

Emerging Opportunities for Digital Marketing Professionals

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Abstract: *Marketing as a discipline has undergone radical changes over the past few decades. Since 1450 when past few Gutenberg's printing press began its operation, leading to mass production of flyers and brochures, till the present time when automated posting of online advertisements has become very common, marketing has kept up incredibly well with changing technology. The transition from traditional to modern marketing has occurred over a period of time on the basis of fundamental technological changes impacting marketing. The growth of online marketing and proliferation of new media platforms and communication channels have led to the evolution of marketing to its present form most commonly known as digital marketing. The digital marketing sector seems to have grown leaps and bounds. Since then, in terms of overall jobs that have been created and today this area has the highest potential for new pass outs to build a stable and rewarding career. As per Randstad India estimates, the starting salary for digital marketing professionals is in the range of Rs. 4.5-5.5 lakhs.*

Keywords: Digital Marketing, Modern Marketing Techniques, Digital Marketing Elements, Digital marketing careers

1. Introduction

Modern marketing began to create and use web pages to build virtual information centre's, for their products and primarily for information dissemination and also to become the first movers to adapt technology as a part of their marketing activities, with websites starting to developed at a rapid scale, each individuals/firms would need to create a unique name or URL which would become the address for its online venture.

Digital marketing is often confused with online marketing. Digital marketing is the process of promoting a brand, service or product to the Internet put simply, Digital marketing differs from the traditional marketing in that, it involves the use of channels and methods that enable businesses and organization's to monitor the success of their marketing campaigns, often in real time, to better understand what doesn't work.

1. Digital marketing offers the ability to reach and engage target audiences in ways which were possible never before. A strong digital marketing strategy can deliver a far higher Return on Investment (ROI) than traditional marketing methods.

Example of a successful digital marketing Campaign

One successful digital media campaign was by Pizza Hut, which created an app that allowed customers to create to their own Pizza dragging their chosen toppings onto a graphical pizza base. The iPhone would then determine in which locations, the customer happened to be nearest. The company advertised the new app online, in print and on television—even winning a placement in Apple's own iPhone commercial. Within two weeks the Pizza Hut app was downloaded 1,00,000 times and within three months iPhone users ordered 1 Million Dollar worth of Pizza. The app now has millions of users across the iPhone, iPad and Android platforms.

2. Review of Literature

According to Philip Kptler “online marketing is the growing form of direct marketing”. The consumer's perception of convenience, price, product information and service has been significantly affected by the Internet and Modern marketing requires to consumer orientation (Jaworski and Kohli 1993). Therefore a substantial web presence is absolutely essential for each and every one of the companies today.

2. Dave Chaffery (2002) defines eMarketing as applying Digital technologies which form online channels (web, e-mail, statistics and data bases, plus mobile/wireless and digital TV) to contribute to marketing activities aimed at achieving profitable acquisition and retention of consumers (within a multichannel buying process and consumer lifecycle) each and every one on the way through improving our consumer knowledge (of their profiles, behavior, value and trustworthiness, dependability and loyalty drivers), then delivering integrated targeted communications and online services that match their individual needs. Cheffeys definition reflects the relationship marketing concept. It emphasis that it should not be technology that drives Electronic Marketing, but the business model.

Biswas 2004. The research literature suggests that the prior knowledge of the product is positively related to their perceived ability of information provided to their and negatively related to prior product knowledge with those who have lower product knowledge.

3. Research Methodology

One of the components of research is getting enough information about the research problem-the what, how, when and where answers, which is why descriptive research is an important type of research. It is very useful when conducting research whose aim is to identify

characteristics, frequencies, trends, correlations, and categories.

3 This research method takes a problem with little to no relevant information and gives it a befitting description using qualitative and quantitative research methods. Descriptive research aims to accurately describe a research problem.

4. Objectives of the Study

- To study the digital marketing concepts.
- To know the advent of various modern marketing techniques.
- To study the career approaches in digital marketing.

1. To know the various digital marketing careers.

5. Advent of Modern Marketing Techniques

Various new marketing techniques available in the modern era.

1. Search Marketing.

Using search technology towards marketing. A digital marketing strategy, search marketing uses paid and unpaid techniques to earn your business increased visibility across the Internet. A few examples of these techniques include pay-per-click (PPC) advertising and SEO.

