



Digital Marketing Career Opportunities



Presented by,

Abdul Malick B.Tech.,

Senior Digital Marketing Consultant

9994204540 – www.Digitz.in

M. Abdul Malick B.Tech,



Digital Marketing and SEO consultant with more than 17+ years of industry experience. Extensive experience in Tech SEO, SEM, Paid Advertising(PPC), Social Media, Web Analytics, Personalization, Website Optimization, Digital Strategy, Branding and Reputation management.

Linked In - <https://www.linkedin.com/in/abdulmalick/>

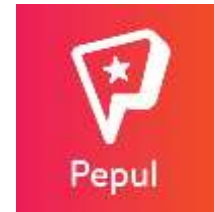
Website : <https://www.abdulmalick.com>

Mobile : 9994204540 Email : abdulmalic@gmail.com

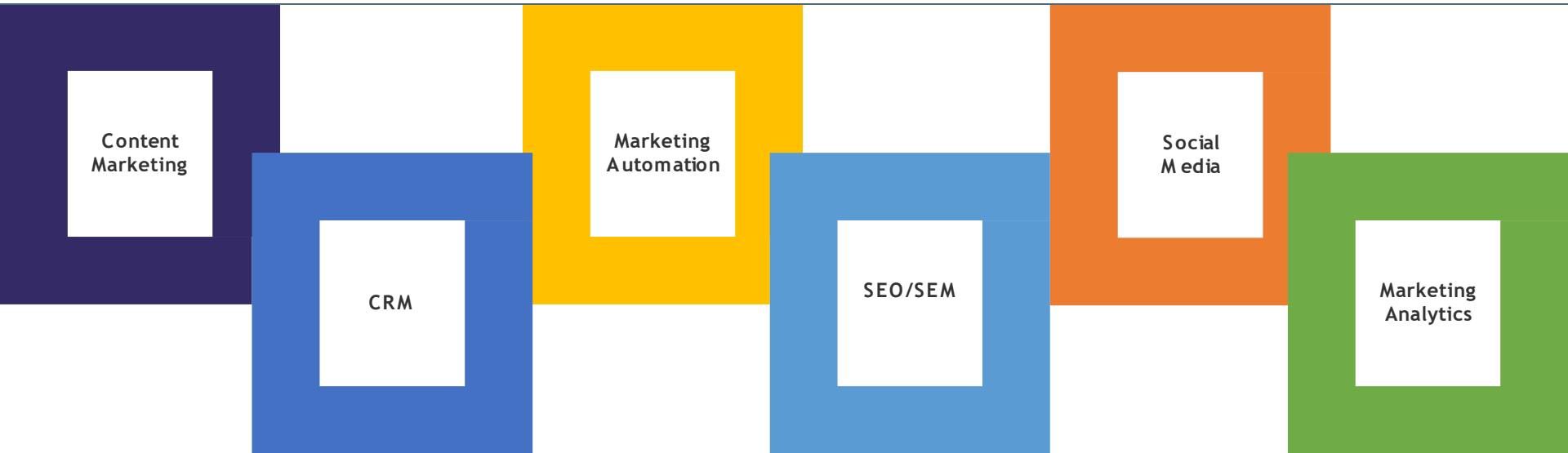
Facebook : <https://www.facebook.com/abdulmalick>

Instagram : @abdulmalick.digital

Handled Clients / Projects



The SIX Pillars of Digital Marketing



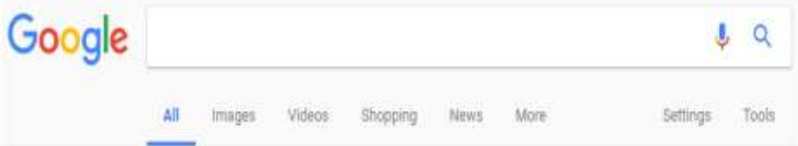
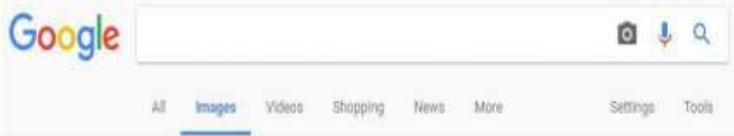
Did You Know?



