

10 REASONS YOU SHOULD DIGITAL TRAINING

TAKE



The growth in the digital economy is creating huge demand for digital skills and know-how amongst graduates, professionals and employers.

As a training provider, university or college looking to boost enrolments and drive sales, here are 10 great reasons you should add digital marketing and selling training to your portfolio...

1

DIGITAL IS EVERYWHERE!

There are **3.81 billion** internet users worldwide with **2.9 billion** of those active on social media¹.



2

THE OPPORTUNITIES ARE HUGE...

The digital economy has grown to **\$2.9 trillion** in just 20 years since the launch of the internet²

3

THERE'S GREAT DEMAND...

The need for digital skills is driving the professional development market in the US which is expected to generate **\$8.5 billion** by 2020³



4

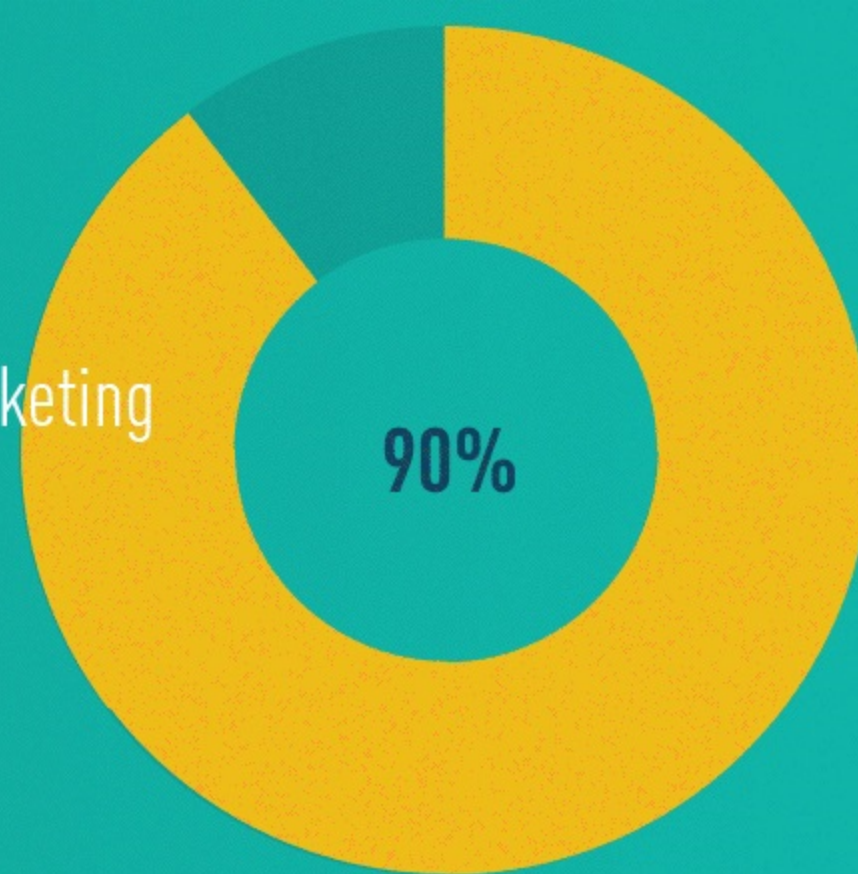
STUDENTS WANT IT

8 in 10 jobs now require digital skills with roles that use digital growing 2.5 times more rapidly and offering wages **18%** higher than non-digital jobs⁴

5

MARKETERS NEED IT

90% of all marketing roles require some digital marketing experience or analytical skills⁵



