

Bigmouthmedia promotes search marketing as career option



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Industry: [Internet & Online](#)

Press Release Summary: Bigmouthmedia launches campaign to promote search marketing as career option

Press Release Body: **Bigmouthmedia**, independent digital marketing agency, has launched a new cross-industry campaign to promote a career in Search and digital marketing to university graduates.

The move follows the recent publication of [survey results](#) revealing that the majority of Scotland's new graduates feel that higher education should do more to connect students to potential opportunities in emerging industries. The research, which was conducted earlier this year by bigmouthmedia, also revealed students' beliefs that universities are failing to adequately prepare leavers for life in the real world.

Despite the fact that search marketing has grown from nothing to become a £1.2bn a year business in the last decade, until now none of the UK's careers advisory bodies have listed [search engine optimisation](#) or digital marketing amongst the options available to graduates. However, following consultations with bigmouthmedia, Careers Scotland have now updated their records to reflect the industry's growing significance.

While continuing to work with the relevant sector Skills Councils in Scotland to ensure that information is available to entry-level job seekers, **bigmouthmedia** now plans to carry the campaign to the rest of the UK and Europe.

"Every year companies like bigmouthmedia hire a raft of recent graduates, yet our experience attending university careers fairs tells us that many new

entrants to the workforce are simply unaware of the opportunities available in the sector," said **Lyndsay Menzies, Managing Director of bigmouthmedia UK.**

She continued, "With a wide range of roles on offer the search marketing sector can offer a career path to both science graduates with Maths, Statistics or IT related degrees and social sciences students with creative, language and communications skills. We believe that new career paths like this have a vital role to play in the economy, and will continue campaigning to ensure that the relevant advisory bodies are kept up to date."

"It's often been joked in the search marketing space that no one wanted to be a search marketer when they grew up. Such jobs didn't exist. Now they do, and it's great to see that careers services are catching up to help provide education for this important career," said **Danny Sullivan, Editor In Chief, SearchEngineLand.com.**

Notes to editors:
[Search marketing career](#) campaign release screenshots and survey results are available through the bigmouthmedia website as well as additional up-to-date [digital marketing news](#).

About

bigmouthmedia

Founded in 1997, bigmouthmedia is Europe's largest independent digital marketing agency. With a team of over 200 staff located across 13 offices in 10 countries on 3 continents, the company maximises exposure for major brands online through a variety of fully integrated digital marketing channels: Search engine optimisation, PPC, Online Media Planning, [Affiliate marketing](#), Social Networking, Brand Monitoring, Online PR and Web Analytics. Bigmouthmedia also provides up to date daily digital marketing news to ensure clients are fully informed and aware of all industry developments.

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