

Softscotch Presents

# CAREER IN DIGITAL MARKETING



# Understanding Digital Marketing

- What is Digital Marketing?
- What all comes under Digital Marketing?
- What is the scope of Digital Marketing in the future?
- Pros of Digital Marketing as a career?
- Cons of Digital Marketing as a career?

# 10 things that makeup a Digital Marketer

- Tenacity, Curiosity, Grit, & Passion
- Communication
- Writing, Editing, & Design Skills
- Social Media Skills
- Adaptability
- Ability to Multitask
- Creative & Analytical Abilities
- Conducting Research & Gathering Data
- Coding or Understanding Code
- Never Give Up & Always on Learn mode



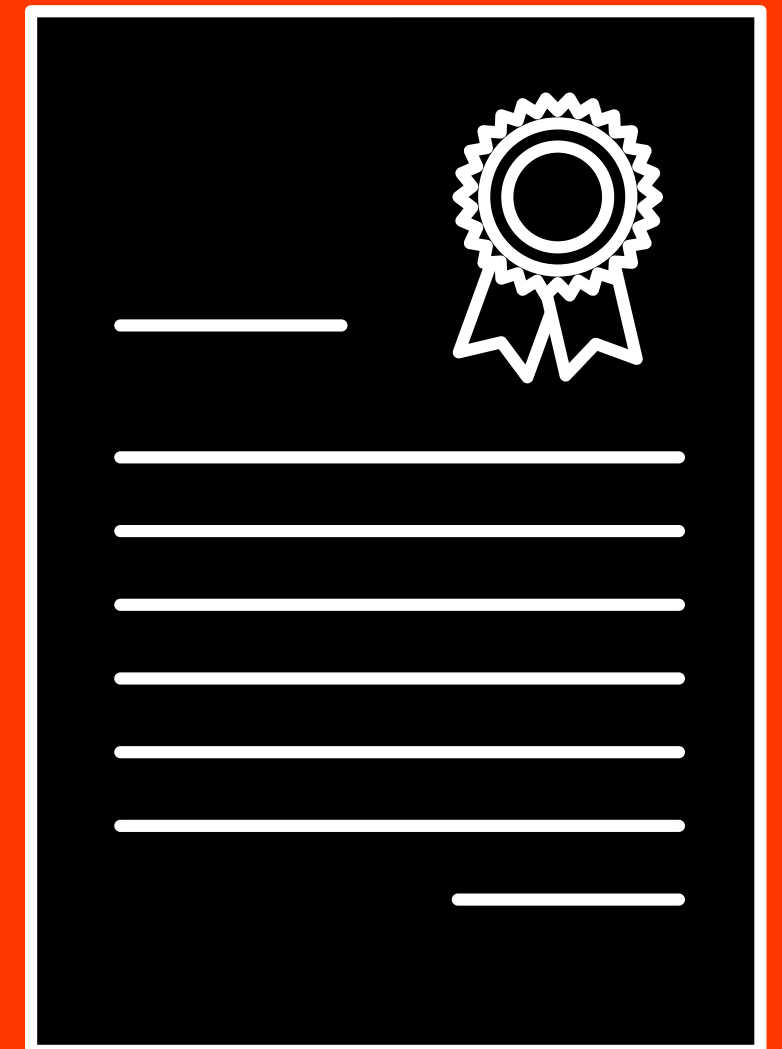
# Top rated things that makeup a Digital Marketer

1. Tenacity, Curiosity, Grit, & Passion
2. Social Media Skills
3. Creative & Analytical Abilities
4. Conducting Research & Gathering Data
5. Never Give Up & Always on Learn mode

Why do you need a Digital Marketing Course?

