



Career of Digital Marketing

- Jobs
- Salaries



Introduction to Digital Marketing

Presented By
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What are we going to Learn ?

- ✓ What is Digital Marketing
- ✓ Why use Digital Marketing
- ✓ Digital Marketing Strategies
- ✓ Who can do this course
- ✓ Career Opportunities
- ✓ Get a Job in Industry
- ✓ Freelancers

Introductions

Before we understand the scope of digital marketing let us first understand about this industry. Digital marketing is a marketing method to promote products in online. So in simple terms, we can say that we are promoting our products to customers who are using the internet. Many concepts of traditional marketing are applicable to digital marketing.

This is the major source in Internet marketing with a simple concept. But this is not so simple, it seems to be simple but not easy. So Marketing refers to Digital Marketing Training. So what is Digital Marketing ? Generally Digital Marketing is defined as the process of used design or form a possible way. This procedure is used for growth in business to make it profitable

Introductions

Internet marketing is one of the most popular way of promoting your business and this is one of the cheapest way of publicity. You may having the doubt 'why can't we telecast in televisions or why don't we give an advertisements in Radio's or display in the form of Hordings, Banners on the road'. Why not we can do that only if you are ready to invest min 10 to 50 lakhs or may be in crores, So that might be a problem for small scale business enterprenuers.

Introductions

For newly born business and 'currently established business' this best option and for 'well established business' this would be huge promotion in market expansion. Our sincere advice to the upcoming Enterprenuers is to invest their money in Internet-Marketing for promotion is better than other ways of marketing. The charges are so reasonable that anyone can afford it, let me tell you an example suppose you invest money nearly 10,000 per month in Internet marketing i.e $10,000 \times 12$ months you will be charged 1,20,000. In other hand if you give the advertisements in television you will be charged atleast 5 to 10 lakhs. So it is depended on you.

Digital Marketing - 5 modules

Website Design And Development – Domain Registration, Hosting Purchase, Design Your Website

SEO – Search Engine Optimizations – SEO Onpage , OFFpage

SMO – Social Media Optimization – Facebook, Twitter, LinkedIn, Instagram, Google Maps

SEM – Search Engine Marketing – Google Adwords, Local Ads, Smart Campaign

SMM – Social Media Marketing - Facebook, Instagram, Twitter, LinkedIn

Youtube Marketing - Youtube Channel Creations, earnings

Mobile Apps promotions

Email Marketing - Mail templates, Mail Sending

Course Content –

Website Architecture

Domain + Hosting (Free + Paid)

Blogger

Wordpress - Free Website Creation

HTML Website – Sitepad Builder

Search Engine Optimization (SEO)

On Page

Off Page

Youtube Marketing + SEO

Social Media Optimization (SMO)

Google maps

Facebook

Instagram

Twitter

Linkedin

Search Engine Marketing (SEM)

- Google Adwords
- Smart Campaign (Google Adwords Express – Google maps Ads)
- Bing ads

Social Media Marketing (SMM)

- Facebook
- Twitter
- LinkedIn
- instagram

•Email Marketing

•Video Marketing

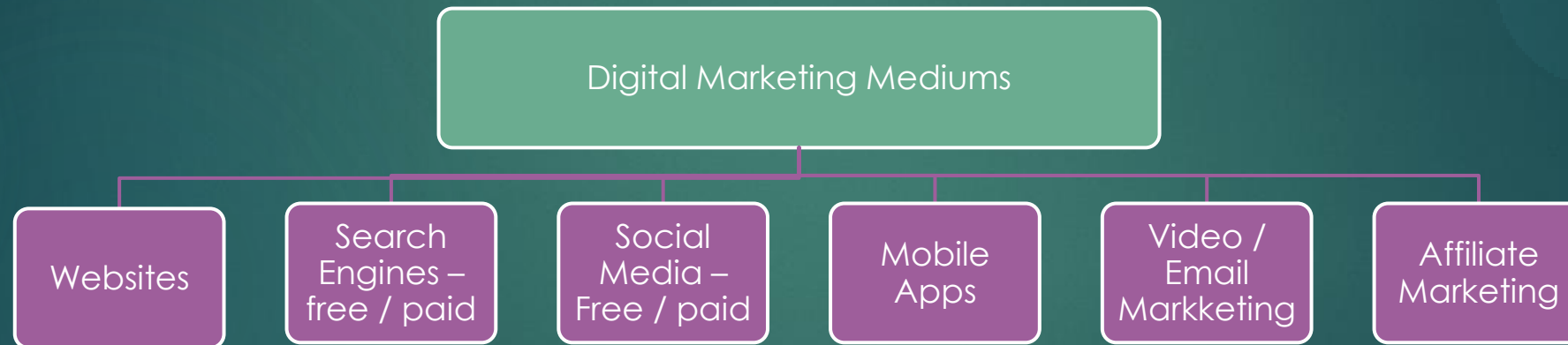
•Image Optimization

•Content Marketing

•Mobile App Promotions

What is Digital Marketing ?

