

# digital brief.

*“Coffee with Russ”*

**CAREER ADVICE IN DIGITAL  
MARKETING, FOR PEOPLE WHO  
WANT GUIDANCE IN DIGITAL MEDIA.**

by  
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**“WE BUILD DIGITAL CONFIDENCE WITHIN  
MARKETING PROFESSIONALS.”**

Digitalbrief was formed to take out the confusion to create a better understanding of the digital landscape. We're passionate about what we do and how we do it, as we provide our complete digital knowledge to businesses and marketers across all categories. This e-book has been designed by digital marketers for all digital marketing professionals, including you!

***Russell Easter***



# INTRODUCTION

Usually when I sit down with someone for a coffee to talk about what they want to do in digital marketing and digital media, or they seek me out for career advice, I ask them a couple of basic questions to begin the meeting.

- Question 1: Where would you like to be in the next 5-10 years?
- Question 2: What are your strengths? What do you like doing?

You'd be surprised by how often people overlook this and instead, go straight to digital media or the digital technologies side of things.

So let's fully take the time to sit down and really analyse these questions and discover why they're so vital. And more importantly, answer them!

## CHAPTER 1

**QUESTION ONE:  
WHERE WOULD  
YOU LIKE TO BE  
IN THE NEXT  
5-10 YEARS?**



## WHERE WOULD YOU LIKE TO BE?

The reason for this question is that every single job or role someone gets, is simply a stepping stone onto the next one. So in other words, your next job will help you get the job or role after that.

Arguably then, to get the next job after the one you've got, then this next step is really important. Depending on where people are at, either professionally in their lives or what their goals are, this can change significantly.

For example, someone who is under 25, may be looking to develop and grow lots of different skills. While someone in their 30s, who already has lots of good, useful skills, will be looking to step into management.

Same goes if you're a woman, especially when it's a woman who listens to her biological clock and knows she will want children one day. She will have to plan ahead.

Knowing where you want to go in the next 5-10 years is not solely a digital focused question, however, it is an important question to address very early on in order for you to move forward with your career in digital media and marketing.



## EXERCISE 1

Before reading ahead, take the time to sit down and look at where you are, and more importantly, where you want to be within the next 5-10 years.

Make sure to write everything down. Want new skills? Jot them all down. Looking to step up and manage? Scribble it down. Think you may want children in the foreseeable future? List it.

There's no right or wrong answer here, as each response is very personal for every individual, but this is pivotal step before you move ahead so it's worth taking your time now to complete this exercise.