



Welcome to the Bright Future of Opportunities.

Skill Enhancement and Employability Development

1 - YEAR INTERNATIONAL PG DIPLOMA IN DIGITAL MARKETING

BROUGHT TO YOU BY



IN ASSOCIATION WITH



POWERED BY



APPLICATION CLOSES: 15TH SEPTEMBER 2019 COURSE FEES -65,000 ONLY








The elements – Twenty-first Century Digital Marketing Jobs

- Geography Free
- Work from home
- Change course and adapt to a new expertise/career
- Continuous professional development
- Easy swap between Technical and Non-technical
- Requires all sorts of expertise from outside the area of Management or Engineering

1 - YEAR INTERNATIONAL PG DIPLOMA IN DIGITAL MARKETING

BROUGHT TO YOU BY  IN ASSOCIATION WITH  POWERED BY 




APPLICATION CLOSES: 15TH SEPTEMBER 2019 COURSE FEES: 65,000 ONLY



Job Environment

- Less hierarchy
- Openness
- Global connectivity
- Collaborative work culture
- Lots of choices for career change
- Contracting
- Part time

1 - YEAR INTERNATIONAL PG DIPLOMA IN DIGITAL MARKETING

BROUGHT TO YOU BY  IN ASSOCIATION WITH  POWERED BY 




APPLICATION CLOSES: 15TH SEPTEMBER 2019 COURSE FEES -65,000 ONLY



Types of Jobs – Regular Jobs

- Regulars jobs
 - SEO specialist
 - Digital channel managers
 - IMC manager
 - Digital planner
 - Data manager
 - Social Media specialist
- There are some emerging areas of Jobs too

1 - YEAR INTERNATIONAL PG DIPLOMA IN DIGITAL MARKETING




BROUGHT TO YOU BY  IN ASSOCIATION WITH  POWERED BY 

APPLICATION CLOSES: 15TH SEPTEMBER 2019 COURSE FEES -65,000 ONLY

Types of Jobs – Emerging

- Emerging positions
 - Insight director
 - Brand journalist
 - Blogger / Vlogger
 - Social capture coordinator
 - Innovation manager
 - Data scientist
 - Data visualiser
 - Subject Matter Expert / Package expert
 - Adobe
 - SAP
 - Salesforce

1 - YEAR INTERNATIONAL PG DIPLOMA IN DIGITAL MARKETING

BROUGHT TO YOU BY  IN ASSOCIATION WITH  POWERED BY 




APPLICATION CLOSES: 15TH SEPTEMBER 2019 COURSE FEES -65,000 ONLY



Types of Jobs – Associated with Digital

- Consulting
- Product design
- Content management
- Data analysis
- Insight manager
- App developer
- Ux designers
- Mapping and research – Customer, Product, Competition
- Innovators

