

Marketers are realizing the importance and value in integrating their digital channels together, from understanding how their audience interacts with their brand through search or social media channels, to the role attribution plays in generating product sales

Organisational Integration

From a recent survey by Econsultancy, nearly 90% of respondents describe integration as 'necessary and inevitable'

According to Decibel Insight - 15% of website owners base decisions on gut feeling rather than analytics - the role of analytics is becoming ever more important within digital organisations to base decisions on influencing strategy

Knowing your audience

Therefore by acquiring a wide skill-set and embracing a number of digital tactics, you will become ever more important to organisations

5 Reasons why you should consider being a T-Shaped Marketer!

No longer should there be a silo of the technical and marketing departments within an organisation

Technical/Marketing

One of the key attributes of a T-Shaped Marketer is the wealth of knowledge across multiple digital tactics

Digital Knowledge

It also provides an element of creativity in bringing this skill set to a silo'd team within an organisation

You need to put yourself in the mindset that it's a never-ending learning journey

Think and act like a start-up

Keep yourself up to date with the latest digital trends and tactics that can be used within the context of your organisation or industry sector

T-Shaped Marketing is known as the approach of developing a range of marketing skills

What is T-Shaped Marketing?

It can also be referred to as a Marketer that has broad knowledge covering a wide range of digital tactics with in-depth knowledge in 1-2 specific areas

T-shaped Marketer - In what areas must you develop skills to avoid becoming redundant?

What does T-Shaped Marketing look like?



Here above is an example from Moz (2014) on what a T-Shaped Marketer would look like in a SEO based role



9 resources to help you level up your T-shaped marketing skills



Articles on how T-Shaped Marketing skills can benefit you

How To Be a T-Shaped Marketer - 15 Necessary Skills



The Skills for a T-Shaped Content Marketer

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# T-shaped Marketer - In what areas must you develop skills to avoid becoming redundant?

## 1. What is T-Shaped Marketing?

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1.2. It can also be referred to as a Marketer that has broad knowledge covering a wide range of digital tactics with in-depth knowledge in 1-2 specific areas

## 2. What does T-Shaped Marketing look like?

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## 3. 5 Reasons why you should consider being a T-Shaped Marketer!

### 3.1. Organisational Integration

3.1.1. Marketers are realizing the importance and value in integrating their digital channels together, from understanding how their audience interacts with their brand through search or social media channels, to the role attribution plays in generating product sales

3.1.2. From a recent survey by Econsultancy, nearly 90% of respondents describe integration as 'necessary and inevitable'

### 3.2. Knowing your audience

3.2.1. According to Decibel Insight - 15% of website owners base decisions on gut feeling rather than analytics - the role of analytics is becoming ever more important within digital organisations to base decisions on influencing strategy

3.2.2. Therefore by acquiring a wide skill-set and embracing a number of digital tactics, you will become ever more important to organisations

### 3.3. Technical/Marketing

3.3.1. No longer should there be a silo of the technical and marketing departments within an organisation

### 3.4. Digital Knowledge

3.4.1. One of the key attributes of a T-Shaped Marketer is the wealth of knowledge across multiple digital tactics

3.4.2. It also provides an element of creativity in bringing this skill set to a silo'd team within an organisation

### 3.5. Think and act like a start-up

3.5.1. You need to put yourself in the mindset that it's a never-ending learning journey

3.5.2. Keep yourself up to date with the latest digital trends and tactics that can be used within the context of your organisation or industry sector

## 4. Want more mind maps? <http://www.DigitalMarketingU.com>

**Link:** <http://digitalmarketingu.com/login/>

## 5. Articles on how T-Shaped Marketing skills can benefit you

5.1. 9 resources to help you level up your T-shaped marketing skills

**Link:** <https://yourstory.com/2017/06/level-up-marketing-skills/>

5.2. How To Be a T-Shaped Marketer - 15 Necessary Skills

**Link:** <https://www.youtube.com/watch?v=PdFU1GntEVs>

**Video:** <http://www.youtube.com/embed/PdFU1GntEVs>

5.3. The Skills for a T-Shaped Content Marketer

**Link:** <https://blog.markgrowth.com/the-skills-for-a-t-shaped-content-marketer-3a51b0a51ee5>