



THE IMPORTANCE & DEMAND OF **DIGITAL MARKETING**

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AN INTRODUCTION TO DIGITAL MARKETING



In the words of Neil Patel,

“Digital marketing is any form of marketing products or services that involves electronic devices.”

As opposed to traditional form of marketing, the reason for the growth of digital marketing is because of the growing dependency of mankind on smart devices.

People are becoming more and more digitally inclined with time. Most of the time throughout the day, they are either looking at their phones or laptops.

Therefore, entrepreneurs target them digitally for maximum reach of their products or services within least possible time.

NEED FOR DIGITAL MARKETING & ITS TRENDS

How digital marketing has become a need for every business?

The new age entrepreneurs are keeping pace with the evolving times. Hard work and efforts are no longer the only mantra for success. They aim for a smarter and quicker way to success and that comes from online presence. Digital marketing is interactive, faster and measurable form of marketing which involves **web, mobile, social media channels** etc. It is affordable, time savvy and can monitor results which helps entrepreneurs to plan future strategies in a better and effective manner.

Digital marketing today has become an essential need for every business because of the following reasons:

- 1** It helps the company or the brand to stay one step ahead digitally. An integrated strategy for digital marketing will make sure that all the digital efforts are smooth. Since the world of internet has covered up all aspects of lives, it is important to catch up with competitors and stay ahead.
- 2** Every business is unique in its own way. Whether the business is small, medium or large, the digital platform always provides a powerful chance to each company or brand to gain recognition.

Data on the requirement of Digital Marketing Professionals by 2020.

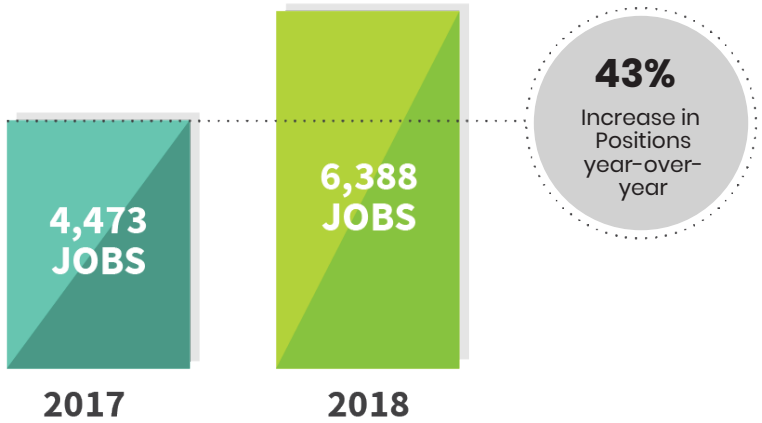
According to Statista, in 2017, India had 331.77 million internet users which is expected to rise to 511.89 million by 2022. Therefore, the demand for digital marketing professionals is also increasing simultaneously.

The below-mentioned data shows the number of digital marketing jobs currently on various job portals.

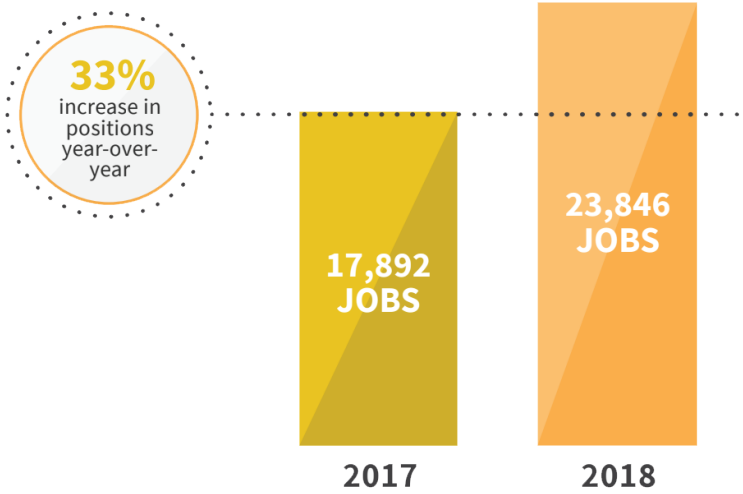
OPENING FOR DIGITAL MARKETING (JULY 2017)