1 - YEAR INTERNATIONAL PG DIPLOMA IN DIGITAL MARKETING

BROUGHT TO YOU BY  IN ASSOCIATION WITH  POWERED BY 

APPLICATION CLOSES: 15TH SEPTEMBER 2019 COURSE FEES -65,000 ONLY






Digital India

Prospects

Skill Enhancement and Employability Development

1 - YEAR INTERNATIONAL PG DIPLOMA IN DIGITAL MARKETING

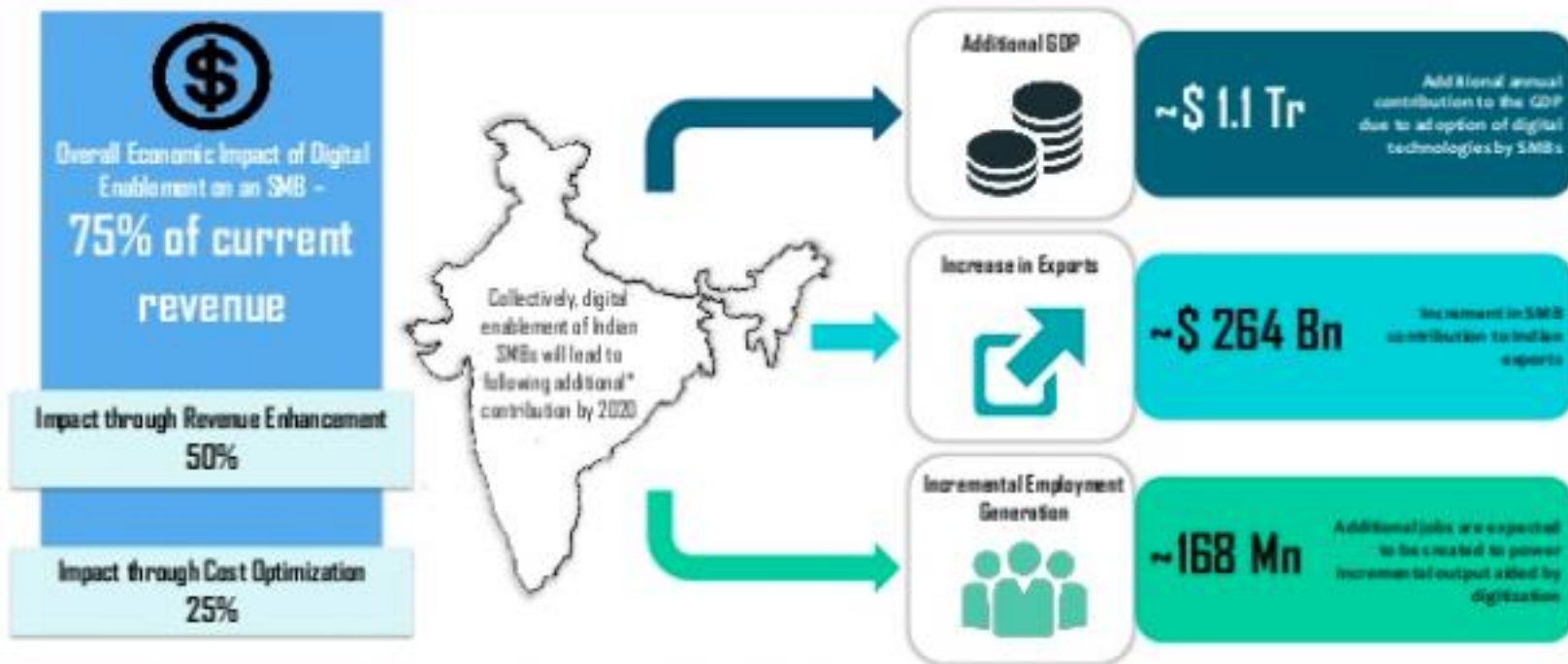
BROUGHT TO YOU BY  **IN ASSOCIATION WITH**  **POWERED BY** 

APPLICATION CLOSES: 15TH SEPTEMBER 2019 COURSE FEES -65,000 ONLY



Growth in Digital sector in India

F Digital enablement of SMBs would have a multifold impact on India's GDP, exports and employment






*Contribution attributable to digital enablement; over and above the expected contribution due to overall Indian GDP growth

Notes: 1) Based on revenue enhancement and cost optimization effects of digitization of tech addressable SMBs on projected GDP of India in 2020

Source: - 2018, 100M+, Press Articles, Service Analysis

1 - YEAR INTERNATIONAL PG DIPLOMA IN DIGITAL MARKETING

BROUGHT TO YOU BY  IN ASSOCIATION WITH  POWERED BY 

APPLICATION CLOSES: 15TH SEPTEMBER 2019 COURSE FEES: ₹65,000 ONLY

Search Engine – An essential area in digital ecosystem

Job Portal/ Job Description	No of jobs available				Average Salary(P.M.)
	Naukri.com	Shine	Times Job	Monster	
Content Marketing	35000	26500	61000	18540	18k to 1Lac
Digital Marketing Sales	37000	53000	12627	8765	22k to 45k
Email Marketing	3693	31000	66110	14458	15k to 25k
Social Media Marketing	107243	32000	61936	10823	15k to 35k
SEO Marketing	116868	2800	59866	10319	12k to 35k
Digital Marketing Manager	1093	58561	8000	2136	30k to 1.5Lac

