

Social Media – Digital Marketer



Digital marketers promote brands, products and services through social media, websites and apps.

Where you could study to get there

- **College** - [Level 2 Business at City College Plymouth](#)
- **University** - [Digital Marketing at Cardiff University \(BA Hons\)](#) or subjects like Media/ English/ Humanities
- **Apprenticeship** in social media and digital marketing



Day-to-day tasks

As a digital marketer, you'll look after different digital products. Your day-to-day tasks will include:

- working with clients and other marketing professionals
- **updating and creating content** that is search engine optimised (SEO)
- looking at **website data** to discover ways for improving and tracking the success and failure of campaigns
- **writing and posting content** with images on social media platforms
- **drafting and publishing content** for online campaigns
- producing content for **e-newsletters** and other forms of communication
- **working with web designers to create images and video content** for campaigns

Watch the clip

[Day In The Life Of A Marketing Manager](#)

Why work in digital marketing?

With over 4.5 billion internet users worldwide, the growing need for digital marketing across all business sectors is not slowing down.

There are a number of great benefits of a digital marketing career. These include the **average marketing salary**, opportunities for **career progression**, and work environment.