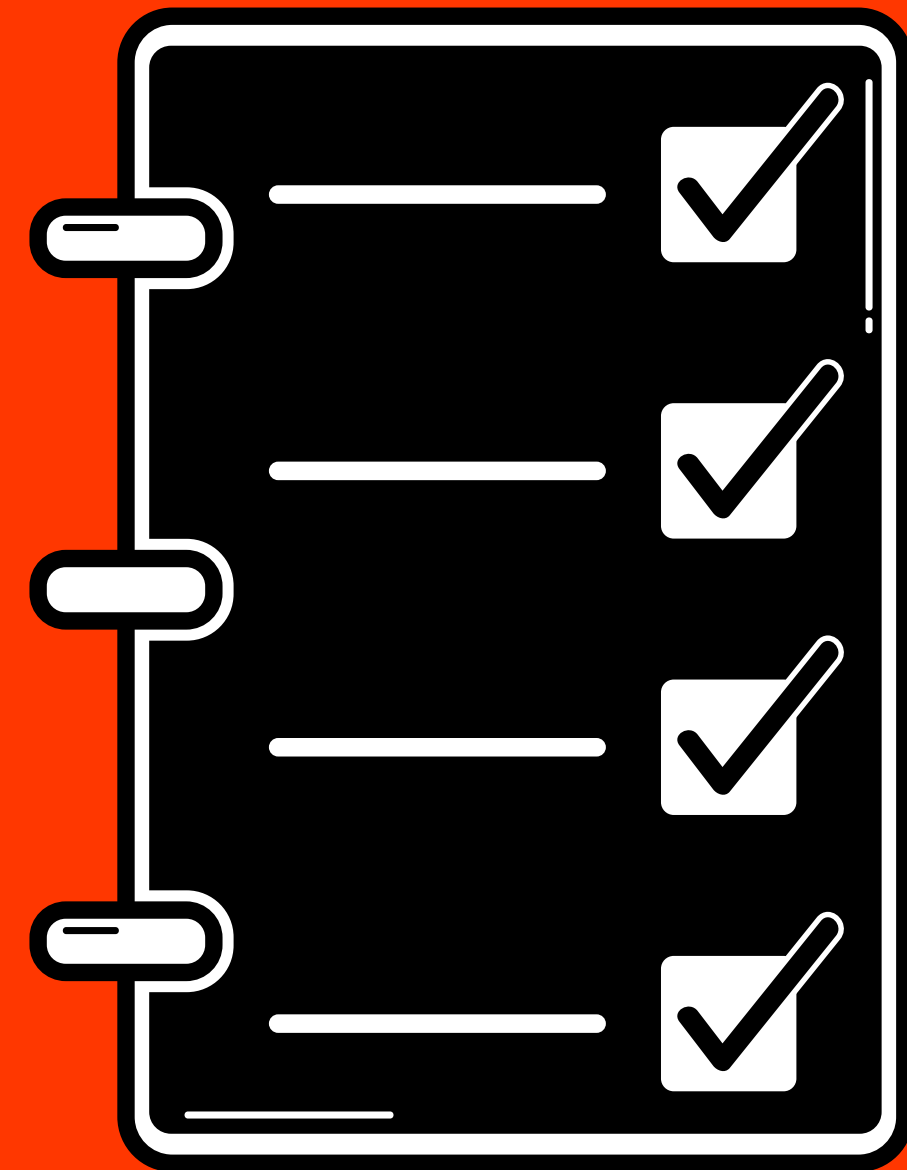
**FOR JOB PLACEMENT  
ASSISTANCE &**

**CERTIFICATE**



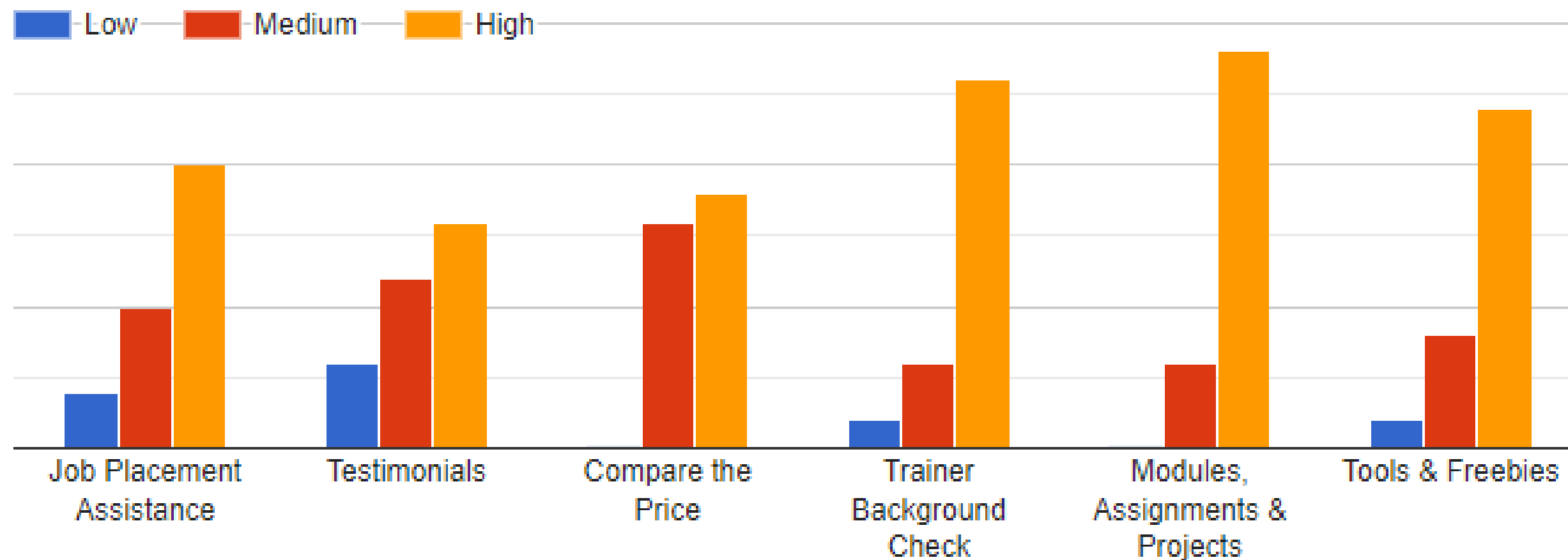
# How to choose the right Digital Marketing Institution?

- Job Placement Assistance
- Trainer Background Check
- Testimonials
- Modules, Assignments & Projects
- Compare the Price
- Tools & Freebies



# How to choose the right Digital Marketing Institute?

Things to consider while choosing a Digital Marketing Institute?



# Modules under Digital Marketing

- Digital Marketing Overview
- Website Planning & Creation
- Email Marketing
- Lead Generation For Business
- PPC Advertising & Google Adwords
- Google Analytics
- Social Media Marketing
- Search Engine Optimization (SEO)
- E-Commerce Marketing
- Mobile Marketing
- Content Marketing
- Online Reputation Management
- Creating Marketing Strategy
- Affiliate Marketing
- AdSense & Blogging
- Brand Building



The truth about Digital Marketing Institutions

**ALL I WANNA SAY THAT  
THEY DON'T REALLY  
CARE ABOUT YOU**

**THEY DO IT FOR MONEY**

How much should you pay? or How much is it worth?

