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How to land a digital marketing job

Article | March 2019 | by Shazana Zulkiffli

Thinking of making a career switch into digital marketing?

Looks like jobs in the digital marketing industry is the “hot” or the “in-thing” right now. But who can be blamed? It is a promising future job. Digital is the NOW and the future. So, if you’re thinking of making a career change or jumping into the digital marketing industry, you have to invest some time and money on courses and training. Remember, knowledge is gold!

Learn Email Marketing

Many marketers and agencies have think this is an old school way of marketing. While email marketing may have been around for a very long time, it is still very relevant. Reason to this? Because people are still using email, and will still be for a long time!

The only difference right now is that there are many competitors out there. And we’re talking about spam, junk mails, fake mails and other EDM (electronic direct mail) being sent in everyone’s email. So, for your EDM or email to get noticed, it has to stand out; design wise, copy and user experience.

One of the easiest way to use email marketing is to learn MailChimp 101. This course will focus on teaching you how to optimize content, create your own list of emails and A/B split test emails.

Facebook Ads & Facebook Marketing Mastery Course

Facebook is currently one of the most important advertising mediums used today. If master this area right, the job is yours in a blink of an eye. In this course, you will learn how to create different types of Facebook ads, optimize the ads at a minimal

course but with maximum conversion, and also grow your like and engagement on Facebook.

The Ultimate Guide to Google AdWords

Finding product, location and service on google, is basically what people do every single day. They look for places to eat, price of certain products, holiday destination and so many more. Information is now at their fingertips, which is why tapping into this is very important. And how do we do that? We learn how to optimize an AdWords campaign successfully.

Learn Retargeting & Remarketing

Retargeting has been approved to be effective at its targeting people who already familiar with the product or brand and have shown an interest. This is where you will learn how to drive traffic and get the most out of it and also get deeper into content marketing, AdWords and targeted display.

Dive Deep into SEO

If you want to optimize your blog or website, SEO is actually very important. It brings your website link to the front, so the probability of someone going to your page is more. This is actually something valuable that your dream employer might want to see!

There're many courses out there. Even Google offers their own courses (some are free, while some are paid). You may check websites like Udemy.com, Linda.com, and many more and see which one suits your budget and time.

About the author

Shazana Zulkifli is the Content Writer of Digital Symphony, a digital agency that prizes in the expertise of digital marketing for the property sector.