

Communicating in a digital world: CIM report uncovers opportunities and risks for IT, Tech and Telecoms industry

New report from the Chartered Institute of Marketing (CIM) reveals a shift towards a digital-first approach among businesses.

Languages are at the heart of civilisation.

The apparition and development of languages have allowed humans to build and develop plethore of society throughout History. Language has allowed the share of knowledge, information and goods.

Throughout the years, languages have evolved. Some have thrived and grown, others have withered away. Latin, English, Esperanto, sign language, maths, arts, binary codes; humans have always looked for a way to communicate with the greatest number of people, to share their truths and perspectives with others.

Nowadays, we are experiencing the most digitalised and tech-savvy era of humanity. With this new and unique era come challenges, such as communicating in an all-digital world.

But the survival of a language relies on its constant evolution. Phones, social media, online video games, despite their downsides, have allowed us to exchange with people from all around the world . Languages are not

deteriorating, they are evolving.

Communication, in our modern world, remains the foundation for people, businesses and society to thrive.

Social skills in a digital world

2023 has been a year filled with unprecedented challenges affecting every industry, including IT, Technology and Telecoms, with the cost of living crisis remaining a prominent concern. Businesses across the sector have come to recognise the pivotal role of marketing in communicating reassurance and building trusting relationships with customers, clients, and suppliers.

The latest Digital Marketing Skills Benchmarking Report, published by the training body Target Internet, in association with the Chartered Institute of Marketing (CIM), reveals a shift towards a digital-first approach amongst businesses. Marketers are enhancing their digital competencies, with significant, consistent improvements observed in Social Media and SEO skills.

This year's report analyses data from more than 10,000 marketing professionals, gathered between 2018 to 2023, and highlights opportunities and challenges across the marketing sector.

“This year’s benchmark outcomes underscore significant opportunities as well as notable risks for businesses of all kinds. Companies and individuals that adopt a culture of continuous professional development have a genuine chance to distinguish themselves, especially as technology continues to develop at pace.” – says Daniel Rowles, CEO of Target Internet

Although the IT, Technology and Telecoms industry has historically lagged behind in numerous marketing disciplines, positive growth is now evident

across most areas. Notable statistics include a 16% increase in Ecommerce skills and a 14% rise in Social Media skills compared to 2021 figures.

Overconfidence is the greatest enemy

Despite these improvements, the industry still falls below average in most areas, with a tendency to be overconfident in its skill levels. General Marketing skills dropped by 5% compared to 2021. Additionally, the industry has a 49% confidence level for its Analytics and Data skills, however only achieved a skill rating of 34%.

“General Marketing notwithstanding, this is a hugely encouraging set of results from the industry for its marketing capabilities. Five disciplines saw double digit growth, with a number of others not far behind, providing an excellent platform for further development.” says Marie Wilcox, Panaseer, CIM South East Chair

With many marketers being forced to adjust to a variety of emerging technologies, it comes as little surprise that the range of skills expected from marketing professionals in the IT, Technology and Telecoms industry continues to expand.

The industry anticipates further macroeconomic disruptions over the next 12 months. Therefore, marketers' adaptability and responsiveness to industry changes will become increasingly more vital. A commitment to continuous learning in relation to digital skills will equip marketers with the ability to address challenges and build stronger connections with customers, as well as enhance their career development.