**SEO JOB OPENINGS
IN 2017 VS. 2018**



**CONTENT MARKETING
JOB OPENINGS
IN 2017 VS 2018**



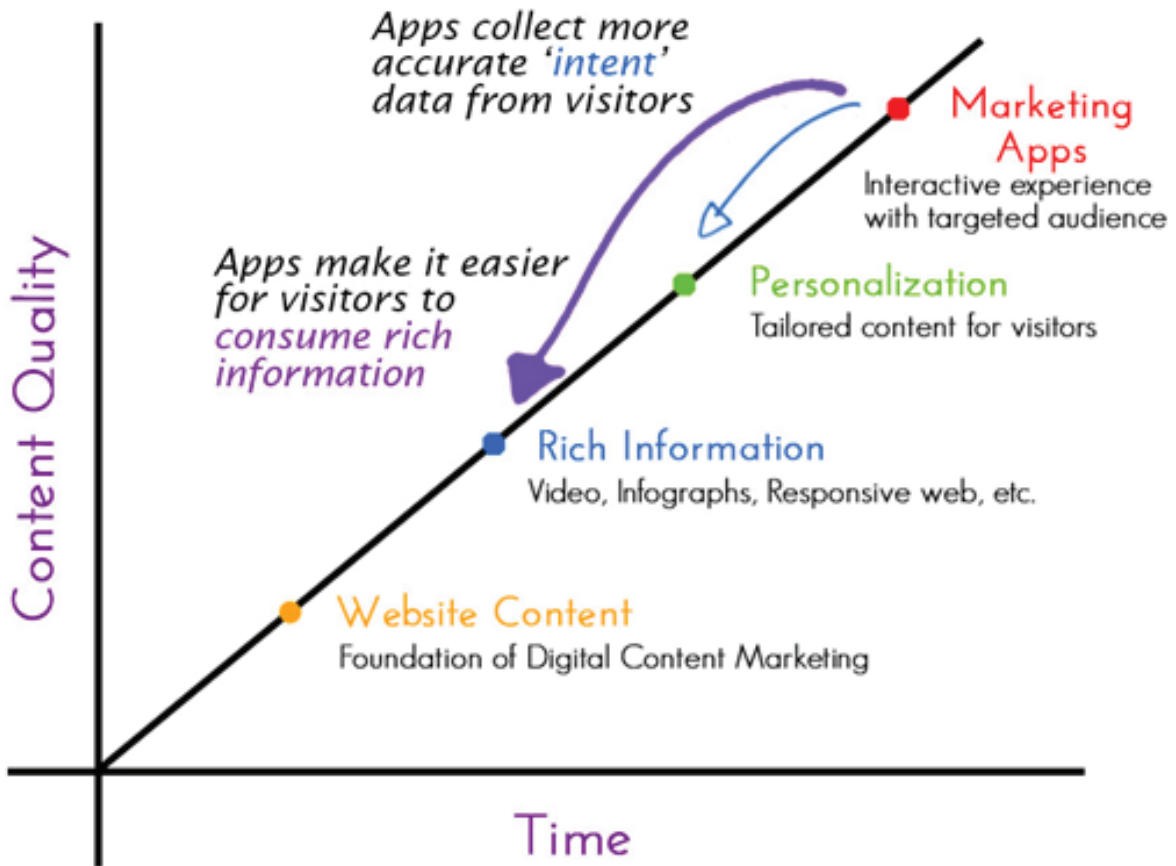
As a digital marketer it is a big challenge to stay in demand always because every one is gearing up to stay in the competition to meet effective business goals.

So, here are two updated marketing techniques that can lead to a fruitful result by 2020 for businesses and digital marketers.

