

Digital Marketing career opportunities in India

Digital marketing is growing at a fast pace with more and more brands and organization realizing its importance for their existence. Until 2010, Digital marketing was looked at with speculation, but today most organizations are driving their brand strategies focusing only on Digital marketing.

Today brand success depends on the quality of content that digital marketing are able to generate so as to engage the target consumers. Lack of digital marketing presence is paving way for the competitors into the mind of the consumers. With the growing importance of digital marketing for brands and organizations, brands are concentrating on building digital marketing teams that focus only on this area of specialization.

This growing need is increasing opportunities in the digital marketing stream making it one of the most popularly opted subjects.

A report by Times of India recently reported over 1.5 lakh job opportunities created in Digital Marketing industry in India by 2016.

Prerequisite to land up with a lucrative career in Digital marketing:

Before we touch upon the career opportunities in the Digital marketing industry, it is important for one to understand the basics that go into building a career in digital marketing. Since, most organizations find it difficult to get the trained personnel for Digital marketing jobs, there is a lot of demand and tremendous potential for experts with a digital marketing certification course from a reputed institute.

Since digital marketing is a relatively new business area, there are not many professionals with vast experience and hence knowledge and certification is an important candidate selection criterion for organizations. With a certification in digital marketing, a candidate is more equipped with the technical and practical aspects of digital marketing and can more effectively implement digital marketing strategies for achieving organizational goals and objectives.

Careers in Digital marketing: Upon successful completion of a certification course in digital marketing one can expect to be a part of the digital marketing team of an organization and can grow to great heights based on performance. Following are some of the positions that have been created by organizations to fill up their focused digital marketing teams.

- **Search Engine Specialist :** SEO is an integral part of digital marketing and requires technical understanding of the concept. Big organizations hire a special team handling SEO that includes search engine optimizers and marketers that use search engines to maximize the number of leads and clicks. Search engine specialist careers are highly lucrative as it involves large amount



of analysis, keyword researches, ad copy and testing of ad campaigns to meet the marketing objectives.

- **Content Management:** Content is the king when it comes to digital marketing, and hence there is a huge demand of content managers in India. Content managers are primarily responsible for content marketing and developing and managing content on blogs, PR, email communication, guest blogging and so on. Depending on organization size, a content manager could either develop content himself or manage a team of content writers who could be inhouse or freelancers. Hence, there is a great demand for content writers and manage which makes way for a great career opportunity.
- **Digital marketing managers:** There is a great demand for digital marketing managers by most organizations in india. Generally to take up the role of a digital marketing manager, one needs to have some experience handling successful and end to end digital campaigns. Some big organizations stress on a certification In digital marketing from a reputed institute when hiring digital marketing managers since it involves huge personnel investments.
- **Social media marketing managers:** In many organizations it may not be a separate position, but organizations whose business largely comes in from social media, know the importance of having one person responsible and accountable for social media. A social media marketing manager not only manages content that goes out on social media but also needs to know analytical tools to manage social media spends effectively.
- **Mobile marketers:** Smartphones have completely changed marketing dynamics today. Most organizations want to see their brand go mobile for maximum visibility and impact. With this desire arises the need for skilled mobile marketers who have the technical competence and marketing mindset to leverage the best from this media. Mobile marketers are primarily responsible to work along the technical team providing the mobile interface and create updates, promos and content that interest the consumer.
- **Email marketers:** Emails are still an important way of communication between brands and target consumers and constitute an integral part of digital marketing. In large organizations where there are specific email communication targeting specific target audience, there arises a need to hire email marketers who only design emails targeting each consumer base. These email marketers also have a huge responsibility of acquiring and managing customer database for timely communications.
- **Web developers:** The entire digital marketing plan would not exist if an organization doesn't have a smart team of web developers. The web developers are responsible for creating amazing websites that attract the consumers, engage them with the brand and coax a level of interaction. There is a great career opportunity for web developers in india especially for the techies who are updated with latest technology and innovations involving the world wide web.
- **Web analytics:** Web analytics is an emerging career in digital marketing that involves market research, traffic analysis, consumer behavior analysis etc that aid digital marketing strategies.

Expected payscales

There is a serious issue of demand and supply in India in the field of digital marketing which makes it easy for the competent individuals to make a lucrative career in this field. While a fresher starts from a basic of 10,000, the money scales up as the levels, knowledge and experience increase. Here is a rough estimate of pay scales offered by the industry at various positions:

Digital Marketing managers: From 4lacs to 10 lacs depending on the experience and educational levels

SEO managers: From 3 lacs to 7 lacs

Social Media Managers: From 3.5 lacs to 7 lacs

Content writers: From Rs. 15,000 onwards

Content Managers: From 3.5 lacs to 7 lacs

Digital marketing is a great field for the budding marketing enthusiasts to pursue as it holds the future of marketing and with India moving towards a digital India, the career opportunities are only like to rise from the existing. Don't miss out on this great opportunity, kick Start your career with Digital ProStudy.