

AN ULTIMATE GUIDE TO DIGITAL MARKETING

Digital marketing , you must have heard this term somewhere but never focused on learning more about it. Let me tell you , it's a very interesting topic and I'm sure you will love to know more about this. So , let's learn more:

Let me start by telling you an interesting fact: the digital marketing industry is a thriving industry of 170 billion dollars. The world is getting digital , so is marketing. In simple words , Digital marketing is all about selling your service/product using all the digital space like social media , emails , messages , websites , etc. As you know , everyone is using technology these days , so it won't be wrong to say that digital marketing is perhaps the best and the most efficient form of marketing. It's all about using digital space to market instead of going for traditional marketing like newspapers , TV ,radio ,etc. As it is a very huge industry , so are the job opportunities . Career wise , people are getting highly involved in digital marketing and it also allows freelancers to grow their career . They can work part time or full time as there are a variety of options. Many freshers are getting interested in starting their career in the field of digital marketing.

There are many types of marketing in this field , let's try to understand them to get a clear idea.

Content marketing:

Here , you use all your quality content to make your website attractive and engaging. The game to play here is getting your web page at the top while searching for your domain. For example , if you search for shoes on google or other search engine , the top results will have Nike. Top positions are always better for a product. So , you need to make your content relevant and engaging. You need to use the right keywords so that whenever a consumer searches for something , your web page will be at top. This technique is called SEO or search engine optimization where you use your content , designing , keywords , strategies , etc to maximise your brand awareness. It's all about quality of content , user engagement, friendly interface , attractive web page , etc. Just spitting a fact , 62% companies hire at least 5000 employees just for content writing. Most companies believe that content is a very important asset.

Affiliate marketing

In this type of marketing , either you are the partner in business or you are getting commission to market the product. So , this works more like in partnership way , rather than hiring way.

PPC

Pay per click is self explanatory . It is all about customers clicking on your web page and then you pay accordingly . So , it's about paying per click of the customer.

Native marketing

This is a very unique way of advertising. It focuses on entertaining the customer first and then telling them about the product. So, you see many ads on Instagram or many influencers promoting products on YouTube during their regular video. So, it fulfilled the purpose of advertising along with entertaining and there are less likely chances for the customer to ignore these kind of ads. Because, the customers are enjoying, but along with that they also get the information. It is necessary to mention that it is “sponsored” or “paid promotion” while being part of native marketing.

There is also a type called email marketing, where you use personalised emails to lure your customers into your product.

I am sure, now you have a clear idea of what digital marketing is all about. Now, I will tell you about why it is more efficient, what are its advantages and what are the career options for you in digital marketing and for that what skills do you need.

ADVANTAGES:

- It gives you a very large audience, through traditional methods you can reach limited number of people, but here you can target audiences even beyond your country.
- It is cost effective. Using TV or newspapers costs you a lot of money for advertising but here, you can even use a single website and reach more audience spending less.
- It helps you reach the exact audience that would be interested in the product. Using search engines, you can get the data about the customers like age, gender, recent searches, type of products he/she is searching for, his/her region, his/her occupation etc. So, accordingly, you can choose which people to target, that will help you optimise your cost factor and reach the precise audience.
- It gives you immediate feedback, you can interact with your customers and by the reviews, comments, engagements, etc you can figure out what improvement do you need and how well are you doing.
- It helps you track everything. With the help of analytics, you can see how many people visited your web page and what is your retention rate, etc.
- You can go for B2B or B2C. B2B is more about long term connections, retention and more about logically and informationally selling your product whereas B2C is more about short term relations, and forming an emotional connection or making your product look happy to the customer.

Skills that you need

- You must be able to figure out analytics and get your target audience.
- Be consistent with your work.
- Through word of mouth and referrals, you will get more work so maintain the consistency
- You need to be good with social media for obvious reasons
- You need some basic technical skills like graphic designing for designing purposes, basic HTML and WordPress knowledge to develop a website.

- And rest of the skills , you will automatically attain through experience

CAREER OPTIONS

I will give a short brief about many career options

1. Digital marketing manager: He/she implements the whole marketing stuff. He/she manages every digital space
2. Social media marketer : This persona handles and designs all the marketing on social media like instagram , youtube , facebook ,etc
3. Content marketer: This person develops and distributes the content across digital space. Soon , augmented reality or virtual reality will become a thing. So , for that companies will need a content writer who can build an effective content piece for virtual reality.
4. Search engine optimizer: You use different techniques and strategies to be on the top at this job. It involves analysing , reviewing and increasing sales.
5. Email marketer: As you must have guessed , this person handles all the emails. It is his/her duty to develop personalised emails and distribute it to the respective bunch of customers.
6. Video producer: For example , to advertise your product on instagram reels , you need to work on the video part for marketing. This person will manage all that on some platforms
7. Automation experts: Automation means use your analysis to improve your product and do what customers exactly need to get more customers . These experts will help improve the strategies and overall business.
8. Data analyst: This person gathers all the data and finds conclusions from the information . From the data , he/she figures out the trends and patterns and tries to improve in the required domain,
9. Web developer: This person develops and designs the whole website for marketing a brand.
10. There are many more options such as voice assistant handlers , media specialists , SEM experts ,etc.

Here's how you can start your journey in this field. First attain the required skills. Take admission in some institution or study the course online. If you just want to learn specific skills , there are many short-term courses available. Thus , through these mediums you will attain the skills . Then , you need to start implementing it through internships and freelance work. Maybe for some time , you will have work for free but it will give you a lot of experience and you will grow a lot during that stage. After you feel ready to take up a job , build a portfolio , resume , cover letters ,etc and start applying for relevant companies and this is how you can enter the marketing world. And yes , be updated with the latest technologies and strategies used in the industry , keep experiencing , keep learning and keep growing!

Best of luck for this wholesome experience. Thank you for listening!