

Valorisation of Digital Marketing Skills

Training 1: Finding a job

Training 2: Starting a business

Adem Kumcu (PhD)

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Turbulent times ahead

- **Climate Change:** Sustainability Crisis → REGENERATION
- **Global pandemics:** Supply Chain Crisis → RELOCALISATION
- **International conflicts:** Energy Crisis → CLEAN ENERGY
- **Aging population:** Human Resource Crisis → REJUVENATION
- **Diabetic population:** Health Crisis → REVITALISATION
- **Alienated population:** Mindfulness Crisis
- **Conflicts + Climate Change + Dictatorial Regimes:** Migration Crisis
→ REINTEGRATION
- **Digital revolution:** Skills Crisis → RESKILLING
- **Hyper connected society:** → REMOTE WORKING (ANYTIME EVERYWHERE)
- **The entrepreneurial society:** → AUTONOMY AND AUTHENTICITY

The Value of Newcomers for EU-Economy

- Migrants **may bring diverse skill sets**: Migrants may have different skills and experiences than those who are native to the country, and these skills can be valuable in the workforce. For example, migrants may have technical skills that are in high demand in the digital industry, or they may have experience in caring for elderly relatives.
- Migrants can help to **fill skills gaps**: As the population ages, there may be a shortage of skilled workers to fill certain roles. Migrants can help to fill these skills gaps and bring new ideas and perspectives to the workforce.

The Value of Newcomers

- Diversity can **bring competitive advantages**: In an increasingly globalized world, companies that embrace diversity in the workforce may have a competitive advantage. Migrants can bring diverse perspectives and ideas to the workplace, which can help to drive innovation and creativity.
- Migrants may **have unique language skills**: In an increasingly globalized world, being able to speak multiple languages can be a valuable skill in the workforce. Migrants may have unique language skills that can be beneficial for companies looking to expand into new markets or work with clients or partners who speak different languages.
- Migrants may **bring new cultural perspectives**: Migrants may have different cultural backgrounds and perspectives, which can be valuable in the workforce. These different perspectives can help to foster creativity and innovation in the workplace and may help companies to better understand and serve diverse customer or client groups.

The Value of Newcomers

- Migrants may be **more adaptable**: Migrants may be more adaptable to change and more open to taking on new challenges, which can be valuable in a rapidly changing industry.
- Migrants may be **more motivated**: Migrants may be highly motivated to succeed in their new country and may be willing to work hard to build a successful career.

Challenges ahead

- **Communication barriers:** Many refugees may not speak the language of the country they are in, which can make it difficult for them to communicate with employers and understand job descriptions.
- **Lack of work experience and education:** Many refugees may have limited work experience or education, which can make it difficult for them to compete for jobs.
- **Lack of professional networks and connections:** Refugees may not have the same professional networks and connections as local residents, which can make it harder for them to find job opportunities and get hired.

Challenges ahead

- **Legal and regulatory barriers:** Refugees may face legal and regulatory barriers that make it difficult for them to work, such as restrictions on the type of work they can do or the need to obtain special permits or visas.
- **Stigma and discrimination:** Some refugees may face stigma and discrimination due to their background or status, which can make it harder for them to find work.

FINDING A JOB

Preparing and building a career

- **Identify your goals:** The first step in creating a career plan is to identify your goals. What type of job are you looking for in the digital sector, and what are your long-term career aspirations?
- **Research the industry:** Research the digital sector to get a better understanding of the types of jobs available, the skills and experience required, and the companies that are hiring. This can help you identify potential career paths and target your job search.
- **Build your skills and knowledge:** Identify the skills and knowledge that are most in demand in the digital sector, and take steps to build these skills. This could involve taking courses or earning certifications, gaining hands-on experience through internships or entry-level positions, or learning new technologies.

Preparing and building a career

- **Network and build connections:** Networking is an important part of any career, and it can be particularly valuable in the digital sector. Attend industry events, join relevant online groups and forums, and reach out to professionals in the field to build your network and learn about job opportunities.
- **Create a resume and online presence:** Create a resume and online presence that showcases your skills and experience. Make sure your LinkedIn profile is up-to-date and includes any relevant coursework or certifications, and consider creating a personal website or portfolio to showcase your work.
- **Set specific, achievable goals:** Set specific, achievable goals for your career search, such as applying for a certain number of jobs per week or attending a certain number of networking events. This will help you stay focused and motivated as you search for a job in the digital sector.