6

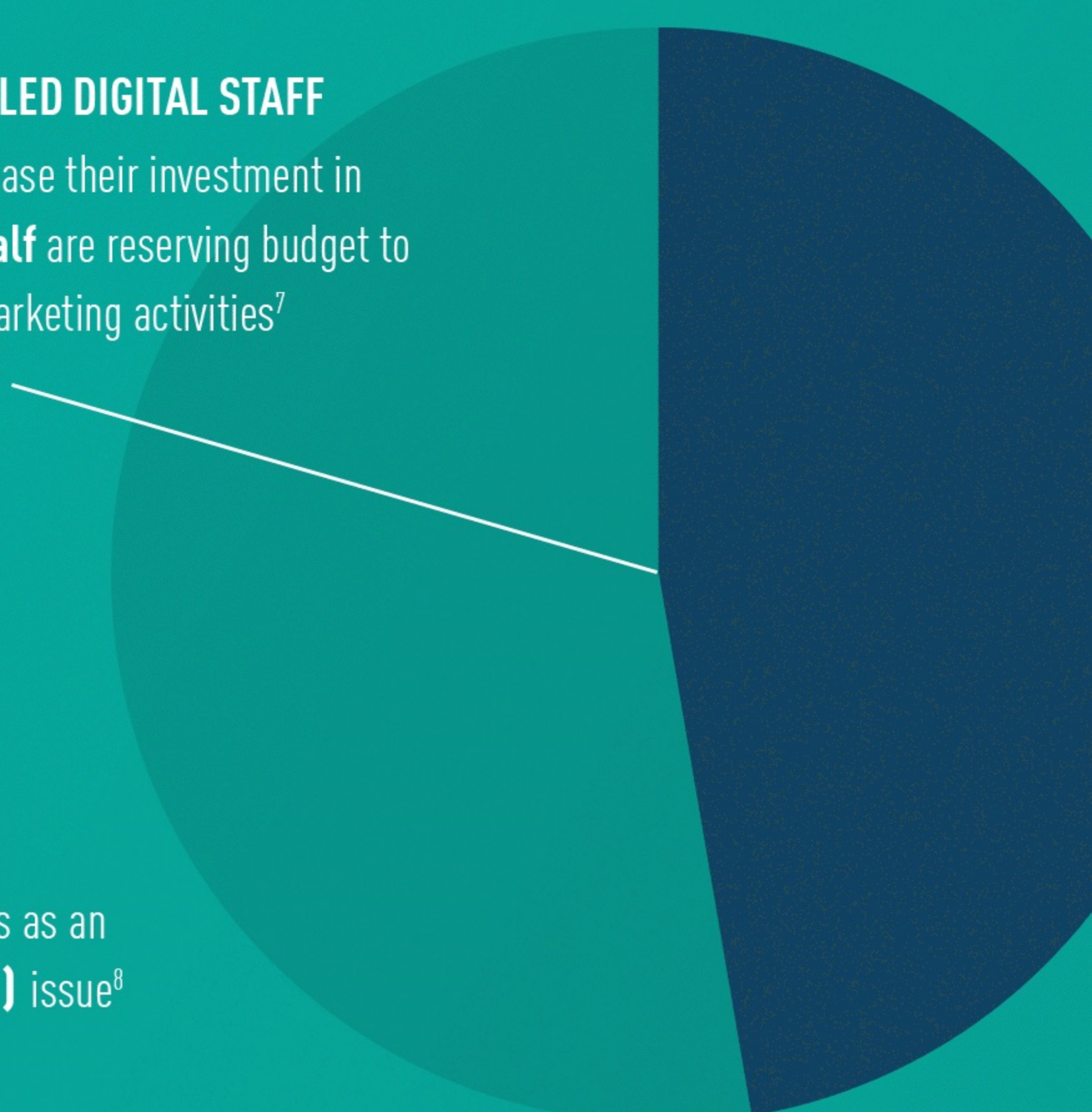
SALES PROFESSIONALS WANT IT

Despite half of sellers using social media to close deals, 75% of salespeople have received little or no training in how to use channels effectively.⁶

7

ORGANIZATIONS REQUIRE SKILLED DIGITAL STAFF

72% of organizations plan to increase their investment in digital marketing, while **nearly half** are reserving budget to try more innovative and untried marketing activities⁷



8

EXECUTIVES SEE IT AS VERY IMPORTANT

84% of executives see learning for employees as an important (**40%**) or a very important (**44%**) issue⁸



9

THE DEMAND KEEPS GROWING

44% of companies plan to hire more marketers in 2017 than they did the previous year (**28%**) while over half will be for digital roles.⁹

10

THE DIGITAL JOB MARKET IS THRIVING

By 2024, jobs in the online space will continue to grow with marketing manager roles growing by **9%**¹⁰



“Digital has become part of our lives in such a way that I don’t think any of us realized it was happening.” – Rhona Bradshaw, Director of Digital at Virgin Media

Sources

- 1 - Statista
- 2 - Forbes
- 3 - Technavio
- 4 - The Digital Skills Gap in the Workforce, Burning Glass
- 5 - McKinley Marketing Partners
- 6 - Social Centred Selling & A Sales Guy Consulting
- 7 - Econsultancy/Oracle Marketing Cloud
- 8 - Deloitte
- 9 - McKinley Marketing Partners
- 10 - U.S. Bureau of Labor Statistics

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