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Are people in marketing jobs witnessing a sea change?

People in marketing jobs could be witnessing a sea change in the industry as the creative sector in the UK experiences a boost and traditional ideas of marketing are shifted.

Mark Batchelor, managing director of Markman OTW, a company specialising in creating inspirational businesses, noted that there are changes in marketing practice and marketing channels.

Commenting on these changes as a positive trend, Mr Batchelor noted: "That's demanding a lot more creativity on these new platforms such as social media and open networking; agencies are being asked to come up with solutions to use these channels, and there's the chance that they have to revisit how they do things."

The UK's creative industries have grown by 5.2 per cent in the decade leading to 2007, compared to the economy's 2.9 per cent growth, according to a new report from the National Endowment for Science Technology and the Arts (NESTA).

Its Creative Clusters and Innovation report found that the creative industries, including marketing, have performed well on a regional and national level.

Posted by Jake Cantrell

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