



DIGITAL MARKETING SPECIALIST

NEL 2020
IL **DIGITAL MARKETING SPECIALIST**
SARÀ LA FIGURA PIÙ RICERCATA

60%
DIGITAL
MARKETING
SPECIALIST

50%
DATA
ANALYST

32%
DIGITAL
OFFICER

31%
MOBILE
DEVELOPER

27%
ECOMMERCE
SPECIALIST

27%
UX/UI

22%
CLOUD
SERVICES
MANAGER

QUALI SONO I TREND DEL DIGITAL MARKETING NEL 2017?

Content Marketing 77%

Lead Generation 72%

Email Marketing 66%

Social Media 60%

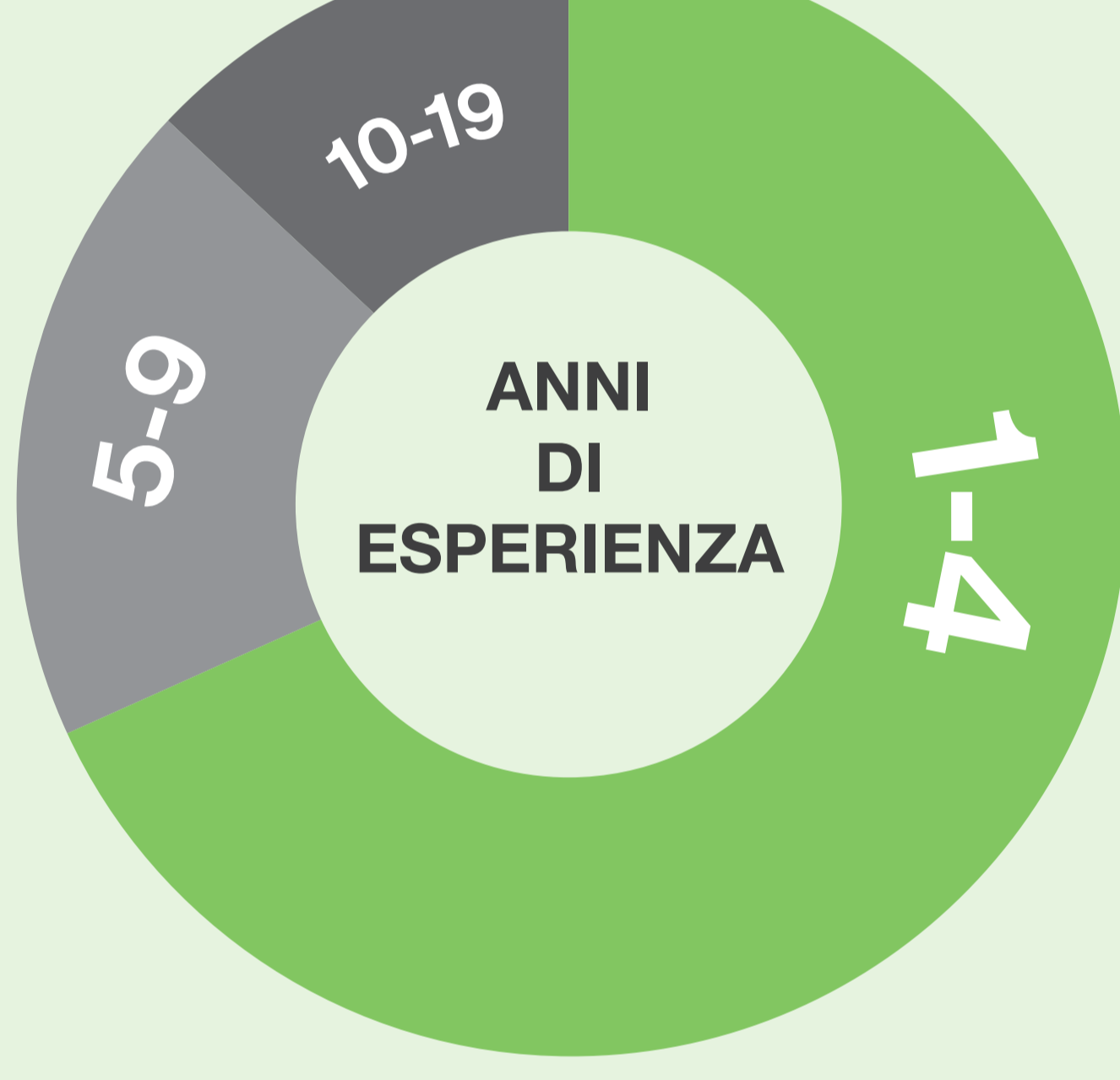