1 - YEAR INTERNATIONAL PG DIPLOMA IN DIGITAL MARKETING

BROUGHT TO YOU BY



IN ASSOCIATION WITH



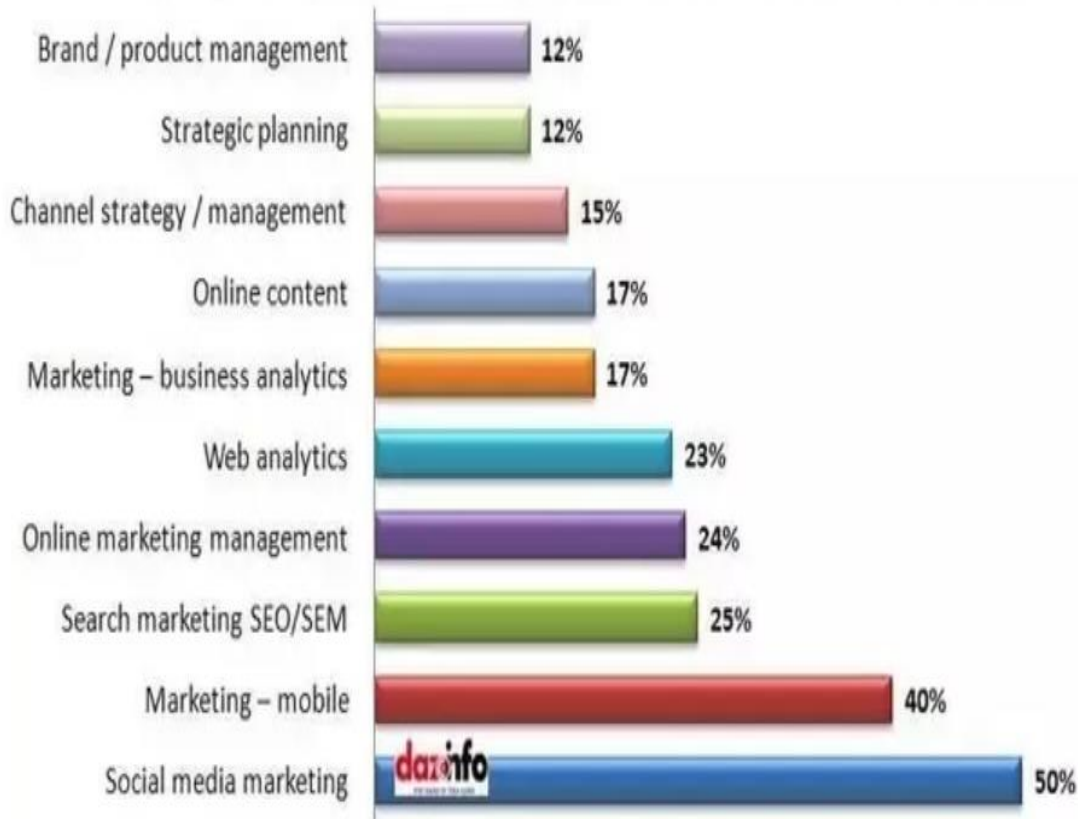
POWERED BY






APPLICATION CLOSES: 15TH SEPTEMBER 2019 COURSE FEES -65,000 ONLY

Social Media – A place of immense opportunity

Social media jobs which are expected hot in next 2-3 years



1 - YEAR INTERNATIONAL PG DIPLOMA IN DIGITAL MARKETING

BROUGHT TO YOU BY  IN ASSOCIATION WITH  POWERED BY 




APPLICATION CLOSES: 15TH SEPTEMBER 2019 COURSE FEES: 65,000 ONLY



Digital Occupations – Major Areas

Role	Salary in Rupees
SEO Manager	3 lakhs to 7 lakhs
SEM/PPC expert	3 lakhs to 5 lakhs
Social Media Manager	3.5 lakhs to 7 lakhs
Web developer/designer	3 lakhs to 6 lakhs
Content Writer	2.5 lakhs to 5 lakhs

1 - YEAR INTERNATIONAL PG DIPLOMA IN DIGITAL MARKETING

BROUGHT TO YOU BY  IN ASSOCIATION WITH  POWERED BY 

APPLICATION CLOSES: 15TH SEPTEMBER 2019 COURSE FEES: ₹65,000 ONLY



Remuneration Trend

DIGITAL MARKETING SALARIES IN INDIA

DESIGNATION	EXPERIENCE	SALARY
DIGITAL MARKETING EXECUTIVE	(0 TO 1 YEAR EXP.)	1.5 TO 3 LAKHS PER ANNUM
DIGITAL MARKETING SPECIALIST	(1 TO 3 YEARS EXP.)	2 TO 4 LAKHS PER ANNUM
DIGITAL MARKETING TEAM LEADER	(2 TO 5 YEARS EXP.)	2.5 TO 5 LAKHS PER ANNUM
DIGITAL MARKETING STRATEGIST	(3 TO 5 YEARS EXP.)	4 TO 8 LAKHS PER ANNUM
DIGITAL MARKETING MANAGER / HEAD	(5 TO 10 YEARS EXP.)	8 TO 25 LAKHS PER ANNUM
DIGITAL MARKETING DIRECTOR	(10 YEARS EXP.)	25 TO 40 LAKHS PER ANNUM WITH STAKES IN THE COMPANY

