

AN INTRODUCTORY GUIDE TO **DIGITAL MARKETING**

Your Guide to Modern Marketing
and Related Career Opportunities
in 2021



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INTRODUCTION TO DIGITAL MARKETING

Digital marketing — often referred to as ‘online marketing’, ‘internet marketing’, or ‘web marketing’ — sits at the intersection of marketing and technology. It encompasses any type of marketing effort requiring an electronic device or the internet. And there are a lot of electronic devices connected to the internet now, making digital marketing more business-critical every day.

THE HISTORY OF DIGITAL MARKETING

The term ‘digital marketing’ was coined in the 1990s, yet its complete usage and importance has risen only in the recent past. As technology advanced rapidly over the past two decades, digital media eventually became ubiquitous across devices and channels. At the same time, marketers began to recognize the burgeoning opportunities in reaching audiences that could access information from anywhere at any moment — as well as the challenges of this new fragmentation.

MODERN DIGITAL MARKETING

The current digital era is better equipped to unify customer experiences across devices and channels, but it's not perfect. While marketers have more ways to cross-promote products and services online, they also require sophisticated tools to track behaviors and attribute data. As we begin to move toward a cookie-less world, digital marketers are looking to diversify technologies and strategies even more, in order to make sense of data and apply it for the personalized experiences consumers expect.

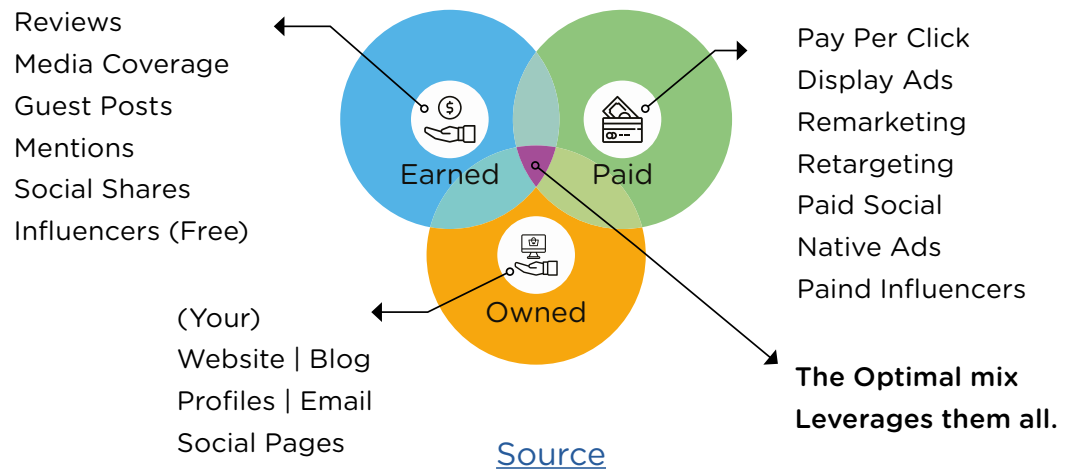
As if these challenges aren't enough to navigate, the Covid-19 pandemic is also reshaping the digital marketing ecosystem. Consumer behaviors are shifting as people continue to spend more time at home, on devices, with different needs, habits, and intentions than before. This has increased usage in some areas of digital marketing, like social media, but reduced spending in other areas, like paid advertising. Of course, this fluctuates from month-to-month, but as digital marketers, these ebbs and flows are all part of the job.

GOING INTO THE FUTURE

As a marketer — digital or otherwise — it is going to be essential to have a complete understanding of the digital landscape and the audience to achieve success. This continues to be a challenge for the current crop of digital marketers as there are a variety of protocols, specifications, regulations, and interfaces across different digital media, devices, and countries. To overcome this challenge, digital marketers today have many tools at their disposal to monitor — in real time — what is being read, for how long, and by how many people. The data gathered is then used to analyze what works and what doesn't, in order to adapt and improve.

Let's dig deeper into what digital marketing looks like today, the benefits of starting a career in it, and what types of roles are available in the fast-growing field that has become mission-critical for any business, in any industry, to invest in today.

