**Digital Marketing: Interactive Communication**

Digital marketing is currently a booming field and is very desirable in the business world with the rise of technology. It is a community of people that work hard to bring value to brands and to products while also allowing customers an interactive experience with a company. While the digital marketing community can be split into certain industries and companies, many aspects knit these professionals together. This essay will analyze the current events in the digital marketing field, as well as how professionals communicate about those events and discuss new ideas. Also, this essay will look at forms of communication to consumers and how digital marketing is always changing to fit the needs of consumers to create a personalized and immersive experience.

Professional Resources—Digital Marketing

**Professional Organizations**

Successful professionals in the digital marketing field must find ways to find information and engage with the industry. Especially in the digital age, marketing is always changing and having a direct resource to draw new information and skill renovation from is key. A very popular source, not just for digital marketing but the entirety of the marketing profession, is the American Marketing Association (AMA). AMA is a professional organization that hosts professional events, posts trade articles, and boasts being a primary platform for networking with other members of the marketing community. According to Lauren Tripoli, long term member of AMA, in an interview in Royal Purple Newspaper, AMA can offer students that join the student chapters of AMA What makes the AMA a credible and reliable resource is how it is not just a news source, but an interactive platform in which you network with people going through similar problems and coming up with solutions to share with the community.

While knowing key events in the industry is important, connecting and sharing individual stories with one another is a very important resource when it comes to an industry like marketing where experimenting is primary. A member of the marketing community might use this resource when they are searching for a new job; they can network with thousands of other marketers and maybe informally find a job community that fits their personality. Other members might simply be looking for ways to improve their own job community by finding workshops through AMA. Additionally, just like many other resources, AMA can be used as a simple research source. A marketer may be looking at new ways to cultivate data through studies, and an article such as “Modern Marketers and the Lost Treasure of Psychology-Based Segmentation” can give new ideas on how to separate the target audience from a larger group (2019). AMA can be a tool for all digital marketers.

**Magazines**

Additional resources that a digital marketing professional might investigate are less interactive as AMA, but still relay important information that is viable to digital marketing professionals, which is important to intercommunication between marketers. Digital Marketing Magazine releases articles to keep people up to date with what is going on in the marketing industry today, specifically digital marketing. Unlike AMA or even a publication like Forbes, Digital Marketing Magazine is going to be a publication with an audience that is not as broad. Although a CEO of a company might hypothetically look into this publication to see news on digital marketing to decide if it should put more money into the branch, it is more likely the digital marketing team will be browsing the articles- such a one “3 Ways Programmatic Advertising is Changing” (Swann, 2019)-just to adjust their digital marketing plan. Staying up to date on skills and styles are important to be successful in the digital marketing community.

**Blogs**

Blogs are also a very useful tool in any profession, and digital marketing is no different. The Moz Blog is one of the top blogs for digital marketers, especially for discussing SEO (search engine optimization) strategies. Both trends in digital marketing and new ideas are discussed in this blog. Moz has a weekly blog post called “Whiteboard Friday” in which a new blogger will introduce a topic and teach how to use a specific skill or showcases a creative process using a podcast. For example, a Whiteboard Friday post from a few weeks ago by expert SEO architect Britney Muller, explains the ins and outs of Machine Learning (a form of artificial intelligence). An emerging company still in the beta stage may find this blog useful in order to add machine learning to their operations to make data collection easier. Another important blog to digital marketers is buffer.com.

According to Jay Baer, Buffer is a newer blog that has gained momentum recently because of an addition of many new inciteful posts (2019). This blog focuses heavily on social media marketing and how to utilize the benefits of Generation Z’s obsession with quick and targeted advertising. One article titled “Can you Make a Great six-second Ad” discusses the short attention span of the newer generations and how to capture eyes in a short window of opportunity. An older entrepreneur may use this type of blog to get up to speed with how to use social media to their marketing advantage. This blog could be helpful to both a digital marketing team and for brand teams in general.

**Podcasts**

Podcasts are the up and coming way to relay information for any field. Instead of planning an entire day to take off work or a rare free day to travel to a lecture to learn relevant information to one’s field, a person can simply open an app and listen to podcasts that share the same type of information while doing every day tasks. There are so many podcasts for digital marketers, and one that is renowned by many marketers is Modern Market Engine, which used to be a YouTube channel. Titles such as “Should Marketers Use Gated Content? The Pros and Cons of Both” are used by marketing extraordinare Bernie Borges to attract both general marketers and digital marketers. A marketer can use this podcast to gain advice on certain tactics.

Some podcasts are more catered to millennial marketers. Everyone Hates Marketers is a well-known podcast series that focuses on creating a new type of marketing. A big problem the public has with marketing is sleazy tactics used by marketers in the past. Everyone Hates Marketers introduces ways to market to a consumer as more of a partnership than anything. Even with laid-back titles such as “4 Steps to Creating a Rock-Solid Marketing Strategy”, the contributors for this podcast target a new generation of marketers. Even older marketers may journey to this podcast in order to appeal to a new generation of consumers. Overall podcasts are the lecture of the future.

