

Employers' changing needs for digital marketing: Results of an n-gram analysis of job advertisements

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Abstract

Digital marketing is now everywhere but in the last decade employers in different industries have shown different patterns in its adoption. This study analyses changes in employer requirements for marketing positions based on job advertisements and provides evidence how the evolution of digital marketing has happened over a ten-year time period.. Our analysis reveals changes in overall demand for required marketing knowledge, skills and attitudes, and especially for digital marketing. As a result of an n-gram analysis of job ads we recorded changes in positions, skills and found sharply growing demand for digital marketing. The pattern of demand however was heavily dependent on the actual job positions. The need for digital marketing knowledge was mainly tied to entry- and mid-level positions and less for senior jobs where companies were mainly searching for strategic marketing knowledge and less for digital marketing skills.

Keywords: *digital marketing; job advertising; n-gram analysis*

Track: Digital Marketing & Social Media