Search Engines



Where Do People Search?



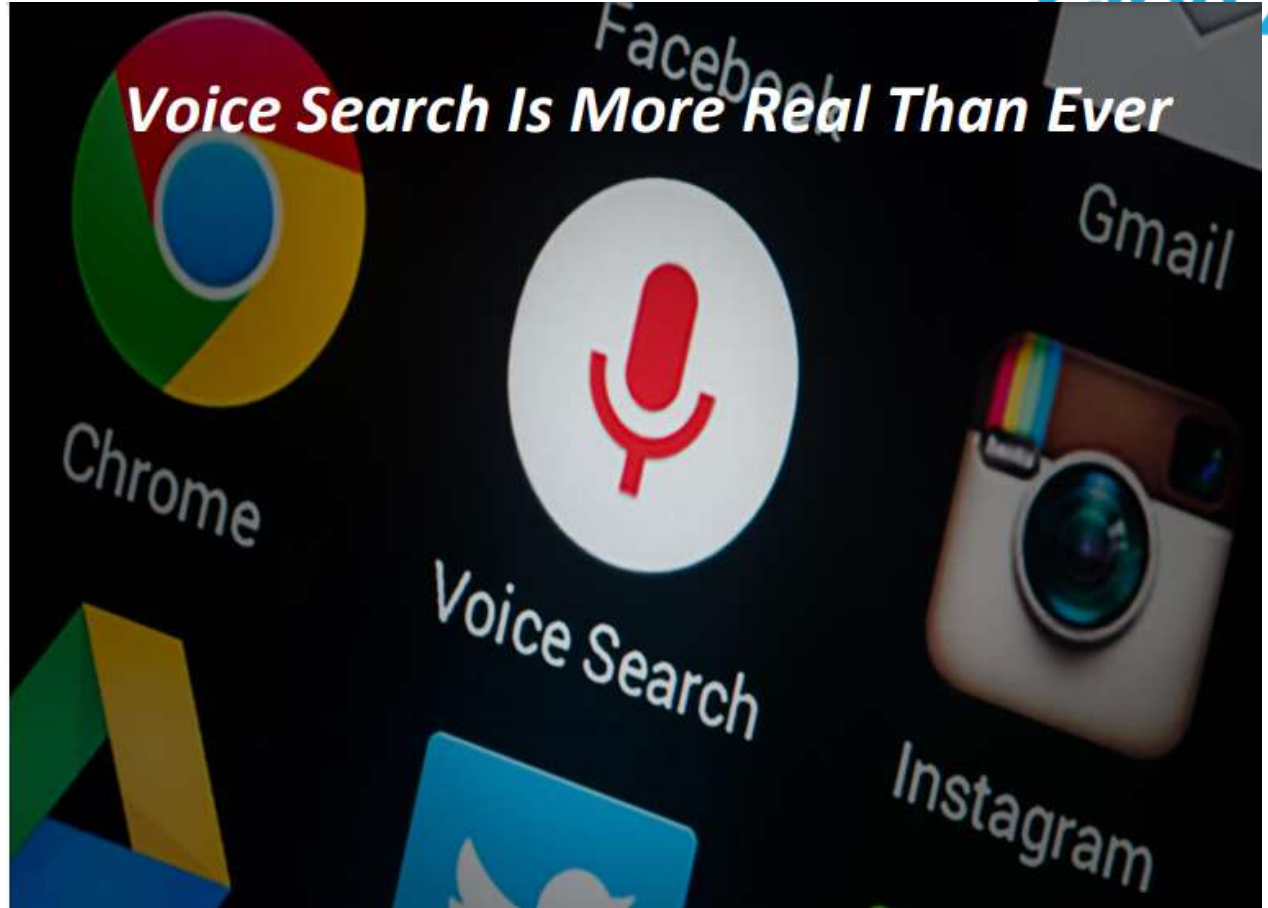
Importance of SEO Stats

- 68% of online experiences begin with a search engine. (BrightEdge)
- 75% of users never scroll past the first page of search results. (HubSpot)
- Google accounts for 92.05% of all global search engine market share. (Statcounter)
- 50% of search queries are four words or longer. (WordStream)
- 57% of B2B marketers stated that SEO generates more leads than any other marketing initiative. (Junto)
- 81% of consumers conduct online research before making a purchase. (Retailing Today)
- 70-80% of search engine users ignore paid advertisements and focus solely on organic search results. (MarTech)

Did You Know?



