

## Career scope in Digital Marketing



While surfing the internet, you come across various things like some cool and funny memes, sometimes useful sometimes irritating ads, some viral videos, some amazingly written blogs, mobile apps, etc. Do you ever wish of creating any of these? If your answer was in affirmative then congrats you have made your career choice, and that is Digital Marketing. The marketing world in the digital arena is itself a huge empire with many avenues hence; here we have listed a few career choices of the arena to make sure you don't regret your decision once you're on board.

A digital marketing manager or digital director – Considered as the head of the digital marketing department, this is the position one needs extreme experience for. To qualify for this position, it's necessary for a professional to have an industry experience of at least 5-7 years. Your role will be to look after the overall marketing development, devising strategies that will drive more traffic, undertaking digital marketing campaigns, making improvements to the website and updating it regularly, etc.'

Social Media Executive and social media manager – Job in social media is definitely one of the coolest jobs. But don't mistake it only for tweeting and facebooking. Other than these, the social media executives/managers are also required to keep track of the latest social media trends and plan strategies accordingly, co-ordinate with the content team and client servicing

team on a regular basis, creating quality content or video, etc. Knowledge of all the social media platforms and a lot of creativity are a must for this job role.

**Content Marketer** - If you think that you can write better than what is already there on the web then you are perfect for this role. Responsibilities of a content marketer include creating content that has all the qualities of going viral, making sure that the content is promoted well through SEO, co-ordinating with other teams and incorporating their inputs in content, following content trends, etc. To get into content marketing, you will need an impeccable knowledge of English language along with a lot of creativity. Most of the [PR companies in Delhi](#) crave for good content people to join their team because the content is the most valuable part of a company's page and their clients.

**SEO Executive/Expert** - A well-designed website will reap in almost no benefits if the company lacks with people promoting it and thus the company hires SEO executives who make sure that the company's website is all over the web. SEO executives are responsible for getting traffic on the website and improving the Google rankings. They have to make sure that the content on the website is search friendly, conduct keyword research, research about SEO tools, build sitemaps and submit them, etc.

These are just a few career options in the field of [Digital Marketing Company in Delhi](#). This career path is surely going to take you places if you show enough dedication and hard work.