PROJECT REPORT AND DOCUMENTATION

CONTENTS

Project Flow

To accomplish this, we have to complete all the activities listed below,

- Define Problem / Problem Understanding ○
  Specify the business problem ○
  Business requirements ○
  Literature Survey ○   Social or
  Business Impact.
- Data Collection & Extraction from Database
  - ○   Collect the dataset,
    - ○ Storing Data in DB2 & Perform SQL Operations ○
      Connect DB2 with Cognos
- Data Preparation
- Prepare the Data for Visualization
- Data Visualizations ○   No of Unique Visualizations
- Dashboard ○ Responsive and Design of Dashboard
- Story ○   No of Scenes of Story
- Report
- No of Visualization with detail information
- Performance Testing ○   Amount of Data Rendered to DB ' ○
  Utilization of Data Filters ○   No of Calculation Fields ○   No
  of Visualizations/ Graphs
- Web Integration ○   Dashboard, Report and Story embed with UI
  With Flask
- Project Demonstration & Documentation ○   Record explanation
  Video for project end to end solution ○   Project Documentation-
  Step by step project development procedure

PROJECT DETAILS

Project Name: Creating an Sponsored Post for Instagram

Category: Digital Marketing under NAAN MUDHALAVAN scheme

Naan Mudhalavan Team ID and Details:

- **Team Size :** 4
- **Team ID :** 5524E12E0263960BCCC414662E21FC25
- **Team Leader :** POTTURU VENKATESH (410720106011)
- **Team member :** AVULA NARASIMHANAIDU (410720106008)
- **Team member :** PENUDHOTA VEERA BRAHMAM (410720106009)
- **Team member :** POTLA ACHYUTH KUMAR (410720106010)

Skills Required:

Canva,Wixx

INTRODUCTION

Project Description/Overview:-

Marketing analysis is a systematic procedure to analyse the requirements for the job role and job profile. Glassdoor is a website and online platform that provides information about sales, salaries, and companies. Job analysis is a systematic approach to defining the job role, description, requirements, responsibilities, evaluation, etc. It helps in finding out the required level of education, skills, knowledge, training, etc for the job position. It also depicts the job worth i.e. measurable effectiveness of the job and contribution of sales to the organization. Thus, it effectively contributes to setting up the compensation package for the job position. Lack of analysis of sales can result in limited understanding of job market trends, difficulty in finding relevant job opportunities, inability to attract and retain top talent, and lack of insight into company branding and reputation.

The purpose of this project is to conduct an analysis of marketing postings to gain insights into current and emerging job market trends, identify in-demand skills and experience, and understand how employers can improve their employer branding and reputation to attract and retain top talent.

PURPOSE:- Business Problem:- The Future Of Work: Data Analysis Of Glassdoor Jobs

Job analysis is a systematic procedure to analyse the requirements for the job role and job profile. Glassdoor is a website and online platform that provides information about jobs, salaries, and companies. Job analysis is a systematic approach to defining the job role, description,evaluation, etc. It helps in finding out the required level of education, skills, knowledge, training, etc for the job position. It also depicts the job worth i.e. measurable effectiveness of the job and contribution of job to the organization.

Business Requirements:-

Understanding the data of different jobs provided by social media can help businesses and personals to analyze current market trends in hiring, packages offered, etc. Businesses need to understand the sales data in order to get valuable insights. Sales analysis is a crucial step in validating all major personnel activities. Employers must be able to show that their screening tools and appraisals are actually related to performance on the job in question. Doing this, of course, requires knowing what the job entails, which in turn requires a competent job analysis. The ultimate goal is to gain insights and improve performance through data visualization techniques.

Literature Survey:-

A literacy survey for Digital Marketing Sales involves reviewing multiple job roles in particular domain offered by a particular organisation belonging to a given industry and sector. Sales analysis defines the organization of jobs within a job family. It allows units to identify paths of job progression for employees interested in improving their opportunities for career advancement and increasing compensation.

Social Or Business Impact:-

Social Impact: This project can help job seekers make more informed decisions about their careers and negotiate for better compensation and working conditions. This can ultimately contribute to greater economic mobility and reduce income inequality.Business Model/Impact: It can help to improve retention rates, reduce turnover costs, and increase productivity. An analysis of Glassdoor jobs can provide insights into what employees value most, helping employers to create a better work environment that attracts and retains top talent.

Data Collection & Extraction From Database for digital marketing:-
Data collection is the process of gathering and measuring information on variables of interest, in an established systematic fashion that enables one to answer stated research questions, test hypotheses, and evaluate outcomes and generate insights from the data.

Data set download:-
Please use the link to download the dataset : Link
Drive link:
https://drive.google.com/file/d/1qBEw4_AfqozL73NyCkQW3ZvFOhok6d_/view?usp=share_link
to do all the required story,dashboard,reports,etc,..

Understand the Data :
Data contains all the meta information regarding the columns described in the CSV files. The name of file is Cleaned_DS_Jobs.csv Description for Cleaned_DS_Jobs.csv:
The file Cleaned_DS_Jobs.csv contains 660 rows. Each row corresponds to record of state with details and marks in respective subjects. The columns are: Columns are:

- Job Title: Title of the job posting
- Salary Estimation: Salary range for that particular job
- Job Description: This contains the full description of that job
- Rating: Rating of that post
- Company: Name of company
- Location: Location of the company
- Headquarter: Location of the headquater
- Size: Total employee in that company
- Type of ownership: Describes the company type i.e non-profit/public/private farm etc
- Industry, Sector: Field applicant will work in
- Revenue: Total revenue of the company

- min_salary,max_salary,avg_salary: Refers to the minimum, maximum and average salary for that post
- job_state: State where the applicant will work
- same_state: Same state as headquarter or not(Boolean)
- company_age: Age of company

The following link will explains the video about how to download the data set with the help of the IBM DB2 tool.

Link:https://drive.google.com/file/d/1qBEw4_AfqozL73NyCkQW3ZvFOhok6d_/view?usp=share_link

Data Preparation for Sales analysis:-

Data modules are containers that describe data and rules for combining and shaping data to prepare it for analysis and visualization in IBM Cognos Analytics. Data module sources. Data modules can be based on data servers, packages, uploaded files, data sets, and other data modules. Preparing the data for visualization involves cleaning the data to remove irrelevant or missing data, transforming the data into a format that can be easily visualized, exploring the data to identify patterns and trends, filtering the data to focus on specific subsets of data, preparing the data for visualization software, and ensuring the data is accurate and complete. This process helps to make the data easily understandable and ready for creating visualizations to gain insights into the performance and efficiency.

Explanation Video : Link the following video gives us the detailed view by using this for above mentione topic Link:-
https://drive.google.com/file/d/1JO3rEqLUF9bCR0h64tkIYtqWkEumkAx/view?usp=share_link

Data Visualization for DIGITAL MARKETING:-
Data visualization is the process of creating graphical representations of data in order to help people understand and explore the information. The goal of data visualization is to make complex data sets more accessible, intuitive, and easier to interpret. By using visual elements such as charts, graphs, and maps, data visualizations can help people quickly identify patterns, trends, and outliers in the data.

The number of unique visualizations that can be created with a given dataset. Some common types of visualizations that can be used to analyze the performance and efficiency of Radisson Hotels include bar charts, line charts, heat maps, scatter plots, pie charts, Maps etc. These visualizations can be used to compare performance, track changes over time, show distribution, and relationships between variables, breakdown of revenue and customer demographics, workload, resource allocation and location of hotels.

Create Below Visualizations:

TASK:-

- What is salary trend for a particular job title?
- No of companies belonging to different Sector
- How many companies belongs to the particular location?
- What's the distribution of companies according to the type of owner?
- Most popular sector on glassdoor for data science domain
- Top 10 rated jobs
- Which Industry is offering more job roles?
- Which state is providing more opportunities?
- Show job titles from different category
- Compare salary trend of different industry
- Top 10 highest paying jobs from different states
- What is the avg_salary of Job Title belonging from particular Location?
- What is the revenue generated by companies that falls under particular category of ownership?
- Salary trend for different job titles belonging to particular job category
- What is the rating & salary offered in particular job state?
- Salary trend in different states for particular seniority level.

The following videos will help us more to understand them:-
1.https://drive.google.com/file/d/1UkYIOFf0hRrR-wHQaAlA9sxLVA5LiSP/view?usp=share_link
2.https://drive.google.com/file/d/1kYPItzCxsaX8qPW827lFnap6Iq68I89q/view?usp=share_link
3.https://drive.google.com/file/d/1a6jJDhfckIHl18xmfF8c1gEdjnbjvd8T/view?usp=share_link
4.https://drive.google.com/file/d/1skSKKjttIHV-KD4hzSPEJ1n9CZfPtPzV/view?usp=share_link
5.https://drive.google.com/file/d/1T_OEy3d8p51IKV8kuncDZDbXFq2JBq21/view?usp=share_link
6.https://drive.google.com/file/d/1c2uGOwqvHDkEwojur8OMka9Iwvuz5uuF/view?usp=share_link7.https://drive.google.com/file/d/1GmBlEZW1201G92rRMCwv39muHp8FOMKR/view?usp=share_link
8.https://drive.google.com/file/d/1gvOeiKEgqOAxx1UZlJeNRFOitAZYUcg5/view?usp=share_link
9.https://drive.google.com/file/d/1j7OTXjN0qvY2OVwAbDWJIrbIxv8pfY0O/view?usp=share_link
10.https://drive.google.com/file/d/1SYNDLL8FAWUHQ6FeAupxle9TXKPU6eFI/view?usp=share_link
11.https://drive.google.com/file/d/1aZ8MbOXgvSUxMXhjQL9nwIGyai4VTJH7/view?usp=share_link
12.https://drive.google.com/file/d/1SCLtZvIjfFJBT76DplNc4XzIzDCqGmwR/view?usp=share_link
13.https://drive.google.com/file/d/1v7gM70KBBZv39pBz9OdgE7mvCNJVlnxY/view?usp=share_link

14.https://drive.google.com/file/d/1qUvAyINGYyHF58i_8DW5SMs4kfbd5Bgy/view?usp=share_link

15.https://drive.google.com/file/d/1jTwmtTzyc0LPQyB2yA9Qs63pSgP1AtA/view?usp=share_link

16.https://drive.google.com/file/d/1K1jkfjaViXXmgpo3pS0oCkYs_ZWPEzlM/view?usp=share_link

The following things will be done by using IBM cognos:

Explanation video link: Responsive and design of dashboard explanation video link is

https://drive.google.com/file/d/1qhu7OcB9o8ppDFJPkBkPB9Rg5BlADHre/view?usp=share_link

 Explanation Video Link: https://drive.google.com/file/d/1Ymtx2hNqceyc-GixIwGEGLgHPXQoxeQj/view?usp=share_link

Video for explanation,using of IBM cognos to prepare a report and it's working :

https://drive.google.com/file/d/1rqI0vMR1p-S1DY-5n67RjZ36i_gu6K6c/view?usp=share_link

IDEATION AND PROPOSED SOLUTION

Ideation Phase:

In this Activity, you are expected to refer the phase template, prepare it accordingly and submit. Genreally, the ideation phase contains mainly 3 parts as shown below:-

• **Brainstroming and Idea Prioritization:** This section will deals with the brainstorming part of the project under ideation which is part of the solution to the problem. The braiBrainstorming provides a free and open environment that encourages everyone within a team to participate in the creative thinking process that leads to problem solving. Prioritizing volume over value, out-of-the-box ideas are welcome and built upon, and all participants are encouraged to collaborate, helping each other develop a rich amount of creative solutions.Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

   Reference: https://www.mural.co/templates/empathy-map-canvas

• **Problem Statement:**Customer Problem Statement Template: Create a problem statement to understand your customer's point of view. The Customer Problem Statement template helps you focus on what matters to create experiences people will love. A well-articulated customer problem statement allows you and your team to find the ideal solution for the challenges your customers face. Throughout the process, you'll also be able to empathize with your customers, which helps you better understand how they perceive your product or service.

