

Digital Marketing

About the Course :-

Digital marketing is the marketing of products or services using digital technologies, mainly on the Internet, but also including mobile phones, display advertising, and any other digital medium.

Digital marketing's development since the 1990s and 2000s has changed the way brands and businesses use technology for marketing. As digital platforms are increasingly incorporated into marketing plans and everyday life, and as people use digital devices instead of visiting physical shops, digital marketing campaigns are becoming more prevalent and efficient.

Digital marketing methods such as search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation, campaign marketing, data-driven marketing, e-commerce marketing, social media marketing, social media optimization, e-mail direct marketing, display advertising, e-books, and optical disks and games are becoming more common in our advancing technology. In fact, digital marketing now extends to non-Internet channels that provide digital media, such as mobile phones (SMS and MMS), callback, and on-hold mobile ring tones. In essence, this extension to *non*-Internet channels helps to differentiate digital marketing from online marketing, another catch-all term for the marketing methods mentioned above, which strictly occur online.

Career Prospect :-

Digital marketing is becoming mainstream in India. Until 2010, many businesses did not take digital marketing seriously. They were not ready to change and were stuck with traditional marketing practices.

However market forces have made sure that you either start doing digital marketing or fail. Because compared to digital marketing, traditional marketing is extremely inefficient. In fact, if you do not have a digital marketing strategy and an online presence, customers are bound to shy away from you and buy from a competitor.

Before digital marketing became mainstream, freelancers and entrepreneurs were able to get the first mover advantage. People who did good content marketing and search engine marketing were able to scale up the business very fast. Traditional companies did not even know what digital marketing was.

Everyday more companies are waking up to the fact that digital marketing is very important and is not an optional strategy in marketing anymore. They are catching up late, but they have to catchup, there is no other option.

This shift in marketing practice is giving rise to a huge opportunity in digital marketing jobs. Times of India had reported that Digital Marketing will create 1.5 Lakh jobs in India by 2016.

“With both businesses and consumers increasingly shifting their focus to the digital medium, there will be 1.5 lakhs jobs available by 2016” – Manipal Global Education Services

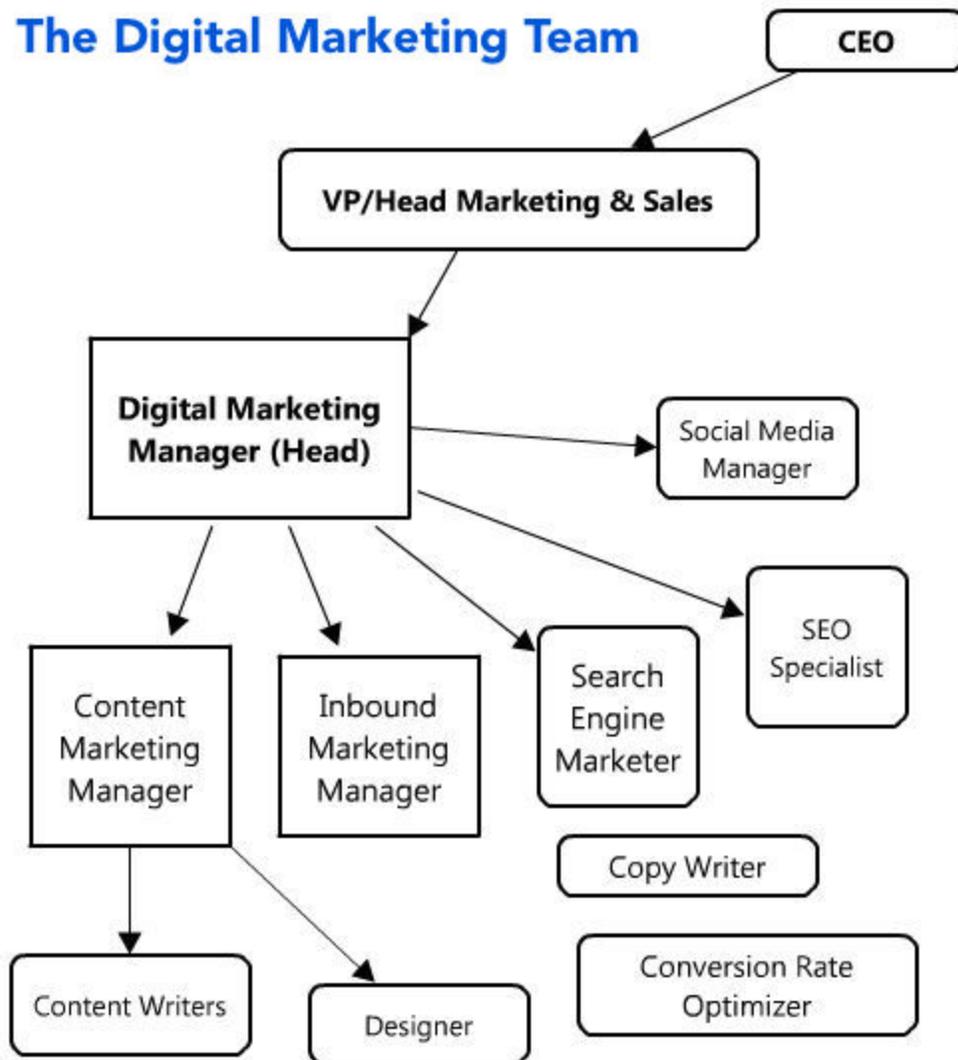
In this article we will have a look at the salaries offered for digital marketing professionals and the various job positions available under digital marketing.

