



National Career Service

सही अवसर, सही समय
Right Opportunities, Right Time

CAREER IN DIGITAL MARKETING



**Government of India,
Ministry of Labour and Employment, Directorate General of
Employment,
National Institute of Career Service,
Noida , Uttar Pradesh.**

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INTRODUCTION

The New Digital era has introduced a new and fastest growing channel for communication and selling directly to customer in the form of Digital Marketing. The internet and the social media handles provides markets and consumers opportunities for much greater interaction amongst the business stakeholders compared to traditional Marketing.

SCOPE AND OPPORTUNITIES

Digital Marketing offers career option in the following

WordPress. Build a world-class website in 1 hour without any coding.

Email Marketing. Build a mailing list of 1000 people in 30 days from scratch.

Copywriting. Write sales pages that make the cash register ring!

SEO (Search Engine Optimisation). Get free traffic to your website with SEO.

YouTube Marketing. Drive traffic & sales with simple "how to" videos.

Social Media Marketing (Instagram, Facebook, Twitter, Pinterest & Quora).

Linkedin Marketing. Go viral on Linkedin and 400x your connections.

App Marketing. Discover 43 Ways To Promote Your App.

Google Adwords. Avoid common mistakes and set up profitable campaigns the first time.

Facebook Ads. Make money with Facebook Ads without spending a fortune.

Google Analytics. Improve your marketing with Google Analytics data.

JOB PROFILE OF DIGITAL MARKETING

Type of Job	Nature of Work	Eligibilities/ Skills required	Expected Salary
<u>Photographer</u>	Photographers capture artistic images using cameras. Digital marketing agencies often hire photographers to help them create visual content for websites, advertisements and social media posts.	10 + ITI or Certificate Course in Photography/ No degree is required if skills and knowledge is present.	Rs. 25-30 K

Type of Job	Nature of Work	Eligibilities/ Skills required	Expected Salary
Digital marketing intern	Digital marketing interns assist organizations with their online advertising efforts while gaining work experience and learning from senior marketing professionals. Depending on the company they work for, they may research market trends, manage social media accounts, analyze advertising data or design marketing materials. Digital marketing interns may also write content for social media posts, websites and other online platforms	Generally, no eligibility criteria for intern, knowledge of Channel, marketing essential and good writing skills. But Graduation / PG with above skills are preferred in corporate world	Rs. 18-25K, Earning depends on the Skills and Knowledge
Social media specialist	Primary duties: Social media specialists oversee their clients' social media accounts. They can work for a digital marketing agency where they may manage accounts for several clients at the same time. Social media specialists may also work for a single organization where they manage the social media strategy for each of their platforms.	Bachelor's degree with major in marketing/communication Digital Marketing , advertisement consumer research, market analytics and business basics	Sal between Rs. 2-9 Lakh per annum
<u>Graphic designer</u>	Graphic designers create visual content by combining text, colors, illustrations and images in a way that's visually appealing. They can create graphics for social media posts, websites, digital advertisements, mobile apps and email newsletters.	There is no specific requirement , 10+2 can peruse a course in graphic designing and be a graphic designer	Rs. 18-25K, Earning depends on the Skills and Knowledge

<u>Copywriter</u>	Copywriters produce written content for a wide range of marketing materials, including social media posts, digital advertisements, websites, blog posts and emails. They research the target audience for each campaign they work on to identify what type of content may appeal to them.	Bachelor's degree in English , Journalism, Creative writing, Marketing or related field, Strong writing Skills	Average Around Rs 4.8Lakh per annum
<u>Influencer</u>	Influencers are digital marketing professionals who've accumulated a significant number of followers on different digital or social media platforms. They partner with brands to promote their products and services online in exchange for compensation. Influencers create photos, videos and written content that showcases products and services their followers may be interested in purchasing.	No formal education needed, Sizable and dedicated engagement on Social Media, a niche on areas of Expertise in Sharing information. Influencing target audience and ability to create high quality content	Rs. 18-25K, Earning depends on the Skills and Knowledge
<u>SEO specialist</u>	An <u>SEO specialist</u> optimizes websites to improve their rank in search engine results pages (SERPs). They research what types of keywords people search for, analyze existing website content and assess competitor websites.	BE/B Tech in IT or CS, knowledge of different programming languages, operating systems and hardware platforms	Average salary Around Rs 4.8Lakh per annum
<u>Front-end developer</u>	A <u>front-end developer</u> creates the visual elements users see and interact with when they visit websites or use mobile applications.	Bachelor's degree with Diploma or Certificate in marketing/communication.	Sal between Rs. 18-30K