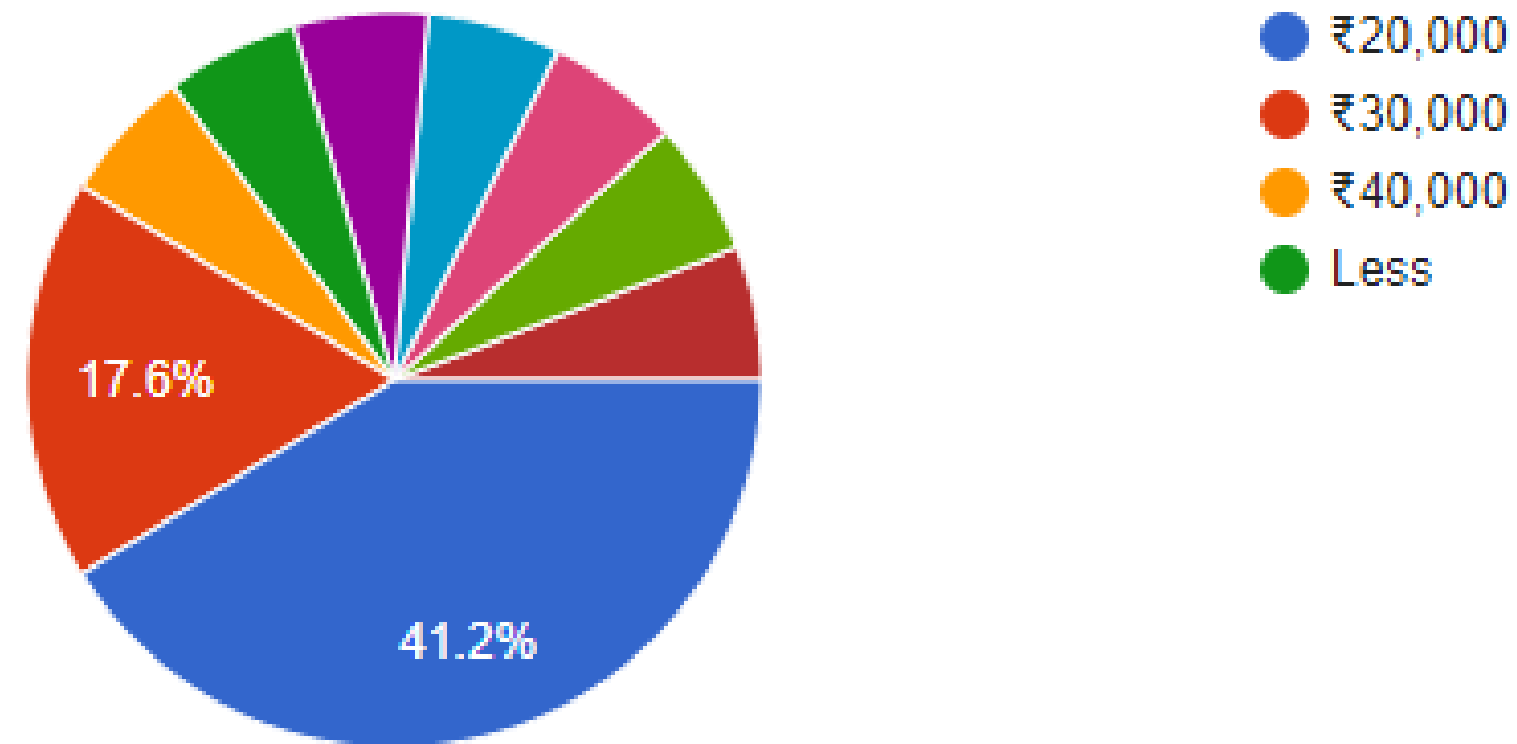
**₹20,000 TO ₹40,000**  
**ANYTHING BEYOND**

**IS SHIT**



# How much should you pay? or How much is it worth?

How much is the Digital Marketing course worth?



# Different job roles available for a Digital Marketer

- Digital Marketing Executive
- Digital Marketing Manager
- SEO Executive
- Social Media Marketing Expert
- Digital Marketing Copywriter
- SEM Specialist
- Inbound Marketing Manager
- Content Marketing Manager
- Content Strategist
- Email Marketing Specialist
- Social Media Marketer
- Digital Marketing Directors
- Analytics Manager
- Digital Agency Account Manager
- Ecommerce Manager
- PPC Search Manager
- Community Manager
- Creative Assistant
- Creative Director
- Digital Brand Manager
- Marketing Data Analyst
- Social Media Strategist