Digital marketing is promoting or creating brand awareness using Internet.



Traditional Vs. Digital

Factor	Traditional	Digital
Reach	Limited to Area	Global
Targeting	Not Specific	Very Specific
Price	Very Expensive	Not Expensive
ROI	Not Guaranteed	Guaranteed

- Direct Traffic
- SEO
- Social Media
- Youtube Marketing
- Email Marketing

Organic Marketing

- SEM - Pay Per Click, Display, Video Ads
- SMM - Social Media
- Email Marketing

Paid Marketing

Reporting

- ORM
- Analytics

Mobile Marketing

- Mobile Apps
- Ads in Mobiles



Search Engine Optimization

Google ppc interview questions

All News Videos Images Maps More Search tools

About 1,92,000 results (0.46 seconds)

16 Commonly Asked PPC Questions (And Answers) | PPC ...
www.ppchero.com/16-commonly-asked-ppc-questions-and-answers/
Jan 2, 2013 - Ask a PPC account manager what's the best way to do something and ...
With this in mind, below are the most common questions I am asked by ...

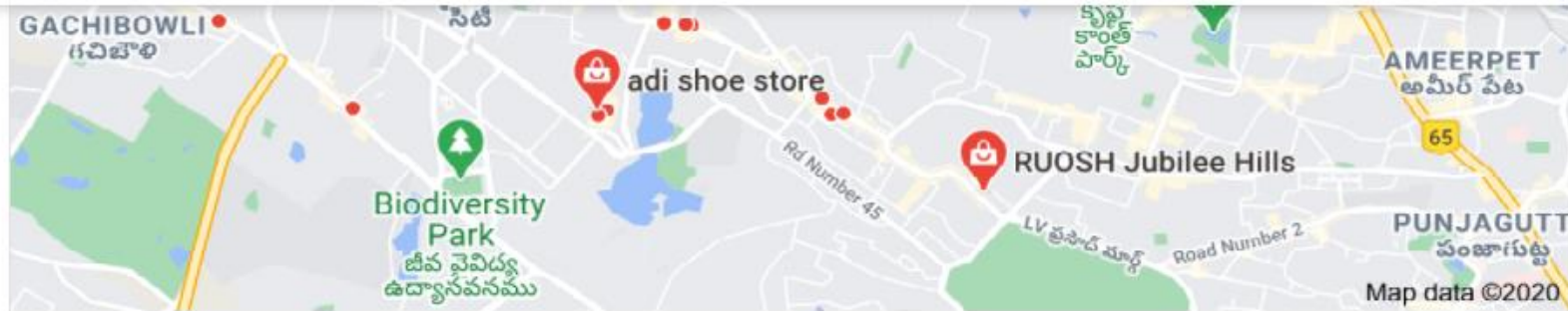
1) PA: 29 4 Links / PRO ONLY RDs DA: 58 PRO ONLY Links / PRO ONLY RDs Link Analysis

PPC Interview Questions & Answers 2015 - WebTrainings.in
www.webtrainings.in/ppc-interview-questions-answers/
Dec 20, 2014 - PPC Interview Questions 2015 - Learn the common ppc interview questions to tackle your next interview. In PPC the major topics are ...

2) PA: 16 69 Links / PRO ONLY RDs DA: 21 PRO ONLY Links / PRO ONLY RDs Link Analysis

Top 20 Adwords (PPC) Interview Questions - Career Guru99
career.guru99.com > Latest Articles > Sales & Marketing
Dec 8, 2015 - Adwords works on "pay per click" that means you only pay the amount you have bid if someone taps on your ad as a result of a web search.

Loading data for <http://career.guru99.com/top-20-adwords-interview-questions/>



Rating ▾ Hours ▾

⚠️ Hours or services may differ

RUOSH Jubilee Hills

4.3 ★★★★★ (72) · Shoe store

233, Rd Number 36

Closed · Opens 10:30AM · 040 6704 3664



Cost2Cost Footwear

3.8 ★★★★★ (37) · Shoe store

1-98/8/A/15 Arunodaya Co-op Housing Society Beside Duram Cheruvu Metro Sta...