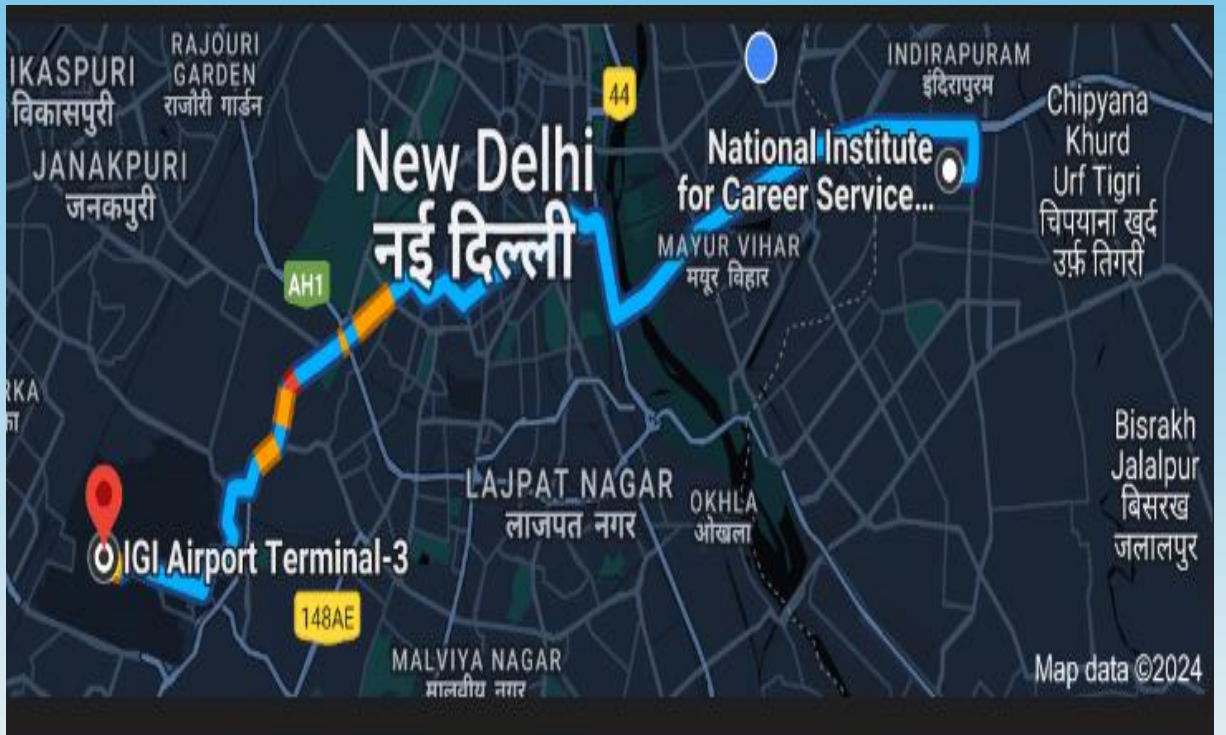
FEW COURSES IN DIGITAL MARKETING

Institute Name	Courses Offered	Fees (INR)	Top Recruiters
Digital Vidya	CDMM Course	₹65,000 + 18% GST	Erekrut, Neuherbs, Optiphoenix, TIS India, Disney Hotstar, Cheil, Analect, and more
Delhi School of Internet Marketing	Masters in Digital Marketing	₹55,000 + 18% GST	Zara, Woodland, BHEL, Tata Power, Dell, Aegis, Infosys, ISB, and more
Digital Academy India	Certified Program in Digital Marketing	₹34,900 (+18% GST)	Adobe, Genpact, IBM, Dabur, Exide, and more
IIDE - The Digital School	PCDMS	₹1,60,000	Kinnect, Schbang, Zomato, and more
DMTI	Advanced Digital Marketing Course Diploma	Not mentioned on site	Not mentioned on site
NIDM	Dynamic Digital Marketing Program	Not mentioned on site	TCS, Zomato, Cognizant
NIIT	Post Graduate Programme in Digital Marketing	Not mentioned on site	Not mentioned on site

Online Courses: Digital Marketing courses are available in learning platform like, Udemy, Coursera, etc. in a very reasonable price.



HOW TO VISIT NICS, NOIDA



TO CONTACT

Director,
National Institute for Career Service (NICS), Directorate General of
Employment, Ministry of Labour and Employment, Government of India,
A-49, Sector 62, NOIDA-201309.

Google Map Link: <https://goo.gl/maps/sdiP3JLa4Ew>

Contact No. : 0120-2405623,24,25.

Email ID : nicsnoida-cirtes[at]gov[dot]in, cirtesnoida[at]gmail[dot]com,

nicsnoida.trg[at]gmail[dot]com



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