



**ALIGNING TECHNOLOGY  
AND MARKETING:  
INFLUENCING FUTURE  
CAREER OPTIONS**



**Presented by**

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**GoAskJay**



# My Journey

**GoAskJay**

# Who is GoAskJay?

## We love sharing our story...

We are a technology and marketing company that uses artificial intelligence to match products to the customer, and great humans to give those customers the experience they deserve.

We are an on-demand insurance and financial marketplace tailored for any stage of life for an individual or business. Essentially we take the guesswork out of covering life's risks and protection.

We are a happy team with a culture of mutual respect, trust and empowerment. Everyone, no matter the position, has the opportunity to share their opinion, offer suggestions and lead with purpose.

The logo for GoAskJay, featuring the text "GoAskJay" in a bold, sans-serif font. "GoAsk" is in dark blue and "Jay" is in orange.

**Technology**  
**+**  
**Marketing**  
**=**  
**Perfect Pairing!**

**GoAskJay**

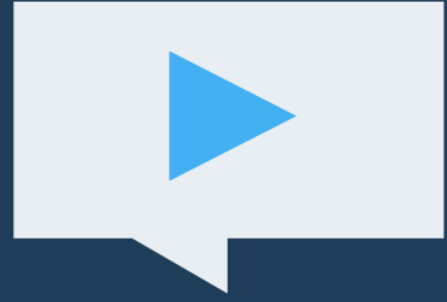




# Technology & Marketing

- Customer Engagement
- Data Collection
- Data Analysis/Delivery
- Customer Experience
- UI/UX Design
- Other

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**2018-2028**

**Marketing Growth**

**8%**

**Technology Growth**

**12%**

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# MARKETING

## Growth In Marketing

Growth Marketing is the blending of marketing, product, and engineering using KPI's that align - leads, signups, new users, downloads, etc.

## Types Of Marketing

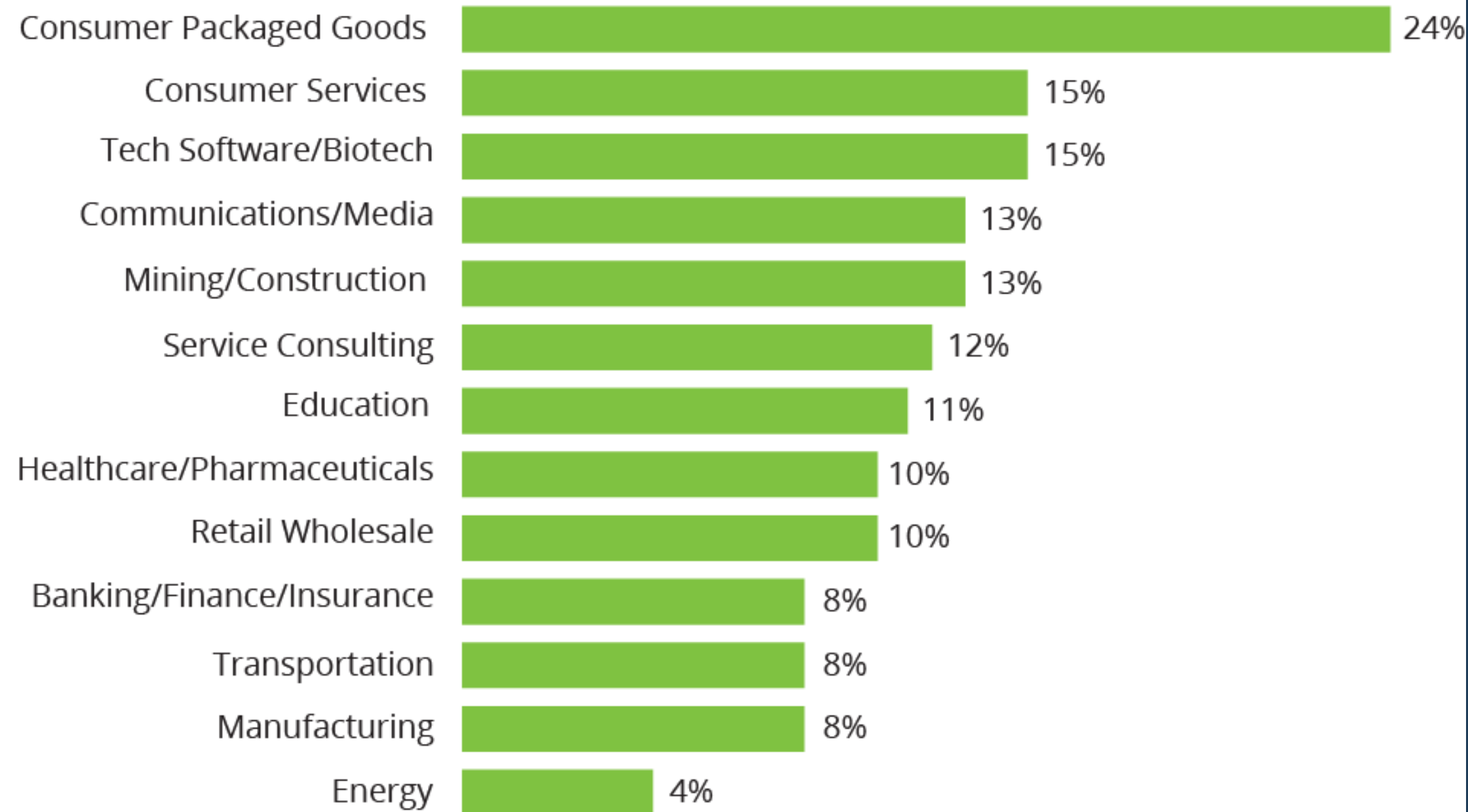
- Brand
- Digital
- Social Media
- Analytical
- Inbound/Outbound
- Content
- Email



