

10 Reasons to choose Digital Marketing as a career.

Young millennials of Mangalore, Udupi and Dakshina Kannada are catching up to their peers worldwide with their gradually increasing online presence in social networking sites. As the technologically savvy generation, millennials tend to spend majority of their free time in the virtual world, paved by the internet. In this era of digital advancement, our online presence in various social networking platforms equates to individual status and social visibility in the real world.

Keeping up with the constantly changing online digital trends and globalization of businesses worldwide, Digital Marketing has become the ultimate marketing tool of our times. With variety of possibilities and opportunities, Digital Marketing is one of the most widely growing career choices for the current generation.

DIGITAL MARKETING — A NEW AGE CAREER CHOICE

Digital Marketing is the New-Age form of marketing. To put it simply, Digital marketing entails promoting a business, product or merchandise using online platforms such as search engines (Google, Bing), websites, social media (Facebook, Instagram), email, and mobile apps.

If you are looking to make a career in this industry, you need to know the requirements of this circle. Proficient Digital Marketing teams target 3 main niches in the digital platform.

1. Content:

Online presence of businesses and merchandise remains to be the primary factory for higher consumer interactions. Relevant and reliable information surrounding a product or service obtain maximum visibility in the online forum.

S.E.O, Blogging, E-mail Newsletters, Social Media Campaigns, Article etc. fall under the category of Content marketing. Through Content Marketing,

businesses create, publish, and distribute content for a targeted online audience to fuel interest in its products or services.

2. Creative/Visual:

Capturing the imagination of consumers through engaging photos and featured images for content, infographics, charts, photos and video, falls under the realm of Creative Marketing.

A creative marketer sets a visual precedent to imprint the product's eminence in the minds of prospective consumers through online imagery. Branding, Advertising, Logo Designing etc. fall under this category.

3. Numbers/Statistics:

Millennials make for the largest group of online consumers. Research conducted by the social-influence marketing platform Crowdtap, indicates that millennials spend approximately 18 hours a day and spend 223 minutes a day on mobile consuming media.

Media and Marketing Strategist is able to identify the target market and build a sensible strategy based on a product or service. Knowing analytics, KPIs, goals and targets, conversion funnels, customer LTV helps formulate relevant strategies to get higher conversion rates.

WHAT MAKES DIGITAL MARKETING AN IDEAL CAREER PATH

Unlike the standard conventional career paths in engineering and medicine taken by 12th graduates in Mangalore, Udupi and Dakshina Kannada, Digital Marketing has a lot more to offer.

- 1. Innovate and Express:** If you are a creative individual with an endless passion for self-expression and innovation, you will thrive in any of the creative niches under Digital Marketing. You can leave your creative imprint in the brands, logos, designs you create. Among the career paths to choose from, you can become a web designer, branding manager, advertising expert etc. the possibilities are endless.
- 2. Room for growth:** Everyday new concepts and trends are introduced in the Digital fold making it one of the most Dynamic Industry. With constant changes in technology, experts in the field are learning and

re-learning ideas to keep up. Digital Marketing offers excellent career growth for new and experienced people in the field due to its fast paced progress.

3. **Non confining:** Unlike the confining routine offered by 9-5 jobs, you have an opportunity to dictate your own work time if you choose to freelance in the Digital Marketing Industry. Freelance content writers, Social Media Specialists etc. do not have to abide by office rules and generally enjoy a liberating work space.
4. **Creative flexibility:** This industry promotes creativity and allows for creative growth. You do not have to stick to formulas and algorithms that suppresses creativity, if you choose to become a Brand Designer, Content Marketer, Social Media Specialist etc.
5. **Self-sustaining model:** Digital Marketing Industry has a lot of opportunities for large marketing corporations and small freelance operations. With right networking, you will be able to sustain your business model by tapping into the various available markets within the industry.
6. **Best pay in Industry:** As in any growing Industry, Digital Marketing has a large demand for professionals in the field. With Increased demand, bigger budgets and higher pay, large and small businesses are investing in expanding and acquiring in-house digital marketing professionals. You can choose to specialise in any of the career options ranging from SEO Analyst, Media Strategist and Content Marketer.
7. **Numerous Career paths:** Within the Digital Marketing fold, graduates and professionals have numerous career choices at your disposal. Depending on your affinity towards each of the niches in the industry, you can specialise in specific areas to become SEO Analyst, Social Media Marketing Specialist, Social Media Coordinator, Marketing Supervisor etc. The possibilities are numerous and resources are limitless to choose from.
8. **No Age-Gender Barrier:** Digital Marketing Industry is inclusive of all professionals regardless of age or gender. A stay at home can become a leading freelance social media strategist; a fresh college graduate could become an SEO Specialist. All this industry requires is skill proficiency backed by conversion rates and you are good to go!
9. **Global Exposure:** In the era of globalization and high-speed internet, the gap between consumers and businesses around the world has shrunk to few online clicks. If you have an impressive portfolio of your Digital Marketing prowess, companies around the world will hire you in a heartbeat.

10.Futuristic: Still in its adolescents, Digital Marketing Industry is growing with the fast paced futuristic technology. With the introduction of Artificial Intelligence assimilated into search engines and digital media, the industry is open to new and emerging market trends.

Students and professionals aiming to build a career in this industry can benefit from certifications in their respective field within the Digital Marketing fold. To know more about courses and certifications under this branch, head over to Digiedge Learning.

