

What It Takes to Work in Social Media Marketing

Summary: Social media marketing is a new career that requires public relations, English, and marketing skills in one multi-tasking position.



What was once just a way of keeping in touch with friends is now a vital part of a business. Social media **spreads the word** about a business faster than most other sources and is usually free. With such an easy avenue of advertising, businesses are turning to finding employees to keep up with marketing their business on social media platforms.

You may be wondering what exactly a social media marketer does to maintain a full time position. They perform a variety of tasks to maintain a strong media presence for the company. They promote the business in as many ways as possible such as sharing company content as well as other's content. They keep a company blog and use paid advertising. They pay a close attention to those that reach out to the company by providing feedback and support. They interpret and use analytics to figure out their target audience and how effective their marketing is.

Now that you know what they do, you may wonder what education or experience is required to land this position. Having a degree or certificate in Public Relations is a big plus when looking for positions at bigger companies. Other related degrees are in advertising, communications, marketing, English, or journalism. Valuable classes to take would be creative writing, business administration, public affairs, management, and statistics.



Experience is important if you wish to be a social media marketer. You can gain direct experience doing **marketing** and **public relations jobs**. It is also very important to stay current on public relations and marketing trends in the contemporary and traditional methods of social media. Attend meetings and conferences on the subject as well as doing your own research.

Attaining a Master's Degree of Business Administration in marketing, communications, public relations or the newly offered option of social media will make you an even stronger candidate for the top positions.

Photo: videomarketing.somedia.net