**CONTENT
MARKETING TREND**

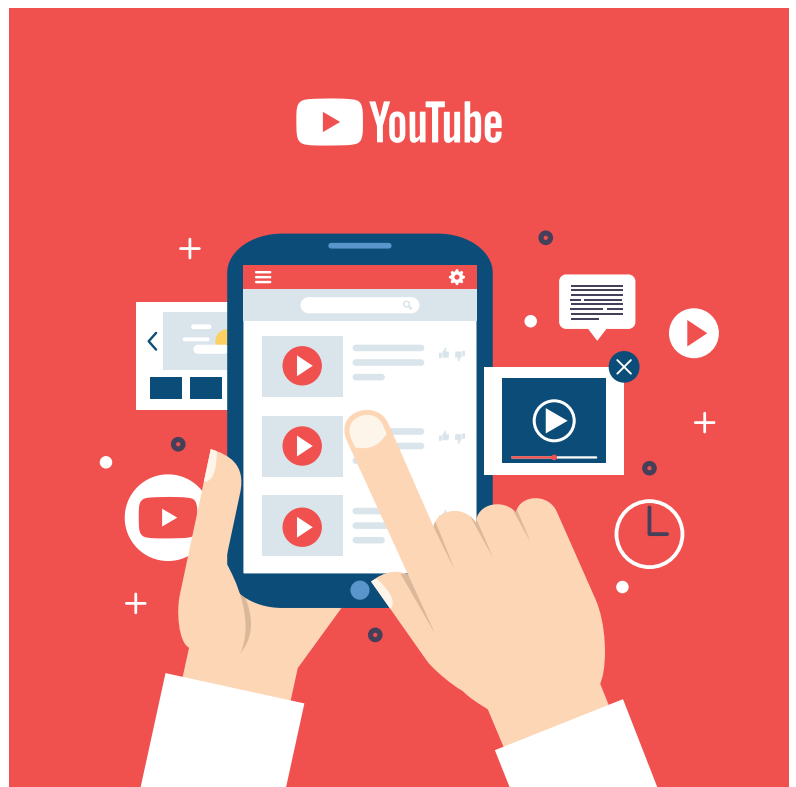


ANALYSIS



The graph clearly shows that with time, there is app intervention that leads to the content sophistication.

LIVE VIDEO STREAMING TREND



“Going Live” is the new marketing trend for every business in today’s world. Instagram and Facebook have integrated this “live video” feature and gained mass appeal from people, different brands, and businesses. Currently, it is a trend, which draws the largest attention of millions of people who eagerly want to see something that is happening in real-time.

Today, customers and fans love the idea of watching someone’s perspective on particular goods and services. Now, live videos cater to meet the exact desire. Digital marketers use the “Live Video” feature to create loyalty and awareness to the potential customers for the particular brand or business.

DIGITAL MARKETING SKILLS FOR SUCCESS



“Becoming a successful and an expert digital marketer is not only a matter of education. It is the amalgamation of several other qualities like **perseverance, patience, understanding** of target audience needs, and most importantly an extensive experience that hones the required skills over time. The better your set of digital marketing skills, the brighter will be your future.

Here is the list of the most important digital marketing skills that are required to make a living or a fortune.

WRITING SKILLS

Though most people believe writing is for content writers, nonetheless, a digital marketer with a flair for writing can highlight this skill on his or her resume to get an edge over others.

A digital marketer holds a technical understanding of optimizing a blog, an advertisement, website copy, etc., which if coupled with the talent of writing can produce the desired outcome effectively.

COMMUNICATION SKILLS

Communication and digital marketing are co-related. It's all about effective communication of a message about the product or service through a channel or platform. And to do this, one needs a sense of clarity. Moreover, talking to the clients consistently and putting forward an idea also calls for the skill.

SEO SKILLS

SEO is far more than just earning top ranking search results. With the fast changing Google's search algorithm, SEO trends are also changing. Thus, a digital marketer has to be always on the tip of his toe to keep pace with the new practices. Companies will need SEO experts to keep their online presence robust with the evolving tactics of SEO.