Did You Know?



Did You Know?

The background of the text is a dark grey rectangle. In the upper center, the word 'Google' is written in its multi-colored font. A yellow double quote mark is placed over the 'o' in 'Google'. Below the quote mark, the text '74% of consumers say text based keyword searches are inefficient in helping to find products online' is written in white. At the bottom of the rectangle, the text 'Slyce Visual Search: Technology & Market Report' is written in yellow. There are also some faint, partially visible text elements at the bottom of the rectangle, including 'Google Search' and 'Lucky'.

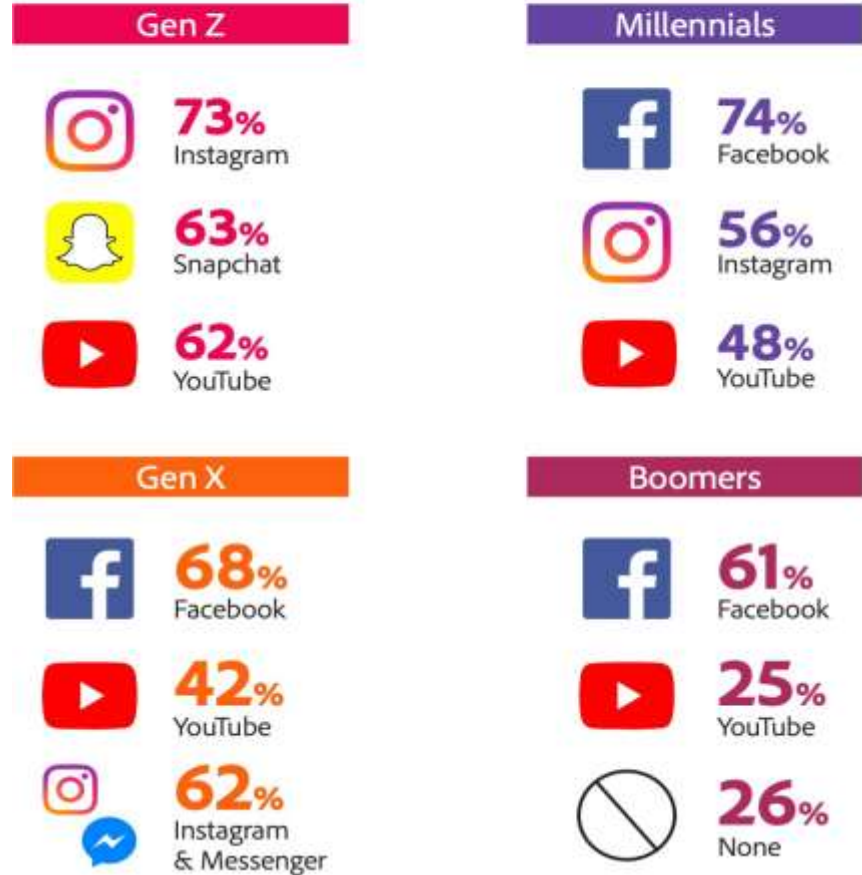
Slyce Visual Search: Technology & Market Report

Social Media Presence

Use social media:

Use social media platforms to promote your business and engage with customers. Share updates, photos, and videos regularly. Use location-specific hashtags to increase your visibility.

Which social networks, forums, or messaging services do you actively use today?

