# AI is reshaping marketing—but success still depends on human creativity and adaptability



The marketing industry has undergone a dramatic transformation over the past five years. Traditional campaigns and media partnerships have given way to digital platforms like Meta, TikTok and Google Ads, which allow individuals to reach vast audiences with ease and minimal cost. “The barrier to entry in doing this job has never been lower,” said Josh Webber, CEO of Big Red Jelly. But with opportunity comes heightened expectations.

This shift has placed fresh demands on marketers to upgrade their skills. Artificial intelligence is now embedded in day-to-day practices, and while it’s not viewed as a job killer, it serves as a clear signal: staying still is not an option.

Success today requires a broad mix of capabilities. Creative content development, data-driven strategy and a mindset geared towards continuous learning are now essential. Industry experts stress the importance of adaptability, collaboration and communication—particularly in managing complex campaigns across teams and platforms.

Technical proficiency is also rising in importance. Skills in AI and automation are increasingly sought after, as marketers are expected to integrate emerging technologies into traditional strategies. Insights from cognitive technology trends underscore the need for fluency in these tools to remain competitive.

Innovation and agility are equally critical. Marketers must develop the confidence to pivot quickly in response to shifting consumer behaviours and market dynamics. Creative problem-solving and effective project management have become core to campaign success.

At the heart of it all is communication. Crafting messages that resonate across diverse audiences—and collaborating effectively within teams—remains a foundational requirement for delivering standout campaigns.

As AI and other technologies reshape the field, marketers are being called to rise to the challenge. Those who embrace adaptability, invest in learning and apply a human touch to tech-enabled strategies will be best placed to lead in the digital era. The future of marketing belongs to those who are ready to evolve.

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## Bibliography

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2. <https://www.alveariummarketing.com/blogs/updates/1294611-key-skills-you-need-to-land-marketing-jobs> - This article outlines essential skills for securing a marketing job in 2023, including creative content creation, data-driven decision-making, adaptability in a fast-paced environment, collaboration and communication, technical proficiency and analytics, project management skills, and embracing new technologies and innovations. It emphasizes the importance of staying updated with industry trends and continuously learning to remain competitive in the marketing field.
3. <https://www.expertia.ai/career-tips/8-professional-skills-every-digital-marketing-expert-needs-to-master-in-2023-91112u> - This piece highlights eight professional skills crucial for digital marketing experts in 2023, such as innovative AI and automation skills, cognitive technology insights, effective communication and collaboration, and cross-channel campaign integration. It underscores the significance of mastering these skills to excel in the evolving digital marketing landscape.
4. <https://webfixtool.com/blog/marketing-skills/> - This blog discusses key marketing skills needed in 2024, including creativity and innovation, project management and organizational skills, and continuous learning and adaptability. It stresses the necessity for marketers to think outside the box, manage multiple projects efficiently, and stay updated with the latest trends and technologies to succeed in the field.
5. <https://www.vineeshrohini.com/updates/8-must-have-skills-for-marketers-in-2023/> - This article presents eight must-have skills for marketers in 2023, such as agility and ability to adapt, cross-cultural generational collaboration, digital mindset, strategic thinking, leadership and people management, social emotional intelligence, complex problem-solving, and better presentation skills. It emphasizes the importance of these skills in staying ahead in the competitive marketing industry.
6. <https://www.forbes.com/councils/forbescommunicationscouncil/2023/05/24/7-in-demand-job-skills-for-tomorrows-marketing-professionals/> - This Forbes article identifies seven in-demand marketing skills for the future, including technical skills, artificial intelligence prompting, interpersonal leadership skills, social media skills, management skills, outside-the-box thinking, and resilience and grit. It highlights the evolving nature of marketing and the need for professionals to adapt to new technologies and challenges.
7. <https://economictimes.indiatimes.com/jobs/c-suite/7-skills-all-digital-marketers-need-in-2023/articleshow/100594233.cms> - This article from The Economic Times outlines seven skills all digital marketers need in 2023, such as mastering video marketing, mobile marketing optimisation, content creation and storytelling, user experience (UX) design, and adaptability and continuous learning. It emphasizes the importance of these skills in engaging audiences and staying competitive in the digital marketing landscape.