

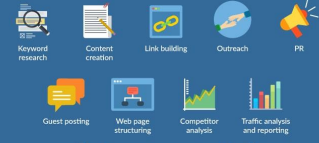
# 63 VALUABLE DIGITAL MARKETING SKILLS FOR YOUR CV



Digital marketing covers a huge spectrum of activities that aim to attract customers and generate sales online. Whether you are an email marketing specialist or a digital marketing generalist, many of the skills below should feature in your CV.

## SEO & CONTENT MARKETING

With more than half of all online purchases starting with a search engine query, it's crucial for companies to generate a consistent flow of organic traffic to their websites. Any skills you possess that can contribute to the boosting of your employees' rankings in the search engines will be highly sought after.



### TOOLS

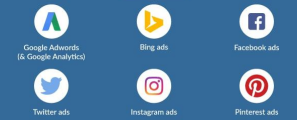


## PPC

Pay-per-click advertising is a great method of sending instant traffic to a website, but it can be costly if not done properly. Having the ability to generate lots of targeted traffic, whilst minimising expenditure is a highly attractive prospect for a digital candidate.



### TOOLS



## EMAIL MARKETING

Email remains the number one channel for ROI within digital marketing, generating 3800% for every 1USD spent. If you are able to drive sales through email campaigns, you should be highlighting it in your CV.



### TOOLS



## SOCIAL MEDIA

With 95% of adults following one or more brands on social media, it's crucial for businesses to have a social presence. Companies who can grow and nurture social businesses are valuable commodities to employers.

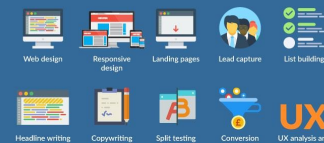


### TOOLS



## USER EXPERIENCE

User experience encompasses all of the interaction a customer has with a company online. Being able to provide a smooth and simple experience for site visitors usually results in more sales and users for employers.



### TOOLS



**SOURCES:**  
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