2. Online advertising.

Placing ads across websites /digital platform. **Online advertising** is a marketing strategy that involves the use of the **Internet** as a medium to obtain website traffic and target and deliver marketing messages to the right customers. **Online advertising** is geared toward **defining** markets through unique and useful applications.

3. E-Mail Marketing.

Sharing Commercial messages with people. Email **advertising** is a type of **marketing** performed via email whereby the recipient has consented to receive promotional messages from a brand. In this form of **advertising**, marketers seek to gain permission from their prospective customers by giving them an option to opt-in before sending emails.

4. Socio media marketing.

Using social media platforms/networks for marketing. **Social media marketing** (SMM) is the use of **social media** websites and **social networks** to **market** a company's products and services.

5. E-Commerce

Selling/trading goods and services. **Electronic commerce** or **e-commerce** (sometimes written as **eCommerce**) is a

business model that lets firms and individuals buy and sell things over the internet.

6. Building a Career in Digital Marketing

In 2014, a study by Manipal Global Education Services had an estimated 1.5lakh jobs to be available in the digital medium by 2016. The digital marketing sector seems to have grown leaps and bounds then, in terms of overall jobs that have been created and today, this area has the highest potential for new pass outs to build a stable and rewarding career. As per Randstad India estimates, the starting salary for digital marketing professionals starts in the range of Rs. 4.5 -5.5 lakhs.

7. Top Digital Marketing Careers

The most popular and upcoming digital marketing career tracks include;

1. SEO Manager.

Search Engine Optimization is one of the most popular and sought after career options for aspiring digital marketers. At the same time, it requires a lot of patience and skill on a day today level, as the output is dependent on regular changes in search engines, keywords rules, rankings etc. Key SEO career areas included SEO analyst, web/SEO COPYWRITER, Keyword strategists, Link Builder etc.

2. Content Manager.

There is also a growing demand for professionals who have combined content + SEO skill sets as both of them together support content creation and discovery for newer leads. Key activities involved of content managers are content writers, design and multimedia profiles, web content editors, art directors, content managers etc.

3. UX Designer's and Developers.

The need for brilliant and contemporary designs to create mockups, develop architecture design and prototypes is ushering in a wave of career options for UX DESIGNERS AND DEVELOPERS.

4. E Commerce.

With e commerce on a high growth track globally and especially in India, multiple technology, Management Marketing and content related jobs, have sprung up in the past two years, prominent of those being e commerce site development, web and application design, e commerce payments management, search and display advertising, product marketing, content development, channel management etc.

5. Affiliate Marketing.

Affiliate marketing, though a very specific digital marketing area has risen in stature with the rise of e

commerce and the possibility to cater to niche and local segments.

6. Display Advertising.

Display advertisers have an option to work directly with agencies advertisers, internet startups, large IT companies as all of them need strong display advertising skills these days. The key roles offered to starters in this field include account executive, media buying, trafficker, campaign manager, programmatic buying manager, Quality Assurance executive among others.

7. CRM Specialists.

With customer Relationship Management tools coming of age and supporting multiple sales and marketing needs of the firms, it is becoming important to have multiple specialists in CRM, those who have a knowhow of the tool in terms of technology, execution, analytics and lead management. Key CRM career areas include CRM tool analyst, database administrator, Data Architect, Digital Marketing Manager.

8. Mobile Marketing.

With mobile being the fastest growing platform on the digital side, it is no surprise that multiple job profiles have emerged specific to mobile marketing in areas of mobile technology, channel management, customer management, data, content advertising etc.

8. Conclusion

Being reliable, eco-friendly, reachable, influential, user engagement and measurable digital marketing is the magic tool for brands and businesses. As more and more entities join the online bandwagon for a wider market-reach, the job opportunities in digital marketing are ever-growing. Unlike other sectors of employment, this arena is an all-season field. It's too inviting to turn a blind eye, folks. ! Digital marketing industry celebrates a very open culture. With skills and tools knowledge advancement, empiricism holds a big portion and that pushes you up for being the next level of the marketer. There is umpteen numbers of sub-branches within the digital marketing field such as SEO analyst, Social media marketing executive, online reputation management executive, digital marketing manager, PPC specialist and so on. And so is the remuneration package range.

Supporting digitization, the Prime Minister of India has come up with the idea of digital India. And it acts as a promotional campaign for digital marketing resulting in many more job opportunities for youth to a great extent. Hence, there is nothing regional; it's a national alarm for graduates of India who all are looking for an inviting career.

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