



How to Get a Job in Digital Marketing

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Partner, Director of Production



Who Am I?

- Adriel Michaud, NAIT CNT Grad
- Partner at Top Draw
- Edmonton Digital Agency
 - Build websites
 - Perform Online Marketing
- 24 employees

Total time adults spend in Digital:

- 152 -> 252 minutes
- 16% growth each year

Build a Personal Website

Learn about:

- Information Architecture
- Website Design
- Basic HTML
- Content Marketing
- SEO
- Analytics
- Digital Advertising



WordPress.com

Learning and Passion

Successful Digital Marketers:

- learn fast
- test and experiment
- are passionate about the field

- [Beginners Guide to SEO](#)
- [Beginner's Guide to Social Media](#)
- [Beginner's Guide to Content Marketing](#)
- [Beginner's Guide to Google Analytics](#)

Specialize

T-Shaped Web Marketer

- Knows a little bit of everything
- Dives deep in one vertical

Metrics & Industry Terminology

- Developers: LAMP stack, Sass or LESS
- Web Designers: CTA, A/B testing, Multivariate testing
- Digital Marketing Specialists: SEO, SEM, CPA, ROAS, CTR, SERP
- Social Media Marketing: SMM, earned vs organic vs paid,

Get Certified

Certifications

- [Google Adwords Certification](#)
- [Google Analytics IQ](#) and [Analytics Academy](#)
- [Hubspot Certificates](#)
 - Inbound, Email, Sales, Content Marketing, Sales Software, Growth-Driven Design
- Twitter Flight School
- Facebook Blueprint

The Interview

The Interview

- Try to book a portfolio review first
- “Creep” the interviewer on social
- Read the company website
 - Find an event they’re going to
- Talk about your strongest work
- Be OK with not knowing everything

Questions?

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