**The Second-Hottest Skill In The US? Digital Marketing**

Digital marketing is the second-hottest skill in America, Preply's analysis of Google Trends search data found, with a 35% surge in interest during the past year. Enthusiasm for tech abilities such as customer relationship management and content management systems increased 23%, and 10 of the top 25 most-sought-after skill sets are relevant to marketers.

***SmartBrief/Marketing 7/26/22***

[*https://corp.smartbrief.com/original/2022/07/digital-marketing-skills-are-in-demand?utm\_source=brief*](https://corp.smartbrief.com/original/2022/07/digital-marketing-skills-are-in-demand?utm_source=brief)

*Image credit:*

[*https://www.spews.org/wp-content/uploads/2020/11/Digital-Marketing-2-1.jpg*](https://www.spews.org/wp-content/uploads/2020/11/Digital-Marketing-2-1.jpg)