THE DIGITAL MARKETING MIX



At its core, the field is based on The Digital Marketing Trifecta, which represents the three types of media essential for success in digital marketing:

- ✓ **Earned Media:** Recognition you get for free, through backlinks to your web page, media and analyst mentions, and customer reviews and recommendations. This helps strengthen your brand authority, and your domain authority in search engines.
- ✓ **Paid Media:** Paid advertising primarily used to drive leads to the content on your website, and hopefully conversions. This includes search ads, social media promotions, and display ads.
- ✓ **Owned Media:** This is the content you create and control that creates the opportunity to drive earned media. Your blogs, social media feeds, videos, website, and mobile site all fall into this category

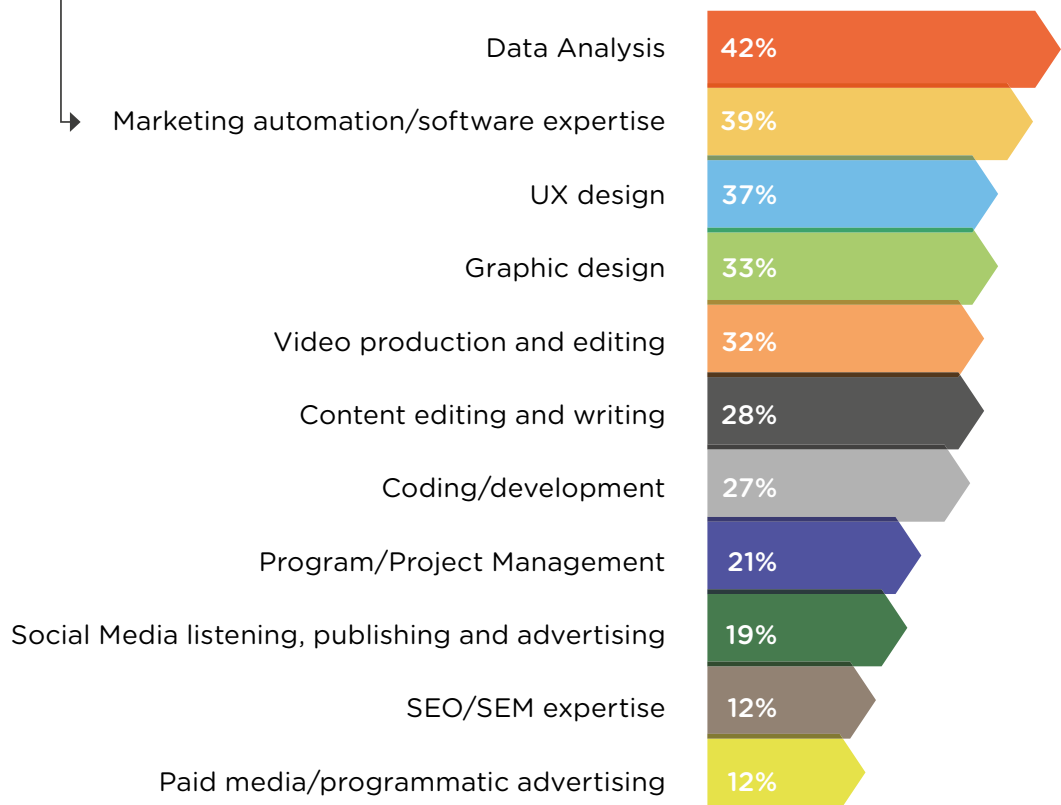
When earned, paid, and owned media are combined in a balanced strategy, marketers set the stage for excellent customer experiences. Not only can marketers reach the target audience more accurately, but they also do so in ways that are relevant, preferred and – perhaps most importantly – expected as part of the buyer journey.

You can learn the basics of digital marketing by enrolling for the [introductory course](#) at Simplilearn.

DIGITAL MARKETING BENEFITS - THE BUZZ IS AT AN ALL TIME HIGH

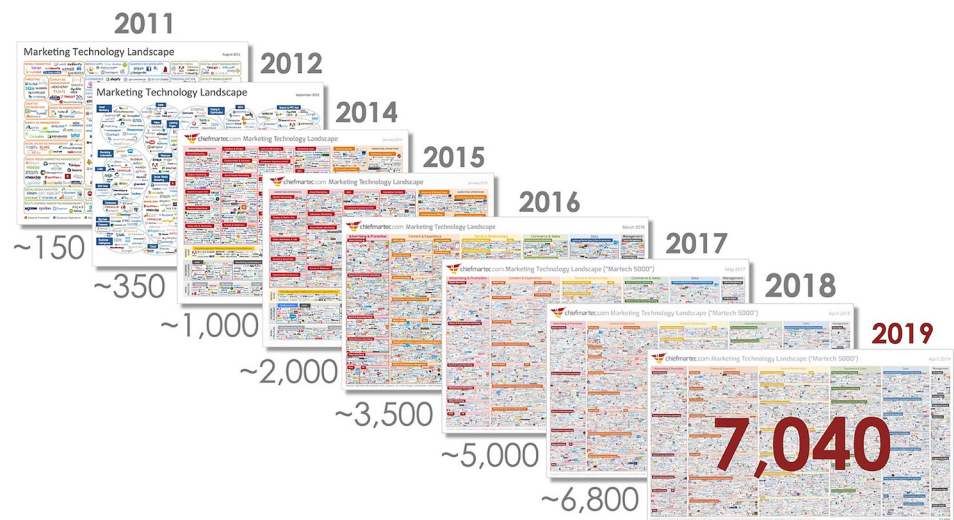
✔ **Opportunity.** The demand for digital marketing professionals has been on the rise, with new roles opening up all the time. In fact, LinkedIn lists Digital Marketer as the **top in-demand job**, including digital marketers with SEO, social media, and content marketing skills. Additionally, companies have been increasing their digital marketing budgets in the last few years, yet there are still more open roles than certified digital marketers available in the market.

