**Digital Marketing as a Career Option**

In today’s time, if you don’t have your business online, you’re already losing a huge market share. For any entrepreneur or business owner, it is essential to get familiar with the paradigms of online marketing. The pace of growth in this industry has been on an acceleration ever since e-commerce became a way of business Today, digital marketing is a valuable asset to business growth and helps to establish a sound online presence. As per a recent article by the “My Story” page, people spend 33% of their time on social media, therefore it makes perfect sense that you must make the best use of this figure. Also, in most cases, reaching out to the audience online is easier than offline means.

**Training Institute of Pune** offer **digital marketing course**amongst others to train youth and experienced professionals build a foundation for the same. Before that, let’s talk more about the learning areas as part of digital marketing.

**What is Digital Marketing?**

[Digital marketing](https://marketbusinessnews.com/financial-glossary/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](https://mailchimp.com/email-marketing/), [social media](https://mailchimp.com/marketing-glossary/social-media-marketing/), and web-based advertising, but also text and multimedia messages as a marketing channel.

## **Types of digital marketing**

# **Content Marketing:**

Content marketing is a [marketing strategy](https://mailchimp.com/resources/marketing-strategies-small-business/) used to attract, engage, and retain an audience by creating and sharing relevant articles, videos, podcasts, and other media. This approach establishes expertise, promotes brand awareness, and keeps your business top of mind when it’s time to buy what you [sell](https://mailchimp.com/resources/how-to-sell/).

As in any marketing strategy, the goal of content marketing is to [attract leads](https://mailchimp.com/resources/what-is-lead-generation/) 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

**Search Engine Optimization**

Optimizing your website and landing pages with high search volume keywords is another way to get your business to become a top-tier brand. The process of SEO takes time and effort but helps business with great digital presence. Hence, a lot of individuals might actually like to specialize in this field itself which has great career prospects in India and abroad.

Today, the [most important elements to consider](https://www.searchenginejournal.com/seo-guide/ranking-signals/#close) when optimizing a web page for search engines include:

* Quality of content
* Level of user engagement
* Mobile-friendliness
* Number and quality of [inbound links](https://mailchimp.com/marketing-glossary/backlinks/)

### [Social media marketing](https://mailchimp.com/marketing-glossary/social-media-marketing/):

Social media marketing means [driving traffic](https://mailchimp.com/resources/5-ways-to-increase-website-traffic/) and [brand awareness](https://mailchimp.com/resources/set-your-brand-apart/) 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.

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

**Search Engine Marketing/Pay-per-Click:**

For any of your future employers having online business, PPC will be a great learning area. From optimizing your landing pages to the creation and execution of Ad Campaigns, PPC will help in assisting and constantly engaging your business with online audiences.

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](https://mailchimp.com/marketing-glossary/serp/), 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](https://www.searchenginejournal.com/ppc-guide/what-is-ppc-paid-search/#close), including:

* Ad quality
* Keyword relevance
* [Landing page](https://mailchimp.com/marketing-glossary/landing-pages/) quality
* Bid amount

**Affiliate and Influencer Marketing:**

One of the most trending ways of publicizing your brand online is to make someone popular endorse it. The Television and print industry have been doing it for ages and succeeded in all its glory, so why not do it online too! It certainly can be an upcoming and trending career option especially for those wanting to make a career in agencies.

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.

**Email Marketing:**

How will you market your brand to actual consumers who work a 9-5, and don’t indulge in online shopping and social media? EMAIL THEM! Yes, email marketing is another way you can promote your brand online without persuading the audience. Emails are sent to potential masses that may in any manner contribute to the business.

The concept of [email marketing](https://mailchimp.com/marketing-glossary/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](https://mailchimp.com/resources/opt-in-email/) list [that does the following](https://marketingland.com/get-your-email-marketing-program-back-on-track-by-reviewing-the-basics-258294):

* 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](https://mailchimp.com/resources/email-signature-formats/) that offers a clear unsubscribe option
* Integrates both transactional and promotional email

**Advantages of Digital Marketing:**

**Global Reach**

Traditional marketing is restricted by geography and creating an international marketing campaign can be hard, expensive, as well as labor-intensive. However, digital marketing happens on the Internet, which means that the reach you can achieve with it is immense. Even a very [small local business](https://www.simplilearn.com/top-local-online-marketing-tips-article) owner has the ability to reach an international audience with an online store. This would never be possible with traditional marketing or would cost a whole lot of money to do so.  This online accessibility has opened many growth opportunities for businesses to explore. The combination of global reach and visibility is a great opportunity for any business.

### 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](https://www.lyfemarketing.com/blog/digital-marketing-vs-traditional-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.

### Easy to Learn:

While there are many aspects of digital marketing that you need to learn, it is fairly easy to get started with. It gets more complex from the nature of the goals and the scale of the campaigns. However, it is all a matter of finding the right strategy that works for your business.

### 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.

### Effective Targeting:

Even if you don’t have a clear idea of your target audience, digital marketing enables you to extract data to see which audiences will work best for you and optimize your campaign around them. There are many different options of targeting such as through keywords for search engine optimization (SEO), [pay-per-click (PPC)](https://www.simplilearn.com/outlook-for-ppc-article), or through demographic information on social media. This enormous amount of targeting elements at your disposal makes sure that every campaign reaches the right audience. It also helps you to analyze the changing behaviors of customers and modify campaigns for those changes. This ability to understand customers’ changing needs quickly is a sure way of success for any company.

### Digital Marketing at TIP

As mentioned in the beginning, having a strong knowledge base is essential for any field of business. The TIP offer **Digital Marketing course** that help students in building a theoretical foundation from the very first day by also imparting students with strong employability skills to help them have a flourishing career in the **digital marketing** world.

The minimum eligibility criteria to get enrolled into the Digital Marketing Course at the TIP and the course is available in online mode as well.

These Training Institute of Pune also offer different courses and is located in Pune. Also, on completion of the courses, a placement team offers job assistance to students.