# Marketing Spend By Industry

**Figure 1: Marketing Budgets By Industry**

Marketing accounts for what percentage of your overall budget?



Source: The CMO Survey and Deloitte Digital

# TECHNOLOGY

## Technology

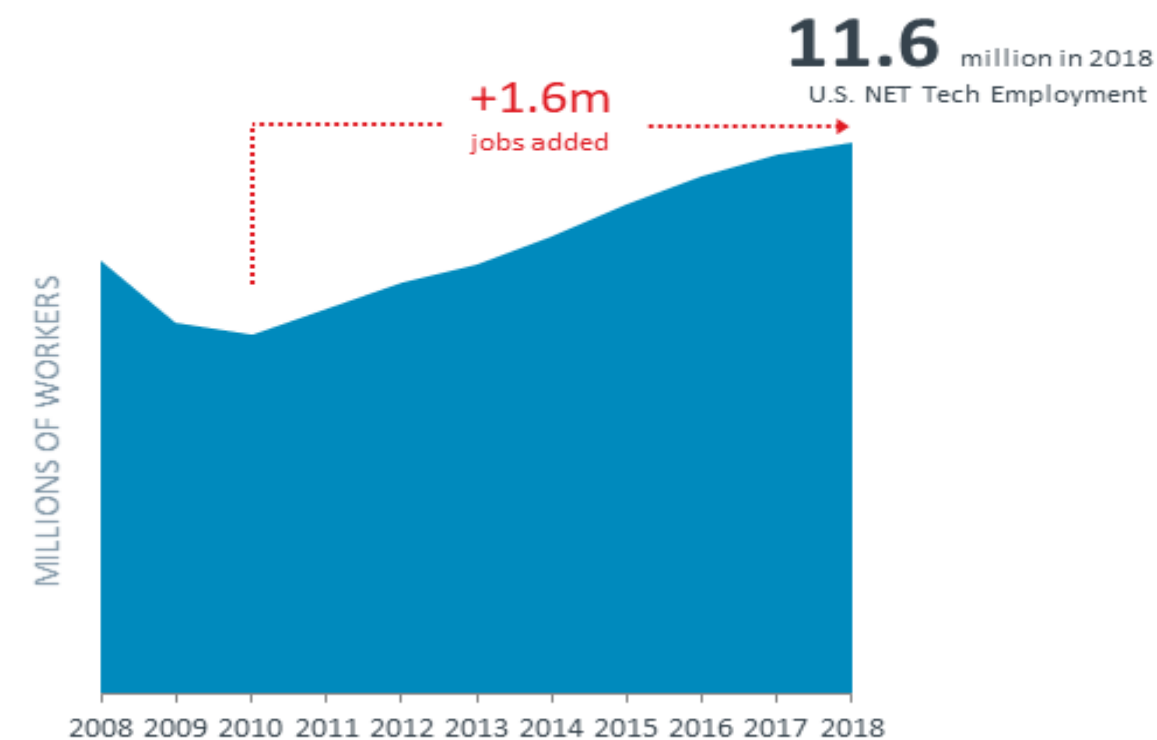
Technology sector is growing and in demand.

The top techs in demand are:

- Business Analyst
- Cyber Security
- Data Analysts
- Data Scientist
- Database Admin/Analysts
- Hardware/Software Engineer
- IT Consultant/Manager
- Network Admin/Engineer
- Software Developer/UI UX
- Many More

# Tech Employment

## Tech Employment: a Major Contributor to Job Growth in the U.S. Economy



Source: CompTIA | U.S. Bureau of Labor Statistics | EMSI

## Key Tech Employment Growth Drivers

	2010-2018 change	2010-2018 % change
Software Developers, Applications	+386,900	+76%
IT Support Specialists	+190,200	+43%
Tech Occupations, Other*	+138,900	+69%
Systems Analysts	+90,000	+17%
CIOs / IT Managers	+82,900	+28%
Industrial Engineers	+69,800	+34%
Mechanical Engineers	+64,800	+27%
Web Developers	+58,800	+56%
Cybersecurity Analysts	+52,500	+91%
Network Architects	+50,800	+45%
<b>TOTAL</b>	<b>1,185,600</b>	<b>44%</b>

\*Includes positions such as videogame designer, BI analyst, IT project management, etc.

