

Build a rewarding career in digital marketing!

I still remember the excitement about IT/Software in late 90s and early 2000. Surely, that was one of the best times for people to enter into IT industry. Even those who joined GNIIT programme at that point of time could accelerate their career and moved to respectable position within few years.

That's exactly the phase Digital Marketing industry is undergoing today. The Wave associated with Digital Marketing industry

other popular industries and noticed 642 jobs for 'big data'. A Digital Marketing professional earns between Rs 231,291 - Rs 1,181,496. Given the increasing gap between demand and supply of Digital Marketing professionals, a Digital Marketer commands a much higher average salary compared to other industries. A graduate with no work experience can expect a monthly salary of Rs 15,000 and a Head of Digital Marketing in a large brand or agency can

At 302 million users, India will cross US to become second largest country after China in terms of number of Internet users.

Online Ad Spend to cross Rs 3500 crore by FY 2015. According to a recent report Digital Advertising in India, jointly published by IAMA and IMRB the value of Online Advertising market in India is expected to increase to Rs 3575 Crore by Mar 2015 from Rs 2750 Crore an year earlier; around 30 per cent YoY growth.



is so strong today that it's undoubtedly the best time to be part of this fast growing industry. Being part of this industry since last 15 years, I believe these are some of the top reasons to build a rewarding career in Digital Marketing industry in 2015: 2000+ Jobs for Digital Marketing on job portals

While a large number of brands and agencies don't advertise for jobs related to Digital Marketing, there are over 2000 jobs for Digital Marketing on different job portals. Interestingly, 'Social Media Marketing' alone has over 1700 jobs associated with it. I thought of comparing it with

earn Rs 2.5 lakh per month. As per Payscale, Digital marketing professional in India earns between Rs 231,291 - Rs 1,181,496 annually. The report, by the Internet and Mobile Association of India, claims that the number of online users will rise to more than half a billion by 2018, which was 190 million users till June 2014. India took over 10 years to move from 10 million to 100 million Internet users. It took 3 years to grow from 100 million to 200 million and just 1 year to grow from 200 million to 300 million. Facebook alone had over 112 million users in India till December 2014. If this growth is maintained, India will cross 500 million users by 2016.

Indian e-commerce industry to cross \$16 billion mark in 2015

According to a recent study by a joint study by ASSOCHAM-Deloitte, the digital commerce market in India has grown steadily from \$4.4 billion in 2010 to \$13.6 billion in 2014 and likely to touch \$16 billion by the end of 2015. Interestingly, online travel currently constitutes over 70 per cent of the market but e-tailing is expected to drive the future growth. While above mentioned statistics and trends speak about the opportunity of building a rewarding career in Digital Marketing, what's more fascinating is the excitement related to job profiles in Digital Marketing.