

# DIGITAL MARKETING

The job market growth and increase in the importance of this field make it a viable and exciting career choice.



of companies surveyed in the 2021 "The CMO Survey" saw the role of marketing increase in importance over the last year, up from 62.3%.



of organizations now view their CMO as a collaboration-leader who connects different departments, per an Accenture Interactive report.

Global digital ad spending is expected to reach

**\$ 785.08  
BILLION**

by 2025, according to eMarketer.

Marketing expenses as a percent of firm revenues reached

**13.2%**

the highest level recorded in the history of The CMO Survey and a 35% increase over the 8.6% recorded the year before.

**63%**



The job market for marketing professionals increased by 63% in the first six months of 2021.

(source: LinkedIn)

**15%**



During the first half of 2021, the share of job listings for marketing contract positions grew by 15%.

(source: LinkedIn)

## 7 hot Digital Marketing jobs

- Content Manager & Content Strategists
- VR Developers & Editors
- SEO & SEM Specialists
- UX Designer
- Email Marketing Specialist
- Digital Marketing Managers & Directors
- Analysts and AI Specialists