Preparing and building a career

- **Find a mentor or role model:** Having a mentor or role model who can provide guidance and support can be incredibly helpful when building a career. Consider seeking out mentors or role models within your field or industry who can offer advice and support.
- **Create a portfolio:** A portfolio can be a valuable tool when looking for a job in the digital sector, as it allows you to showcase your work and skills. Consider creating a portfolio of your best work, including any projects you have completed as part of your coursework or internships.
- **Use job search websites and resources:** There are many job search websites and resources available for those looking for jobs in the digital sector. Consider using these resources to find job openings and apply for positions that align with your goals and skills.

Preparing and building a career

- **Customize your resume and cover letter:** When applying for jobs, be sure to customize your resume and cover letter to highlight your skills and experience that are relevant to the specific job you are applying for. This will help you stand out to potential employers and show them why you are a good fit for the role.
- **Practice your interview skills:** Interviewing can be a nerve-wracking experience, but it's an important part of the job search process. Consider practicing your interview skills with a friend or career counselor, and be prepared to answer common interview questions and discuss your skills and experience.

STARTING A BUSINESS

Pre-start

- **Research the market:** Start by researching the digital marketing industry and identifying potential areas of opportunity. Consider the needs and challenges of businesses in your target market and how you can address them through digital marketing services.
- **Identify your target audience:** Think about who your ideal customer is and what they are looking for in a digital marketing service. This will help you tailor your business idea to meet the needs of your target audience.
- **Determine your unique value proposition:** What sets your business apart from others in the industry? Identify your unique selling points and how you can differentiate your business from the competition.

Pre-start

- **Develop a plan:** Once you have a clear idea of your business and target audience, it's time to start developing a plan. This should include details on the services you'll offer, your pricing strategy, and your marketing and sales plan.
- **Validate your idea:** Before launching your business, it's important to validate your idea to ensure there is demand for your services. You can do this through market research, surveying potential customers, and testing your idea with a small group of early adopters.
- **Launch and promote your business:** Once you've developed a solid business plan and validated your idea, it's time to launch your business. Use marketing and promotion tactics to get the word out about your services and attract customers.

Start

- **Stay up to date:** The world of digital marketing is constantly evolving, so it's important to stay up to date with the latest trends and best practices. This can be done through reading industry news and blogs, attending conferences and workshops, and participating in online communities and forums.
- **Build a strong online presence:** As a digital marketing business, it's important to have a strong online presence. This includes having a professional website, active social media accounts, and a strong online reputation.
- **Offer high-quality services:** Providing high-quality services is key to building a successful digital marketing business. Take the time to understand your clients' needs and goals, and deliver results that exceed their expectations.

Stability

- **Diversify your services:** Offering a range of digital marketing services can help you attract a wider range of clients and increase your revenue streams. Consider offering services such as SEO, PPC, social media marketing, content marketing, and email marketing.
- **Measure and analyze your results:** To continually improve your services and grow your business, it's important to measure and analyze the results of your efforts. Use tools like Google Analytics and social media analytics to track your performance and identify areas for improvement.
- **Stay flexible and adaptable:** The digital marketing landscape is constantly changing, so it's important to stay flexible and adaptable. Keep an open mind and be willing to try new things to stay ahead of the curve and meet the needs of your clients.

Stability

- **Focus on building long-term relationships:** While it's important to attract new customers, it's often even more valuable to build long-term relationships with your existing customers. Make sure to provide excellent customer service, keep in touch with your customers, and offer them ongoing value to foster long-term relationships.
- **Build trust with customers:** Trust is a key factor in building successful relationships with customers, and it's especially important in the digital marketing industry. Make sure to be transparent in your business practices, follow through on your promises, and protect your customers' personal data to build trust.

Growth

- **Build a team:** As your business grows, you may find it helpful to bring on additional team members to help with tasks like social media management, content creation, and data analysis. Look for people who are skilled in these areas and who share your vision and values.
- **Invest in marketing and promotion:** To attract new customers and grow your business, it's important to invest in marketing and promotion. This can include tactics like content marketing, social media advertising, email marketing, and paid search advertising.
- **Stay organized and efficient:** In the fast-paced world of digital marketing, it's important to stay organized and efficient to get things done. Consider using tools like project management software, calendars, and to-do lists to help you stay on track.