MOST DESIRABLE DIGITAL MARKETING SKILLS IN 2020 - 2021



Published on MarketingCharts.com in November
2020 | Data Source : Altimeter, a Prophet Company

- ✔ **Fast Pace.** The digital marketing industry is frequently disrupted by new technologies, platforms and devices, so there is always something to learn and apply to your latest marketing strategies. Exciting new roles are also opening up as AI, and augmented and virtual reality, continue to mature.



Even though it's known as the Martech "5000," there are actually more than 7,000 marketing technology solutions available. ([Source](#))

- ✔ **Creative, Critical Thinking.** Digital marketing calls for problem-solving, innovation and new ideas, something brands have been forced to exercise during the pandemic. Brands need exciting and different ways to stand out from the competition, and marketers who can balance creativity with critical thinking are highly valuable to the survival and growth of these companies.
- ✔ **Gig Economy.** Digital marketers are taking on roles outside the traditional office, especially with the advent of the Covid-19 pandemic. Today, there are more freelance and remote opportunities than ever before. Careers in digital marketing are happening all over the world, with more professionals working from wherever they feel productive.

DIGITAL MARKETING CAREERS - PLENTY OF GREAT CAREER PATHS TO CHOOSE FROM



1. SEARCH ENGINE OPTIMIZATION

What It Is: Search Engine Optimization (SEO) is the method of increasing traffic to a website by improving the rank of its pages on a search engine — taking steps to help a particular web page be seen before other pages on an internet search. There have been many changes to search engine results pages in recent years, so SEOs need to understand what types of information are displayed and how to rank for them.

Not only does SEO involve enhancing the quality of content on the web page — by ensuring there are enough relevant keywords and the page itself is organized with subheads, bullet points, and clear hyperlinks — but it also means the site’s HTML code is optimized in a way that any search engine can determine what is on the page and display it as a result of a particular search.

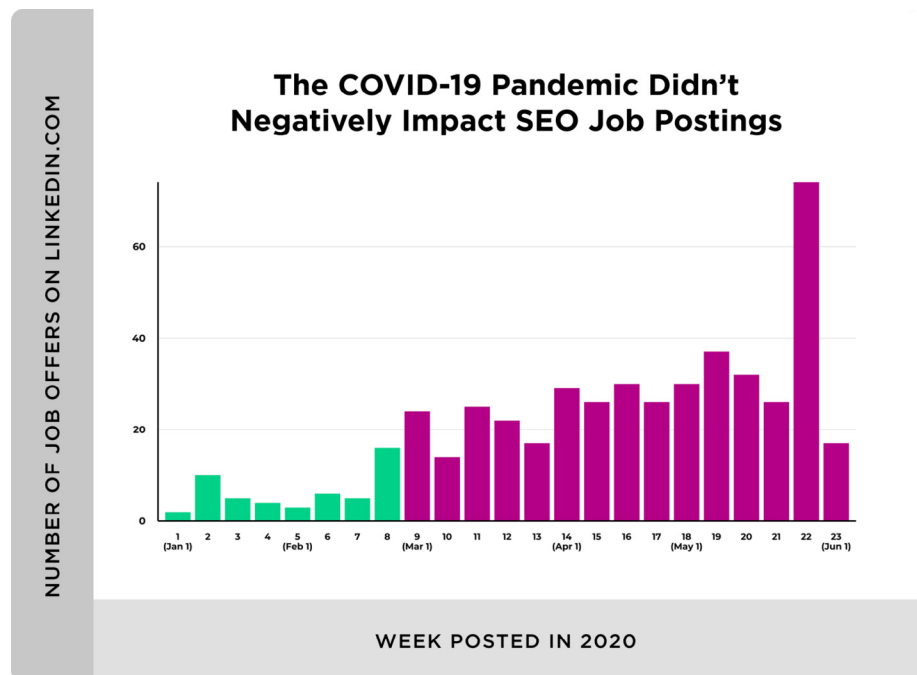
Aside from SEO, there is SEM — Search Engine Marketing — which employs SEO and other mechanisms, such as social media marketing and paid searches, to increase brand awareness, lead generation, and conversions.