EMAIL MARKETING SKILLS

This is a valuable skill of digital marketing in the recent times. Email marketing is not just about writing emails that lead to conversions but also the meticulous task of generating a vast email list of clients from the scratch. This list is then used for achieving a variety of goals like promoting new products, sending offer updates, increasing social media following, driving new sales and of course conversion.

SOCIAL MEDIA MARKETING SKILLS

Social media like Facebook, Twitter, Instagram, LinkedIn and others are not only platforms to socialize with friends and celebrities but have become significant media for promoting businesses and generating conversion. According to a report by Radiate Media, 2016, 78% of small businesses get a quarter of new customers through social media. Creating effective and interesting social media content requires a good amount of skill whereas poor quality content serves no purpose.

MOBILE MARKETING SKILLS

Though desktop and mobile marketing are not very different from each other yet they are different in ample ways. There is a huge increase in the number of mobile users and this has generated the demand for mobile marketing. The digital marketers should have adequate knowledge of optimizing the mobile website for a better user experience. This would help in generating leads, increase engagement, loyalty, sales and more.

GROWTH IN DEMAND FOR B2B DIGITAL MARKETERS



According to the 2017 Marketing Hiring Trends report released by McKinley, an approximate 44% of companies had geared up themselves to hire B2B digital marketing professionals in 2017. Naturally, there is now a tremendous demand for skilled professionals having a thorough knowledge of the various tactics of B2B digital marketing, and the trend is not going to fade away in anytime soon.

Amidst such a scenario, it is worthy to know some of the reasons that have caused such a surge in the demand of B2B digital marketers.

B2B BUYER STARTS PURCHASE JOURNEY WITH A WEB SEARCH

Gone are the days when buyers used to enquire about a product from their friends, relatives or colleagues. In 2018, the modern B2B buyer is tech savvy and knows how to operate a range of mobile devices while in a go. Moreover, easy access to the web has facilitated the buyer to begin his or her purchase journey with a web search.

No wonder, it is speculated that close to a whopping 92% of B2B buyers do a web search before buying anything from an online or a brick or mortar store. Sometimes, the reason is to check the availability of the product in the nearby locality and sometimes, it is price comparison, reading product reviews posted by genuine buyers and much more.

Businesses now can't afford to miss a pronounced online presence as its absence will ultimately lead to less sale and eventually less ROI. Furthermore, it has become necessary for a B2B business to embrace digital marketing as a buyer can do a product research using any medium like mobile, laptop, social networking sites, and so on.

FOLLOW-UP IS MUCH EASIER IN DIGITAL MARKETING

Digital marketing has made follow-up much easier as it is a cost-effective way to contact potential buyers without being too intrusive. B2B digital marketing professionals are a pro in using different approaches for follow-up and convert leads successfully into sales. Well-crafted approaches result in building immense trust and brand retention.

JOB OPTIONS FOR DIGITAL MARKETERS



Search Engine Optimization Analyst/Manager

SEO (Search Engine Optimization) is a way to increase and drive the traffic to the client's website through search engine results. The aim is to rank the website or web page higher in the Google search results.

VIDEO MARKETING EXPERT



Video marketers are in very high demand when it comes to digital marketing. This is because video content is exploding in popularity with every passing day. Good videos are the key to engaging and enriching the experience of any visitor to the site and thereby hopefully convert them into a paying customer.

Probably the biggest reason why video is surging in popularity is that it is much easier to engage with rather than a blog post. Hence, the promotion of videos in various social media sites like YouTube (as a part of Google Adwords) to make it viral and drive traffic to the concerned site is the main job role of a video marketer.



51%

of executive under 40 reported making a purchasing decision after watching a brand's video.



SOCIAL MEDIA MARKETING EXPERT

Social Media is a powerful tool in the modern marketing world. The rate of growth of social media platforms have been faster than the internet in the past decade and there is no reason to believe it will slow down. As much as a third of the global population today uses some form of social media platform.