   Reference:https://miro.com/templates/customer-problem-statement/

• **Empathy Map: Empathy Map Canvas:**An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviours and attitudes. It is a useful tool to helps teams better understand their users.Creating an effective solution requires understanding the true problem and the person who is experiencing it. The exercise of creating the map helps participants consider things from the user's perspective along with his or her goals and challenges.

   Reference: https://www.mural.co/templates/empathy-map-canvas

In this milestone you are expected to get started with the Ideation process. In this Activity, you are expected to refer the phase template, prepare it accordingly and submit. In this milestone, you are expected to work on the Empathy Map, referring to the standard template available om mural. In this activity you are expected to work on Brainstorming standard template available on mural. For these templates please refer the github IDEATION PHASE for created templates.

PROJECT DESIGN-1

In this we will have mainly two important templates similar to the ideation phase, they are mainly as follows:-

- **Proposed Solution Template:**
  Project team shall fill the following information in proposed solution template.
  1. Problem Statement (Problem to be solved)
  2. Idea / Solution description
  3. Novelty / Uniqueness
  4. Social Impact / Customer Satisfaction
  5. Business Model (Revenue Model)
  6. Scalability of the Solution

  This will mainly used in order to give the theortical solution for the problem statement.

- **Solution Architecture:**
  Solution architecture is a complex process – with many sub-processes – that bridges the gap between business problems and technology solutions. Its goals are to:
  1. Find the best tech solution to solve existing business problems.
  2. Describe the structure, characteristics, behavior, and other aspects of the software   to project stakeholders.
  3. Define features, development phases, and solution requirements.
  4. Provide specifications according to which the solution is defined, managed and delivered.
  5. This will mainly used in order to give the theortical solution equipment in practical manner for the problem statement.

  These were the two important phases in PROJECT DESIGN PART-1 the reference templates were uploaded in github. From this milestone you will be starting the project design phase. You are expected to cover the activities given. In this activity you are expected to prepare the proposed solution document, which includes the novelty, feasibility of idea, business model, social impact, scalability of solution, etc. In this activity you are expected to prepare solution architecture document and submit for review.

PROJECT DESIGN-2

This is the continuation of Project phase-1, this will also mainly contains 3 more additional templates to the previous one as:

Data Flow Diagrams: A Data Flow Diagram (DFD) is a traditional visual representation of the information flows within a system. A neat and clear DFD can depict the right amount of the system requirement graphically. It shows how data enters and leaves the system, what changes the information, and where data is stored.

User Stories:

Use the below template to list all the user stories for the product. User Type, Functional Requirement(Epic),User Story Number, User Story / Task, Acceptance criteria, Priority and Team Member along with their respected norms to be filled. EX:-Customer (Mobile user),Registration USN-1 As a user, I can register for the application by entering my email, password, and confirming my password. I can access my account /dashboard, High, Shivam.

Solution Requirement:

The following were required for the solution requirements and they were 2 types as:-

 1.**Functional Requirements:**

Following are the functional requirements of the proposed solution:-FR No., Functional Requirement (Epic), Sub Requirement (Story / Sub-Task)

EX-1:-FR-1 User Registration Registration through Form,Registration through Gmail,Registration through LinkedIN

EX-2:-FR-2 User Confirmation Confirmation via Email,Confirmation via OTP

2.Non-functional Requirements:

Following are the non-functional requirements of the proposed solution.FR No., NonFunctional Requirement, Description:

NFR-1 Usability,NFR-2 Security,NFR-3 Reliability,NFR-4 Performance,NFR-5 Availability

And NFR-6 Scalability.

Technical Architecture: The Deliverable shall include the architectural diagram as below and the information as per the table1 & table 2 as: S.No, Component, Description and Technology

1. User Interface How user interacts with application e.g.Web UI, Mobile App, Chatbot etc.HTML, CSS, JavaScript / Angular Js /React Js etc.

2. Application Logic-1 Logic for a process in the application Java / Python, IBM Watson STT service and Assistant.

3. Database Data Type, Configurations etc. MySQL, NoSQL, etc.

4.Cloud Database Database Service on Cloud IBM DB2, IBM Cloudant etc.

5.File Storage File storage requirements IBM Block Storage or Other Storage Service or Local Filesystem

6. External API-1 Purpose of External API used in the application IBM Weather API, etc.

7. Machine Learning Model Purpose of Machine Learning Model Object Recognition Model, etc.

8. Infrastructure (Server / Cloud) Application Deployment on Local System / Cloud

Local and cloud Server Configuration: Local, Cloud Foundry, Kubernetes, etc.

Table-2: Application Characteristics: S.No, Characteristics, Description, Technology

1.   Open-Source Frameworks List the open-source frameworks used Technology of Opensource framework

2.   Security Implementations List all the security / access controls implemented,use of firewalls etc.e.g. SHA-256, Encryptions, IAM Controls, OWASP etc.

3.   Scalable Architecture Justify the scalability of architecture (3 – tier,Micro-services) Technology used

4.   Availability Justify the availability of application (e.g. use of load balancers, distributed servers etc.)

5.   Performance Design consideration for the performance of the application (number of requests per sec, use of Cache, use of CDN's) etc.

References:

1.https://c4model.com/

2.https://developer.ibm.com/patterns/online-order-processing-system-duringpandemic/

3.https://www.ibm.com/cloud/architecture

4.https://aws.amazon.com/architecture

5.https://medium.com/the-internal-startup/how-to-draw-useful-technicalarchitecture-diagrams-2d20c9fda90d

From this milestone you will be continue working on the project design phase. You are expected to cover the activities given. In this activity, you are expected to create customer journey maps to understand the requirements of customer. In this activity you are expected to prepare the functional requirement analysis document by referring from the template. In this activity you are expected to come up with the technology architecture diagram. In this activity, You are expected to add any open source framework to the project. n this Activity, you are expected to mention the Third party API's used in your project. In this activity, you are expected to deploy project on Cloud please understand if use or required for project means only use those. All those for this project uploaded in github.

PROJECT DEVELOPMENT

The next phase is in this project is project development and testing where the practical test and working will be practically implemented as:

Model Performance Testing:

Project team shall fill the following information in the performance testing template.

EXAMPLE TEMPLATE: The following template is for the Data Analytics testing

S.No.	Parameter	Screenshot / Values
1.	Dashboard design	No of Visualizations / Graphs -
2.	Data Responsiveness	
3.	Utilization of Data Filters	
4.	Effective User Story	No of Scene Added -
5.	Descriptive Reports	No of Visualizations / Graphs -

The following will be some important topics:

1.No. Of Functional Features Included In The Solution

2.Code-Layout, Readability And Reusability

3.Utilization Of Algorithms, Dynamic Programming, Optimal Memory Utilization

4**.**Debugging & Traceability and

5**.**Exception Handling

In this milestone you will start the project development and expected to perform the coding & solutioning, performance testing submit them. In this activity you are expected to work on the functional features included in the solution. In this activity you are expected to develop & submit the developed code by testing it. Tested ones with templates will be uploaded in gitrepo, the following ones we need to select whatever necessary only.

PROJECT FINAL PHASE

Coding and Solutioning: This part will generally deals with that which it is used which code will help us for the coding of the required documentations as the solutioning procedure but for here in data analytics we will use FLASK UI with python along with some different tools such as Numpy,Anaconda,etc. few examples all the requirements for this project has been uploaded in smartinternz platform with the help of gitrepo. Features and Non-features along with the schema in the database is WVD30186 in the IBM DB2 data base is used.

Results:

- **Performance matrix:** It is used after checking all the above documents as shown based upon their features and others for this project all the expected results were obtained successfully.
- Dashboard, Report and Story metrixs were the required performance metrices for this project. In this activity, you are expected to assess the visualization dashboard based on the metrics provided.
- **Project Documentation:** This will deal with the project documents and representation with results. In this activity, you are expected to create project report as per the project template.
- **Project Demonstration and project demo link:** This session will deals with the presentation and demonstration of the entire project overall orally with the following way, Project team shall record a video to demonstrate the features developed and working of overall project link is in github. Video link for representation: https://drive.google.com/file/d/1Ymtx2hNqceycGixIwGEGLgHPXQoxeQj/view?usp=share_link
- **Web Integration:** This is the phase where the created metrixs, visuals and others with the help of code mentioned above will be converted into a website which will be also integrated in GLASSDOOR website.
- **Source code and Code:** This will deals with the required all codes of the project which was already uploaded in the github.

Git-hub: This is the required source where all the documents were uploaded.

Future Scope and Appendix: The following will gives us all the required details:

Living in the 21st century, you might have often come across the word 'data analytics'.

Currently, it is one of the most buzzing terminologies. For those who want to begin their journey in data analytics, then this is the right read for you. This blog is your quintessential guide to what is data analytics and will help you understand the subject from scratch. For all you beginners who like playing with data, this is your learning curve for an enriching career.

Appendix: This will generally used for overall analysis like contents as:
**Table of Contents:** The contents will be like this:

EXPLANATION:

Digital Marketing

Any marketing that uses electronic devices and can be used by marketing specialists to convey promotional messaging and measure its impact through your customer journey. In practice, digital marketing typically refers to marketing campaigns that appear on a computer, phone, tablet, or other device. It can take many forms, including online video, display ads, search engine marketing, paid social ads and social media posts. Digital marketing is often compared to "traditional marketing" such as magazine ads, billboards, and direct mail. Oddly, television is usually lumped in with traditional marketing.
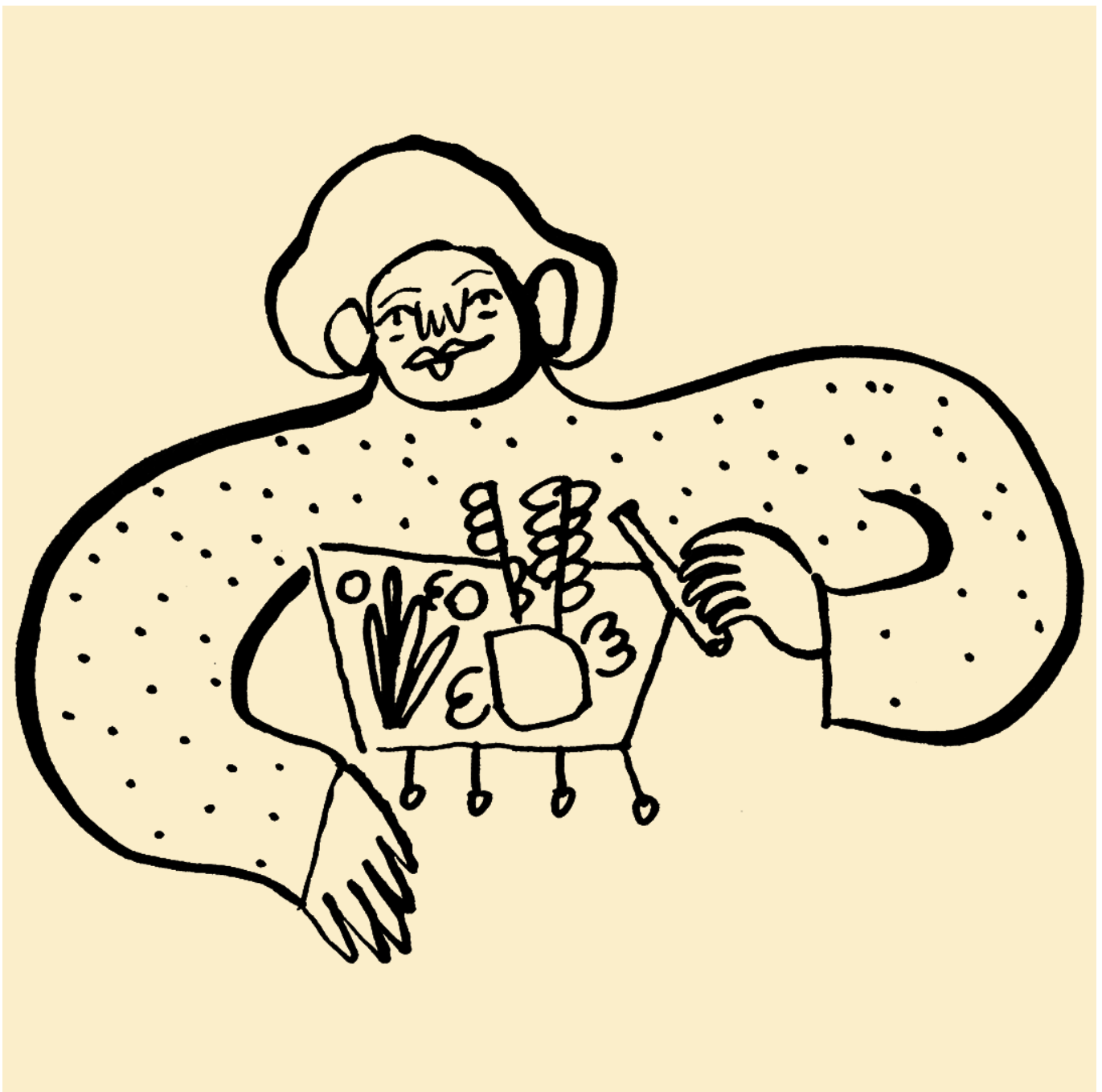
Maximize your digital marketing

