



SNS COLLEGE OF TECHNOLOGY

Coimbatore-37.

An Autonomous Institution



COURSE NAME : 19CSE309 & DIGITAL MARKETING AND ITS TOOLS

III YEAR/ VI SEMESTER

UNIT – 1 INTRODUCTION TO DIGITAL MARKETING

Topic: Careers in Digital Marketing

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Introduction, Origin and Development of Digital Marketing



Unit 1 Syllabus

- Introduction, Origin and Development of Digital Marketing
- Internet Users: Penetration and Kind of Internet Use
- Digital Marketing Strategy
- Digital Advertising Market in India
- Digital Marketing Plan
- Ethical and Legal Framework of Digital Marketing
- Skills Required in Digital Marketing
- **Careers in Digital Marketing**
- Lessons from Mistakes in Digital Marketing.



INTRODUCTION

- A career in digital marketing can involve many roles, including social media marketing, content marketing, and SEO. Digital marketing is a fast-growing field that involves using the internet to promote a company's products or services.



Digital marketing roles

- **Social media marketer:** Manages a company's social media presence and creates social media strategies
- **Content marketer:** Creates and distributes content to attract and engage an audience
- **Email marketer:** Uses email to connect with customers, promote products, and nurture leads
- **Data analyst:** Analyzes data to track website traffic, user behavior, and campaign performance
- **SEO specialist:** Uses SEO to improve content and drive traffic to a company's website
- **Digital marketing manager:** Oversees all aspects of a company's online presence, including SEO, social media, and paid ads



Roadmap: Digital Marketing Jobs and Levels

Career Path	Level 1: Beginner	Level 2: Intermediate	Level 3: Advanced	Level 4: Expert	Level 5: Leader
Content Marketer	<ul style="list-style-type: none"> • Content writing • SEO basics • Social media posting 	<ul style="list-style-type: none"> • Content strategy development • Keyword research and optimization 	<ul style="list-style-type: none"> • Multimedia content creation • Content performance analysis 	<ul style="list-style-type: none"> • Lead generation through content • Advanced SEO tactics 	<ul style="list-style-type: none"> • Content marketing strategy • Editorial leadership
SEO/SEM Specialist	<ul style="list-style-type: none"> • Understanding of SEO and SEM • Basic keyword research 	<ul style="list-style-type: none"> • On-page and off-page optimization • PPC campaign management 	<ul style="list-style-type: none"> • Advanced analytics and reporting • Conversion rate optimization 	<ul style="list-style-type: none"> • SEO/SEM strategy development • In-depth competitor analysis 	<ul style="list-style-type: none"> • Integrated SEO/SEM leadership • Cross-channel marketing optimization
Social Media Manager	<ul style="list-style-type: none"> • Profile management • Post scheduling • Community engagement 	<ul style="list-style-type: none"> • Social media campaign creation • Analytics monitoring 	<ul style="list-style-type: none"> • Brand voice development • Influencer partnerships 	<ul style="list-style-type: none"> • Social media advertising • Crisis management 	<ul style="list-style-type: none"> • Social media strategy • Platform-specific content leadership
Email Marketing Specialist	<ul style="list-style-type: none"> • Email campaign execution • Basic segmentation 	<ul style="list-style-type: none"> • Email design and content creation • A/B testing 	<ul style="list-style-type: none"> • Email list management • Advanced segmentation and personalization 	<ul style="list-style-type: none"> • Email automation strategy • Lifecycle email campaigns 	<ul style="list-style-type: none"> • Email marketing program development • Regulatory compliance
Digital Advertising Executive	<ul style="list-style-type: none"> • Ad placement and tracking • Basic campaign analysis 	<ul style="list-style-type: none"> • Multi-platform advertising campaigns • ROI analysis 	<ul style="list-style-type: none"> • Programmatic advertising • Data-driven optimization 	<ul style="list-style-type: none"> • Cross-platform ad strategy • Budget management 	<ul style="list-style-type: none"> • Advertising strategy and innovation • Vendor and agency relationships
Data Analyst	<ul style="list-style-type: none"> • Data collection • Basic reporting 	<ul style="list-style-type: none"> • Data analysis • Dashboard creation 	<ul style="list-style-type: none"> • Predictive analytics • Data visualization 	<ul style="list-style-type: none"> • Advanced data interpretation • Implementation of analytics tools 	<ul style="list-style-type: none"> • Data-driven decision-making • Analytics team management
Digital Marketing Director	<ul style="list-style-type: none"> • Overall understanding of digital marketing channels • Cross-functional team coordination 	<ul style="list-style-type: none"> • Department budgeting • Integrated digital marketing campaigns 	<ul style="list-style-type: none"> • Long-term planning • Strategic brand development 	<ul style="list-style-type: none"> • Market trend analysis • Organizational digital marketing vision 	<ul style="list-style-type: none"> • Executive leadership

