

MARKETING

Marketing is the action or business of promoting and selling products or services, including market research and advertising.



Good marketing makes the company look smart. Great marketing makes the customer feel smart.

– Joe Chernov, VP Marketing
Pendo.io

“ Marketers are community-minded people. We collaborate across multiple departments in our own companies, while keeping track of competitive players and ensuring we’re deeply connected to the needs and goals of our customers. ”

– Hubspot: Marketing Trends to Watch in 2021

Career Advisor Corner

Use specific keywords in your resume and LinkedIn profile. Don't just list categories like "social media" or "marketing analytics," but specify exactly which tools in those categories you know that match or exceed the job requirements.

It's not uncommon for marketers to be highly skilled in marketing products or services but feel uncertain when it comes to marketing themselves. This struggle isn't a reflection of one's abilities as a marketer – it's hard because it's much more personal. Ask for help.

Representative Industry Occupations

Occupation	Salary	Level
Marketing Assistant	\$ 29.00-39.00/hr	Entry
Marketing Coordinator / Associate	\$ 27.00-45.00/hr	Entry/Mid
Market Research Analyst / Marketing Specialist	\$ 31.00-51.00/hr	Mid
Marketing Manager	(yearly salaries have been annualized) \$ 104,000-185,120/yr	Mid/High
Director of Marketing	\$ 137,280-251,680/yr	High
VP of Marketing	\$ 205,920-474,240/yr	High
Chief Marketing Officer	\$ 164,320-378,560/yr	High

INDUSTRY IN THE SAN FRANCISCO BAY AREA

Top 5 Advertising Agencies in San Francisco Bay Area by Employee Count

Company	Location	Employee Count	
		Bay Area	Company-wide
Media.Monks	San Francisco	450	6,000
Evoke Giant	San Francisco	130	650
Argonaut	San Francisco	94	100
R/GA San Francisco	San Francisco	89	1,800
H&L Partners	Oakland	88	157

Marketing Trends to Watch in 2022 (Hubspot: blog.hubspot.com/marketing/marketing-trends)

General

1. Influencer marketing will evolve from trend to a common marketing tactic
2. Video marketers will keep content short
3. Mobile optimization will be even more important
4. Permanent social media posts could overtake ephemeral content
5. Companies will prioritize social responsibility
6. Experiential marketing could make a comeback
7. More businesses will use SEO to concur search traffic
8. Virtual events will continue, but some brands will invest less
9. More consumers will hear branded audio content
10. Inbound marketing will remain a best practice for growing brands
11. Consumers will step into virtual reality (VR) and augmented reality (AR) experiences
12. Account-based marketing (ABM) will align more sales and marketing teams
13. More brands will test out native ads

Content Marketing

14. Video will remain the top marketing content format
15. Blogging isn't going anywhere
16. Case studies will continue to drive leads and brand credibility
17. Marketers will embrace data with infographics

Social Media Marketing

18. Live content will be a leading social media format
19. TikTok will continue to gain brand interest
20. Most marketers will focus on just three to five social media platforms

Search Engine Optimization

21. Keyword optimization will be a key priority
22. Web teams won't forget about video and image SEO

Training Opportunities

Digital Marketing	Marketing Management
Emerging Technology Program	Mobile Applications
Graphic Design	Social Media
Marketing & Communications	

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Resources

Staffing Agencies

Adecco	adecco.com
Aerotek	aerotek.com
AppleOne	appleone.com
ATR International	atrinternational.com
Kelly Services	kellyservices.com
Oxford Global Resources	oxfordcorp.com
Randstad Staffing	randstadusa.com
Robert Half	roberthalf.com
Scion Staffing	scionstaffing.com
Volt Services Group	volt.com
West Valley Staffing	westvalley.com

Industry Associations

American Marketing Association (AMA)

www.ama.org

Association of International Product Marketing & Management (AIPMM)

[aipmm.com](https://www.aipmm.com)

Social Media Association (SMA)

www.socialmediaassoc.com

Free Training

CalBright College	Referral through NOVAworks
Coursera	coursera.org/browse/business/marketing
EdEx	edx.org/learn/marketing
Google	learndigital.withgoogle.com/digitalgarage
Hubspot	bit.ly/hubspot-marketing-courses
LinkedIn/Microsoft	bit.ly/linkedin-marketing-courses
Skillshare	skillshare.com/browse/free-classes

Your brand is what people say about you when you're not in the room.

– Jeff Bezos, Founder & CEO
Amazon