Source: CompTIA | U.S. Bureau of Labor Statistics | EMSI

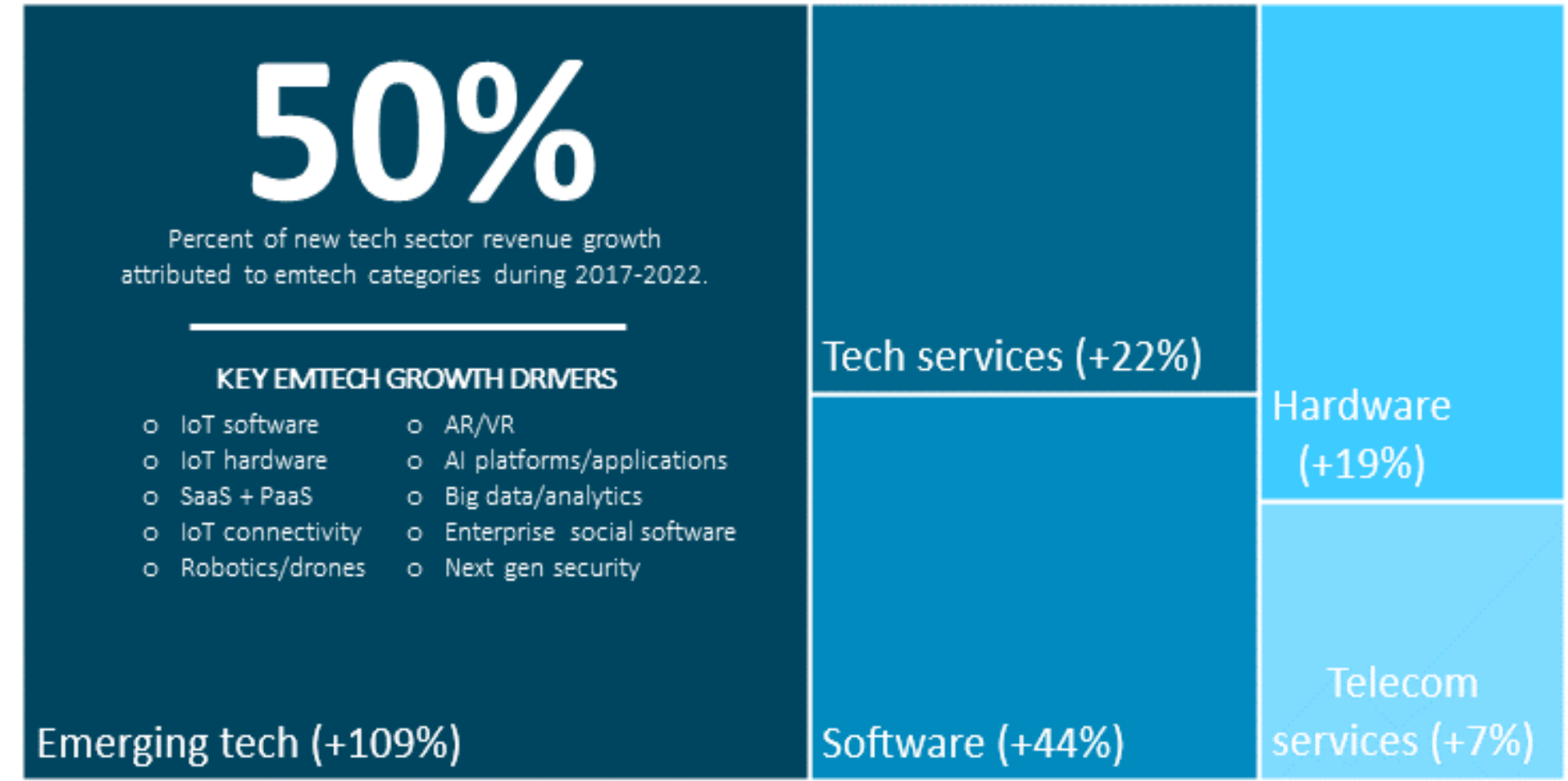
Covers U.S. market only

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# Tech Revenues

## Emerging Tech Categories Driving Revenue Growth

Estimated contribution of new global tech spending during the 2017-2022 time period | Source: IDC



# Artificial Intelligence & Marketing



CRM & Customer  
Engagement



Connected  
Devices



Internet of  
Things (IoT)

**"Opportunities don't happen.  
You create them."**

**-- Chris Grosser.**

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