Use Mailchimp to promote your brand, reach your target audience, and grow your business.
[Sign up for free](#)

Did you know that more than 3 quarters of Americans go online on a daily basis? Not only that, but 43% go on more than once a day and 26% are online "almost constantly."

These figures are even higher among mobile internet users. 89% of Americans go online at least daily, and 31% are online almost constantly. As a marketer, it's important to take advantage of the digital world with an online advertising presence, by building a brand, providing a great customer experience that also brings more potential customers and more, with a digital strategy.

A digital marketing strategy allows you to leverage different digital channels–such as social media, pay-per-click, search engine optimization, and email marketing–to connect with existing customers and individuals interested in your products or services. As a result, you can build a brand, provide a great customer experience, bring in potential customers, and more.

What is digital marketing?

Digital marketing, also called online marketing, is the promotion of brands to connect with potential customers using the internet and other forms of digital communication. This includes not only email, social media, and web-based advertising, but also text and multimedia messages as a marketing channel.

Essentially, if a marketing campaign involves digital communication, it's digital marketing.

Inbound marketing versus digital marketing

Digital marketing and inbound marketing are easily confused, and for good reason. Digital marketing uses many of the same tools as inbound marketing—email and online content, to name a few. Both exist to capture the attention of prospects through the buyer's journey and turn them into customers. But the 2 approaches take different views of the relationship between the tool and the goal.

Digital marketing considers how individual tools or digital channels can convert prospects. A brand's digital marketing strategy may use multiple platforms or focus all of its efforts on 1 platform. For example, a company may primarily create content for social media platforms and email marketing campaigns while ignoring other digital marketing avenues.

On the other hand, inbound marketing is a holistic concept. It considers the goal first, then looks at the available tools to determine which will effectively reach target customers, and then at which stage of the sales funnel that should happen. As an example, say you want to boost website traffic to generate more prospects and leads. You can focus on search engine optimization when developing your content marketing strategy, resulting in more optimized content, including blogs, landing pages, and more.

The most important thing to remember about digital marketing and inbound marketing is that as a marketing professional, you don't have to choose between the 2. In fact, they work best together. Inbound marketing provides structure and purpose for effective digital marketing to digital marketing efforts, making sure that each digital marketing channel works toward a goal.

Why is digital marketing important?

Any type of marketing can help your business thrive. However, digital marketing has become increasingly important because of how accessible digital channels are. In fact, there were 5 billion internet users globally in April 2022 alone.

From social media to text messages, there are many ways to use digital marketing tactics in order to communicate with your target audience. Additionally, digital marketing has minimal upfront costs, making it a cost-effective marketing technique for small businesses.

B2B versus B2C digital marketing

Digital marketing strategies work for [B2B](#) (business to business) as well as B2C (business to consumer) companies, but best practices [differ significantly between the 2](#). Here's a closer look at how digital marketing is used in B2B and B2C marketing strategies.

- B2B clients tend to have longer decision-making processes, and thus longer sales funnels. Relationship-building strategies work better for these clients, whereas B2C customers tend to respond better to short-term offers and messages.
- B2B transactions are usually based on logic and evidence, which is what skilled B2B digital marketers present. B2C content is more likely to be emotionally-based, focusing on making the customer feel good about a purchase.
- B2B decisions tend to need more than 1 person's input. The marketing materials that best drive these decisions tend to be shareable and downloadable. B2C customers, on the other hand, favor one-on-one connections with a brand.

Of course, there are exceptions to every rule. A B2C company with a high-ticket product, such as a car or computer, might offer more informative and serious content. As a result, your digital marketing strategy always needs to be geared toward your own customer base, whether you're B2B or B2C.

Take a look at your current audience to create well-informed and targeted online marketing campaigns. Doing so ensures your marketing efforts are effective and you can capture the attention of potential customers.

Types of digital marketing

There are as many specializations within digital marketing as there are ways of interacting using digital media. Here are a few key examples of [types of digital marketing](#) tactics.
   Search engine optimization

Search engine optimization, or [SEO](#), is technically a marketing tool rather than a form of marketing in itself. [The Balance](#) defines it as "the art and science of making web pages attractive to search engines."

The "art and science" part of SEO is what's most important. SEO is a science because it requires you to research and weigh different contributing factors to achieve the highest possible ranking on a serch engine results page (SERP).

Today, the [most important elements to consider](#) when optimizing a web page for search engines include:

- Quality of content
- Level of user engagement
- Mobile-friendliness
- Number and quality of [inbound links](#)

In addition to the elements above, you need to optimize technical SEO, which is all the back-end components of your site. This includes URL structure, loading times, and broken links. Improving your technical SEO can help search engines better navigate and crawl your site.

The strategic use of these factors makes search engine optimization a science, but the unpredictability involved makes it an art.

Ultimately, the goal is to rank on the first page of a search engine's result page. This ensures that those searching for a specific query related to your brand can easily find your products or services. While there are many search engines, digital marketers often focus on Google since it's a global leader in the search engine market.

In SEO, there's no quantifiable rubric or consistent rule for ranking highly on search engines. Google and other search engines change their algorithm almost constantly, so it's impossible to make exact predictions. What you can do is closely monitor your page's performance and make adjustments to your strategy accordingly.

Content marketing

As mentioned, the quality of your content is a key component of an optimized page. As a result, SEO is a major factor in content marketing, a strategy based on the distribution of relevant and valuable content to a target audience.

As in any marketing strategy, the goal of content marketing is to attract leads that ultimately convert into customers. But it does so differently than traditional advertising. Instead of enticing prospects with potential value from a product or service, it offers value for free in the form of written material, such as:

- Blog posts
- E-books
- Newsletters
- Video or audio transcripts
- Whitepapers
- Infographics

Content marketing matters, and there are plenty of stats to prove it:

- 84% of consumers expect companies to produce entertaining and helpful content experiences
- 62% of companies that have at least 5,000 employees produce content daily
- 92% of marketers believe that their company values content as an important asset

As effective as content marketing is, it can be tricky. Content marketing writers need to be able to rank highly in search engine results while also engaging people who will read the material, share it, and interact further with the brand. When the content is relevant, it can establish strong relationships throughout the pipeline.

To create effective content that's highly relevant and engaging, it's important to identify your audience. Who are you ultimately trying to reach with your content marketing efforts? Once you have a better grasp of your audience, you can determine the type of content you'll create. You can use many formats of content in your content marketing, including videos, blog posts, printable worksheets, and more.

Regardless of which content you create, it's a good idea to follow content marketing best practices. This means making content that's grammatically correct, free of errors, easy to understand, relevant, and interesting. Your content should also funnel readers to the next stage in the pipeline, whether that's a free consultation with a sales representative or a signup page.

Social media marketing

Social media marketing means driving traffic and brand awareness by engaging people in discussion online. You can use social media marketing to highlight your brand, products, services, culture, and more. With billions of people spending their time engaging on social media platforms, focusing on social media marketing can be worthwhile.

The most popular digital platforms for social media marketing are Facebook, Twitter, and Instagram, with LinkedIn and YouTube not far behind. Ultimately, which social media platforms you use for your business depends on your goals and audience. For example, if you want to find new leads for your FinTech startup, targeting your audience on LinkedIn is a good idea since industry professionals are active on the platform. On the other hand, running social media ads on Instagram may be better for your brand if you run a B2C focused on younger consumers.

Because social media marketing involves active audience participation, it has become a popular way of getting attention. It's the most popular content medium for B2C digital marketers at 96%, and it's gaining ground in the B2B sphere as well. According to the Content Marketing Institute, 61% of B2B content marketers increased their use of social media this year.

Social media marketing offers built-in engagement metrics, which are extremely useful in helping you to understand how well you're reaching your audience. You get to decide which types of interactions mean the most to you, whether that means the number of shares, comments, or total clicks to your website.

Direct purchase may not even be a goal of your social media marketing strategy. Many brands use social media marketing to start dialogues with audiences rather than encourage them to spend money right away. This is especially common in brands that target older audiences or offer products and services not appropriate for impulse buys. It all depends on your company's social media marketing goals.

To create an effective social media marketing strategy, it's crucial to follow best practices. Here are a few of the most important social media marketing best practices:

- Craft high-quality and engaging content
- Reply to comments and questions in a professional manner
- Create a social media posting schedule
- Post at the right time
- Hire social media managers to support your marketing efforts
- Know your audience and which social media channels they're most active on

To learn more about how Mailchimp can help with your social media strategy, check out the comparison of our free social media management tools versus others.

Pay-per-click marketing

Pay-per-click, or PPC, is a form of digital marketing in which you pay a fee every time someone clicks on your digital ads. So, instead of paying a set amount to constantly run targeted ads on online channels, you only pay for the ads individuals interact with. How and when people see your ad is a bit more complicated.

One of the most common types of PPC is search engine advertising, and because Google is the most popular search engine, many businesses use Google Ads for this purpose. When a spot is available on a search engine results page, also known as a SERP, the engine fills the spot with what is essentially an instant auction. An algorithm prioritizes each available ad based on a number of factors, including:

- Ad quality
- Keyword relevance
- Landing page quality
- Bid amount

PPC ads are then placed at the top of search engine result pages based on the factors above whenever a person searches for a specific query.

Each PPC campaign has 1 or more target actions that viewers are meant to complete after clicking an ad. These actions are known as conversions, and they can be transactional or non-transactional. Making a purchase is a conversion, but so is a newsletter signup or a call made to your home office.

Whatever you choose as your target conversions, you can track them via your chosen digital marketing channels to see how your campaign is doing.

