



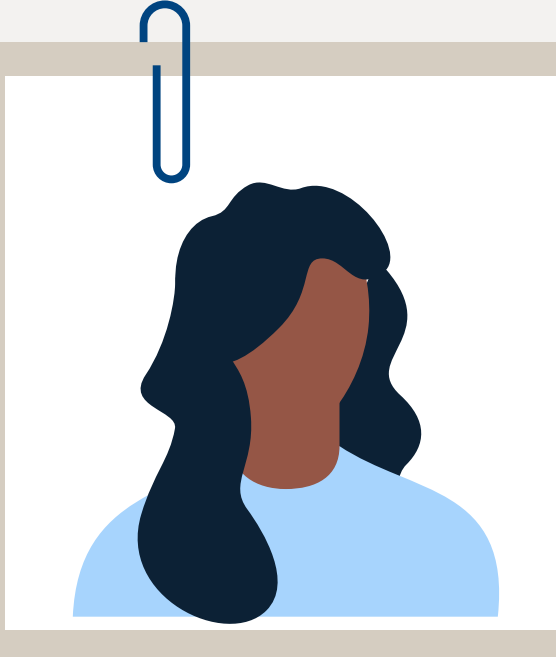
# The Balanced B2B Marketing Brain

New skills data from LinkedIn's 2024 Global Marketing Jobs Outlook report



## How marketing skill sets are evolving

While marketing job postings were down over the past year, LinkedIn data suggests brighter days are ahead for the profession: 83% of CMOs say they are likely to hire this year. Our latest research into member trends shows how marketers on LinkedIn are building their skills, and how companies are prioritizing talent.



say they are likely to hire this year.

## Fastest-growing skills in marketing

These trending skills had the highest growth rate among marketing professionals over the past 12 months.

- 1 web3.js
- 2 A++
- 3 SaaS Sales
- 4 Discord
- 5 Social Media Strategy



Marketers are focused on balancing **technical (left-brain) skills** with more **generalist (right-brain) skills**, taking advantage of AI and software innovation while keeping creativity top of mind.

### Left Brain

- Notion Productivity Software (#8)
- WordPress Development (#12)
- Figma (#13)



