Technology is transforming the marketing profession, adding new tools, techniques, and strategies on a daily basis. The modern marketer needs to have two sides: an artist and a scientist. Marketers need creativity and imagination to create campaigns that engage consumers, and an analytical side to measure and calibrate marketing strategy. Let’s take a look!

**PART ARTIST**

**WRITTEN CONTENT**
Inbound marketing has become the go-to strategy for modern marketers, putting a premium on writing skill.

**VISUAL ASSETS**
Visual content grabs consumers’ attention, making it a valuable marketing resource.

**SOCIAL MEDIA**
Social media has changed the way marketers interact with consumers, making managing digital relationships an important skill.

**EMAIL MARKETING**
Email remains the workhorse of most modern marketing departments. Best practices and design remain essential skills for marketers.

**PART SCIENTIST**

**PERFORMANCE TRACKING**
Marketing can no longer afford to be a cost center and the modern marketer should track all marketing activities and campaigns.

**OPERATIONS**
With more responsibility and fewer resources, marketers must be experts in budgeting and operations.

**ANALYTICS**
Marketers need to be data experts, able to see major trends and important takeaways in a mass of data at a glance.

**CAMPAIGN PERFORMANCE**
Using tools like Salesforce to understand campaign performance is an essential skill for the modern marketer.

It’s no surprise that the modern marketer must be multi-faceted. By developing both an artistic side and a scientific side, marketers are able to quickly adapt and thrive in the rapidly-changing marketing landscape.