Here’s a list of the various digital marketing positions available for those seeking a career in this arena:

- Digital Marketing Manager
- Content Marketing Manager
- Content Writers
- Inbound Marketing Manager
- Social Media Marketing Experts/Specialists
- Search Engine Marketers
- SEO Executives
- Conversion Rate Optimizer
- Copy Writers

Here’s a rough hierarchy of a digital marketing team in a mature organization.

The Digital Marketing Team



The above chart is not definitive and the reporting structure could be a little different in different companies. Now let's look at the roles, responsibilities and purpose of each of the digital marketing job positions we just discussed above.

1. Prospective Recruiters :-
2. Course Content :-

Digital Marketing Course Syllabus:

CORE MODULES (Everyone should attend these sessions)

- Search Engine Optimization (SEO) [4 Weeks] – Learn how to get website listed among top Search Engine results.
- Search Engine Marketing [5 Weeks] – Learn how to effectively run ads on Search Engines.
- Social Media Marketing (SMM) [5 Weeks] – Learn how to build brand, generate leads & aggregate audience on Social Media.
- Email Marketing [3 Weeks] – Learn how to effectively build your users lists, deliver e-mails & generate relevant clicks.
- Web Analytics [5 Weeks] – Learn how to make business decisions from the metrics available in Digital Media.

SPECIALIZATION MODULES (Participants can choose these sessions based on their online marketing objectives. These sessions happen on weekday evening hrs.)

- Facebook Marketing
- Affiliate Marketing
- Content Marketing
- Integrated Digital Marketing Strategy
- How to become a Freelancer in Digital Marketing?
- E-commerce Listing & Marketplace Selling
- Google AdSense

Salary Offered :-

As an industry, the Digital market is growing from the year 2013 and there is still a lot of scope of growth in the industry. how can we say there is still scope of growth? As we know that the existing brands in the market are going to exist or a new brand comes up with a new idea every other day that buds growth in Digital Marketing arena as there is the online market they would want to establish their name into.

Similarly, keeping in mind the evolution of other technologies alongside the digital market there is too many growth opportunities that you will find in the coming years. Thus, it is important to understand that digital marketing jobs salary varies to a great extent.

For instance, Digital Marketing salary in India is going to be different from other countries and the variation is also going to be there for a Digital Marketing Manager salary in India to a Digital Marketing Executive salary. So let's discuss the following job profiles and their pay packages accordingly.

1.) Digital Marketing Executive

Once you enter the industry as a fresher you are required to join in as a Digital Marketing Executive or a Search Engine Optimization Executive, Social Media Marketing Executive, Search Engine Marketing Executive and so on. At base level you might do tasks that are going to include analyzing, testing and researching.

Digital Marketing Executive salary is going to be around ₹1,50,000 to ₹2,10,000 in a year.

This may vary from company to company and from the amount of experience you have.

2.) Digital Marketing Specialist

In a year or two, depending upon your capabilities you can turn into a Digital Marketing Specialist. A specialist needs to have specialization in SEM or SEO, you need to be perfect with either one of them to become a specialist. You may work under a manager but your input is going to be of great importance to the organization and you are going to be independent in your work.

Salary package of a Digital Marketing Specialist can be around ₹2,70,000 to ₹3,12,000 per annum.

You can always grow according to your pace and may be able to vouch for something beyond what is mentioned according to your caliber and growth.

3.) Digital Marketing Manager (Team Leader)

Within a few years that should be around 3 to 4 depending upon what learning you learn from working in this field you are going to become a digital marketing manager or a team leader for SEO or SMO. This gives you a chance to lead a team under you and you are directly going to be involved in strategy making and making plans for your team.

Digital Marketing Manager Salary in India is around ₹3,70,000 to ₹4,08,000 in a year.

4.) Digital Marketing Analyst

This job profile isn't there in every other organization but the organizations that focus on SEO, SEM and SMM would surely need skilled analysts and would pay them well as well. So this is the catch to find a good company and to bridge yourself in. Here, you are going to do all sorts of strategic and analytical roles. This profile is going to guide the teams of manager to work in a particular direction which is beneficial for the company or business. The analyst also needs to work with different departments as his role can benefit many.

An analyst salary can be ₹4,70,000 to ₹6,08,000 per annum depending on the company requirements.

5.) Digital Marketing Head

This is the senior most profile in this domain and it only exists in organizations where there is need of in-depth marketing strategies and campaigns. The Digital Marketing Head is going to be responsible for overall marketing function.

Your work is going to be a lot more intense than it sounds and you're going to be involved all the time if you plan to gain great results for your clients or your own business.

Digital Marketing Salary for a Head is going to be around ₹6,75,000 on an average per annum.