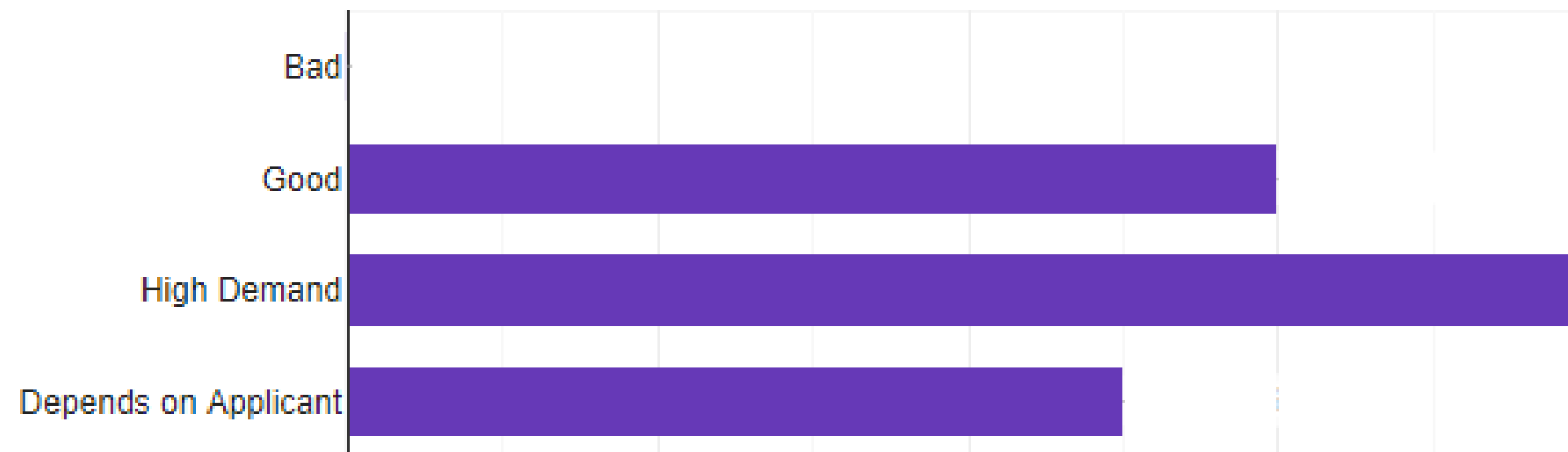
# Job opportunities



**DEPENDS ON YOU**

# How's the job market for Digital Marketers?

How's the job market for Digital Marketers?



# Things to do before applying for a Digital Marketing job?

- Strengthen the Basics
- Setup a Blog of your own
- Build your LinkedIn Profile & Stay active
- Try & Test everything
- Read & Follow every Digital Marketing Blog
- Pick up Volunteer projects
- Extra effort on Resume
- 3 Months Patience

What's the Initial pay for a fresher?

