

Marketing - Digital Marketing

Digital Marketing focuses on the use of online tools to promote brands and products to the target. Specifically, internet and social media are used to drive sales, promote items, and relay information and services to consumers.

Digital marketers employ marketing tactics to increase engagement and visibility of an organization online. This can include creating and establishing a brand image, launching marketing campaigns, constructing a vision, or revamping company websites. Digital platforms that marketers work with to promote their products include YouTube, Facebook, Instagram, Snapchat and TikTok. To measure and improve their efforts, they review, analyze and synthesize data to make informed and strategic decisions.



Source: Ferguson's Career Guidance Center

Average Salary & Trajectory*

Entry-Level

\$71,000 annually

- Marketing Specialist
- Marketing Coordinator
- Social Media Communications Specialist
- Customer Insights Analyst
- Digital Marketing Analyst

Mid-Level

\$99,000 annually

- Sr. Digital Marketing Analyst
- Marketing Communications Manager
- Marketing Manager
- Department Marketing Director

Senior-Level

\$128,000 annually

- Marketing Director
- eCommerce Marketing Director
- Director, Marketing and Strategic Communications

Learn More With O*Net

Visit O*Net OnLine to explore the sample roles in digital marketing. The database provides career exploration tools to the public at no cost and is continually updated by surveying a broad range of workers from each occupation. Learn about the knowledge, skills, tasks, and activities required for each occupation, as well as median wages and employment trends reported by the Bureau of Labor Statistics and other federal agencies.

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Visit O*Net Online at www.onetonline.org

02

Refer to the sample job titles listed in the "O*Net Keywords" section below

03

Enter phrase into O*Net's "Occupation Search" to explore sample roles

O*Net Keywords:

- Digital Advertising
- Digital Marketing
- Search Marketing

Roles:

- Marketing Specialist
- Marketing Manager
- Search Marketing Strategists

*Note: Salaries are highly dependent on location, company type, and candidate experience/education. For the purposes of this guide, we are providing average starting salaries as determined by the U.S Bureau of Labor Statistics (BLS), as well as supplemental information found from various industry-specific sources."

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Skills/Experience Suggested:

- Familiarity with business intelligence and data analysis software
- Understanding of SEO best practices and on-page optimization tactics
- Experience with user interface and query software
- Ability to use creativity when editing photos and videos with Adobe Creative Suite programs, including Photoshop or other editing software
- Knowledge of HTML and CSS with the ability to hand code basic websites outside of software (i.e. Adobe Dreamweaver)
- Strong relationship, communication and presentation skills including the ability to meet and present to senior-level audiences

Advanced Degrees:

- Master of Science in Marketing
- Master of Business Administration

Professional Certifications:

- Certified eMarketer (CeM)
- Certified Social Marketing Associate
- Professional Certified Marketer (PCM)

Professional Associations:

- American Marketing Association (AMA)
- Internet Marketing Association

Campus Resources:

- American Marketing Association (AMA) Student Organization
- Pi Sigma Epsilon

Industry Research & Tools:

- Fullerton.firsthand.co – Login with your CSUF email
- Skillcrush.com/blog/how-to-start-a-digital-marketing-career/
- Sujanpatel.com/marketing/start-career-digital-marketing
- Sokanu.com

Job & Internship Search Sites:

- Fullerton.joinhandshake.com
- Titan Connection
- Fullerton.firsthand.co
- LinkedIn.com
- Glassdoor.com
- Ziprecruiter.com
- Indeed.com

Employers Hiring CSUF Business Graduates:

