

# WHAT IS DIGITAL MARKETING?

## TYPES, CAREER, SCOPE

Digital marketing has become an important aspect of any business, emerging as an influential business strategy that helps it grow digitally. Let us understand this concept, its scope, and career options.



# What is Digital Marketing?

It is a **medium that helps businesses grow through various digital channels and technologies**. These channels include business websites, and social media platforms like Instagram, Facebook, LinkedIn, etc. The main goal is to reach the maximum audience and generate good business for the company.

Let's understand this with a simple example-

Suppose a company XYZ has skin care products and wants to build a brand and also increase its sales. So they decided to make an online presence of their brand to reach more audiences and generate leads. So firstly they need to build a website and post content related to their

products. Next, they will focus on optimizing their content by applying various strategies like SEO, Content Marketing, Google Ads, etc. to create an online brand.

## COMPONENTS

**Search Engine Optimization (SEO)** – One of the most popular and important things when it comes to online marketing. It is a **process of generating traffic on the website organically by optimizing the website content.**

### How Does It Work?

SEO involves a combination of strategies and techniques with the intent of ranking the website on the Search Engine Result Page (SERP). Here is the process that follows -

- **Keyword Research**
- **On-Page SEO**
- **Off-Page SEO**
- **Technical SEO**
- **Users Experience**
- **Content Quality**
- **Analytics & Monitoring**



## **Content Marketing**

This is a modern approach that focuses mainly on creating and publishing valuable content to attract a good number of target audiences. The main **objective is to generate leads, increase brand awareness, and enhance customer loyalty.**

Some key elements of content marketing are **blog posts, videos, podcasts, E-books**, etc.

## **Social Media Marketing**

Use of platforms such as **Facebook, Instagram, and WhatsApp** for **promoting their products and services** by creating content on these platforms and running ads to attract an audience and increase engagement with the customers.

Example- You have seen in Instagram reels where your favorite influencer is promoting some brand or their product that is an example of social media marketing.

## **Email Marketing**

Sending cold emails and messages to generate leads and maintain relationships with customers.

## **SCOPE**

### **Worldwide Reach**

It helps in targeting audiences globally. It allows various businesses to enhance their reach by running campaigns that are accessible to their targeted audience globally.

## **Rise of E-Commerce**

After the pandemic, most businesses shifted to online mode which increased the demand for online marketing in the business world as people started spending more time on social media sites. Now it has made its solid presence and every business now needs an online presence to grow their business to the next level.

## **Multiple Channels**

Social media channels, SEO, and Content Marketing offer a variety of opportunities that every company can utilize and make their business grow and this will continue to grow as we are in the era of social media and technology.

## **In-demand skill**

It is in high demand nowadays as this market is growing every year. According to the LinkedIn report the role of “Digital Marketing Specialist” is in the top 10 demanding jobs with almost 860000 jobs only in the US and it is more if we calculate it globally.



## **CAREER OPTIONS**

There are multiple career options in this field. Here is the list of some options that you can think of -

- Digital Marketing Manager
- Content Marketing Specialist
- Social Media Manager
- Email Marketing Manager
- Digital Marketing Analyst
- SEO Specialist
- Brand Strategist
- Affiliate Marketing Manager

## **Conclusion**

As of 2024, it has shown remarkable growth in the world of marketing and right now every business is trying to leverage online marketing strategies for their business to reach the maximum audience. The future of digital marketing is very bright and full of opportunities. Adapting its strategies and staying updated with the emerging trends will be vital keys to success.

