

10 Reasons to Choose Digital Marketing as a Career in 2024

Marketing has been essential for various industries for centuries. Whether it's a startup or a large corporation, modern marketing has existed since the rise of consumer culture and is going nowhere until extinction.

Just like you cannot destroy energy and can only change its form, the same happened to marketing.

In this digital era, everything has shaped itself accordingly, and this is where digital marketing took over everything. This whole industry is currently worth **\$363.05 billion** globally. Now, it is growing at **10.7% CAGR** and will reach an \$887.2 billion valuation by 2032.

Despite that, this field constantly seeks young minds so that experiments and innovations can go further regularly. It doesn't matter which field you belong to; you can be a good fit for this role. As a student, you should know about the opportunity and [career in digital marketing](#). You only need a sense of the current system and an eagerness to learn constantly.



First, let's go through a brief:

This is all about promoting something with the help of the internet and other digital communication platforms.

These are the direct benefits of digital marketing for businesses:

- It is more affordable than traditional marketing with scalable options.
- Immediate tracking and detailed analytics for marketing efforts are available.
- Companies can target audiences with specific demographics or interests.
- It allows finding new markets and trading globally with minimal investment.
- Direct interaction with customers helps in building brand loyalty.

After all these, we have come up with ten specific reasons why you should choose a career in marketing. This will make you understand the cons and pros of digital marketing so you can make better decisions.

10 Reasons to Choose Digital Marketing as a Career

Growing Demand

There is no doubt that this is just the beginning based on the growth rate and expectations from this field. After seeing how beneficial it is for businesses, what do you think about the marketers' demand? There are currently around [860000 job openings](#), growing higher than the average job growth rate. We will see a [6% increase](#) in jobs through 2032 with 34000 job opening expectations each year.

This is one of the reasons why choosing a career in digital marketing can be an appropriate approach for you. As you can see, growth will not stop in the upcoming years; it means a secure future is waiting for you.

Diverse Career Paths

This field comes with many opportunities, be it numbers or variety. You will serve these roles and responsibilities:

Role	Responsibility
SEO Specialist	The main focus is optimizing websites to rank higher in SERP and increasing organic traffic.
Content Strategist	It is also a responsibility to develop content aligned with the company's objectives and target audience, often overseeing a content team.

Social Media Manager	The main focus here is managing the brand's presence on social media platforms. Engaging with the community and developing social media campaigns are also priorities.
Digital Marketing Analyst	Analyzes data and trends to guide strategy and measure the effectiveness of digital marketing efforts.
PPC Specialist	The aim here is to manage pay-per-click advertising campaigns. It includes strategy, design, implementation, SEO, and ad performance analysis.
Email Marketing Specialist	Designing and implementing direct email marketing campaigns is a responsibility. Analyzing data to optimize campaign performance is often also part of the job.
Digital Marketing Manager	Overseeing a company's overall digital marketing strategy and coordinating between different roles and strategies.

Now the question is, which subpath would suit you better? This is because [digital marketing specialization](#) varies due to diverse subcategories within the field. Learning from a reputable institute can help you understand different pathways and make informed decisions about your future direction.

Innovation and Creativity

This field's diverse and fast-paced nature impacts the professionals who work here the same way. If you come across a marketing specialist, you will realize what it requires to be relevant here. As you have seen above, different responsibilities make you bound to [be creative](#) and logical.

Developing content strategies and content itself will force and encourage you to use your creative side of the brain. Meanwhile, being logical and [staying ahead of tech trends](#) is also required to create impactful strategies and act according to accurate data and analytics.

Eventually, it will benefit you as this is different from the field, which will get you stuck in a nutshell. So you will not feel bored; tackling different challenges and making a meaningful impact will make you feel proud.

Flexibility

This field reflects worldwide scenarios directly, as flexibility and the [possibility to work from anywhere](#) will always be there. It is the same as how the whole world is flexible regarding trends and adaptability. [14% of employees](#) worldwide are already working remotely.

It only requires you to be knowledgeable, and you will have all the facilities here. These are some of them:

- Location Independence: You can perform most of the tasks from anywhere with an internet connection, allowing for remote work.
- Flexible Schedules: Digital marketing often allows for non-traditional working hours due to different time zones and personal preferences.
- Project-Based Work: Many digital marketing roles are project-based, which can offer more flexibility in terms of workload and deadlines.
- Freelancing Opportunities: The field has a high demand for freelance marketers, so you can freely choose clients and projects.
- Digital Collaboration: Using project management and communication tools allows teams to collaborate effectively, regardless of physical location.

These reasons should be enough for you to understand how grateful the role can be and how it will help you maintain a healthy work-life balance. You can also cut unnecessary spending, making you [23% more profitable](#).

Skill Development

As discussed before, you can see opportunities coming to you the moment you enter this industry. It encourages creativity and staying ahead of trends, and it also ensures professional growth.

And it would be best if you prioritized skill development because [63% of businesses](#) have already increased their budget in this segment. These can be the [best companies](#) to work for in digital marketing. So, despite many opportunities, choosing what suits you best is advised.

Remember, your priority should be learning and refining yourself and then focusing on various options, as these facilities are for those with decent skills. Still, there is no problem if you have no experience. First, you should know [how to become a digital marketer](#). It will give a basic idea and steps to help you go in the right direction.

