

*In video 4 we have learnt about the various verticals within the digital marketing industry, and how to figure out which area you can specialize in.*

Digital Marketers are in high demand - especially more so given the world we're living in right now. Brands understand that digital campaigns have just as much of an impact on their engagement and bottom line that traditional advertising methods do and have a never-ending list of open roles for keen digital marketers. Before you can figure out what you want to specialize in, let's go through an overview of digital marketing.

"Rome wasn't built in a day", as they say. The same goes for any brand seeking greatness. It takes days of complex strategy work involving a team of marketing experts from various departments to devise a comprehensive strategy that can accurately convey the brand's story. To implement this strategy, there are three categories of media that brands can utilize, outlined below under the popularly used acronym, P.O.E.M.

## **P.O.E.M. - Paid, Owned and Earned Media**

**1. Paid Media** - this is when brands pay a media platform in return for coverage and includes advertisements on print and digital mediums, as well as paid search and sponsorships. It gives brands a high level of control for their messaging, can be carried out immediately and can be scaled to a large extent.

**2. Owned Media** - this refers to a brand's own channels and material such as their website, blogs, applications and so on. Leveraging one's own media allows brands full control, lays out an opportunity to build a direct relationship with customers, and provides increased cost-effectiveness along with flexibility and versatility. However, this doesn't hold as much credibility since it's directly from the company.

**3. Earned Media** - this is when there is a third party involved, creating two-way communication between the brand and its consumers. Examples include PR in media, word-of-mouth, going viral, reviews, press coverage as well as engagement and two-way conversation on social media. Earned media allows brands to earn their reputation all while humanizing it through their constant involvement.

Although these media categories have distinct characteristics, benefits and downsides, the ideal brand strategy implements a balance of all three formats. Paid media can lead audiences to a brand's owned media and help stimulate earned media. As the most credible of the three, earned media is typically the result of a well-designed and well-executed paid and owned media strategy.

## Understanding Your Skills

There are several key departments within each company with different skill sets, roles, and rewards. The most popular job titles for each of the verticals include:

- **Digital Marketing** - for those who thrive on digital channels - e.g., Digital Marketing Manager, Account Executive, Analyst
- **Content Marketing** - for the creative ones who enjoy building brand awareness through words and visuals - e.g., Content Marketing Manager, Content Strategist, Content Marketing Specialist, Copywriter
- **Search Engine Optimization** for those who can make sure the brand's content is at the most optimal position in front of consumers - e.g., Web Developer, SEO Specialist, Display Advertising, Google Marketing Manager
- **Social Media Marketing** - for those who like keeping up with the trends on social media - e.g., Social Media Marketing Manager, Marketing Coordinator, Social Media Marketing Strategist
- **Paid Media** for those who can implement and analyze campaigns through paid media - e.g., Paid Search Specialist, Media Planner, Media Analyst

Our biggest recommendation for you before you choose your specialty is to do your research. What makes you tick? Are you a creative person or an analytical one? Do you like writing or do you like numbers? Maybe you're a combination of both, and you'll discover a role that perfectly fits your skillset!

