

# Let's Talk Business

## For TRSM Students

These reports describe industry sectors and career paths of interest to Ted Rogers School of Management students and alumni. Each report leverages BCH employment data and the expertise of our staff. This collaborative effort engages staff, students, alumni and the University Business Librarian.

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## Move Aside Billboards, We've Gone Digital!

Did you know that there are 33.3 million social media users in Canada alone? That's over 87 percent of our country scrolling online! Businesses need to take advantage of digital marketing as the entire world becomes more reliant on the Internet for their shopping needs. <sup>1</sup>



**\$786.2B**

Estimated growth of the global digital marketing market by 2026 <sup>2</sup>



**201,600**

No. of Digital Marketers in Canada in 2021 <sup>3</sup>



**+10%**

Expected job demand growth in digital marketing by 2026. <sup>4</sup>

## Channels for Selling

Digital marketing can come in the form of search engines, email marketing, social media and websites to connect a product or service to prospective customers. Since millions are scrolling through social media every day, businesses target specific audiences to advertise their products on platforms such as Instagram, Facebook, Youtube, TikTok, Pinterest, and more.

The major advantages of advertising online include:

- More cost-effective than physical marketing materials
- Able to target groups with characteristics that make them likely to purchase your product/service
- You can measure the success of a digital ad <sup>4</sup>
- Easy to adapt and adjust strategy
- Can engage audiences at every stage



## Let's Talk About The Money!

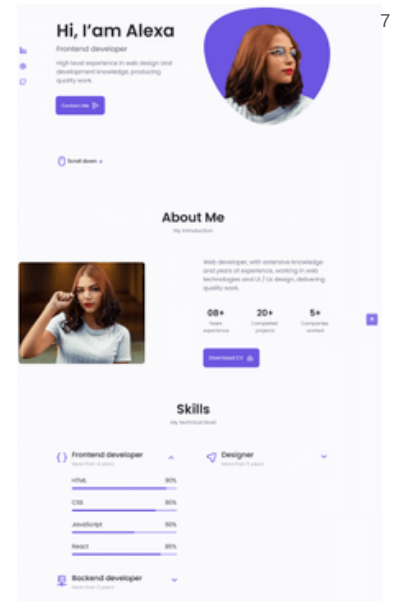
According to Glassdoor, the average base salary for a Digital Marketer in Toronto is \$61,622. <sup>5</sup> Want more details regarding common positions and how much they pay? [Click here.](#)

# Building a Digital Marketing Portfolio

A strong digital marketing portfolio allows you to stand out from the crowd and land that interview opportunity!

The portfolio is usually a website that displays your best work samples such as design projects, case studies, social media posts, and high-performing analytics. Ensure your portfolio includes an "About Me" section, your work, and contact information.<sup>6</sup>

TIP - there are many free custom website platforms like Wix, Squarespace, WordPress, and Google Sites. To learn more about portfolio creation, click [here](#).



## Meet A TRSM Student!



 **Jessica Cook**  
4th year  
Marketing  
Co-op Student

“ This past Summer, Jessica worked at Ontario Lottery and Gaming (OLG), as a *Digital Marketing Intern* on the iLottery team.

### What bootcamps did you take to help secure this position?

I took the Excel Business Fundamentals bootcamp and was able to speak about the course in my job interview. I knew the role had an element of Excel and I wanted to convey my knowledge and experience with the program. They appreciated the fact that I felt confident in my knowledge of Excel and pointed out how great it was that TRSM offered free bootcamps like this to TRSM students.

### What is your advice for students applying for Digital Marketing roles?

Build your skills and knowledge in digital marketing as much as you can - take specific courses, join groups, go to networking events and register for bootcamps. Don't be afraid to apply to jobs even if you think you don't have enough experience - being curious, eager and asking questions goes a long way with interviewers. Just show how passionate you are!

## Platforms to Master in Digital Marketing



Hootsuite is an all-in-one social media management application that has over 200,000 business users. Through its powerful content planning tools, analytical dashboards, and trend monitoring, this platform is essential in many business marketing departments. Hootsuite offers certification courses that can help you stand out from other job applicants. Learn more about Hootsuite [here](#).



Mailchimp is the #1 email marketing platform that helps businesses drive sales and clicks. It measures Customer Lifetime Value, automates the marketing email journey, and optimizes content by giving personalized suggestions. Mailchimp allows for integration with other platforms like Shopify, Canva, and Photoshop. Learn more about Mailchimp [here](#).



Any digital marketing role requires a deep understanding of social media apps. Facebook is the top platform for paid social marketing with 2.9 billion users and 18.2% of adult users purchasing through the app last year.<sup>8</sup> Digital Marketers must know how to leverage social media trends and target their ads to the right audience to succeed in their role.

## Want to Learn More for Free?



### TRMA

Join the *Ted Rogers Marketing Association* for valuable networking events in Digital Marketing and an Annual Conference connecting you to employers.

Instagram: [@trma.met](#)



### Social Media Marketing Bootcamp

You'll learn in-depth tips and strategies for six major social media platforms, and gain insight on what it's like to work in social media, all facilitated by an industry expert! Learn more [here](#).



### Branding Bootcamp

Get an overview of the branding process from strategy to development including brand guidelines and planning for growth.

Learn more [here](#).

## Visit the Business Career Hub

### Employer Events

The BCH hosts several employer events to prepare you for your professional career. Refer to your weekly BCH Careers Newsletter for a list of upcoming events.

### Bootcamps/Prep Programs

Advance your technical and soft skills, earn digital badges, and gain an advantage in today's workforce through bootcamps. [Click here to register for current bootcamps.](#)

### Coaching & Mock Interview

For career coaching, interview prep and more, [schedule a 1:1 appointment](#) with a Career Consultant or a Co-op Coordinator.



[TedRogersBCH](#)



[Business Career Hub Website](#)



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### Career Consultant Contributor Rianne Kee

Rianne is a Co-op Coordinator and TRSM co-op alumni. She has 6+ years of experience in HR and recruitment in various industries, including professional services and healthcare. She is passionate about helping students explore and pursue their passions.



### Student Contributor Grace Lu

Grace is a second year Marketing student at TRSM, working at the BCH as the Project Coordinator. She is also the Digital Marketing Director for StyleCircle, a fashion magazine publication at TMU.

### Data Sources

1. HeyTony Advertising (2022, December) [Canada Social Media Statistics](#)
2. ReportLinker (2021, October) [Global Digital Advertising and Marketing Market to Reach \\$786.2 Billion by 2026](#)
3. Government of Canada (2023, July) [Digital Marketing Co-ordinator in Canada](#)
4. ZipRecruiter (2023) [What Is the Job Outlook for Careers in Digital Marketing](#)
5. Glassdoor (2023, July) [Digital Marketing Salaries in Toronto, ON](#)
6. Mandy, B. (2021, September) [How to Create an Awesome Marketing Portfolio: Your Step-by-Step Guide](#)
7. Github (2022, June) [Responsive Portfolio Website Alexa](#)
8. Paige, C. (2021, May) [11 Best Social Media Apps for Marketers in 2023](#)