



# DIGITAL MARKETING

A PRESENTATION BY ANMOL

# DIGITAL MARKETING

Your Guide to Modern Marketing and  
Related Career Opportunities



# WHAT IS DIGITAL MARKETING?

- Digital marketing is the marketing and advertising of a business, person, product, or service using online channels, electronic devices, and digital technologies.

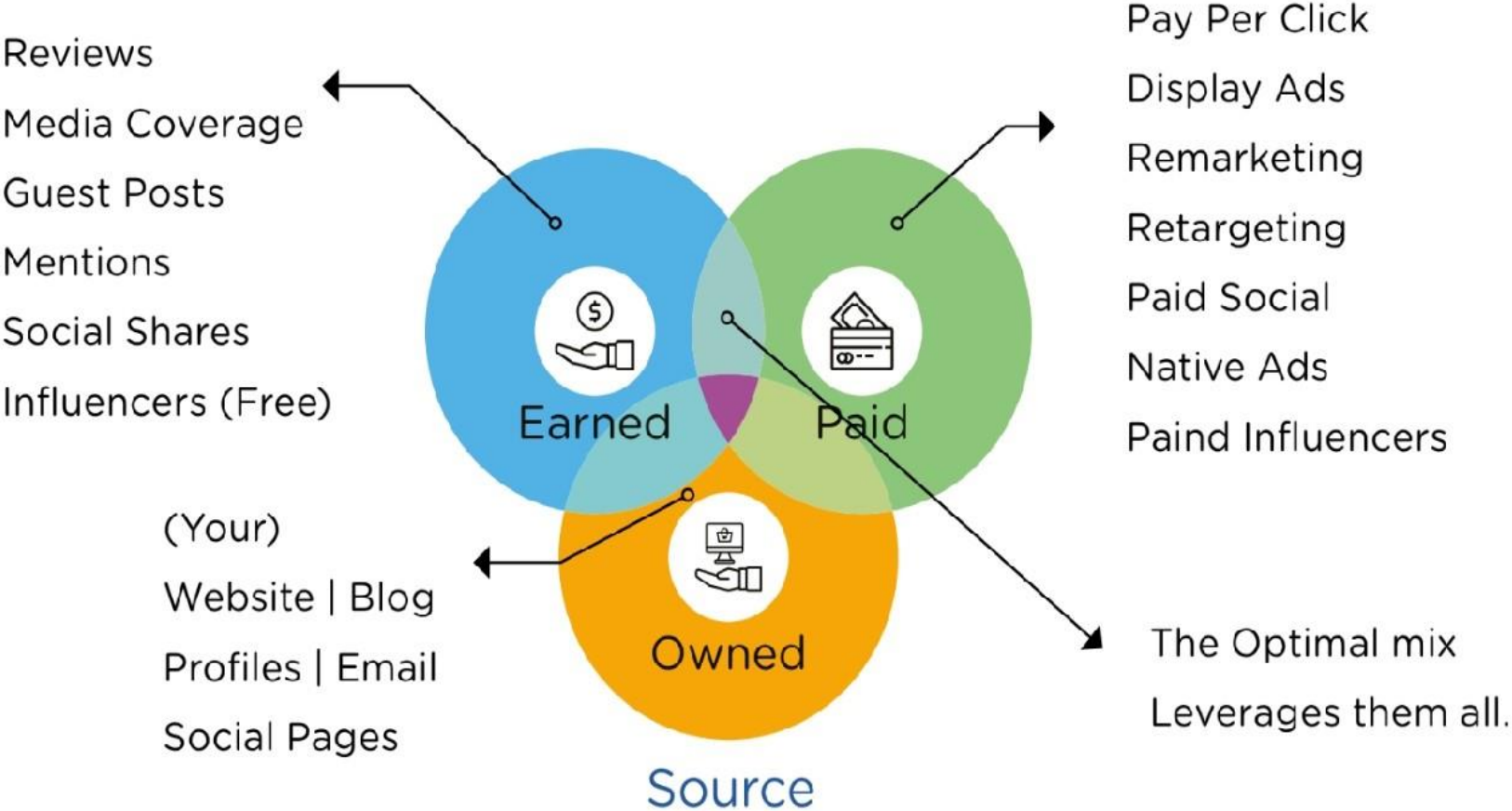


# EXAMPLES OF DIGITAL MARKETING

- SOCIAL MEDIA
- E-MAIL
- PAY-PER-CLICK (PPC)
- SEARCH ENGINE OPTIMIZATION (SEO)



# THE DIGITAL MARKETING MIX



# THE THREE TYPES OF MEDIA ESSENTIAL FOR SUCCESS IN DIGITAL MARKETING

- **EARNED MEDIA**

- **PAID MEDIA**

- **OWNED MEDIA**



# DIGITAL MARKETING BENEFITS

## ○ OPPORTUNITY –

The demand for digital marketing professionals has been on the rise, with new roles opening up all the time. Companies have been increasing their digital-marketing budgets in the last few years, yet there are still more open roles than certified digital marketers available market.



# SKILLS CMOs FIND IMPORTANT TODAY





## ○ FAST PACE –

The digital marketing industry is frequently disrupted by new technologies, platforms and devices , so there is always something to learn and apply to your latest marketing strategies. Exciting new roles are also opening up as AI, and augmented and virtual reality continue to mature.



2011



~150

2012



~350

2014



~1,000

2015



~2,000

2016



~3,500

2017



~5,000

2018



~6,800

2019



7,040



# DIGITAL MARKETING CAREERS

- SEARCH ENGINE OPTIMIZATION
- SOCIAL MEDIA MARKETING
- CONTENT MARKETING
- MOBILE MARKETING
- WEB ANALYTICS
- PAY PER CLICK (PPC)



# CONCLUSION

Digital Marketing is very vital social media platform to modernising a business, for selling a product without much effort. It reaches to all the people easily and can influence it`s customers easily to buy a product. It not only advertise products, but also create job opportunities.

THANK YOU!