High Earning Potential

After containing this much diversity, growth opportunities and encouragement, how will you not have high earning potential in the industry?

According to [upGrad](#), these are the current salaries in this industry for various roles:

Roles	Avg. Salary (INR)	Salary Range (INR)	Experience Required
Digital Marketing Manager	8,09,777	4,00,000 - 18,00,000	4 - 8 years
Pay Per Click (PPC) Analyst	4,00,000	2,50,000 - 5,00,000	1 - 3 years
SEO Specialist	4,10,000	1,80,000 - 4,00,000	1 - 4 years
Social Media Marketing Manager	5,60,000	1,50,000 - 10,00,000	1 - 3 years
Content Marketing Executive	3,00,000	2,00,000 - 5,00,000	< 3 years

You can always conduct a [deeper analysis of salary](#) to understand better how it varies according to various factors.

Impactful Work

Despite any role, marketers' main focus is to drive better ROI by improving brand awareness and increasing customer engagement. These data from various sources show why marketing professionals' demands are growing:

Increased Customer Engagement and Loyalty

A positive experience made [94% of customers](#) more likely to purchase from the same brand again.

Digital marketing techniques like social media, content, and email marketing help businesses build deeper customer relationships and increase engagement.

Targeted digital marketing campaigns allow businesses to personalize their messaging and offers, enhancing the customer experience and driving conversions.

Improved Brand Awareness and Visibility

Online advertising strategies like Google and social media ads can help businesses quickly reach and target the right audience.

84% of B2B marketers were able to create brand awareness through content marketing.

The first result on Google generates 39.8% of all clicks, and a featured snippet increases the [click-through rate to 42.9%](#).

Cost-Effectiveness and Scalability

Digital marketing is [more cost-effective](#) than traditional marketing, especially for small and medium-sized businesses.

Digital channels like social media, email, and content marketing allow businesses to reach a wider audience with minimal investment.

Businesses can quickly adapt their strategies and reach new customers through flexibility and scalability.

Social Interaction

This industry requires collaboration, as cross-functional tasks are an essential part of it. Companies that apply highly effective communication in their work processes get [47% higher returns](#). [Emotional intelligence](#) is another important skill for digital marketers. If you have these skills, you are more likely to get a promotion. And we have already discussed how being adaptable and flexible helps in this industry.

So, the point here is that the amount of social and interpersonal skills you can gain will directly benefit you with your career in digital marketing due to the fast-paced and collaborative nature of the field.

Global Opportunities

Digital marketing is not just limited to a particular region or language; it has become a worldwide practice as of now. By 2026, the demand can increase by around [10%](#), which is more than average compared to other industries. Investments are reprioritised in digital channels by [more than 80%](#) of marketing leaders. So, you can think about how much potential and trust it has built in the corporates.

The plus point is that the door is open to anyone, regardless of the background. It provides substantial career mobility, which means you can move freely and go further with digital marketing. If you ask questions such as why to choose marketing as a career, it can be one of the best answers.

Success Stories

Of course, the saturation point of digital marketing is too far but the industry has produced many successful leaders till now. They have been able to take their business to the highest of heights.

So, here are insights and experiences from some of the top-level professionals for the same:

1. Gary Vaynerchuk, American Businessman, Author and Speaker

“Content is king, but marketing is queen and runs the household.” - [Gary Vaynerchuk](#)

2. Neil Patel, co-founder of Crazy Egg and Hello Bar

“Learning digital marketing is still valuable though because good companies don’t just “naturally” do well. It takes time, money, and effort.” - [Neil Patel](#)

3. Rand Fishkin, CEO and co-founder of Moz

“Best way to sell something: don’t sell anything. Earn the awareness, respect, and trust of those who might buy.” - [Rand Fishkin](#)

They are the proof and inspiration for how much marketing can give you in a single lifespan.

Conclusion

If you have made it here, you must have gained many insights about this field. Digital marketing benefits for businesses are countless, and so is the demand. You have to find and enter the area where you are the right fit.

We've discussed enough reasons highlighting its dynamic nature, the opportunities it offers, the high potential earning, worldwide demand, and its success stories. It may have come this far, but still, it is the beginning of a new wave.

Don't worry about the missed trend because now is the right time to start something opportunistic like this. You just have to acquire relevant skills and learn them the right way. A [digital marketing course](#) benefits you in many ways regarding this. For years, we have successfully guided and supported over 1700 students in the right direction. And despite being the industry's largest recruiting partner, we refund 60% of your fees if you get a job with less than ₹4.5LPA salary. It is the best chance and a gateway for you to enter the marketing industry.

Frequently Asked Questions

What are the benefits of digital marketing?

Digital marketing offers high earning potential, flexibility, and the ability to work on diverse and innovative projects. It also provides opportunities for continuous learning and career growth.

Is digital marketing a good career?

Yes, digital marketing can be a good career option due to its growing demand, versatility, and high earning potential. It also offers flexibility and active work environments.

What is the scope of digital marketing?

The scope of digital marketing is diversified, with roles like SEO specialist, content strategist, and social media manager. Its importance in business strategies results in continuous demand for skilled professionals.

Meta Description:

Explore the top reasons to choose digital marketing and understand why choosing digital marketing as a career can be one of the best decisions for you.