

Digital Marketing



Why should one choose a career in digital marketing?

Unlock Your Future: Why a Digital Marketing Internship is Your Gateway to Success

Doing an internship in digital marketing is a great way to get hands-on experience in a field that is constantly evolving. You'll have the chance to work on real projects, which helps you learn practical skills that go beyond what you can get from books or lectures. You'll get to dive into areas like social media marketing, SEO, content creation, and email marketing. This kind of exposure helps you understand how different parts of digital marketing come together and **makes you a valuable asset to any marketing team.**

Another perk of marketing is the **professional network.** experienced marketers knowledge and give you This can be incredibly career. Plus, having your resume can make potential employers. Many companies look for candidates who have proven they can apply digital marketing concepts in real-world situations. This can open doors to full-time positions and help you stand out in the job market.



an internship in digital opportunity to build a You'll work alongside who can share their feedback on your work. helpful as you start your practical experience on you more attractive to

Many questions which may arise in your thoughts while choosing digital marketing as your career.....

- Is digital marketing good for freshers?,
- What are the career opportunities?,
- How is Job Stability in Digital Marketing?,
- What is the Earning Potential?,

And many more....

So to understand all the answers to the questions mentioned above firstly we have to understand the motive behind choosing digital marketing as your career.

1. **Passion for Creativity and Technology:** *Digital marketing merges creative expression with technological tools. If you're someone who enjoys creating content, designing campaigns, or analyzing data, this field provides a platform to blend creativity with tech-driven strategies.*
2. **Dynamic and Evolving Industry:** *The digital marketing landscape is constantly changing with new trends, tools, and platforms emerging regularly. For those who thrive in fast-paced, ever-evolving environments, this field offers continuous learning and growth opportunities.*
3. **High Demand and Job Security:** *With businesses increasingly relying on digital channels for marketing, the demand for skilled digital marketers is high. This provides strong job security and numerous career opportunities across industries.*
4. **Opportunities for Specialization:** *Digital marketing offers various positions to specialize in, such as SEO, content marketing, social media, email marketing, and more. This allows professionals to focus on areas they are most passionate about and excel in.*
5. **Flexibility and Remote Work Options:** *Digital marketing often allows for flexible working hours and the possibility of remote work. This is appealing for those who value work-life balance or prefer non-traditional work environments.*
6. **Impact and Measurable Results:** *Unlike traditional marketing, digital marketing provides immediate feedback on the effectiveness of campaigns. The ability to see measurable results and directly impact a company's success can be highly motivating.*
7. **Entrepreneurial Opportunities:** *Many digital marketers eventually use their skills to start their own businesses, offer consulting services, or build personal brands. The entrepreneurial aspect of digital marketing is appealing to those who aspire to independence.*

According to Forbes, digital marketing is one of the fastest-growing in-demand skills for 2024 and beyond. In fact, digital marketing jobs are set to experience a 6% increase, which is higher than the average job growth rate.

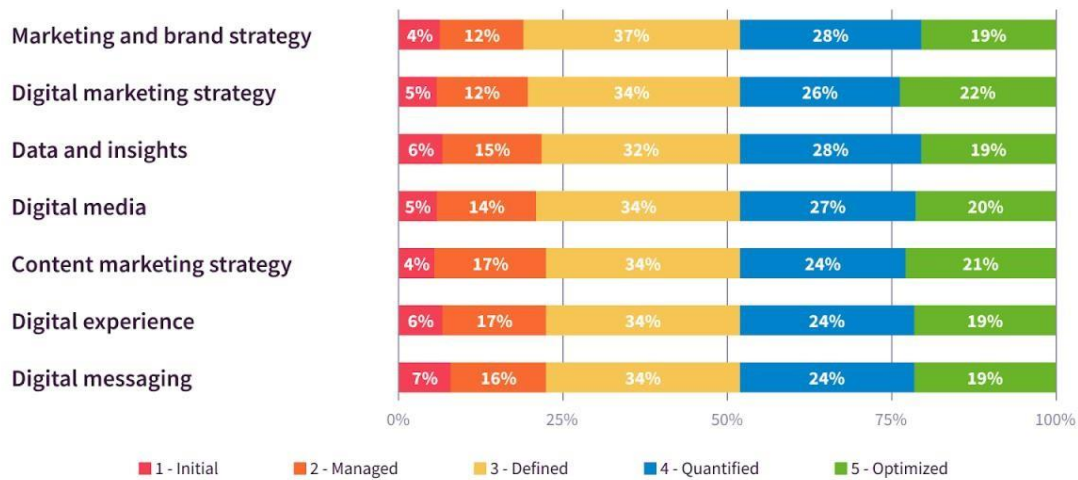
Is Digital Marketing a Promising Career Option in 2024?

