Marketing on 6th, NYC, INC Reveal Number One Skill in 2020

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With digital technology replacing more people each year, Marketing on 6th, NYC, INC outline how, even by 2020, there will be no technological substitute for empathy.

With technology seemingly advancing by the day, many are starting to question whether their job roles will actually be needed in the future. Automation has already made many jobs obsolete and forced a lot of workers to reconsider their future and retrain in order to secure a lifelong role. Marketing on 6th NYC, INC. an outsourced sales and marketing firm remain confident that their industry can stay relevant despite the move towards automated services and a recent study by the US Bureau of Labor Statistic has further helped boost their confidence.

The US Bureau of Labor Statistics recently compiled a list of occupations they believe to be growing fast despite the digital boom. Roles such as physical therapists, personal financial planners, registered nurses and music tutors are all occupations the Bureau believes will stand the test of time. By looking in depth at these occupations the Bureau of Labor Statistics believe that jobs in these sectors will increase in demand over the next 6 years and employ 20% more people in the US by 2020. The common theme that links these occupations is the need for human interaction and empathy, a factor that Marketing on 6th NYC, INC. believes technology will never be able to replace.

Despite many attempts to recreate the experience of human interaction through technology, nothing as yet has been able to engage with the raw emotions of real human conversation. Marketing on 6th NYC, INC. think it's this need for personal interaction that has seen their direct marketing solutions remain in constant demand. As some businesses increase their automated services and continue to distance themselves from their consumers, the majority of businesses are now realizing the importance of developing more personal relationships with their consumers and are turning to direct marketing to help them achieve this.

Marketing on 6th NYC, INC. firmly believe that in order to really understand the needs of consumers, businesses must remain human and take the time to talk to their target market. Connections made through positive human interaction are what makes customers return to a business, and Marketing on 6th NYC, INC. are concerned that by dehumanizing their services in favour of automated systems, some businesses are seriously hindering their customer loyalty rates.

Marketing on 6th NYC, INC. are a direct marketing firm based in New York. The firm use face to face interactions and presentations to help their clients better understand their consumers and create a complete picture of their individual needs. Since their establishment Marketing on 6th NYC, INC. has seen a rise in the number of businesses looking for a more personalized method of marketing. The firm has also recognized that it's not only businesses that are craving a more personal approach to marketing, the face to face approach has also been well received by consumers too , who are tired of the impersonal and soulless service that automated systems provide. Marketing on 6th NYC, INC. believe that it's their unique and innovative method of marketing which has contributed to their growth and are confident that as the digital world expands, so too will the demand for personalization.

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