Why It Matters: As more and more people use their devices to access information, search engines are gathering information and using it to improve the search experience. From this growth, the SEO industry has advanced by leaps and bounds. Thus, a **certification in SEO** prepares a digital marketer to excel in this channel.



Job Opportunities:

Without a doubt, there is major growth in the SEO job market, with the U.S. showing an 81 percent increase in SEO job openings from 2018 to 2019. What's even more promising is that even during the pandemic, these job postings were not negatively impacted. In fact, they have significantly increased during this time.



[\(Source\)](#)

An industry survey conducted by moz.com revealed 78 percent of marketing professionals say SEO is part of their job description. Working in digital marketing requires working knowledge of SEO practices.

SEO specialists are needed now more than ever. With Google changing the way it delivers search results based on user intent, user experience, and buyer journeys, experienced professionals must be ready to rethink existing strategies and align websites with these updates.

The salary range for SEO specialists is **\$35,000-\$64,000**, depending on experience.



2. SOCIAL MEDIA MARKETING

What It Is: Social media marketing uses published content on social media sites to increase traffic to websites, promote the brand, sell products, and protect the brand's online reputation. Brands frequently post their own content, but many have also leveraged influencers who can build trust and confidence in the brand from a reliable third-party the audience believes in.

To succeed with social media, marketers need to have a deep understanding of their audience — including which platforms they spend their time on, and which types of content appeal to them — to increase engagement with the content. As consumers spend more time on social media, brands have more opportunities to reach and connect with their audiences.

Social marketers must also stay on top of the latest trends in social media. Changes happen frequently in this channel, so being informed helps keep your brand visible and relevant.

Why It Matters: Mobile users in the U.S. spend an **average of 53 minutes per day** on social networking sites. To reach audiences on social media, brands will need savvy marketers who understand the nuances of each platform, and how to use the channel to achieve specific marketing goals. Become industry-ready with a **certification in social media marketing**.



Job Opportunities:

With the proliferation of influencer marketing, stories, chatbots, and social video — not to mention the sheer volume of platforms — careers in social media marketing have never been hotter. The U.S. Bureau of Labor Statistics **shows an 8 percent rate of job growth** for social media marketing managers, from 2018 to 2028.

The average salary for social media marketers is **\$50,363**, according to PayScale.



3. CONTENT MARKETING

What It Is: Content marketing is one of the most effective forms of digital marketing. It delivers **3x more leads than traditional marketing** and costs 62 percent less. This area of digital marketing focuses on creating and delivering high-quality content online, including long-form content like white papers and ebooks, websites, blogs, paid ads, and audio and video content. While content marketers possess strong writing and editing skills, they are also proficient in tools used for content creation and management, project management, and online audience growth.

Why It Matters: Content has become the primary ingredient for success in an online campaign, so a career in content marketing puts you in a great position to deliver a successful digital experience. You can master the essential disciplines for this channel by completing the **certification in digital marketing**.



Job Opportunities:

Careers in content marketing have risen to prominence in the past few years and show no signs of slowing down. Companies are projected to increase their spending on content marketing by an **average of 73 percent**, with another 42 percent hike projected two years in the future. Clearly, companies are spending on content marketing, but are also in need of professionals who can make the most of that spend.

The average U.S. salary for content marketing managers is **\$68,231**.



4. MOBILE MARKETING

What It Is: Mobile marketing is marketing on or with a mobile device, providing customers with time- and location-sensitive information to promote goods, services, and ideas in a more personalized way.

Why It Matters: Due to the pervasiveness of mobile devices and fast connection speeds, mobile marketing is an essential part of any digital marketing strategy. In order to reach audiences on these devices, brands need to be better-equipped to develop, execute, and monitor mobile marketing campaigns. To succeed, brands need mobile marketing specialists to help them connect with target audiences in exactly the right moments. In order to learn the best practices used to interact with the mobile consumer, address security and privacy issues, and launch mobile campaigns that impact sales and brand loyalty, you can enroll in a **Mobile Marketing certification course** from an accredited institute.



