



by Abhay Anand

Has digital marketing taken over traditional marketing? It seems so, going by the recruitment trends in B-Schools. Candidates now get better offers for digital marketing positions.

Broadly digital marketing tools include components like organic social media, paid social media, email marketing, display retargeting, programmatic advertising, website testing, video hosting, content creation, content curation, website analytics, customer service, search engine optimization etc.

What it takes to be a digital marketing professional?

Candidates need to have a good understanding of the nuances of web paradigms and how they interact. They need to know how social and digital channels operate and interact with each other and the resulting synergies. Candidates require more than just the basic knowledge about the Internet and should have a strong presence on it. They should be creative and understand how to create campaign-specific strategies.

As the industry is growing at a fast pace, fresh graduates are getting good salary at the entry level, ranging from Rs. 30-50,000 per month, depending on the organization and skill sets.

Gaining prominence

Programmes in Digital Marketing are gaining prominence as traditional marketing concepts are becoming obsolete. Dr. Raj Agrawal, Director, Centre for Management Education (CME) at AIMA says, "Traditionally marketing courses at B-Schools focus on concepts building. Various theories and models are discussed, but the focus is less on linking them to practice. Over a period of time some of them have become redundant or need to be replaced by more practical/pertinent concepts."

Digital marketing courses, on the other hand, cover more contemporary challenges faced by marketers. Many B-Schools and university departments offer it as an elective course, where the focus is more on concept building.

REACHING WIDER AUDIENCE AT LEAST COST

There is a world of opportunities in the domain of digital marketing where you can build a career sans frontiers cutting across products and services...

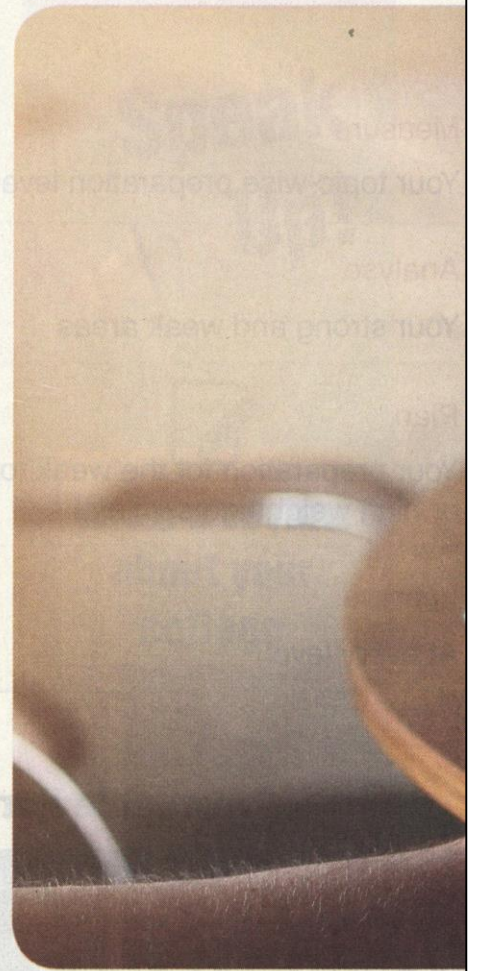
Learning process

Digital Marketing course offered by AIMA in joint collaboration with Digital Vidya covers various aspects of leveraging digital media such as Search Engines, Social Media for Career & Business Growth, Web Analytics, Email Marketing. Participants learn digital marketing from industry experts through series of case studies, tools and hands-on exercises. The participants start practicing these tools from the very first session, create online campaigns, digital ads and a lot more.

Arjun Shankar, Chief Delivery and Operations Officer, Skills and Careers Group, NIIT Ltd says, "The biggest benefit of using digital marketing is that the results are much easier to measure; and another is that a digital campaign can reach a focused audience."

Benefits

The world of digital marketing would continue to evolve as long as technology continues to advance, thereby leading to increase in demand for professionals with relevant skills. One of the benefits of using digital marketing is that the results are much easier to measure; and another is that a digital campaign can



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SELECT PROGRAMMES IN DIGITAL MARKETING

Manipal ProLearn
Certificate Programme in Digital Marketing

Indian School of Business
Marketing & Analytics For Ecommerce Industry

IIM-Bangalore
Digital Marketing For Business Growth

IIM-Kozikode
E-commerce and Internet Marketing

Digital Vidya
Certificate Programme in Digital Marketing (CDMM)

reach an infinite audience. It can be tailored to reach a local audience while at the same time it can be used on the web and reach the entire world, if necessary.

“Compared to traditional marketing, digital marketing offers multiple advantages including customer targeting, low cost, global reach and strong measurability,” informs Dr. Agrawal.

Digital Marketing programmes

Programme like Professional Certificate in Digital Marketing Analytics is recommended for those involved in planning, implementation or measurement of digital strategies - or anyone who is looking to add a new skill set and pursue a career in this dynamic field of marketing. The modules include:

- **Search Engine Marketing (SEM):** Learning how to effectively run ads on Search Engines
- **Search Engine Optimization (SEO):**

Learning how to get website listed among top search engine results

- **Web Analytics:** Learning how to make business decisions from the metrics available in digital media
- **Email Marketing:** Learning to effectively build users lists, deliver emails & generate relevant clicks
- **Social Media Marketing:** Learning how to build brand, generate leads & aggregate audience on Social Media.

NIIT offers Professional Diploma in Digital Marketing that enables students to harness the power of digital marketing as a core driver of the marketing strategy for an organization. “The program syllabus is planned and developed in conjunction with NIIT’s industry partners-both international as well as Indian, hence helping us to keep the program current,” says Shankar.

Demand for professionals

There’s a huge gap in demand for skilled professionals and available talent. Given the dynamic nature of the digital marketing industry, academic institutions are not able to provide relevant and quality education in digital marketing, at par with global standards.

India has emerged as a digital outsourcing hub for diverse services including online advertising, social media and website design. The digital marketing industry is creating thousands of new jobs in India every year as more companies tap the Internet and the social media platform to bolster business and businesses across the globe outsource their digital marketing operations to India. Digital marketing can be used to fulfill multiple business objectives ranging from HR, product development, customer support, marketing and sales.

Top recruiters

Industries that exploit the opportunities of digital marketing are: FMCG, media, IT and Internet, BFSI, travel & hospitality. In fact, almost every brand has a digital marketing strategy and is struggling to hire people to execute the same. Hence, with emergence of newer mediums and improvement in infrastructure the demand for professionals will definitely be on the rise. □



DIGITAL MARKETING helps to reach targeted audience globally, even those who are on the move