Affiliate marketing

Affiliate marketing is a digital marketing tactic that lets someone make money by promoting another person's business. You could be either the promoter or the business who works with the promoter, but the process is the same in either case.

It works using a revenue sharing model. If you're the affiliate, you get a commission every time someone purchases the item that you promote. If you're the merchant, you pay the affiliate for every sale they help you make.

Some affiliate marketers choose to review the products of just 1 company, perhaps on a blog or other third-party site. Others have relationships with multiple merchants.

Whether you want to be an affiliate or find one, the first step is to make a connection with the other party. You can use digital channels designed to connect affiliates with retailers, or you can start or join a single-retailer program.

If you're a retailer and you choose to work directly with affiliates, there are many things you can do to make your program appealing to potential promoters. You'll need to provide those affiliates with the tools that they need to succeed. That includes incentives for great results as well as marketing tools and pre-made materials.

Native advertising

Native advertising is digital marketing in disguise. Its goal is to blend in with its surrounding content so that it's less blatantly obvious as advertising.

Native advertising was created in reaction to the cynicism of today's consumers toward ads. Knowing that the creator of an ad pays to run it, many consumers will conclude that the ad is biased and consequently ignore it.

A native ad gets around this bias by offering information or entertainment before it gets to anything promotional, downplaying the "ad" aspect.

It's important to always label your native ads clearly. Use words like "promoted" or "sponsored." If those indicators are concealed, readers might end up spending significant time engaging with the content before they realize that it's advertising.

When your consumers know exactly what they're getting, they'll feel better about your content and your brand. Native ads are meant to be less obtrusive than traditional ads, but they're not meant to be deceptive.

Influencer marketing

Like affiliate marketing, influencer marketing relies on working with an influencer–an individual with a large following, such as a celebrity, industry expert, or content creator–in exchange for exposure. In many cases, these influencers will endorse your products or services to their followers on several social media channels.

Influencer marketing works well for B2B and B2C companies who want to reach new audiences. However, it's important to partner with reputable influencers since they're essentially representing your brand. The wrong influencer can tarnish the trust consumers have with your business.

Marketing automation

Marketing automation uses software to power digital marketing campaigns, improving the efficiency and relevance of advertising. As a result, you can focus on creating the strategy behind your digital marketing efforts instead of cumbersome and time-consuming processes.

While marketing automation may seem like a luxury tool your business can do without, it can significantly improve the engagement between you and your audience.

According to statistics:

- 90% of US consumers find personalization either "very" or "somewhat" appealing
- 81% of consumers would like the brands they engage with to understand them better
- 77% of companies believe in the value of real-time personalization, yet 60% struggle with it

Marketing automation lets companies keep up with the expectation of personalization. It allows brands to:

- Collect and analyze consumer information
- Design targeted marketing campaigns
- Send and post digital marketing messages at the right times to the right audiences

Many marketing automation tools use prospect engagement (or lack thereof) with a particular message to determine when and how to reach out next. This level of real-time customization means that you can effectively create an individualized marketing strategy for each customer without any additional time investment.

Mailchimp's marketing automation tools ensure you can interact with your audience via behavior-based automations, transactional emails, date-based automations, and more.

Email marketing

The concept of email marketing is simple—you send a promotional message and hope that your prospect clicks on it. However, the execution is much more complex. First of all, you have to make sure that your emails are wanted. This means having an opt-in list that does the following:

- Individualizes the content, both in the body and in the subject line
- States clearly what kind of emails the subscriber will get
- An email signature that offers a clear unsubscribe option
- Integrates both transactional and promotional emails

You want your prospects to see your campaign as a valued service, not just as a promotional tool.

Email marketing is a proven, effective technique all on its own: 89% of surveyed professionals named it as their most effective lead generator.

It can be even better if you incorporate other digital marketing techniques such as marketing automation, which lets you segment and schedule your emails so that they meet your customer's needs more effectively.

If you're considering email marketing, here are a few tips that can help you craft great email marketing campaigns:

- Segment your audience to send relevant campaigns to the right people
- Ensure emails look good on mobile devices
- Create a campaign schedule
- Run A/B tests

Mobile marketing

Mobile marketing is a digital marketing strategy that allows you to engage with your target audience on their mobile devices, such as smartphones and tablets. This can be via SMS and MMS messages, social media notifications, mobile app alerts, and more.

It's crucial to ensure that all content is optimized for mobile devices. According to the Pew Research Center, 85% of Americans own a smartphone, so your marketing efforts can go a long way when you create content for computer and mobile screens.

The benefits of digital marketing

Digital marketing has become prominent largely because it reaches such a wide audience of people. However, it also offers a [number of other advantages](#) that can boost your marketing efforts. These are a few of the benefits of digital marketing.

A broad geographic reach

When you post an ad online, people can see it no matter where they are (provided you haven't limited your ad geographically). This makes it easy to grow your business's market reach and connect with a larger audience across different digital channels.

Cost efficiency

Digital marketing not only reaches a broader audience than traditional marketing but also carries a lower cost. Overhead costs for newspaper ads, television spots, and other traditional marketing opportunities can be high. They also give you less control over whether your target audiences will see those messages in the first place.

With [digital marketing](#), you can create just 1 content piece that draws visitors to your blog as long as it's active. You can create an email marketing campaign that delivers messages to targeted customer lists on a schedule, and it's easy to change that schedule or the content if you need to do so.

When you add it all up, digital marketing gives you much more flexibility and customer contact for your ad spend.

Quantifiable results

To know whether your marketing strategy works, you have to find out how many customers it attracts and how much revenue it ultimately drives. But how do you do that with a non-digital marketing strategy?

There's always the traditional option of asking each customer, "How did you find us?"

Unfortunately, that doesn't work in all industries. Many companies don't get to have one-on-one conversations with their customers, and surveys don't always get complete results.

With digital marketing, results monitoring is simple. Digital marketing software and platforms automatically track the number of desired conversions that you get, whether that means email open rates, visits to your home page, or direct purchases.

Easier personalization

Digital marketing allows you to [gather customer data](#) in a way that offline marketing can't. Data collected digitally tends to be much more precise and specific.

Imagine you offer financial services and want to send out special offers to internet users people who have looked at your products. You know you'll get better results if you target the offer to the person's interest, so you decide to prepare 2 campaigns. One is for young families who have looked at your life insurance products, and the other is for millennial entrepreneurs who have considered your retirement plans.

How do you gather all of that data without automated tracking? How many phone records would you have to go through? How many customer profiles? And how do you know who has or hasn't read the brochure you sent out?

With digital marketing, all of this information is already at your fingertips.

More connection with customers

Digital marketing lets you communicate with your customers in real-time. More importantly, it lets them communicate with you.

Think about your social media strategy. It's great when your target audience sees your latest post, but it's even better when they comment on it or share it. It means more buzz surrounding your product or service, as well as increased visibility every time someone joins the conversation.

Interactivity benefits your customers as well. Their level of engagement increases as they become active participants in your brand's story. That sense of ownership can create a strong sense of brand loyalty.

Easy and convenient conversions

Digital marketing lets your customers take action immediately after viewing your ad or content. With traditional advertisements, the most immediate result you can hope for is a phone call shortly after someone views your ad. But how often does someone have the time to reach out to a company while they're doing the dishes, driving down the highway, or updating records at work?

With digital marketing, they can click a link or save a blog post and move along the sales funnel right away. They might not make a purchase immediately, but they'll stay connected with you and give you a chance to interact with them further.

How to create a digital marketing strategy

For many small businesses and beginner digital marketers, getting started with digital marketing can be difficult. However, you can create an effective digital marketing strategy to increase brand awareness, engagement, and sales by using the following steps as your starting point.

Set SMART goals

Setting specific, measurable, achievable, relevant, and timely (SMART) goals is crucial for any marketing strategy. While there are many goals you may want to achieve, try to focus on the ones that will propel your strategy forward instead of causing it to remain stagnant.

Identify your audience

Before starting any marketing campaign, it's best to identify your target audience. Your target audience is the group of people you want your campaign to reach based on similar attributes, such as age, gender, demographic, or purchasing behavior. Having a good understanding of your target audience can help you determine which digital marketing channels to use and the information to include in your campaigns.

Create a budget

A budget ensures you're spending your money effectively towards your goals instead of overspending on digital marketing channels that may not provide the desired results. Consider your SMART goals and the digital channel you're planning to use to create a budget.

Select your digital marketing channels

From content marketing to PPC campaigns and more, there are many digital marketing channels you can use to your advantage. Which digital marketing channels you use often depends on your goals, audience, and budget.

Refine your marketing efforts

Make sure to analyze your campaign's data to identify what was done well and areas for improvement once the campaign is over. This allows you to create even better campaigns in the future. With the help of digital technologies and software, you can obtain this data in an easy-to-view dashboard. Mailchimp's digital marketing analytics reports will help you keep track of all your marketing campaigns in one centralized location.

Digital marketing creates growth

Digital marketing should be one of the primary focuses of almost any business's overall marketing strategy. Never before has there been a way to stay in such consistent contact with your customers, and nothing else offers the level of personalization that digital data can provide. The more you embrace the possibilities of digital marketing, the more you'll be able to realize your company's growth potential.

Take your business to the next lev

What is Digital Marketing?

Digital marketing is a form of marketing where businesses promote their products and services through digital platforms like social media, emails, blogs and digital advertising. The process includes building a digital presence and setting up campaigns to target the right audience.

The Digital Marketing Job Role Is Constantly Evolving

One of the reasons a digital marketing career is so exciting is that because the field is constantly evolving as different platforms are introduced. A digital marketing manager is always scoping out trends and seeing how they impact discoverability.

Building experience in digital marketing encompasses just about every facet of a brand's presence online. As search engines roll out new updates, digital marketing managers determine how they impact website rankings. From there, the entire marketing team works together to create a [strategy](#).

Why Digital Marketing Job Roles Are the Future?

While [traditional marketing](#) still has its place in the world, digital marketing is quickly taking over thanks to affordability and analytics.

Marketing managers are now able to see exactly where people are coming from, what they're doing on the website, and which tactics produce the highest ROI. This data-driven approach makes it easier for professionals to prove their worth, and for leaders to see which strategies are most effective. Successes to be replicated over again, eliminating the guesswork for future campaigns.

Is There a High Demand for Digital Marketing Jobs?

The Digital Marketing market is further expected to scale with a [CAGR of 32.1% by 2028](#), with a value of USD 24.1 billion. There will be close to [6 billion internet users](#) by 2027. The demand for skilled digital marketers will only increase in the coming years. All these factors show that now is the best time to learn new skills and kickstart your career!

What Is the Demand for Digital Marketers?

According to LinkedIn, the "Digital Marketing Specialist["](#) role is among the top 10 most in-demand jobs, with [860,000 job openings](#). The most requested experience in digital marketing includes social media, content strategy, SEO, analytics, and more.

Because there are so many facets to digital marketing strategy, the number of related jobs is quite high. In fact, the industry is facing a crisis — the digital skills gap. A LinkedIn survey found a shortage of about [230,000 digital marketing professionals](#) in major metro areas in the U.S. With so many jobs and not enough professionals to fill them, now is the perfect time to get started in [digital marketing.](#)

How to Get Started With a Digital Marketing Role

As you get started in digital marketing, it's important to understand the key specialties within the industry. There are many [digital marketing job roles](#) to consider, each with their own sets of skills to master.

1. Email Marketing

[Email marketing sounds pretty self-explanatory](#) — you send emails to targeted lists. But it's that targeting that requires specialized skills.