Job Opportunities:

Consumers now spend more than four hours a day on their smartphones, and **approximately half of all worldwide online traffic** is generated through mobile phones. With the ubiquity of mobile devices — and the countless applications being accessed for social, search, email, voice, video, and payments — the need for mobile marketers is evident. LinkedIn currently lists nearly 8,000 mobile marketing jobs in the U.S. alone, and **mobile marketing is the highest paid skill** of digital marketing skills in demand.

The average salary for mobile marketing managers is **\$74,874**, according to PayScale.



5. WEB ANALYTICS

What It Is: Web analytics is all about tracking and analyzing how people use your websites and applications, so that you can improve site performance and implement better marketing campaigns.

Why It Matters: With the volume of data available on analytics platforms, marketers have more opportunities than ever before to monitor performance and make changes in real-time. To master how to improve visitor activities on your website or maximize inbound traffic, you first need to know how people have been responding to similar websites, what their preferences are, and how they interact with your website. The **Web Analytics Certification** course helps you develop comprehensive expertise and find the right tools to assess visitor behavior on websites.



Job Opportunities:

As user data on sales, purchase history, site interactions, and search activities multiplies, so does the need for qualified personnel to collate it into usable data — the web analyst. Despite the high demand for web analysts, moz.com found there is a lack of qualified ones in the industry.

The **median salary** for web analytics positions in the U.S. is \$66,200.





6. PAY PER CLICK (PPC)

What It Is: Pay-per-click (PPC) is an online advertising model where revenue comes in through sponsored click-through advertisements. In short, a website displays an advertisement but is only paid if that ad is clicked by users, and advertisers only pay for the ad when users click on it.

PPC advertising takes place on search engines as well as social media platforms. To experience success in PPC, marketers must understand the advertising standards of each platform, how to bid on ads and adjust spending, and how to interpret data and specific metrics. Specialists are also responding to shifts in consumer behavior online due to the pandemic, by analyzing campaigns and budget to make the most of advertising spend.

Why It Matters: Pay-per-click (PPC) and cost-per-click (CPC) are the money drivers in the internet world. They are one of the fastest ways for brands to generate awareness, grow leads, and complete conversions; however, the technology can be complicated.

To make the most of PPC advertising spend, brands need to work with highly knowledgeable specialists who understand how to interpret data and use insights to make cost-effective decisions. In order to learn the basics of campaign setup, campaign economics, landing pages, managing campaigns, and advanced PPC concepts, you can enroll in a **Pay Per Click (PPC) Certification course**.



Job Opportunities:

According to searchenginewatch.com, PPC specialist was the second-most sought after job profile across several online job boards.

With the median salary for a PPC expert around **\$53,370**, PPC is another lucrative niche for a digital marketer.



DIGITAL MARKETING CERTIFICATION TRAINING

Simplilearn offers a comprehensive [training program in Digital Marketing](#). The course provides in-depth coverage of every component of a complete digital marketing campaign including, Search Engine Optimization, Social Media, Pay Per Click (PPC), Conversion Optimization, Digital Analytics, Programmatic Buying and Marketing Automation. Our course is delivered with a blend of online self-learning, live virtual classrooms led by industry leaders, and hands-on projects.

Digital Marketing Certified Associate Certification Training from Simplilearn

- ✓ 95 hours of blended learning
- ✓ Instructor-led online mentoring sessions
- ✓ Walkthroughs of 35+ Digital Marketing tools
- ✓ Designed for OMCA, Google Ads & Analytics, Facebook, and YouTube exam preparation
- ✓ 10 rounds of Mimic Pro and 7 rounds of Mimic Social simulations

For more information on Digital Marketing, [visit our resources section](#).





Simplilearn is the world's #1 online bootcamp for digital economy skills training focused on helping people acquire the skills they need to thrive in the digital economy. Simplilearn provides outcome-based online training across technologies and applications in Data Science, AI and Machine Learning, Cloud Computing, Cyber Security, Digital Marketing, DevOps, Project Management, and other critical digital disciplines.

Through individual courses, comprehensive certification programs, and partnerships with world-renowned universities, Simplilearn provides millions of professionals and thousands of corporate training organizations with the work-ready skills they need to excel in their careers. Based in San Francisco, CA, and Bangalore, India, Simplilearn has helped more than one million professionals and 2,000 companies across 150 countries get trained, acquire certifications, and reach their business and career goals. With over 1,000 live classes each month, real-world projects, and more, professionals learn by doing at Simplilearn. Ongoing industry recognition for the company includes the 2020 Aegis Graham Bell Award for Innovation in EdTech and the 2020 Stevie® Gold Award for Customer Service Success.

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