production abilities and digital marketing skills. A good digital marketer must be able to run campaigns from the beginning to the end. He must be able to carry stakeholders along and engage all parties that are going to be part of the team. He has to be able to work independently and interdependently on any campaign that comes his way.

#6 Media Planning and buying skills

Another major skill that you need as a Digital marketer is your ability to engage in media skills in order to run a successful campaign. You really need to know how both traditional and digital marketing works in order to succeed. You must also develop your buying skills. This is due to the fact that you will have to outsource some of the skills that you need in order to be successful with your blog.

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#7 Data Visualisation

A good digital marketer must also have a working knowledge of data visualisation. It is not every time that you will have time to do through figures. You should be able to look at charts and understand the message that they are trying to pass across. This will allow you to make decisions without bugging

yourself down with data. It will also earn you respect from other stakeholders that you will be working with from time to time as well.

Action Point

I know you might agree with some of the points that I have raised in this article. You might not agree with some of the issues raised. Let me know your views about the topic discussed. We will appreciate it if you can drop your comment. Thanks in anticipation.

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PS: If you would like to have an online course on any of the courses that you found on this blog, I will be glad to do that on an individual and corporate level,

I will be very glad to do that I have trained several individuals and groups and they are doing well in their various fields of endeavour. Some of those that I have trained include staff of Dangote Refinery, FCMB, Zenith Bank, New Horizons Nigeria among others. Please come on Whatsapp and let's talk about your training. **You can reach me on Whatsapp HERE.** Please note that I will be using Microsoft Team to facilitate the training.

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