

STYLE & Versatility

by industry

MARKETING & ADVERTISING



21% analytical



14% driving



31% amiable



34% expressive

The marketing industry covers a wide range of businesses, from advertising agencies to direct sales service providers. Expressive Style people make up the larger portion of the workforce here, coming in at 34%, while Amiable Style individuals make up 31% of the workforce. This is to be expected in an industry defined by artistic expression and skillful relationship management.

intro

draws

There are things about every facet of marketing that can appeal to the Expressive and Amiable Styles. Advertising can provide exciting creative outlets for Expressives, for example, while consultative sales can satisfy Amiable employees' need to make and nurture personal connections. The same things that attract these Styles to marketing occupations in other industries can attract them to organizations whose main line of business is marketing.

The marketing industry thrives on the exact skill sets that Expressive and Analytical Style people bring to the table. Expressive Style people have a distinct ability to generate excitement and buzz, and they are often in the know on popular trends among target consumer groups. Amiable Style individuals are careful communicators who value the feelings and needs of others highly. This lends itself well to positions in sales, and can also provide insightful perspective for crafting compelling advertising messages.

strengths



versatility

The marketing/advertising industry is among the top third in Versatility scores, ranking number 7 of 27 industries profiled in TRACOM's research. This shows that employees in this industry are highly attuned to the needs and preferences of others, and that they have the ability to effectively work with others in a wide variety of situations.

Although the Expressive Style is most highly represented, research shows that all Styles are represented at some level, proving that each Style's distinct strengths and perspectives can be useful in different areas. For example, Driving Style designers are strong in setting goals and meeting deadlines, which can help project teams to stay within clients' time frames.



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