Communication—Digital marketing

A synonymous term for the marketing profession is communications. How marketers communicate creates the space between successful marketing teams and unsuccessful ones. A digital marketer will have many different communication partners on a day to day basis, including their digital marketing manager, other digital marketers, and colleagues from other business departments such as finance teams, web creative teams, and brand teams. Not only does a digital marketer need to connect with multiple different communication partners, a digital marketer has a specific set of communication skills that they need to implement to be successful, such as public presentation skills, written skills, and non-verbal communication skills.

**Partners**

The first communication partner most digital marketers will come in contact within the field is their digital marketing manager. According to many job descriptions, including one for a digital marketing position at Cannondale, most of an employee’s activities will be under direct supervision by a digital marketing manager (2019). All reporting of data and project updates will go to a project manager, and from hire to fire (or until you potentially become a digital marketing manager) you are in constant contact with the manager.

Another important communication partner in digital marketing is a marketing team, in which every day of a marketer’s career. Discussion of all activities will be amongst the fellow marketers. Brain storming sessions will be a way of communication between team members; a marketer can become their most creative selves with their team members. However, with team members, marketers may also have to give and receive criticism in a graceful way.

The last communication partner to be discussed in this report is members of other departments in a business, according to a job advertisement for Pacific Cycle for a Digital Marketing Coordinator. This can include any colleague that a person works with on a project or projects who isn’t in the marketing department. For many digital marketers, you may have to talk to IT to help set up certain electronic features and Tech Design for creating website design that will affectively attract customers. Additionally, a person may have to talk to finance teams in order to determine potential cost of a marketing project or to argue a budget on a target market research project.

**Skills**

Written communication is something that all digital marketers need to master. From emails to reports, the written word needs to be fluent and understandable by all communication partners. However, the style of written communication can be different for each of the communication partners. Emails to a manager will differ greatly from an email written to a member of the finance team. When emailing to people outside the marketing department, it is important to dial back on terms that are marketing jargon unless directly related to the conversation.

Another soft skill digital marketers need to be successful is non-verbal communication, like body language. This skill is relatively broad and not specific to certain communication partners. Using open body language, like not crossing their arms, can create a warm and welcoming atmosphere for any conversation. Additionally, standing straight—especially during an interview or presentation—can relay a sense of knowledge and confidence that will help people take a marketer seriously. Keeping the face engaged during meetings or simple conversation can also help a marketer in communications. Non-verbal communication can be just as important as verbal.

According to Julie Joyce, entrepreneur and Search Engine Journal contributor, there are many soft skills that are important for digital marketers to have. “There are so many aspects of digital marketing, so many little niche areas, and craving more knowledge about how it all fits together truly makes you better at whatever your role is” says Joyce, listing curiosity as the number one soft skill digital marketers need (2019). Digital marketing is still a relatively new field that is changing constantly. Without the curiosity of past marketers, digital marketing would not be what it is today. By questioning the norms and looking to learn more, the marketing interns of today can change the industry for the better. This curiosity is used for communication between members of this discourse community in order to learn from others and to introduce new concepts to others.

A final soft skill necessary for digital marketers is public presentation skills. This is probably the most obvious of all communication skills; the spoken communication. Between speaking out at meetings to formal presentations to the CEO, spoken communication is used every day in digital marketing. Just like with written communication, it is important to make sure that jargon is only used with members of the marketing department, such as the team and manager. When presenting to someone like the CEO, some jargon may be used if it is explained. Additionally, a person will likely speak colloquially in a brain storming session with your team, but when you need to report to the marketing manager, being formal is necessary to make sure nothing is lost in translation to the manager.

Goals—Digital Marketing

While all marketing professionals have a shared goal to reach target markets to build a brand’s and company’s reputation, the digital marketing field aspires to its own set of goals. According to an industry report on 360psg “…many digital marketers look to provide value to their audience by using content marketing and other solutions. Traditional advertisers are typically just looking to increase sales with their ad spots, not to provide value.” Digital marketing professionals aspire to create a more interactive experience for potential consumers. Social media is often used to acquire this goal. The difference between companies that have large social media presences and don’t is very significant. Kohl’s Instagram, for example, has posted over four thousand times and has over a million followers; Sear’s Instagram has posted only eight hundred times and only has two hundred thousand followers. Kohl’s posts such as one reminding followers about a storewide 25% off will drive customers either to the site or in stores; posts such as one advertising pride month apparel connects to customers that live a specific lifestyle (2019). Social media is just one-way digital marketers can create a valuable experience for customers that can cause a loyalty bond for them. Digital marketers create more than foot traffic; they create a partnership with consumers.

Summary

The digital marketing field is an industry of constant communication. Information is constantly thrown in the direction of professionals in this field and the community has found ways to streamline important information. Additionally, digital marketing specialists have battled to maintain the attention of consumers in the world of constant information. While their job is communicating to the consumers, digital marketers must communicate with many different communication partners every day on the job effectively. All these points circle around the idea that digital marketing specialists aspire to create an interactive experience, and not just for the consumers but for their own community.

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