

How to upskill your team's digital marketing skills

With 40% of the workforce needing up to six months of reskilling by 2025, it's time to plan for your team's upskilling.

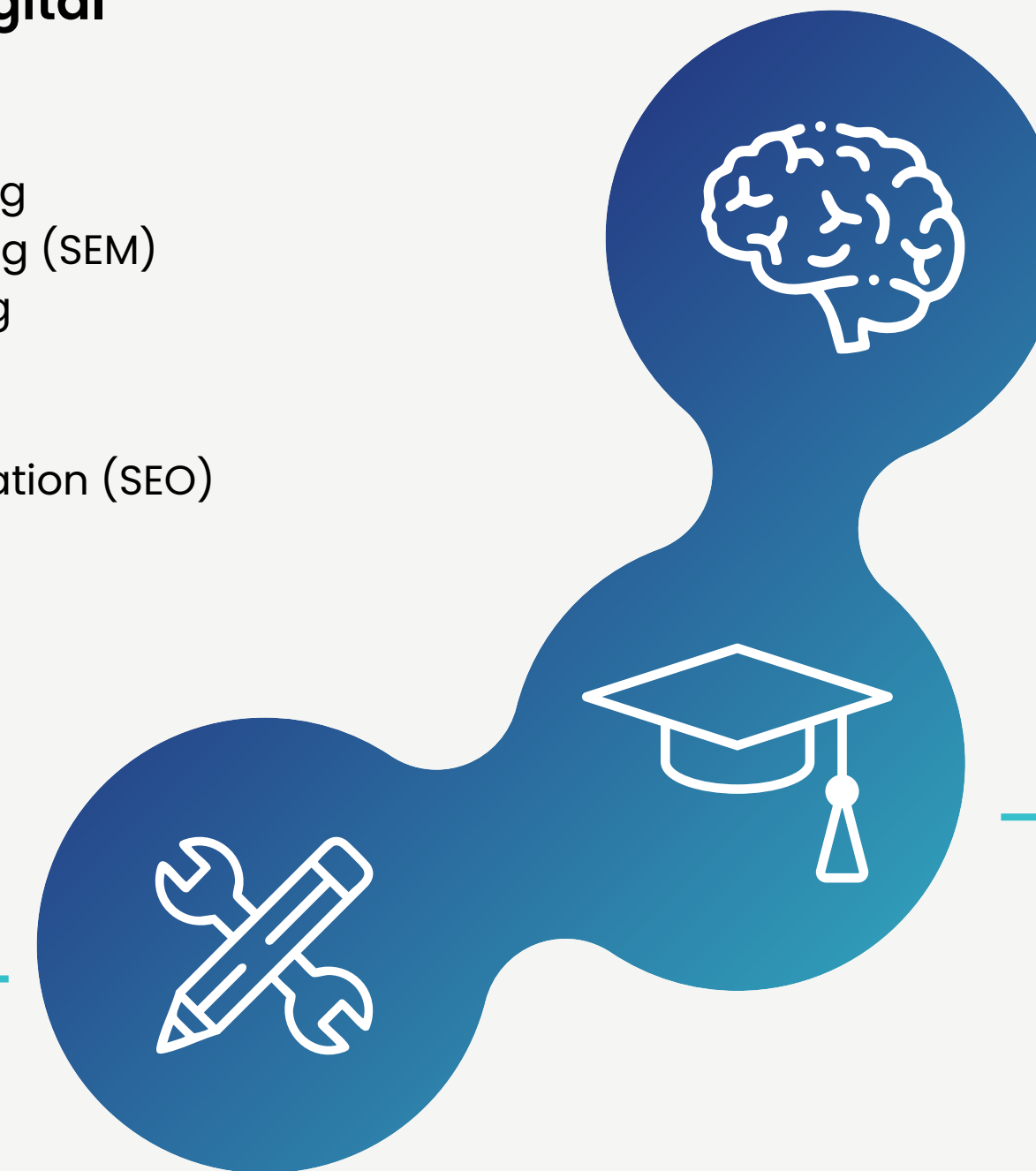


Essential skills for digital marketers in 2025:

- + Email marketing
- + AI and machine learning
- + Search Engine Marketing (SEM)
- + Social media marketing
- + Web3 understanding
- + MarTech expertise
- + Search Engine Optimisation (SEO)
- + Content marketing

Soft Skills

- + Critical thinking and problem-solving
- + Flexibility and continuous learning
- + Effective communication



In-demand qualifications in 2025:

- + Marketing or business degrees
- + Marketing and communication diploma
- + Google Ads certification
- + Social media management certification
- + Adobe qualifications

An upskilled team can better execute targeted, data-driven strategies quickly and effectively.
Book a digital marketing training and workshop.