1 - YEAR INTERNATIONAL PG DIPLOMA IN DIGITAL MARKETING

BROUGHT TO YOU BY



IN ASSOCIATION WITH

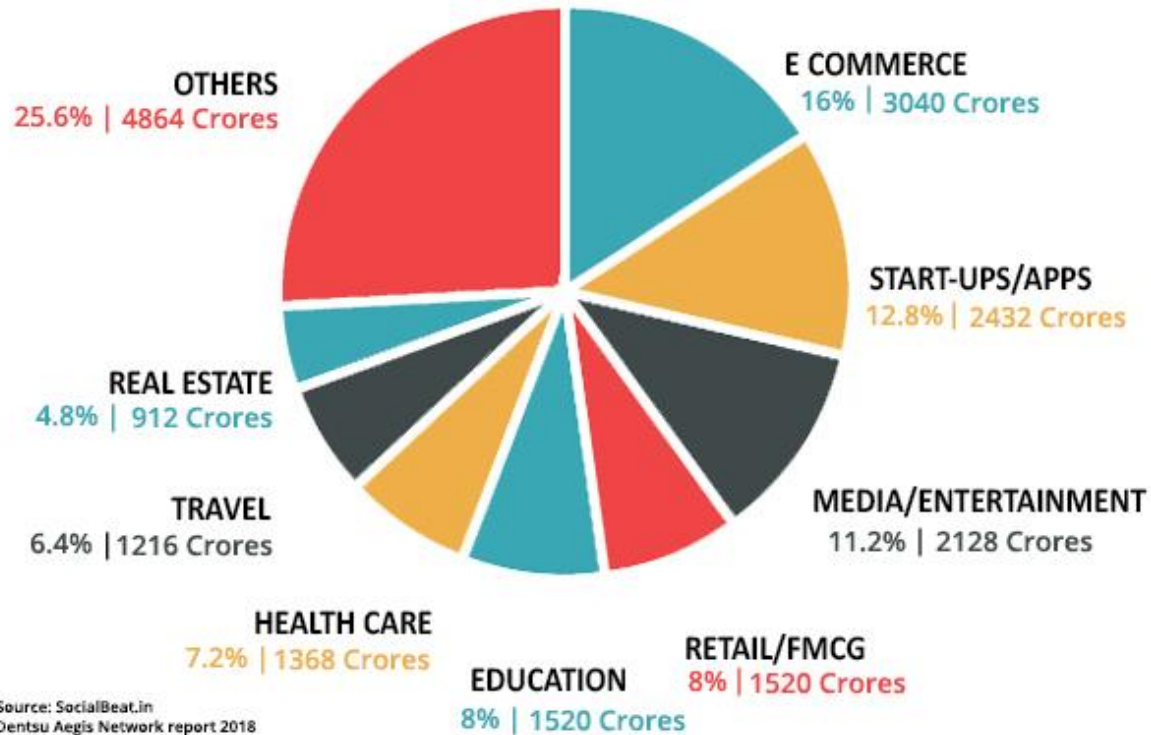


POWERED BY






APPLICATION CLOSES: 15TH SEPTEMBER 2019 COURSE FEES -65,000 ONLY

Digital Advertisement Spending - India



1 - YEAR INTERNATIONAL PG DIPLOMA IN DIGITAL MARKETING

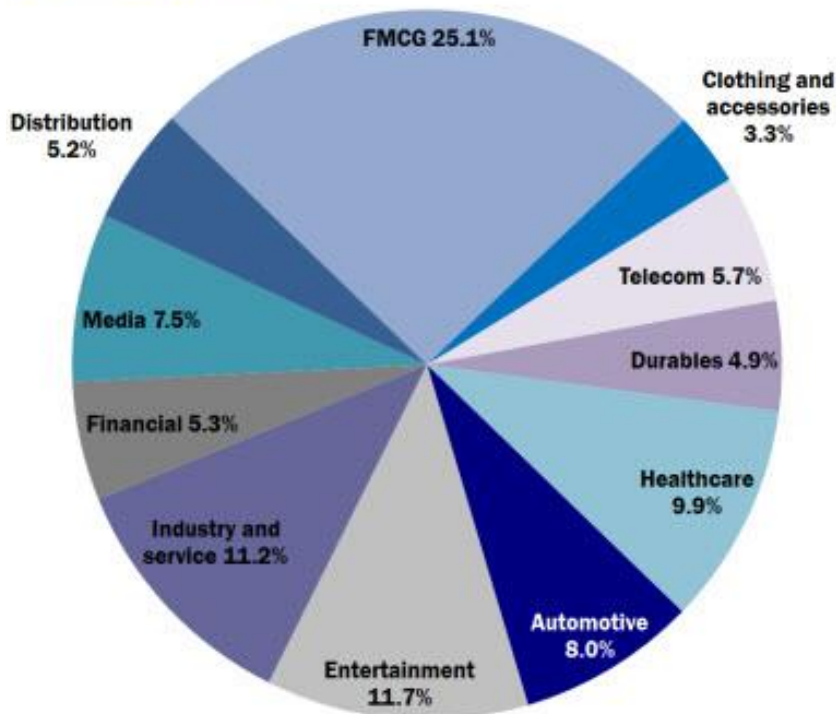
BROUGHT TO YOU BY  IN ASSOCIATION WITH  POWERED BY 

APPLICATION CLOSES: 15TH SEPTEMBER 2019 COURSE FEES: ₹65,000 ONLY

Digital Advertisement Spending – Global

Global ad spend by sector for Q3 2012

This chart shows the ad spend market share for 11 sectors. FMCG ad spend contributed to over a quarter of all dollars spent over the analysed period (25.1%). The sector with the lowest overall share was clothing and accessories with 3.3%.






www.DigitalStrategyConsulting.com

Source: Nielsen Global AdView Pulse, Q3 2012

6274

Notes: Data based mainly on published rate cards (USD\$)

1 - YEAR INTERNATIONAL PG DIPLOMA IN DIGITAL MARKETING




BROUGHT TO YOU BY  IN ASSOCIATION WITH  POWERED BY 

APPLICATION CLOSES: 15TH SEPTEMBER 2019 COURSE FEES: 65,000 ONLY

The Digital ADvantage



1 - YEAR INTERNATIONAL PG DIPLOMA IN DIGITAL MARKETING

BROUGHT TO YOU BY  IN ASSOCIATION WITH  POWERED BY 

APPLICATION CLOSES: 15TH SEPTEMBER 2019 COURSE FEES -65,000 ONLY

The Digital Scope

Scope for Indian Digital Marketers in 2020 & Beyond

- India's digital advertising industry is growing at **33.5%**
