

# DIGITAL MARKETING AS A CAREER

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Digital marketing is not a rocket science to learn. It is just when we do marketing online using digital devices like laptops, tabs and mobiles, we call it digital marketing. The main objective of digital marketing is to create brand awareness among the group of target customers. To increase the communication with the target customers, we use online advertisements; which is a part of digital marketing. Digital marketers must measure the ROI (Return on Investment) of the various campaigns launched and must analyze which campaign resulted in highest ROI.

People normally have a myth about digital marketing that they must have technical knowledge about web designing and development to do digital marketing. But in reality, all what they need is to understand how marketing works and how to implement various marketing strategies over the internet using different platforms like social media, SEO, email, advertising and many more.

Digital marketing spending is booming and growing year over year. With a record \$14 billion mark for internet advertising in last quarter of the year 2014, businesses understand the value of digital mediums boosting their bottom line.

The Interactive advertising Bureau (IAB) said that mobile advertising grew 76% year-over-year from 2013 to 2014, the biggest growth segment. That was followed by social media advertising, with 57% growth. Search revenues grew only

3%, but search remained the largest overall advertising segment by far with spend of \$18.4 billion in 2014 or 38% of the overall share.



The upsurge of digital marketing has formed an enormous career path and has opened a door of opportunities, an infinitely diverse, embryonic, and capable path to future. Digital marketing is attracting entrepreneurs, and even traditional businessmen and women to look for a career change.

Digital marketing gives you full space in diverse profile according to your interest and inclination. Whether your passion lies in PPC, social media, affiliate marketing, copywriting, content management, analytics, mobile app development, or graphic design – there's really a great opportunity waiting for you. There is lot of

option in digital marketing career that fits to your choice. But before you take the things forward and dive in, you must understand the requirements, advantages and drawbacks of getting into it.

Talking about the top leading job portals in India, over 8 lacs jobs are waiting for the digital marketers. Indian digital industry is on boom and has shown a cosmic growth since the last 3-4 years. But it is a bitter truth of the industry that it is lacking in the trained professionals. Lack of knowledge and training is a huge hindrance in front of the digital industry. The opportunities are vast but the professionals are limited. In this scenario, institutes are coming forward to extend their helping hand for the people interested to make their career in digital marketing.

If we talk about the job opportunities in the industry, there are various fields of specialization including content marketing, SEO marketing, social media marketing and many more which has opened a channel for the employee from a fresher level up to the professional level, who are willing to enter the thriving world of digital marketing. More than 42 percent of jobs are for the fresher level.

## Digital Marketing Profiles and their job responsibilities

A Digital Marketing Professional is responsible for creating and implementing the strategy and driving qualified prospects to conversions. Also they have the responsibilities of employing the

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techniques in other aspect of business like social media, e-mail marketing and search engine optimization (SEO).

**SEO Marketers** are required to translate business goals into successful SEO campaigns, analyze the performance of SEO efforts and help clients' increase search engine rankings for their websites.

### Digital Marketing Managers

are required to provide clear direction to other members of the marketing team, including web designer, content writer, sales executives and social media experts.

**Social Media Marketers** are required to create and adapt content for each specific network. This includes managing content for Twitter, creating graphics photos for engaging fans over Facebook and Twitter posts, curating videos and photos for visual platforms like Instagram, Vine, and Periscope. The social media manager mainly handles content strategy, develop brand awareness, generate inbound traffic and cultivate leads and sales.

**Content Marketers** are required to write and produce various types of downloadable content and blog regularly, to expand company's digital footprint, awareness, subscribers, and leads. This role requires a high level of creativity, attention to detail, and project management skills.

In the recent times, all the top Multi National Companies (MNCs) are boosting up their business through digital marketing strategy. They are hiring digital marketing experts who can increase the ROI of their business. The companies like TCS, Infosys, Wipro, jellyfish, IBM, and many others are working on the model of digital marketing.



They are offering a package of up to INR 20 lakhs yearly for the experts. The starting salary for digital marketing professionals is in the range of INR 4-5 lakhs. However this salary package is not a bar for the deserving person and one can get more than that if has ample knowledge in the digital field.

Following are some of the institutes in India that are providing courses on digital marketing:

Delhi School of Internet Marketing, New Delhi – It provides certification in “Advanced Digital Marketing Training Programme”. The eligibility criteria to enroll in the course are 10+2 for the students. But most of the enrolment comes as working professionals and entrepreneurs. So it gives a huge opportunity for students to meet industry leader under one roof.

NIIT in association with Digital Marketing Institute (DMI), Ireland offers a Certificate in Digital Marketing course for students and a Professional Diploma in Digital Marketing for graduates and working professionals. However, at present, these courses though web-based cannot be taken from home and have to be taken at an NIIT Imperia centre nearest to you.

Digital Vidya, New Delhi – It offers Certified Digital Marketing Master (CDMM) Course. It is available in online mode.

EduKart, New Delhi – It is one of the growing digital marketing training institute in India with its professionals having a hold on the concerned field is EduKart. The company provides Certificate Course in Digital Marketing which is certified by IAMAI which is an online course.

Digital Marketing Academy, Hyderabad: Digital Marketing Academy is a Hyderabad based digital marketing institute that offers:

Digital Marketing In-depth, Search Engine Optimization (SEO) Google Adwords / PPC (SEM) and Social Media Optimization (SMM/SMO) courses

IMRI – provides private, one-on-one digital media & analytics training program customized specifically for you. IMRI offers Executive Program in Digital Marketing (EPDM) Training Program. Other than this, the institute offers various other courses including online marketing, web & graphics design, web technology, analytics and measurements. (The list of institutions is indicative only)

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