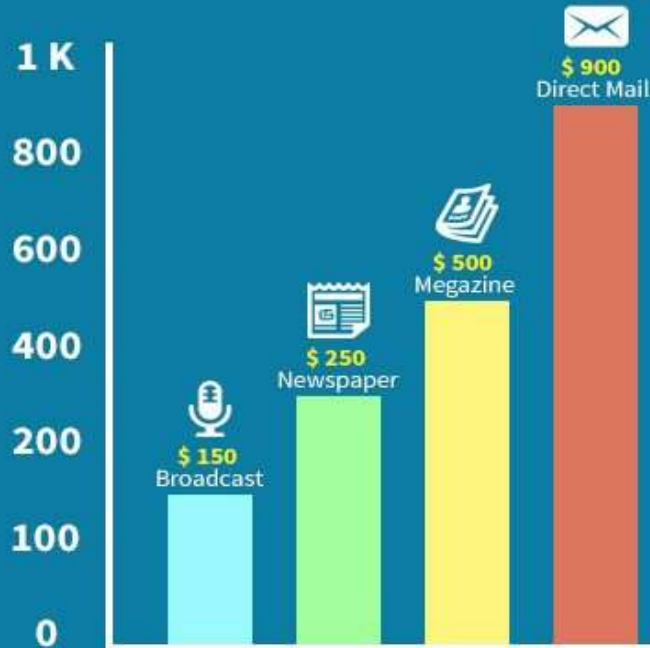


TRADITIONAL

VS

DIGITAL

COST TO REACH 2,000 AUDIENCE



COST TO REACH 2,000 AUDIENCE



DIGITAL MARKETING WINS THIS ONE, HANDS DOWN

Traditional VS Digital



Physical Office >>> Website

Direct Postal Mail >>> Email.