₹15,000 TO ₹25,000



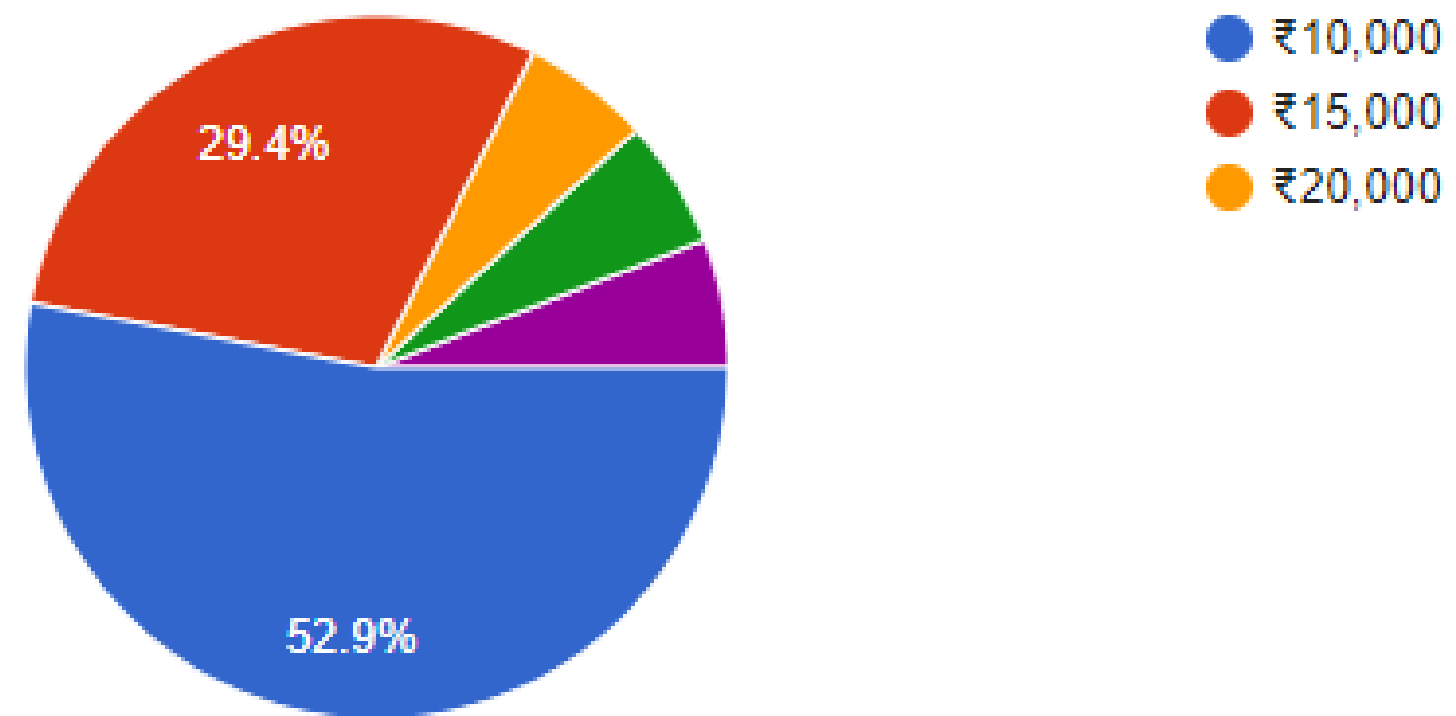
THE GAP LOL





# What's the initial pay for Digital Marketers?

What's the initial pay for Digital Marketers?



Things to do after getting a Digital Marketing job?

