## What is a Digital Marketing Specialist?

Traditional [advertising](https://www.careerexplorer.com/degrees/advertising/) is no longer as effective as it used to be. Companies must now provide meaningful content to consumers and allow themselves to be found quickly and easily online. A digital marketing specialist is someone who works alongside a company's marketing team to identify a target market, create a brand image, and create and maintain a marketing campaign for the internet and for digital technologies.

Marketing specialists can choose to specialize in certain areas, such as search engine optimization (SEO), paid search (PPC), display media, social media and shopping feeds. Additionally, they can have a more general digital marketing expertise and can still be referred to as a digital marketing specialist.

## What does a Digital Marketing Specialist do?

The digital marketing specialist role has similar objectives and goals as a marketing professional – to increase brand awareness, promote company products or services and to drive prospects to conversions. Unlike using the more traditional marketing channels, digital marketers effectively communicate through appropriate technology platforms.

Digital marketing specialists work to initiate effective marketing campaigns online, and to translate [business](https://www.careerexplorer.com/degrees/business/) goals into successful marketing campaigns. They are adept at evaluating the needs of the consumer market, and will understand how and where to acquire knowledge about consumer trends and demands.

Digital marketing specialists are responsible for developing the strategy used in marketing a company's product online. This is done by putting together various online promotions and e-mailing campaigns to get their company's message out, and also by performing consumer research to discover other ways of reaching customers by way of the Internet.

List of key skills needed to be a digital marketing specialist:

* Knowing the basics of marketing
* Knowing how to plan and having the ability to manage time
* Having creative and good presentation skills
* Knowledge in key areas of marketing (SEO, social media, content marketing, email marketing, PPC and SEM)
* Know how to plan, create and implement a marketing strategy
* Understand the key measurement tools available
* Developing social presence and advocating brands effectively
* Stay current in marketing trends and news e.g. Google updates and changes in algorithms