With such exponential popularity among target customers, it should come as no surprise that companies are trying to capitalize on this amazing opportunity. However, it is easier said than done. The daunting task of effectively leveraging social media to one's advantage gives skilled professionals an edge when it comes to their demand in the marketplace.

Simply put, social media is hardly putting mere content on Facebook. Each platform needs to be approached in a different way. This takes skill. In order to properly leverage each social platform properly for one's business, one needs to understand the specific platform in question in and out. This means knowing which parts of the day to post in order to garner the maximum amount of attention, which type of content gets the most response across each platform and where inside each platform does the target customer hang out.

Once we have mastered the basics of social media marketing, it is time then to leverage paid marketing on social media. In order to do so, one needs to develop an understanding of visual marketing, copywriting, analytics and color psychology.

Mastering social media marketing is no easy task. This is one of the reasons why competent social media experts are in such high demand in the industry. Experts who are able to justify ROI to their clients on Social Media rake in the big bucks in return.

CONTENT MANAGER

Probably the most in-demand skill right now in the field of digital marketing is that of a content manager. This is amply demonstrated by the importance of every new Google Update. No good digital marketing manager would ever underestimate the need for a good content manager in order to woo the customers.

For individuals to become good content marketing professionals, they need to have an understanding of Digital Marketing. They have to deliver content that that helps in lead generation, increases brand loyalty and engagement. Of late, there has been an increased demand in the role of competent content managers. Of course, as mentioned above, this would require the development of certain skills.

DIGITAL MARKETING TRAINING AT KARMICK INSTITUTE



With the rise of digital technologies, the marketing model has transformed completely. To succeed, digital marketers must have the potential to make a plan, measure the digital strategies and integrate particularly to meet business goals. Hence, the scope of digital marketing training is increasing day by day. The course program focuses on how the digital marketers can reach digitally savvy customers, connect and develop customer relationships and influence the customers to choose the digital way to buy.

It is wise to go for an advanced digital marketing course from a reputed training institute where it is possible to work on live projects. If you want to drive your career as a digital marketing expert, then it is the right time to enroll yourself in our digital marketing course and learn from industry experts. The course is designed with all the latest topics to deliver in-depth knowledge. It is shaped to give your career the needed boost.

PAY PER CLICK EXECUTIVE

PPC or Pay Per Click experts are in very high demand right now. PPC denotes the activity of bringing in traffic that is targeted onto a website. In its simplest term, PPC is trying to get a company's website the highest paid ranking possible in search queries. PPC requires huge competition and high budget. To excel at PPC, one needs to be exceptionally skilled at strategic skills and maths. One needs to be well versed in both Google AdWords as well as Google Analytics. PPC experts need to

effectively be able to report, optimize and create campaigns that add value to the company's top line. The main aim of any successful PPC campaign is to get the maximum number of visitors to a website at the lowest cost possible.

People learn about PPC marketing a number of ways. They can take digital Marketing courses on Google AdWords and Analytics. They can watch Live Chats and PPC Webinars. They can also read blogs such as PPC Hero, PPC Chat, Search Engine Watch and Inside Ad words etc.

Owing to the constant tweaking of Google search algorithm, SEO practices too are constantly evolving. White hat marketing techniques such as guest blogging and content marketing are assuming paramount importance inside the marketing strategy of any good organization. These tools, in turn, are of critical importance to SEO success.

Due to the immense importance associated with a good SEO strategy, companies no longer look at SEO experts as a luxury.

Instead, a competent SEO team is now part and parcel of any good marketing team.

Companies realize that they need to constantly stay up to date with the latest developments in the SEO world. Over and above taking care of the technical aspect of SEO, they also need people who will be able to add value to the lives of the customers.

While updated SEO knowledge will always keep a professional in high demand with lucrative offers, it is a fact that SEO work is not an easy task because it is extremely dynamic. Hence, keeping up with the ever-changing practices of the Google algorithm is challenging.