Closed · Opens 11AM

✓ In-store shopping



adi shoe store

1.0 ★☆☆☆☆ (1) · Boot store

Inorbit Mall, Inorbit Mall Rd, Hitech City, Hyderabad · In the Inorbit Hyderabad

Closed · Opens 9AM Mon · 095810 47476



View all

How is SEO Done?

- ▶ SEO depends on many factors and algorithms created by Search Engines
 - ▶ 200+ Factors used by Google to Rank a Page.
- ▶ 75% of the Search Users click on Organic Links
- ▶ SEO increases the Leads and Brand Authority
- ▶ SEO takes a Good time and Effort.






Pay Per Click Marketing

Google shoes online

All Images News Videos Apps More Search tools

About 33,70,00,000 results (0.55 seconds)

Shop for shoes online on Google

 YepmeWalby Sports Shoes - Rs. 299.00 Yepme.com	 Foot N Style Black Tennis ... Rs. 449.00 Snapdeal	 Asian Men's Navy Blue & ... Rs. 499.00 Amazon India	 Yepme Premium ... Rs. 1,099.00 Yepme.com	 Asian Navy Lace Lifestyle Rs. 499.00 Snapdeal
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Upto 70% Off + Extra Cashback.
Best Price Online, Shop Now!

China Cheap Shoes
www.made-in-china.com/Shoe
Improve Your Business ROI - Get a Better Deal on Bulk Cheap Shoes.

Yepme Shoes - Upto 50%Off - yepme.com
Ad www.yepme.com/Men_Shoes_Offer
Offer Valid For Limited Time Only. Buy Now & Pay Cash On Delivery.
Styles: Casual Shoes, Sports Shoes, Formal Shoes

Shoes Online - 40% to 70% Off On Select Brands
Ad www.amazon.in/Shoes+Online
Easy Returns & Pay On Delivery!

How to Do Adwords (CPC and PPC)?

- ▶ PPC can be implemented using these programs
 - ▶ Google AdWords
 - ▶ Bing Ads
- ▶ 25% users click on Paid Ads
- ▶ Very Fast and Effective Marketing

Ad · <https://www.udemy.com/> ▾

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Searches related to digital Marketing training hyderabad

Social Media Marketing

- ✓ To Increase Brand Awareness and Business Leads



Facebook	Pinterest / InstaGram
Google Maps	Youtube
Twitter	Linkedin /etc..

Prerequisite for Course

- ▶ Anyone with basic understanding of Internet
- ▶ No Programming or Website Knowledge
- ▶ Basic English/Communication Skills are Must
- ▶ Interested and Enthusiastic in Technology

Career Opportunities



Online Money Earning

- ▶ Google AdSense
- ▶ Affiliate Marketing
- ▶ Freelancing
- ▶ Youtubers



Earn with Affiliate Marketing & AdSense:

You can start your blog/website/app in a specific niche of your interest and initially work hard to build traffic & viewers. After generating good traffic, you can make a good income with AdSense & affiliate marketing techniques.

Start Freelancing Services:

Freelancing is the concept of offering your services to clients on a part-time basis from your home. Sitting at your home you can build your clients globally. Thanks to online websites like [fiverr.com](https://www.fiverr.com), [freelancer.com](https://www.freelancer.com) etc. you can start offering your freelancing services.

Entrepreneur – Start your own agency:

If you have experience in managing a business & have resources, contacts.

You can start your own full-time digital marketing agency. With your agency, you can able to build marketing strategies for clients and implement them with digital marketing.

YouTube Marketing And Earnings

1. Youtube Channel Setup
2. How to Rank and Optimize Youtube Videos
3. How to get more views and Subscribers
4. How to Promote Your Youtube Channel
5. How to boost your Business with youtube Channel
6. Learn to Edit Video
7. Learn ways to Make Money from Youtube
8. How to Setup youtube Premiere
9. Youtube Earning
10. Youtube Promotion on Google Adwords

Get a Job in Industry:

The simple and best way to start your career in digital marketing is to find a job. In digital marketing, we have many different specializations so you will have different options to start your career.

1. Digital Marketing Analyst
2. Digital marketing strategist
3. Digital marketing executive
4. SEO Analyst
5. Social Media Specialist
6. Google Adwords specialist
7. Email marketing specialist
8. Web Analyst
9. Online reputation manager

Jobs

**Small Companies to MNC'S Hiring
Fresher's and Experienced People by Best
Package**

Salaries :

Freshers: Rs. 12,000 To 18,000/- Only

Experience : Based On previous Package – increase hike 20% To 30 %