Growth

- **Continuously learn and improve:** To stay competitive and successful in the digital marketing industry, it's important to continuously learn and improve. This can be done through reading industry news, attending workshops and conferences, and seeking out opportunities for professional development.
- **Find a mentor/coach** who can provide guidance, support, and valuable advice as you work to develop your skills.
- **Network with other entrepreneurs** through networking events, online groups, or through your own personal connections.
- **Seek out new opportunities:** Keep an eye out for new opportunities that can help you grow as an entrepreneur. This could include attending industry events, seeking out partnerships or collaborations, or exploring new markets or niches.

Key Performance Indicators

- **Understand and utilize data:** Data is a powerful tool in the digital marketing industry, and being able to understand and utilize it effectively can give your business a competitive edge. Consider investing in tools like Google Analytics and social media analytics to help you understand your audience and optimize your marketing efforts.
- **Traffic:** Traffic refers to the number of visitors to your website or social media platforms. This can be a useful KPI to track, as it can help you understand how well your marketing efforts are driving people to your site.
- **Conversion rate:** Conversion rate refers to the percentage of visitors who take a desired action, such as making a purchase or filling out a form. This is a key KPI to track, as it can help you understand how effective your marketing efforts are at converting visitors into customers.

Key Performance Indicators

- **Revenue:** Revenue is the total amount of money that a business generates from its sales. In the digital marketing sector, this KPI can be useful for tracking the return on investment (ROI) of your marketing efforts.
- **Customer acquisition cost (CAC):** CAC refers to the cost of acquiring a new customer. This KPI can be useful for understanding the efficiency of your marketing efforts and determining the long-term viability of your business model.
- **Return on ad spend (ROAS):** ROAS refers to the return on investment of a paid advertising campaign. This KPI can be useful for understanding the effectiveness of your paid advertising efforts and optimizing your ad spend.

Key Performance Indicators

- **Social media engagement:** Social media engagement refers to the number of likes, comments, and shares that a business receives on its social media platforms.
- **Email open rate:** Email open rate refers to the percentage of subscribers who open an email marketing campaign. This KPI can be useful for understanding the effectiveness of your email subject lines and overall email marketing strategy.
- **Email click-through rate (CTR):** Email CTR refers to the percentage of subscribers who click on a link in an email marketing campaign. This KPI can be useful for understanding the effectiveness of your email content and calls to action.

Key Performance Indicators

- **Net promoter score (NPS):** NPS is a measure of customer satisfaction and loyalty. It is calculated by asking customers to rate their likelihood of recommending a business to a friend or colleague on a scale of 0 to 10. This KPI can be useful for understanding the overall satisfaction of your customers and identifying areas for improvement.
- **Cost per acquisition (CPA):** CPA refers to the cost of acquiring a new customer through a specific marketing channel or campaign. This KPI can be useful for understanding the efficiency of different marketing channels and optimizing your marketing budget.
- **Cost per click (CPC):** CPC refers to the cost of a single click on a paid advertising campaign. This KPI can be useful for understanding the effectiveness of different ad campaigns and optimizing your ad spend.

Key Performance Indicators

- **Bounce rate:** Bounce rate refers to the percentage of visitors who leave a website after viewing only one page. A high bounce rate can indicate that your website or marketing efforts are not effectively engaging visitors.
- **Average session duration:** Average session duration refers to the amount of time that a visitor spends on your website or social media platform. A longer average session duration can indicate that your content is engaging and valuable to your audience.
- **Page views per session:** Page views per session refers to the average number of pages that a visitor views during a single session on your website. A higher page view per session rate can indicate that your content is engaging and valuable to your audience.

Key Performance Indicators

- **Cost per lead (CPL):** CPL refers to the cost of generating a new lead through a specific marketing channel or campaign. This KPI can be useful for understanding the efficiency of different marketing channels and optimizing your marketing budget.
- **Quality score:** Quality score is a metric used by search engines to evaluate the relevance and quality of a paid search ad. A high quality score can result in lower CPCs and higher ad rankings, making it an important KPI to track for paid search campaigns.
- **Brand sentiment:** Brand sentiment refers to the overall perception of a brand by its customers and the general public. This KPI can be useful for understanding the reputation and image of your brand and identifying areas for improvement.

QUESTIONS