Marketing emails are sent to lists of customers and prospects to drum up business and build awareness of products and services. They're also frequently sent out to engage audiences, even when there's no hard sale. It's the email marketer's job to test different subject lines, text, and formats to see which emails get the most attention.

[Average salary for Email Marketing Manager](#): $65,834

2. Search Engine Optimization (SEO)

No matter what your experience looks like, [Search Engine Optimization](#) will probably play a significant role in digital marketing. It's the backbone of every piece of content that's written since all content has the goal of discoverability.

The digital marketing career outlook for SEO specialists is strong. There is a great need for professionals who understand social media, content quality scoring, competitive analysis,

mobile search, and [website analytics.](#) These bases all must be covered to maximize online traffic.

[Average salary for SEO Manager](#): $62,621

3. Copywriting

As you gain experience in digital marketing, you'll realize just how much writing is involved in the process. [Copywriters](#) produce a wide range of content, including taglines, product descriptions, emails, ads, and more. They even produce non-digital content like direct mail and video scripts.

Copywriters obviously need a strong writing background, but beyond that they must be creative and curious. Their job revolves around getting people to pay attention in a world full of distractions.

[Average salary for Copywriter](#): $58,465

4. Content Writing

At first glance, content writing and copywriting may seem like the same digital marketing role, but as you get started in digital marketing, you'll see that they have two distinct jobs.

[Content writers](#) focus specifically on longer-form content that draws readers to the site and nurtures them throughout the sales cycle. They create whitepapers and case studies, blog posts, and eBooks that educate readers and keep them coming back for more.

[Average salary for Content Manager](#): $56,779

Demystifying Digital Marketing Careers in 2024

Free Webinar | 3 Nov, Friday | 9 PM IST REGISTER NOW!

5. Social Media Marketing

It's no secret that [social media marketing](#) is a huge part of digital marketing. Social media managers promote brands on networks like Facebook, Twitter, Instagram, and LinkedIn and others.

Social media managers develop campaign strategies, videos, and graphics; and research audience trends to get in front of the right people. It's a job that bridges writing, design, and project management, and often requires the ability to work off-hours to respond to incoming messages. Experience in digital marketing and building communities is a must.

[Average salary for Social Media Marketer](#): $50,473

6. Advertising

The field of advertising has changed significantly over the past few decades, with digital advertising taking a dominant role in digital marketing.

Advertisers are responsible for matching the right products to the right audiences. They build relationships with media brands to determine what types of content will work best for each outlet and negotiate rates and terms that appeal to both parties. Digital advertising has a great digital marketing career outlook for competitive creatives seeking a fast-paced, people-oriented environment.

[Average salary for Digital Advertising Specialist](#): $51,272

Go From Beginner to Expert in Just 8 Months!

With Purdue PG Digital Marketing Program EXPLORE COURSE

7. Search Engine Marketing (SEM)

[Search Engine Marketing](#) is often confused with Search Engine Optimization, but the main difference is that SEM includes paid tactics. SEM managers research keyword trends to see what people are searching for and determine the appropriate amount to bid for such terms so

the company pages appear in search results. It's a blend of SEO and advertising that helps draw traffic to the website.

There are numerous tools and platforms used to research search terms, manage bidding, and perform A/B tests to see which variations are most effective. SEM managers must be highly analytical and data-driven to succeed.

Average salary for SEM Manager: $74,399

What is the Average Salary for a Digital Marketer?

The salary of a Digital Marketer varies depending on your education, experience, location, job title and skills. Here is the average salary of a Digital Marketing Manager across the world:

Country	Salary Per Annum
India	₹ 6.4 LPA
USA	$122,118
Australia	$109,857
UK	£50,683
Germany	€56,189

Start Training to Land a Digital Marketing Job Role

Simplilearn's [Post Graduate Digital Marketing Program](#), in partnership with Purdue University, prepares you to become a complete digital marketer. One of the world's fastest-growing disciplines, this digital marketing certification course will help increase your job market value.

Whether you're looking to start a new career in digital marketing or just wish to add digital to your existing skill set, our program will make you industry-ready on day one. You'll acquire the right skills through extensive hands-on practice on a wide range of projects that will enable you to create and execute your own digital marketing campaigns.

FAQs

Q1. Why choose a career in Digital Marketing?

The digital marketing field is constantly evolving. Since different platforms are being introduced, people are attracted to this field. The wide range of discoverable options in terms of salary is creating a strong impact on the candidates, making them choose it as a career option.

Q2. How do I get a job in Digital Marketing?

Firstly, get to know the basics of digital marketing. Become an SEO expert and get Google Ads Certification. Become an expert in Google Analytics and get a job as a freelancer to explore more options. Get a real internship to gain experience. Apply for a full-time job in the company of your choice.

Q3. How can I grow my career in Digital Marketing?

Take continuous training and online courses and become certified. Explore multiple options to stay on top of trends. Learn more about data analytics. Connect with the sales team and build a personal brand to grow your career in digital marketing.

Q4. What is the average salary for a Digital Marketer?

The average salary of a digital marketer at the beginner level is Rs 3.0 Lacs to 4.0 Lacs per annum. The salary depends upon various factors like organization, skills, and place of work.

Q5. Do I need a degree in Digital Marketing?

You don't necessarily need a degree in digital marketing. However, a few companies ask for it during job interviews, but it's unimportant. Having a good knowledge of the field and how it works will make you a desirable candidate.

Q6. What skills do I need for Digital Marketing?

To become a digital marketing specialist, you need to know about data analysis, SEO & SEM, CRM, content creation, communication skills, social media management, and basic design skills.

Q7. Is Digital Marketing a good career?

Digital marketing is a well-paid job. At the executive level, the average salary of a digital marketer lies between INR 2,50,000 and 5,00,000. The salary grows with experience and can reach up to INR 8,00,000 to 10,00,000.

Become One of The Highest Paid Digital Marketer

With Purdue Digital Marketing PG Program EXPLORE COURSE

Q8. Can you get into Digital Marketing with no experience?

Anyone can get into digital marketing even though they do not have any prior experience. All they need to have is profound knowledge about the field and how it works, and they must possess the basic skills that a digital marketer requires.

Q9. Do you need a degree to be a Digital Marketer?

You don't need a degree to be a digital marketer. Starting small businesses or working at startups can help you get relevant experience in digital marketing. However, you can excel in a corporate marketing job if you have a degree.

Q10. Is there a demand for Digital Marketers?

With 860,000 job openings, Digital Marketing Specialist is among the top 10 most in-demand jobs, as per LinkedIn. You need to have experiences in digital marketing fields, such as social media, content strategy, SEO, and more.

Q11. Is Digital Marketing a dying career?

The future of digital marketing is bright and promising. In 2022, the field saw tremendous growth. The field may change; however, it won't die. Over time, marketers tend to adapt to the change to increase their reach to their customers.

Q12. Is there a future in Digital Marketing?

Digital marketing has seen a steady increase in recent years. With the growth in social media, the field also seems to go upward in the upcoming years. There will be numerous opportunities in this domain. For that, every digital marketer must keep up with the latest trends to stand ahead in the field.

Find our Post Graduate Program in Digital Marketing Online Bootcamp in top cities:

Name	Date	Place	
[Post Graduate Program in Digital Marketing](#)	Cohort starts on 9th Nov 2023, Weekend batch	Your City	[View D](#)
[Digital Marketing Course in Hyderabad](#)	Cohort starts on 30th Nov 2023, Weekend batch	Hyderabad	[View D](#)
[Digital Marketing Course in Pune](#)	Cohort starts on 4th Jan 2024, Weekend batch	Pune	

Future Scope: In the future there were more people, jobs, oppurtunities and many more I this version and technology and this is most important since we can analysis several methods this will give better representations and many. So, we can say that it will be most commonly used one in upcoming days as above mentioned.

Navigation

This milestone explains about navigation.

Navigate to

Choose Any Format

This milestone explains about choosing the format.

Choose Any Format
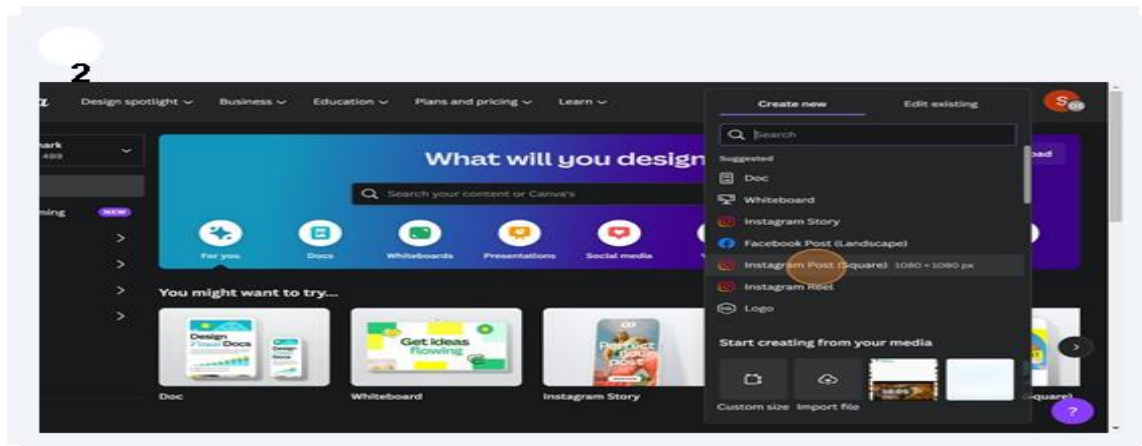
Create Design

This milestone explains about creating design

Click Design And Search Templates Using Keywords

Click design and search templates using keywords
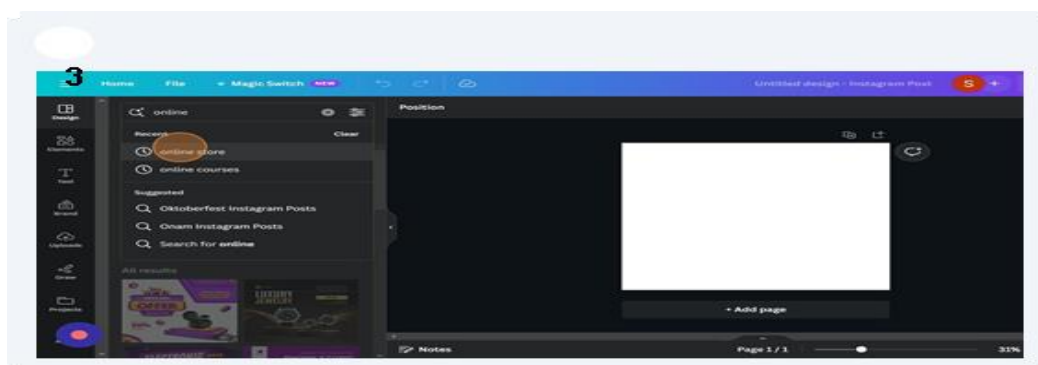
Choose A Template

This milestone explains about choosing the template.