### Right Brain

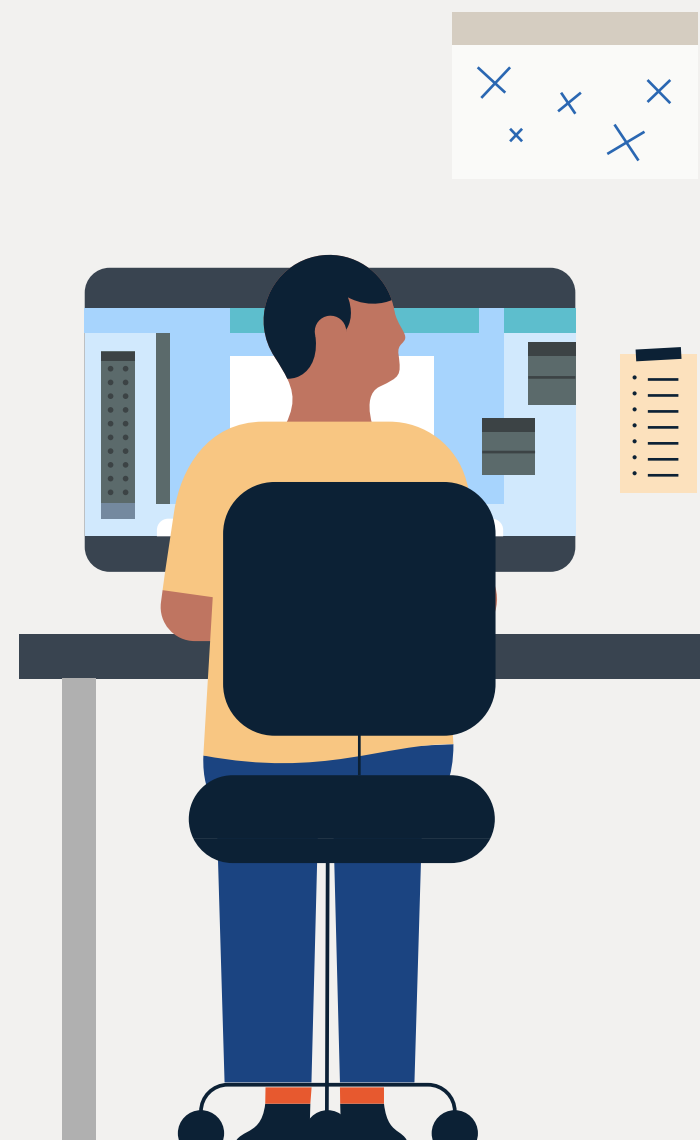
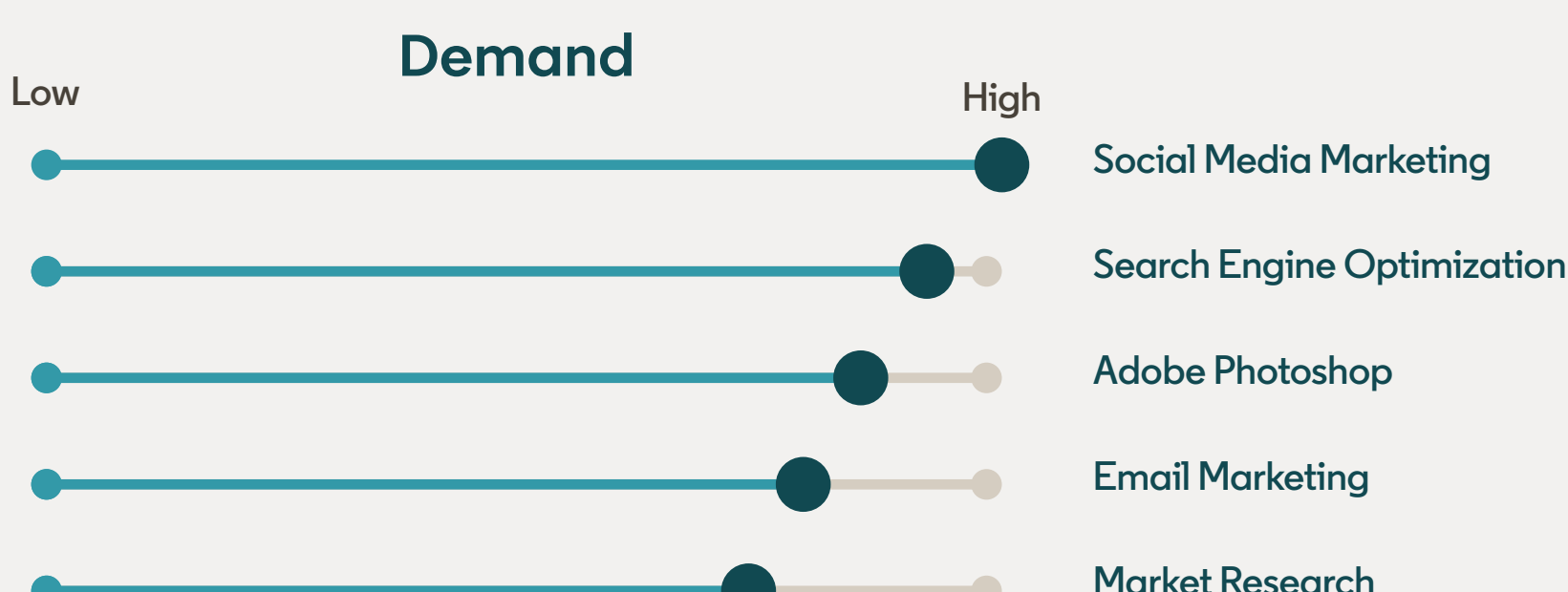
- Remote Teamwork (#7)
- Team Collaboration (#9)
- Social Media Writing (#11)



LinkedIn's most in-demand skills research found that **adaptability** is the "skill of the moment" for all professionals.

## Most in-demand marketing skills of the moment

Our skills gap analysis found that these skills represent the biggest areas of opportunity for marketing pros who want a competitive edge.



Employers are also prioritizing a **mix of left-brain and right-brain skills** as they hire new marketing talent and build their teams.

### Left Brain

- Analytical Skills (#7)
- Data Analysis (#12)
- WordPress (#15)



### Right Brain

- Copywriting (#8)
- Graphic Design (#9)
- Marketing Communications (#13)



It's valuable to get acquainted with **artificial intelligence skills**: Just over 2 in 3 B2B marketing leaders are currently using AI applications in their marketing activities.

## Top in-demand skills around the world

NAMER	EMEA	APAC	LATAM
Social Media Marketing	Social Media Marketing	Social Media Marketing	Social Media Marketing
Events	Ad Serving	SEO	Analytical Skills
Strategic Marketing	SEO	Ad Serving	Events



## Top in-demand skills by industry



- FINSERV**
- Social Media Marketing
  - Banking
  - Insurance



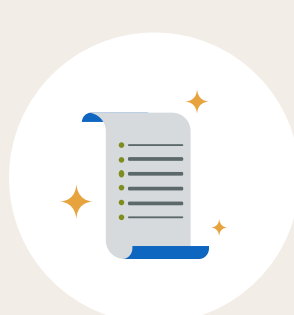
- HEALTHCARE**
- Social Media Marketing
  - Events
  - Healthcare



- TECH**
- Social Media Marketing
  - Events
  - Analytics



- AGENCY**
- Social Media Marketing
  - Ad Serving
  - SEO



- PROF SERVICES**
- Social Media Marketing
  - SEO
  - Adobe Photoshop

The data resoundingly shows that **social media marketing skills** are in uniformly high demand across geographies and industries.

To explore the future of marketing and how you can thrive, check out the full **2024 Global Marketing Jobs Outlook**.