**KEEP LEARNING  
& STAY**

**UPDATED**

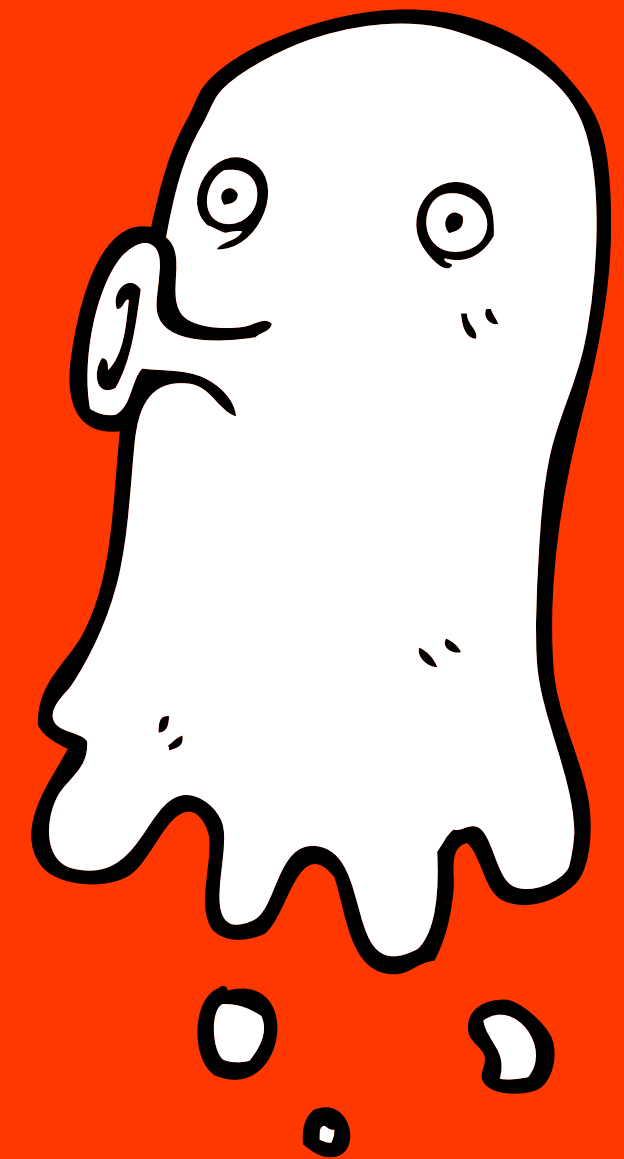


The truth about Guru's, Specialists, Experts, Mentors,  
Motivational Speakers, & rest.

**LISTEN TO EM**

**FOLLOW EM**

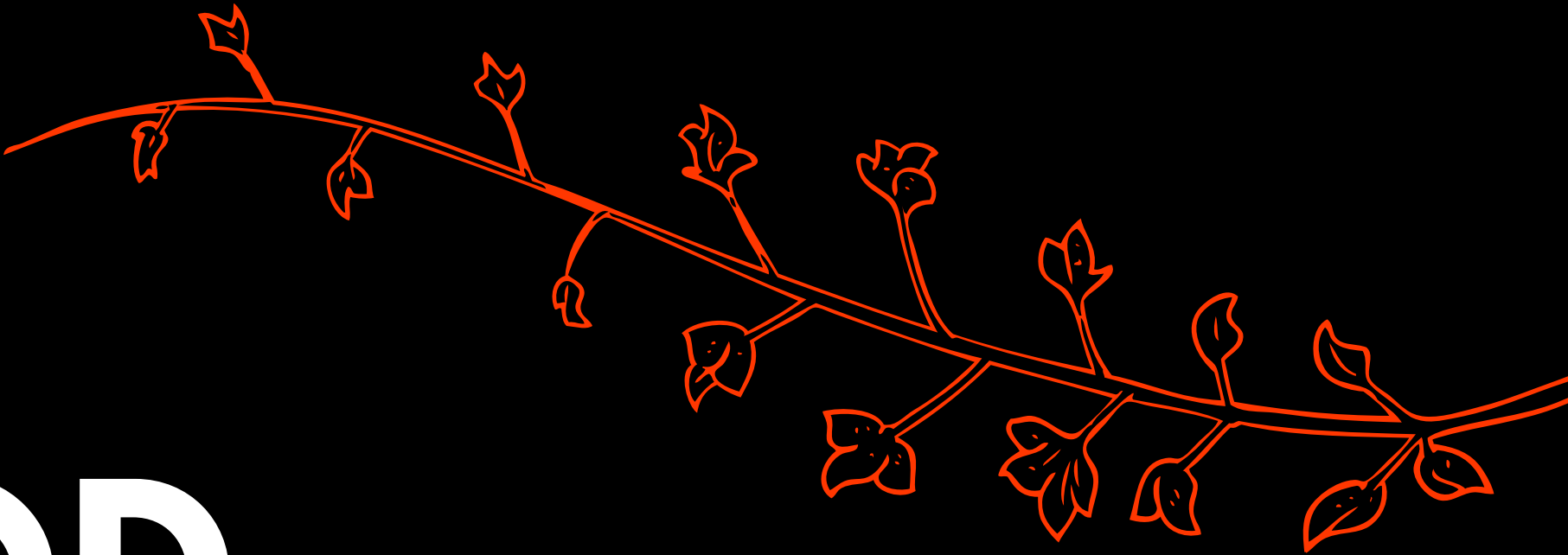
**BUT DONT TRUST EM**



**HAVE ANY QUERIES  
OR NEED GUIDANCE ?**

**MESSAGE ME**





**GOOD**



**LUCK**