- By 2020, the value of digital marketing industry will exceed the INR **225 Bn** marks
- Digital Industry will produce more than **20 lakhs** job in India by 2020
- Digital advertising in India has reached the **\$1 Bn** mark in FY 2016-17
- Likely to grow at an average of **14%** annually
- Digital media stands around **12%** of the overall ad share and is expected to grow up to **24%** by 2020
- 'Search and Display' commands the largest share of the total digital advertisement spends
- New-gen customers check their smart devices every **9.6 minutes**
- **220 Mn** users are accessing digital services through their smartphones
- The number of internet users in India was at **432 Mn** in December 2016
- The number of mobile internet users in India has reached **420 Mn** by 2017
- The no. will get double by 2021 as digital transformation will take it to estimated **829 Mn**
- This number is growing at a very fast pace as there is **38%** penetration in India








Who can work in Digital Marketing ????

Skill Enhancement and Employability Development

1 - YEAR INTERNATIONAL PG DIPLOMA IN DIGITAL MARKETING

BROUGHT TO YOU BY  IN ASSOCIATION WITH  POWERED BY 

APPLICATION CLOSES: 15TH SEPTEMBER 2019 COURSE FEES -65,000 ONLY








ANYONE

Skill Enhancement and Employability Development

1 - YEAR INTENATIONAL PG DIPLOMA IN DIGITAL MARKETING

BROUGHT TO YOU BY  **IN ASSOCIATION WITH**  **POWERED BY** 

APPLICATION CLOSES: 15TH SEPTEMBER 2019 COURSE FEES -65,000 ONLY