The Digital Boom is Real!

Let's understand growth by graphs and charts.

The internet has revolutionized marketing, and digital marketing has evolved alongside it. As more than 60% of the global population is now online, companies are increasingly allocating substantial budgets to digital marketing while traditional marketing methods face cutbacks. Data plays a pivotal role in this domain, allowing marketers to track customer journeys in real time and tailor content to preferred digital channels.

Future digital marketing maturity rating



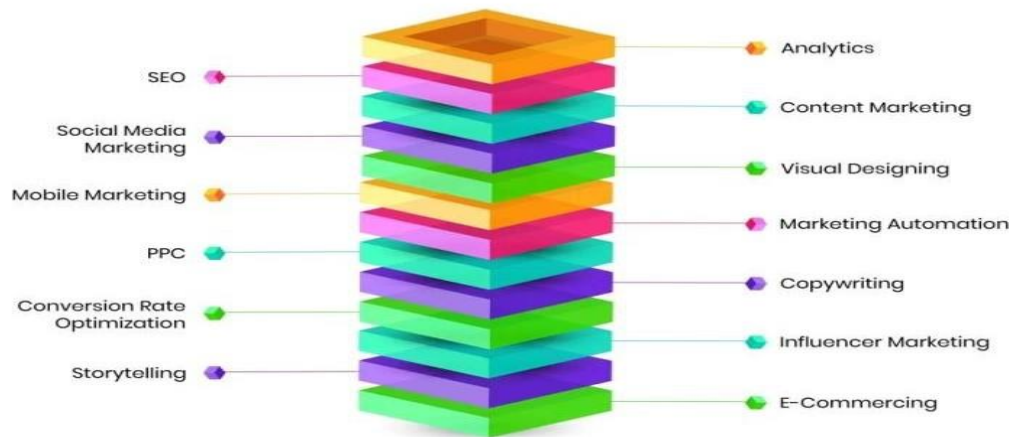
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Some famous apps