Choose A Template

choose a template
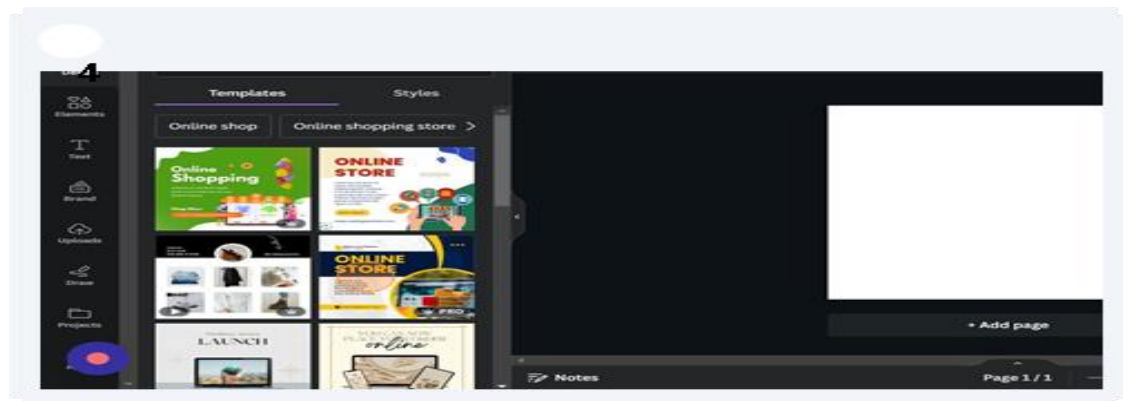
Click "Uploads"

This milestone explains about uploading.

Click "Uploads"

Click "Uploads"
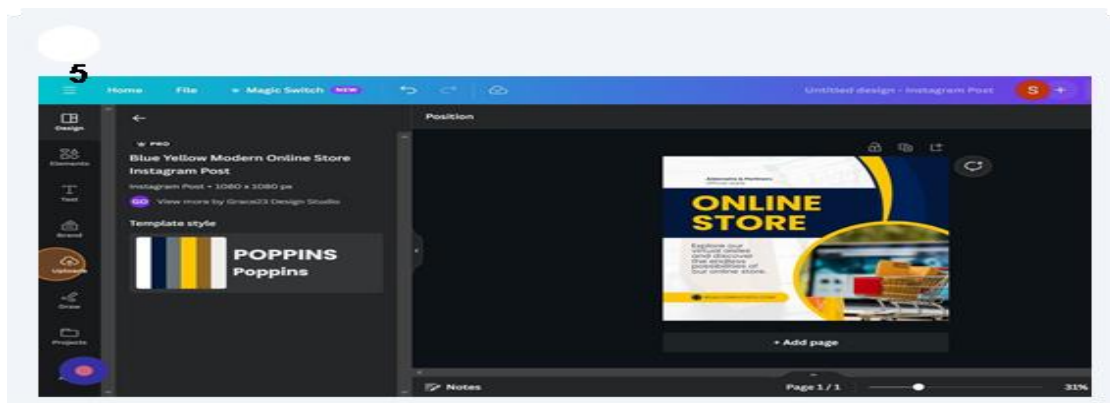
Upload - Logo

This milestone explains about uploading the logo.

Upload - Logo

add your logo to the poster
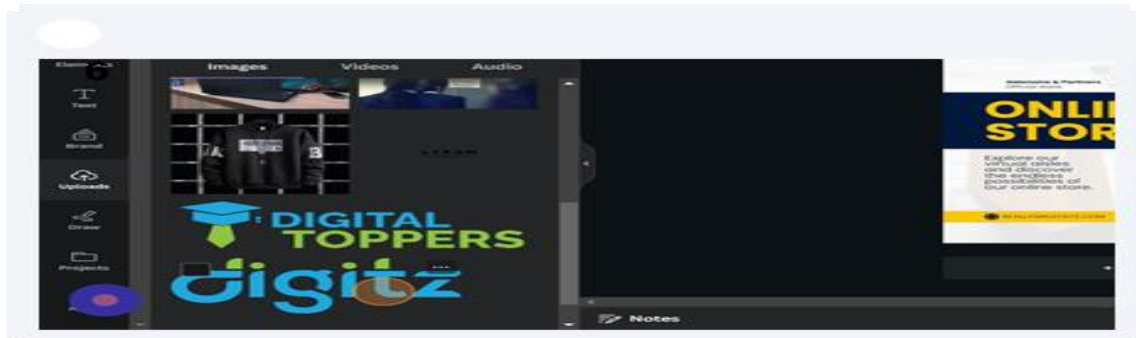
Resize Logo

This milestone explains about Resizing Logo

Add Your Logo To The Poster

add your logo to the poster.
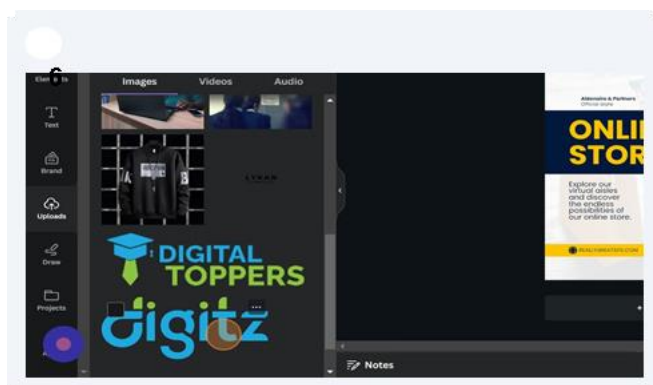
Click The Logo And Resize

Click the logo and resize it by adjusting the edges and drag it to the top of poster.
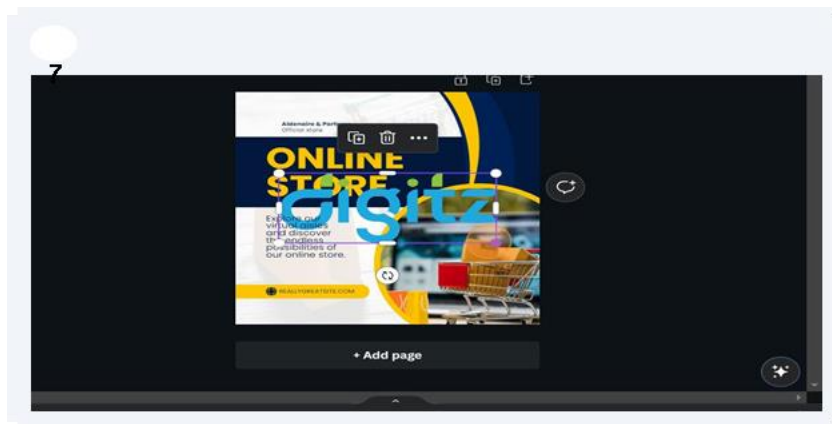
Edit Text Content

This milestone explains about editing the text content.

Select The Contents

select the contents you want to edit and add your own content
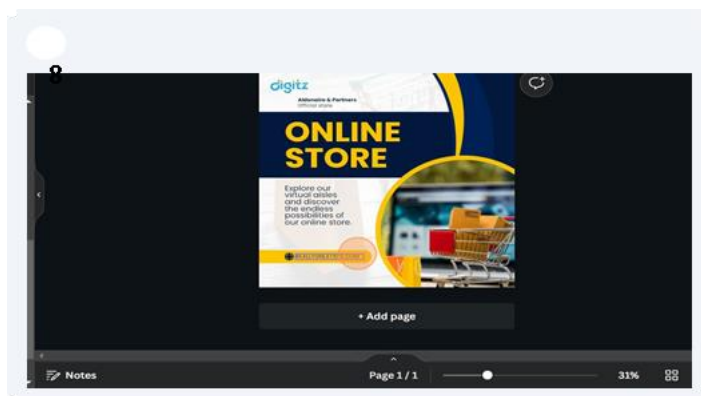
Text Effects

This milestone explains about text effects.

Click "Effects" To Add Styles To Your Content

Click "Effects" to add styles to your content
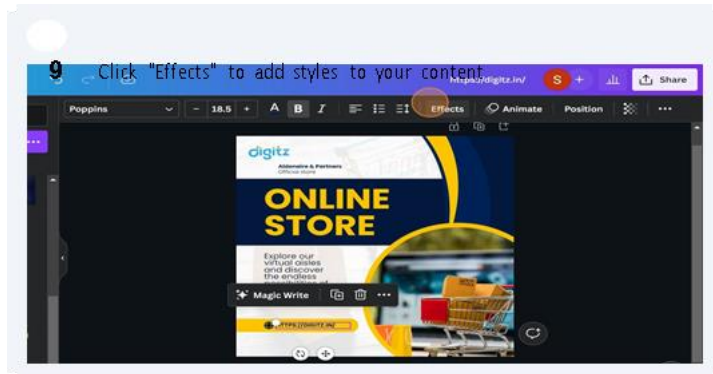
Pick A Style And Select It

pick a style and select it.
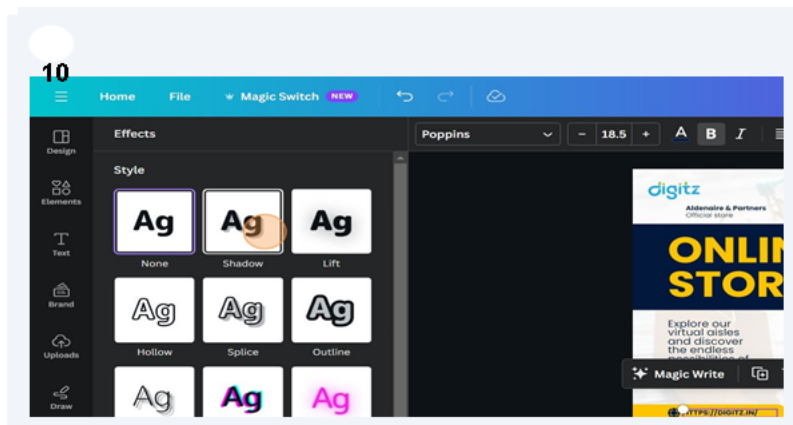
Click Elements Icon To Add Different Icons, Images, Graphics Etc

Click elements icon to add different icons, images, graphics etc
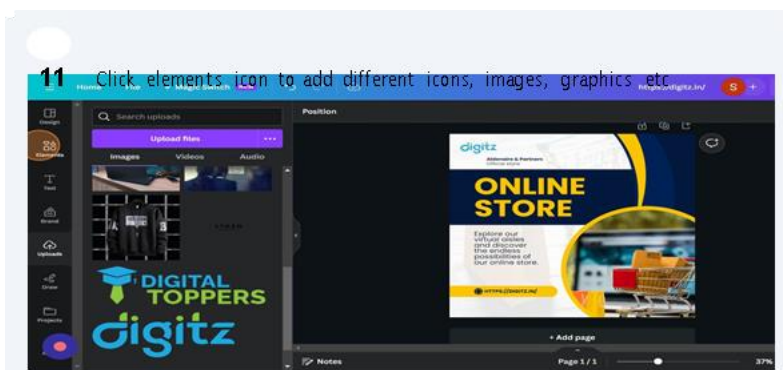
Search What You Want And Select It

search what you want and select it
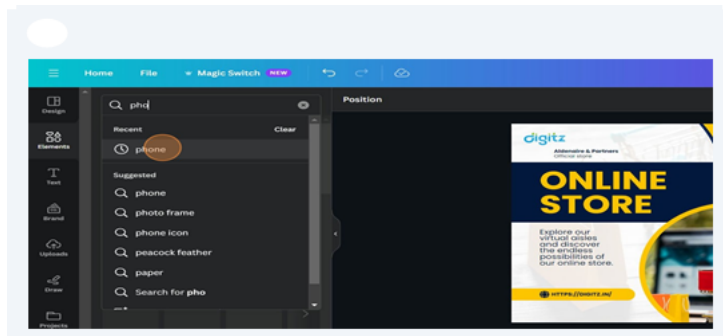
Elements - Add Graphics

This milestone explains about Elements - Add Graphics.