Data Management 60%

Adwords 59%

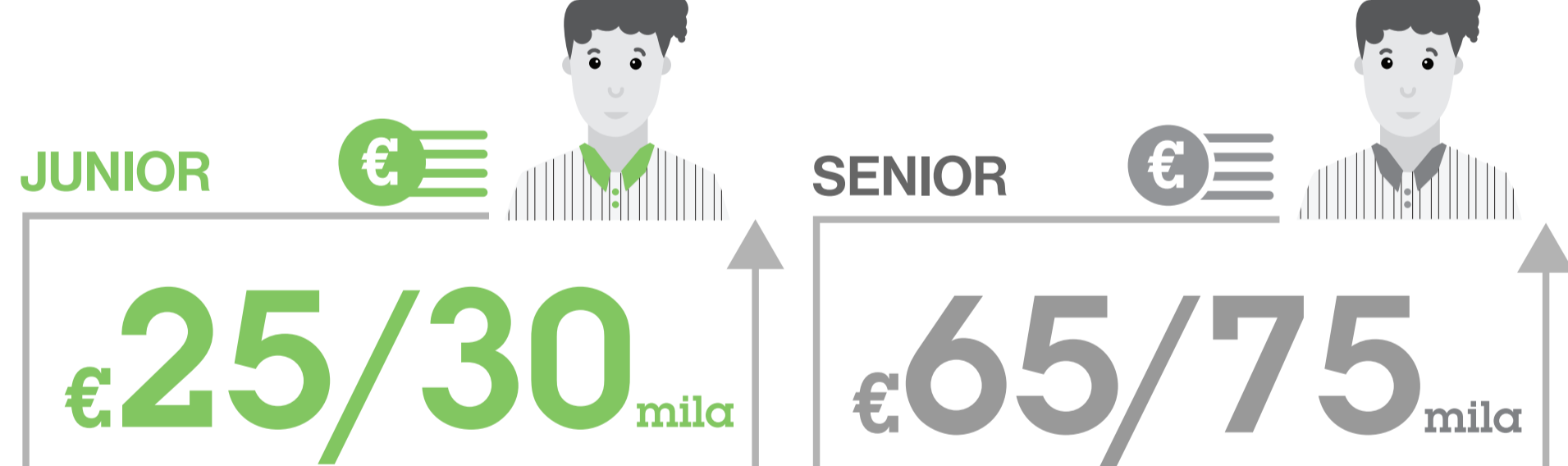
Video Advertising 58%

Marketing Analytics 57%

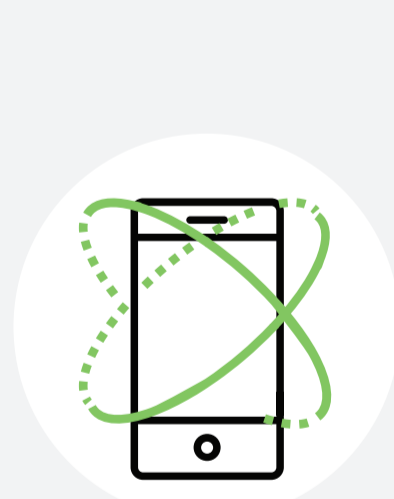
LE AZIENDE RICHIEDONO PROFILI CON



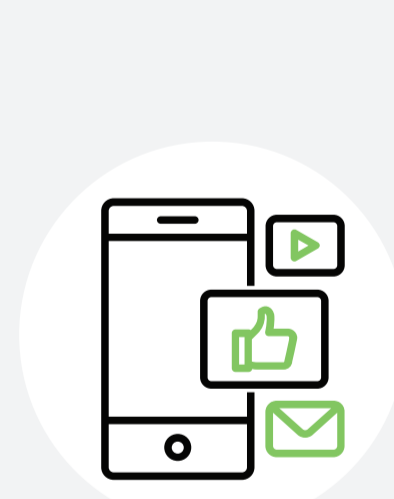
QUANTO GUADAGNA?



QUALI SKILL HA?



MOBILE
MARKETING



SOCIAL
MEDIA



CONTENT
MARKETING



EMAIL
MARKETING



TEAM WORK



ANALYTICS

IL DIGITAL MARKETING SPECIALIST È

