FUTURE SCOPE:

Scope of Digital Marketing Career Growth and its Future aspects in India

**Digital Marketing Manager**

Being a Digital Marketing  Manager, one will be managing a group of digital marketers and combine the other aspects of digital marketing. For this you need to have a holistic view of various processes and tools for digital marketing and a good understanding of how different mix affects the total marketing agenda.

**Content Marketing Manager**

This aspect in most cases contains content like write ups, videos and social media posts. A content advertising and marketing manager generally handles blogs, drip marketing campaigns, lead technology, social media, e mail communications and video advertising and marketing.

**Inbound Marketing Manager**

An inbound marketing manager could be helping with attracting the customers without even testing the product. It is kind of first impression which lures the buyer to check and purchase the product. It’s an important side of digital marketing and Inbound Marketing Managers need to be creative in their approach and mindset.

**Social Media Marketing**

Social Media Marketer generally use the social media and its tools to spread the awareness about a product or a company or a person.  
**Search Engine Marketer**

The online search tool is an important aspect of Digital Marketing, as people often just type in to the search bar rather than remembering what website they will have to visit to buy a product. A search engine marketer will have to be capable of use both paid and organic search engine optimization tools like Pay Per Click on and Keywords around which a website could rank high, as often people finish their research with top 5 list on a search engine as their need is fulfilled by means of those top 5 listings.

**Web Analytics**

Understanding Data and Analytics and using to provide benefit to clients have come up a long way. Folks have devised with time to understand other tools of digital marketing and the way other aspects can have an effect on a marketing campaign for various consumers