Click "See All" To See All The Graphics And Pick One You Want

Click "See all" to see all the graphics and pick one you want
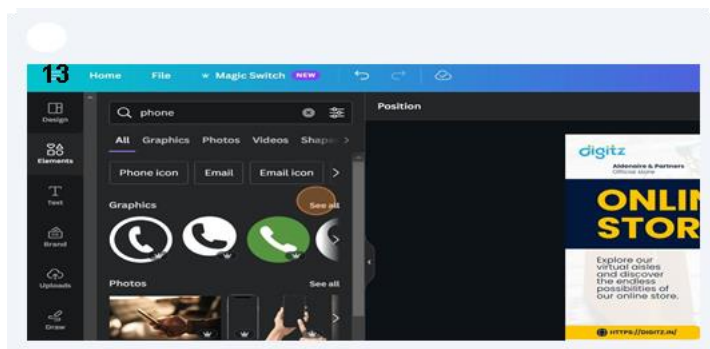
Select The Text And Choose A Font Style Of Your Liking

select the text and choose a font style of your liking.
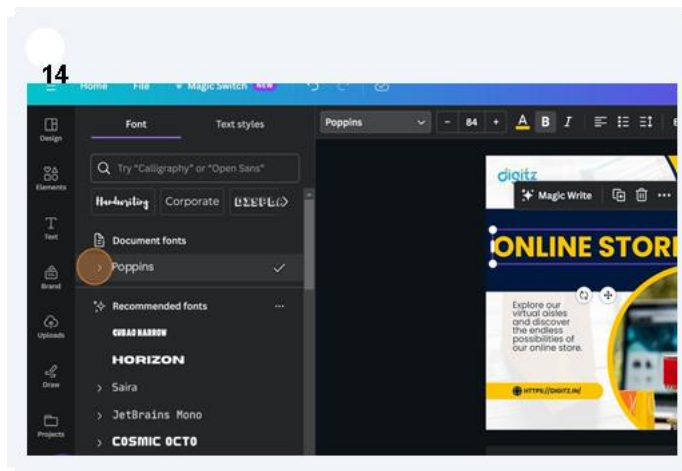
Click This Icon To Duplicate It

Click this icon to duplicate it.
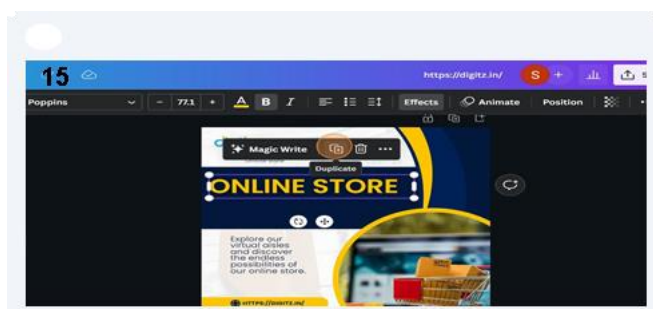
Select The Duplicated Text And Edit It

select the duplicated text and edit it
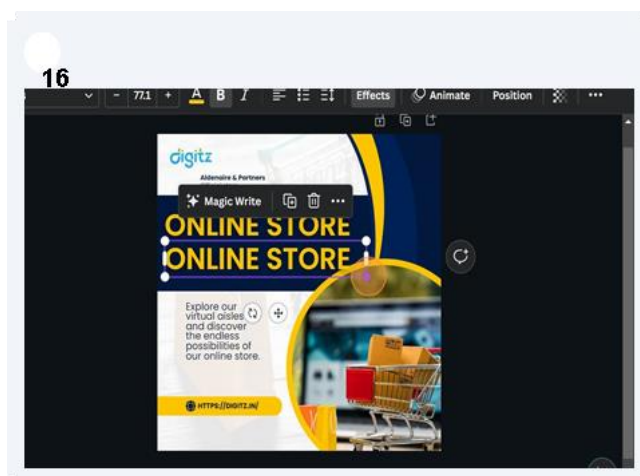
Letter Spacing & Line Spacing

This milestone explains about Letter Spacing & Line Spacing.

Select This To Change The Size Of The Text

select this to change the size of the text
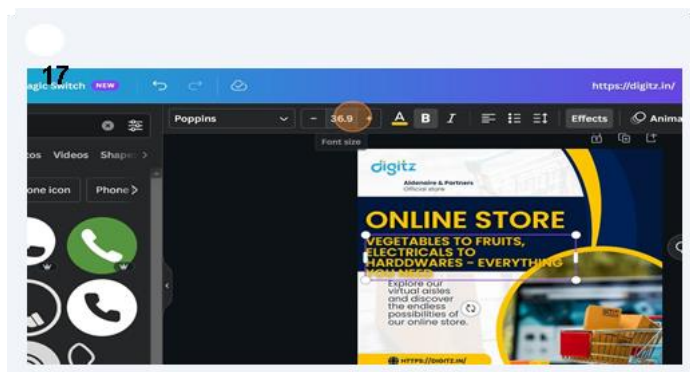
Change It Upper Case Or Lower Case

click the 3 dots and select aA to change it upper case or lower case.
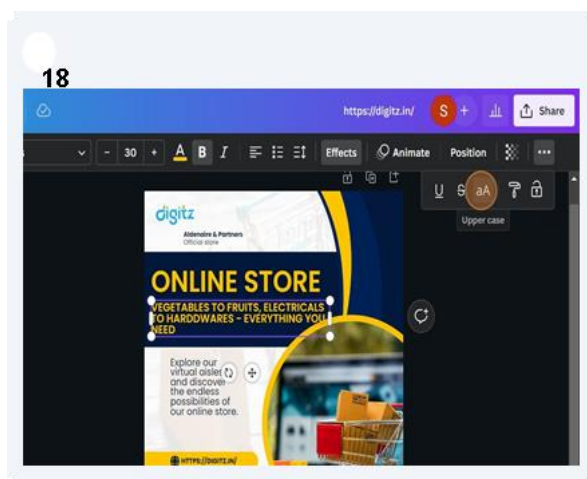
Change It Upper Case Or Lower Case

click the 3 dots and select aA to change it upper case or lower case.
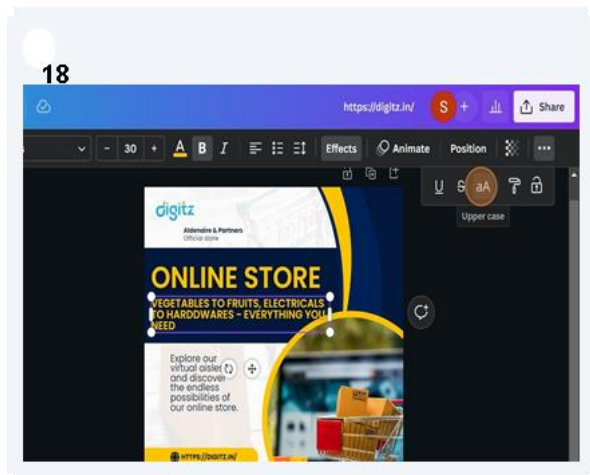
Edit The Elements On The Design

select any element on the design and click the lock icon to lock it in one position,so it can't overlap with other elements when

you edit them.
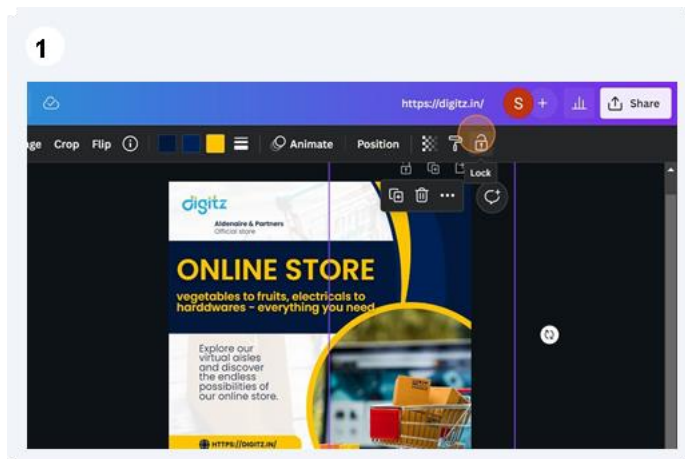
Selecting The Multiple Elements.

select two or three elements to group them as single element. after grouping itwill be easier to move or resize them.

20 select two or three elements to group them as single element. after grouping it will be easier to move or resize them
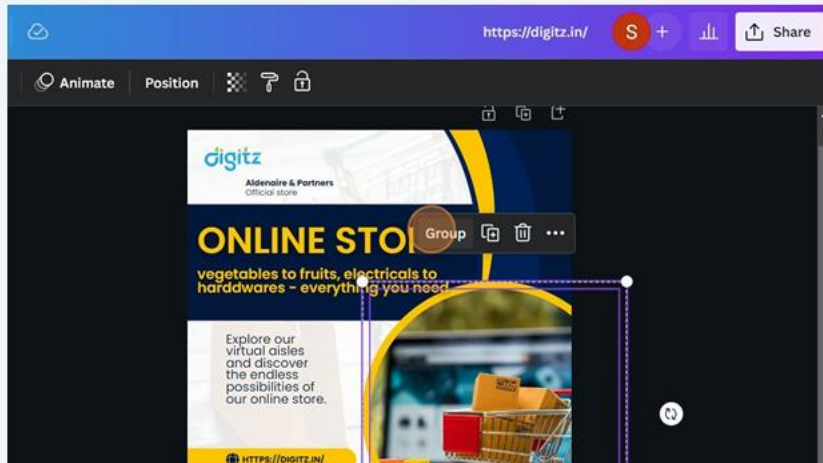
Letter Spacing & Line Spacing

Letter Spacing & Line Spacing

Click here to add letter spacing and line spacing if needed

21
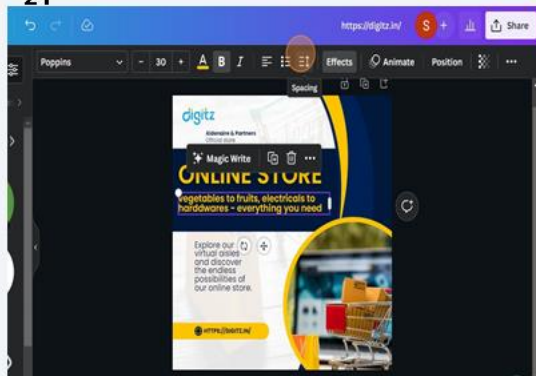
Click This Range Field

This milestone explains about Click this range field

Click This Range Field

Click this range field.
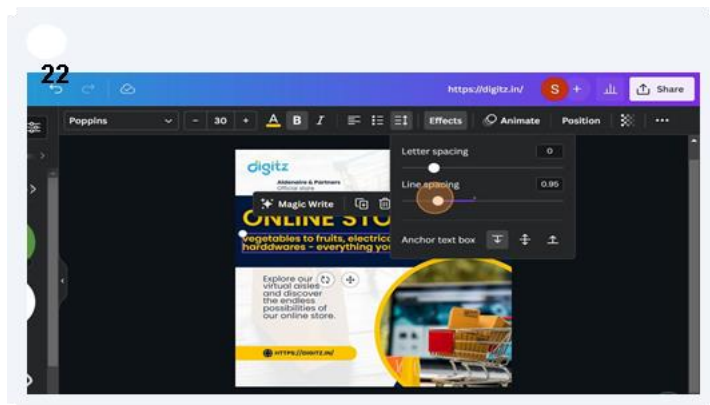
Layers

This milestone explains about the layers.