Traditional Advertising >>> Online Advertising

Surveys, Polls And Market Research >>> Web Analytics



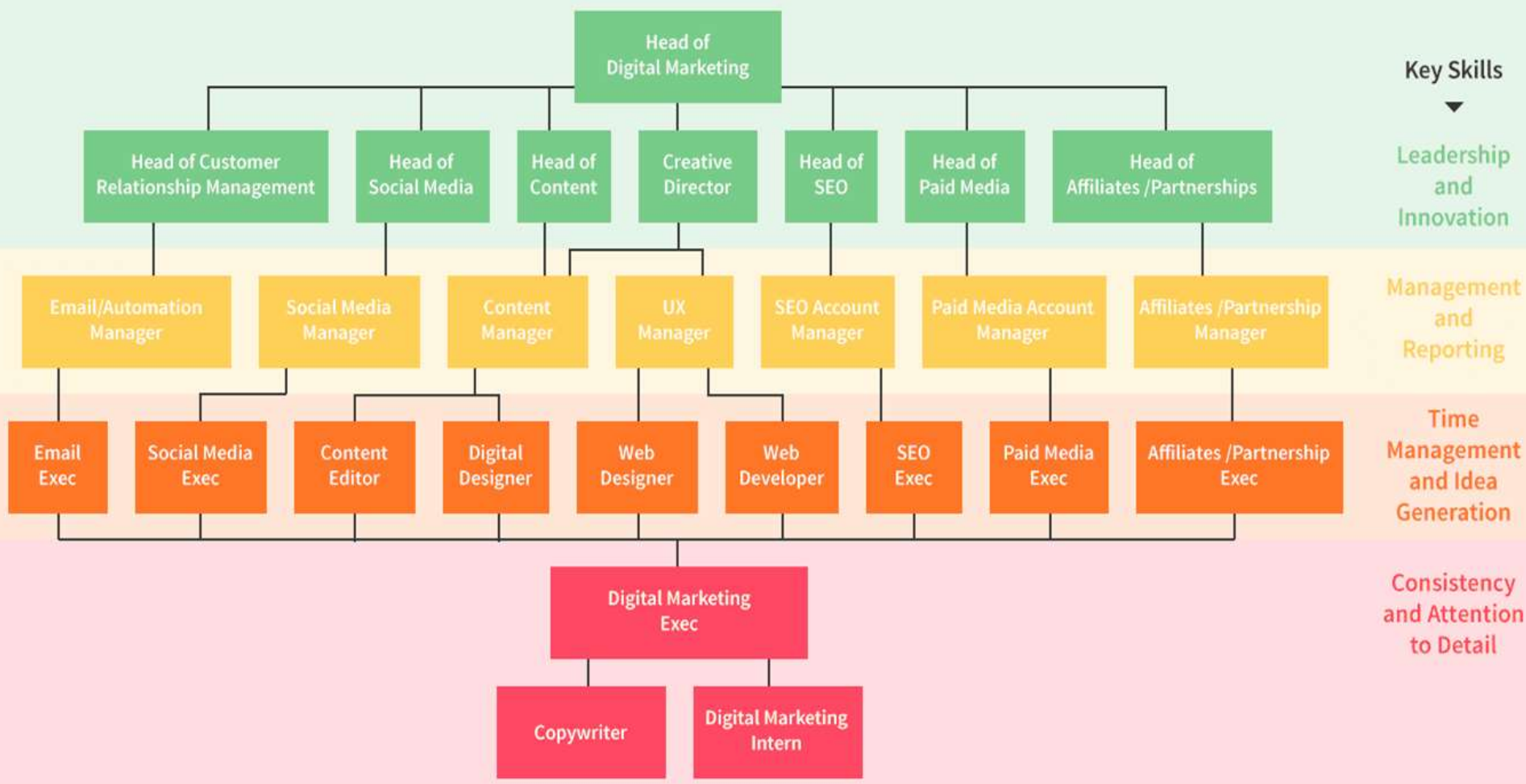
Traditional PR >>> Web PR

Word Of Mouth >>> Viral



Why Choose Digital Marketing as a career?

- Growing demand
- Constant learning
- Diverse job roles
- Competitive Salaries
- Freelance / Remote work opportunities
- Creative freedom



Key Skills



Leadership and Innovation

Management and Reporting

Time Management and Idea Generation

Consistency and Attention to Detail

In demand career opportunities

1. Content Manager & Content Strategists
2. Social Media Executives & Managers
3. SEO & SEM Specialists
4. UX Designer
5. Digital Marketing Analyst
6. Analysts and AI Specialists
7. Data Analytics
8. Marketing Automation
9. Email Marketing

Industry Growth

- The compound annual growth rate of digital marketing **from 2020-2026 is projected at 9%**, outpacing the average job growth rate. (Source: WordStream)
- The global digital marketing market is expected to reach **\$645 billion by 2024** (Source: WordStream)
- By 2028, the digital marketing market is further expected to scale with a **CAGR of 32.1%**, reaching a value of **USD 24.1 billion** (Source: The Social Shepherd)

- The digital marketing industry in India is booming, expected to grow at a compound annual rate of over **30% driven by factors** like increasing internet penetration and mobile phone usage.
- Market size: The market size for digital advertising is expected to reach **INR 539 billion by 2024**, up from **INR 199 billion in 2020**.

Job Demand

- Digital marketing jobs are set to increase **by 6% by 2032** (Source: U.S. Bureau of Labor Statistics)
- LinkedIn lists "Digital Marketing Specialist" as one of the hottest jobs, boasting a whopping **860,000 job openings** (Source: The Social Shepherd)
- There's a shortage of about **230,000 digital marketing professionals in major U.S. cities**, presenting a significant opportunity for skilled individuals (Source: The Social Shepherd)
- The industry is expected to generate **more than 9 lakh jobs in 2024**, offering ample opportunities for aspiring digital marketers.
- As of January 2024, there are over **1,50,000 job openings listed on platforms like Naukri.com.**

Future Outlook

- India has over **500 million** internet users, almost **40% of the total population**.
- Social media remains a **powerful marketing tool**, with Facebook and WhatsApp being the most popular platforms.
- **Influencer marketing** is also gaining traction, with the industry expected to be worth **₹ 28 billion by 2026**.
- The increasing reliance on digital channels for communication and commerce ensures **continued growth** for the digital marketing industry.
- Emerging technologies **like artificial intelligence (AI) and virtual reality (VR)** will create new opportunities and demand for specialized skills.

Google Certifications



Digital Marketing Events





Digitz (India) Technologies

#6, Arasamara Street,
Melapudur,
Trichy - 620 001,
Tamil Nadu, India

URL : <https://www.digitz.in>

Email : info@digitz.in

Mobile : +91- 77080 88188
+91-9994204540