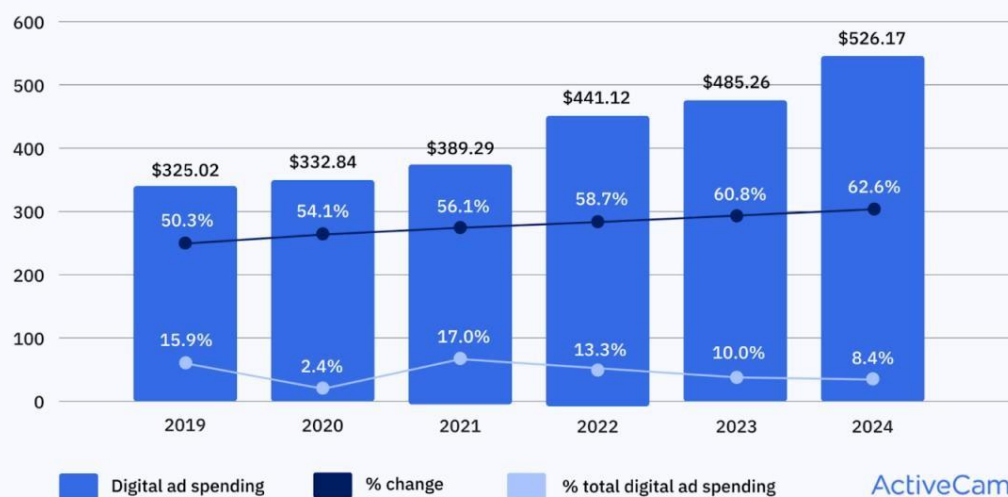
1. **Facebook:** With 2.9 billion monthly active users, Facebook remains the most used social media platform globally. However, YouTube is a close contender with 2.5 billion monthly active users.
2. **LinkedIn for B2B:** LinkedIn will emerge as a prime channel for business-to-business (B2B) interactions, networking, and lead generation.
3. **TikTok:** This platform has experienced explosive growth, reaching 1 billion users and counting. U.S. users spend up to 850 hours a month on TikTok. Brands should take it seriously as its features are influencing other platforms like Facebook. TikTok's revenue potential is significant, with users spending over \$110 million in 2021. Influencer marketing on TikTok is also gaining traction, allowing brands to reach a broader audience than on Instagram or Facebook.
4. **Social Commerce:** Finding products or services via social media has never been easier. During the pandemic, brands turned to Instagram, YouTube, and TikTok to offer online shops. Social shopping (or social commerce) is projected to reach \$1.2 trillion globally by 2025, growing three times faster than traditional e-commerce.

GROWTH OF DIGITAL MARKETING.

Highest-Paid Digital Marketing Skills



Digital ad spending worldwide in billions from 2019–2024



7 Phases of Digital Marketing



1. Content Creation and Management.

Brands create compelling content to answer customers' questions and address their other concerns. The marketing team creates content using videos, write-ups, and other visual representations to assist customers through their shopping journey.



2. Market Research and Analysis.

Market research helps businesses gain a deep understanding of their target audience in the digital realm. Businesses can uncover demographic information, consumer preferences, pain points, and buying behaviors by conducting surveys, analyzing online behavior, and leveraging customer data.



3. SEO and SEM

SEO (Search engine optimization) is a form of digital marketing businesses adopt to ensure their page ranks high on search engine result pages (SERP). These businesses use SEO to increase traffic to their website. The objective of using SEO is to have their websites on the SERP's first page when prospective buyers search for a particular keyword.

SEM (Search engine Marketing) is a method of promotion and advertising to help companies' content rank higher among search engine traffic. Like search engine optimization (SEO), search engine marketing helps companies improve the way content is ranked by search engines.



4. Social media Marketing.

Social media provides an interactive platform for customers and businesses. Various social media platforms are available and companies can leverage this to forge an interactive relationship with their customers. Using this type of media platform allows businesses to advertise their products directly to prospective buyers and ask for feedback from the buyers.



5. Email Marketing.

With email marketing, businesses can stay connected with prospective buyers by sending customized newsletters or special offers based on the customer's shopping history. The primary objective businesses hope to achieve using email marketing can be to boost their customer's interest and create awareness for their brand. Companies build an email list by creating engaging content and using compelling subject lines to get customers' attention.



6. Influencer Marketing.

Businesses can promote their products and service by partnering with celebrities, other brands, or experts in a particular field. With this type of digital marketing, these brands can advertise their products to the influencer's audience or followers and target a specific audience. For example, a cosmetic brand can partner with a famous beauty expert with a large following on social media.



7. Affiliate Marketing.

Affiliate marketing is a way businesses outsource the marketing and promotion of their products. With this type of digital marketing, individuals and outside companies get a commission from promoting and selling a brand's products or services. For example, a beauty spa can compensate their regular customers by giving them a discount on the spa's services for each customer they introduce to the resort.