Changing The Colour Of The Font

Changing the color of the Font.
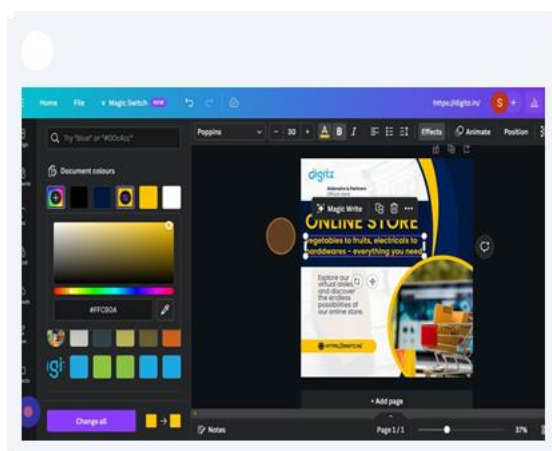
Elements - Images

Elements - Images:

Click this 3 dots to edit an element
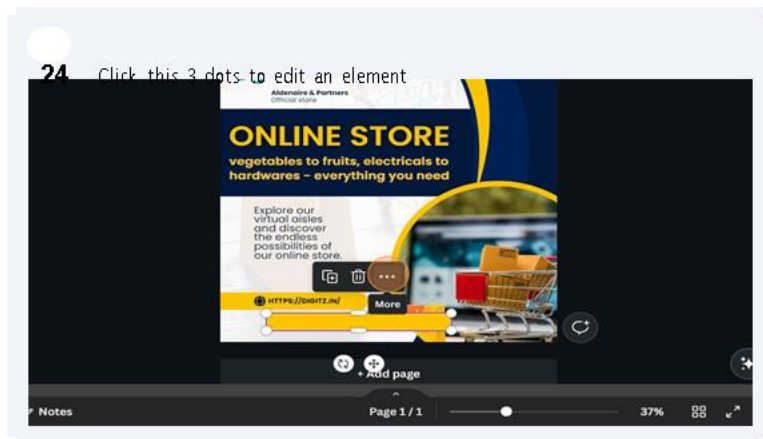
Select Layer And Click Send Backward

select layer and click send backward.
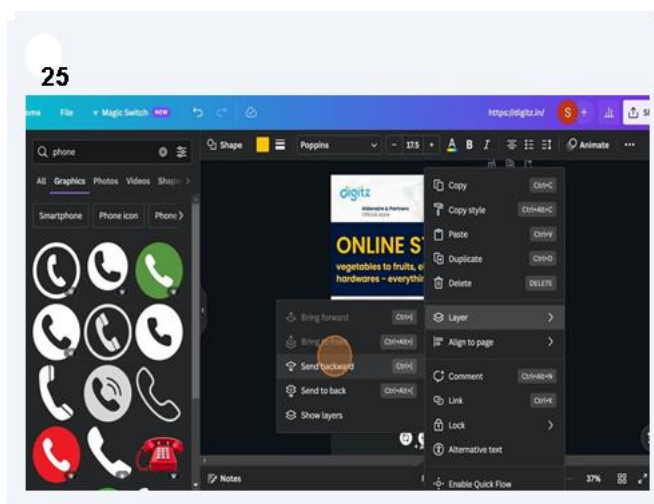
Select The Graphics You Need

select the graphics you need
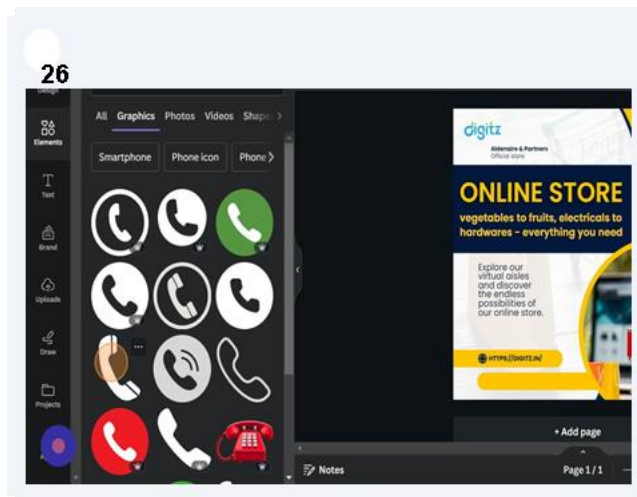
Resize It

Resize it
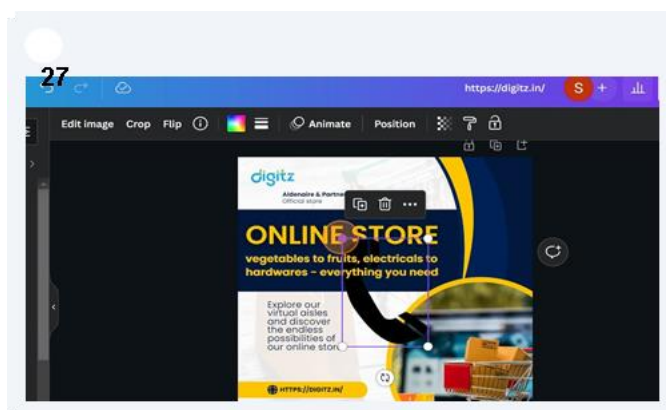
Place It Where You Need
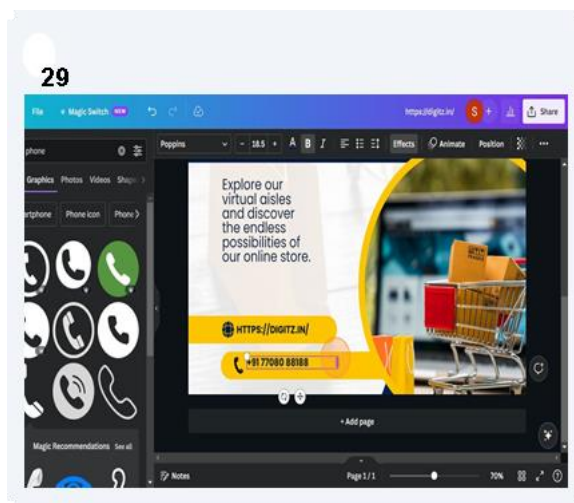
place it where you need
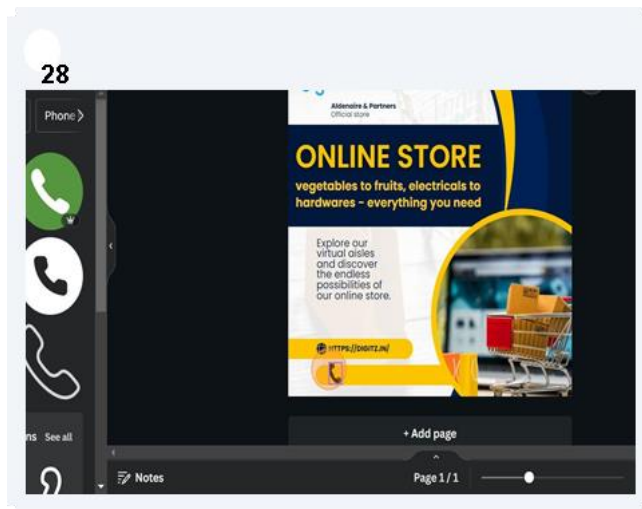
Add Your Contents

add your contents

Adjust The Length If You Need

adjust the length if you need.
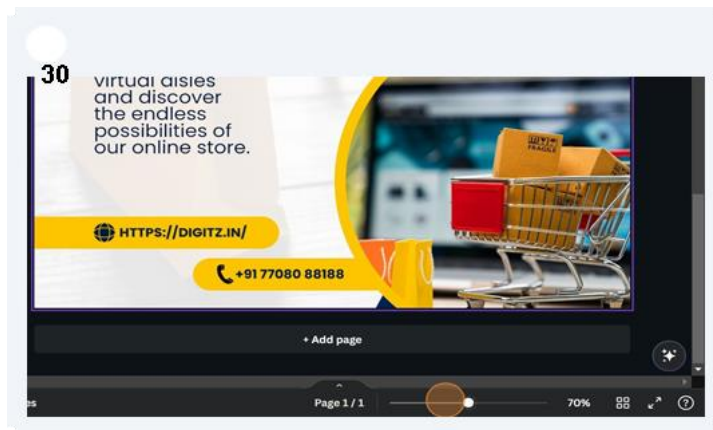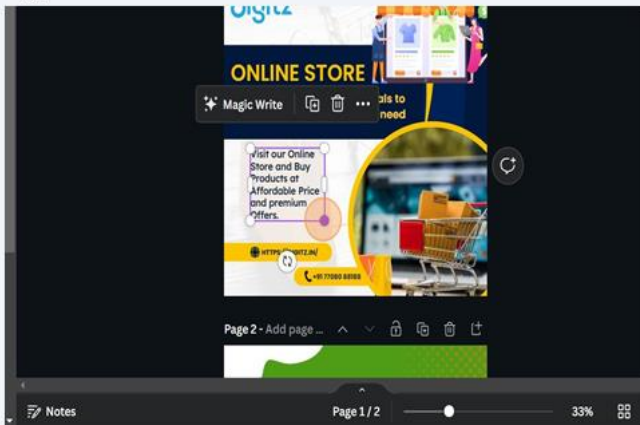
Add Images If You Need And Resize Them

Add images if you need and resize them

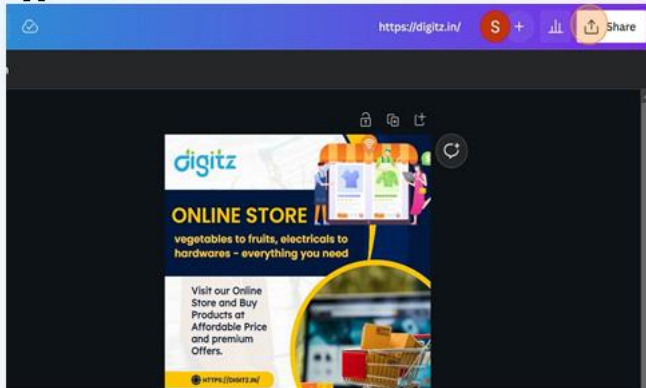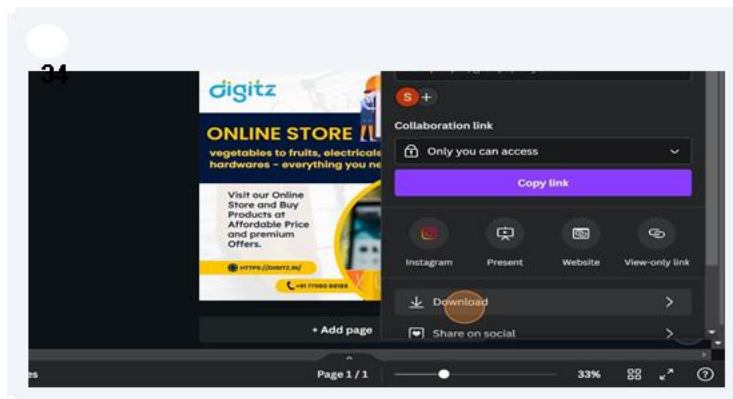## Add Your Own Contents

add your own contents

Click This Icon

Click this icon.

Click "Download"

Click "Download"

These were the required steps to be followed:

Advantages :

- Simple representations
- Accurate
- Efficient
- Easy to understand
- Commonly used
- Data can be studied simply

Disadvantages:

- Complex to design
- Too sensitive for data changes

Conclusion: This brings us to the conclusion of DIGITAL MARKETING for Beginners. We learned what data analytics is, the need for DIGITAL MARKETING involved in it. Then, we looked at the various tools used in data analytics and the application of DIGITAL MARKETING. Finally, we saw a case study on Walmart and performed a demonstration.