

# WHAT IS THE SCOPE OF DIGITAL MARKETING IN PAKISTAN IN 2020?



## **Digitization in Pakistan:**

The conversion of tasks and jobs that require abundance of efficiency, time and human effort are rapidly shifted towards machines all across the world. The use of computer machines and the ultra-giant worldwide network of Internet seems to be frequent in almost every industry across the globe. This influences the rise in Digitization. Slowly but surely, businesses across Pakistan are also adopting digitization to enhance their efficiency, market value, and communication tactics. Marketing has always been a big challenge for the businesses in Pakistan in order to attain a respectable growth. The digital revolution and rise of internet has enforced marketing automation which is considered as the best marketing solution for the businesses. Hereby, it has increased a valuable scope for the field of Digital Marketing in the country.

## **Skills Required To Start a Career in Digital Marketing:**

Targeting public is the main objective of Marketing. There are numerous Digital Marketing strategies that help in achieving business goals. To kick start a good career in the field of Digital Marketing, there

are several skills to learn. These skills sum up essential Digital Marketing strategies. Let us have a glance on these skills:

- **Search Engine Optimization:**

The top-most cream skill in the field of Digital Marketing is SEO. It refers to the enhancement in traffic of a website carried out by organic search.

- **Social Media Marketing:**

Another Digital Marketing skill to learn is SMM. This includes expertise of account maintenance, content creation, advertising, etc. for the growth of a brand.

- **Email Marketing:**

In Email Marketing, there is need to create campaigns through emails to deal with the clients. This also deals with the email scheduling for better workflow.

- **E-commerce Marketing:**

The domain of E-commerce Marketing is to promote online businesses. This includes techniques that aid in getting and retaining traffic on online marts.

## **Opportunities for Digital Marketers in Pakistan in 2020:**

As Digitization in Pakistan is growing at a rapid pace, the existing businesses and agencies are also digitizing. This conversion is creating opportunities for the people who aim to become Digital Marketers. Moreover, majority of the new businesses in the year 2020 are initiated through Digital operation. This is a reason due to which Digital Marketing is one of the cream fields for this era. Among multiple domains of Digital Marketing, the most demandable nowadays is Search Engine Optimization. We hope so that in Pakistan, Digital Marketing shall get more growth and demand in the upcoming years.

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