

CHOOSE YOUR DESTINY!

Knockout **Competition!**



THE DIGITAL ACHARYA

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DISCOVER YOUR PURPOSE IN LIFE...



MY RESUME **SUCCESS** & **FAILURE**

FAILED?

- MERE 2ND CLASS IN 10TH , ALL THE SCHOOLING IN THE GOVT SCHOOLS
- 5 YEARS STUDY BREAK AFTER 12TH
- NEWS 18, POLARIS, HDFC, TEC MAHINDRA, EPSILON, MÉDECINS SANS FRONTIÈRES, DRDO, VIJAYA BANK, ZETA GLOBAL (+ 6 MORE)

GET THROUGH?

- INCNUT – AS SPECIALIST
- ZETA GLOBAL – ASSOCIATE TO TEAM LEAD
- APTROID, WUNDERMAN, LEBARA, SAGOON – TEAM LEAD
- OPK E-SERVICES – SENIOR MANAGER
- ANGARA – GENERAL MANAGER
- MAGIC MIND TECH – HEAD
- BRAND MUSCLE – MANAGER TO GENERAL MANAGER





MY CERTIFICATIONS

- GOOGLE ANALYTICS CERTIFIED (GOOGLE)
- CAMPAIGN MANAGER (GOOGLE)
- EMAIL MARKETING CERTIFIED (HUBSPOT)
- CONTENT MARKETING CERTIFIED (HUBSPOT)
- INBOUND MARKETING CERTIFIED (HUBSPOT)
- GDPR (LINKEDIN)
- STRATEGIC THINKING (LINKEDIN)
- HTML, JAVASCRIPT, CSS (LINKEDIN)
- SIMPLIFI BOTH INITIAL AND ADVANCE SALES TRAINING (SIMPLIFI)
- CERTIFIED THETRADEDESK – PRACTITIONER, CONNECTED TV AND PROFESSIONAL
- GOOGLE MEASUREMENT CERTIFIED (GOOGLE)
- TAG GENERATOR (DOUBLEVERIFY)
- DV PINNACLE (DOUBLEVERIFY)
- PROGRAMMATIC SOLUTION (DOUBLEVERIFY)





YOUR TRANSFORMATION COACH

- ❖ DETERMINE THE REASON YOU WAKE UP IN THE MORNING
- ❖ CHOOSE SOMETHING THAT ALIGNS WITH YOUR STRENGTHS, PASSIONS, AND THE NEEDS OF THE WORLD.
- ❖ THIS IS WHAT GIVES LIFE MEANING

“OUR MAIN BUSINESS IS NOT TO SEE WHAT LIES DIMLY AT A DISTANCE, BUT TO DO WHAT LIES CLEARLY AT HAND”

~ THOMAS CARLYLE

A smiling man with short brown hair, wearing a white t-shirt under a dark denim shirt, stands against a white background. He is holding a large, shiny red heart-shaped balloon in his left hand. His right hand is in his pocket. A soft shadow of him is cast on the wall behind him to the left.

GOALS- WHAT YOU WILL LEARN

- ❖ ABOUT ME – FAILURE AND SUCCESS RESUME
- ❖ UNDERSTAND THE PHILOSOPHY – WHY DO I EXIST? YOUR PHILOSOPHY OF LIFE
- ❖ SOCIAL MEDIA MARKETING STRATEGIES
- ❖ SEARCH ENGINE OPTIMIZATION (SEO)
- ❖ EMAIL MARKETING
- ❖ CONTENT MARKETING
- ❖ CONVERSION RATE OPTIMIZATION (CRO)
- ❖ INFLUENCER MARKETING
- ❖ DIGITAL OUT OF HOME
- ❖ CTV & SA
- ❖ DIGITAL MEDIA MEASUREMENT
- ❖ REPORTING AND ANALYTICS
- ❖ HOW TO KICKSTART AND START FINDING THE JOB



DIGITAL MARKETING

- ❖ WHAT IS DIGITAL MARKETING
- ❖ TYPES OF DIGITAL MARKETING
- ❖ ADVANTAGES OF DIGITAL MARKETING
- ❖ SCOPE OF EMPLOYMENT IN DIGITAL MARKETING
- ❖ FUTURE OF DIGITAL MARKETING



WHAT IS DIGITAL MARKETING

Digital Marketing refers to the use of digital channels, such as search engines, social media, email, websites, mobile apps, and other digital platforms to promote products, services, or brands. It encompasses a wide range of tactics, including search engine optimization (SEO), pay-per-click (PPC) advertising, social media marketing, content marketing, email marketing, and influencer marketing.



TYPES OF DIGITAL MARKETING

- ❖ ORGANIC MARKETING
- ❖ SOCIAL MEDIA MARKETING
- ❖ PAID MARKETING
- ❖ EMAIL MARKETING
- ❖ CONTENT MARKETING
- ❖ AFFILIATE MARKETING
- ❖ MOBILE MARKETING
- ❖ INFLUENCER MARKETING
- ❖ VIRTUAL REALITY MARKETING
- ❖ PROGRAMMATIC MARKETING



WHAT IS ORGANIC MARKETING

Organic Marketing is a digital marketing strategy that helps you generate traffic to your website naturally rather than using paid marketing methods. Through informative and valuable content, it aims to increase brand awareness, drive traffic to landing pages and websites, foster relationships, and generate new leads.

SEO (Search Engine Optimization) is the practice of optimizing a website or webpage to increase the quantity and quality of traffic it receives from organic search engine results.



TYPES OF SEARCH ENGINE OPTIMIZATION

Technical Optimization: Technical Optimization is the process of completing activities on your site that are designed to improve SEO but are not related to content. It often happens behind the scenes.

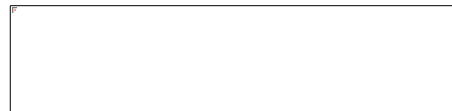
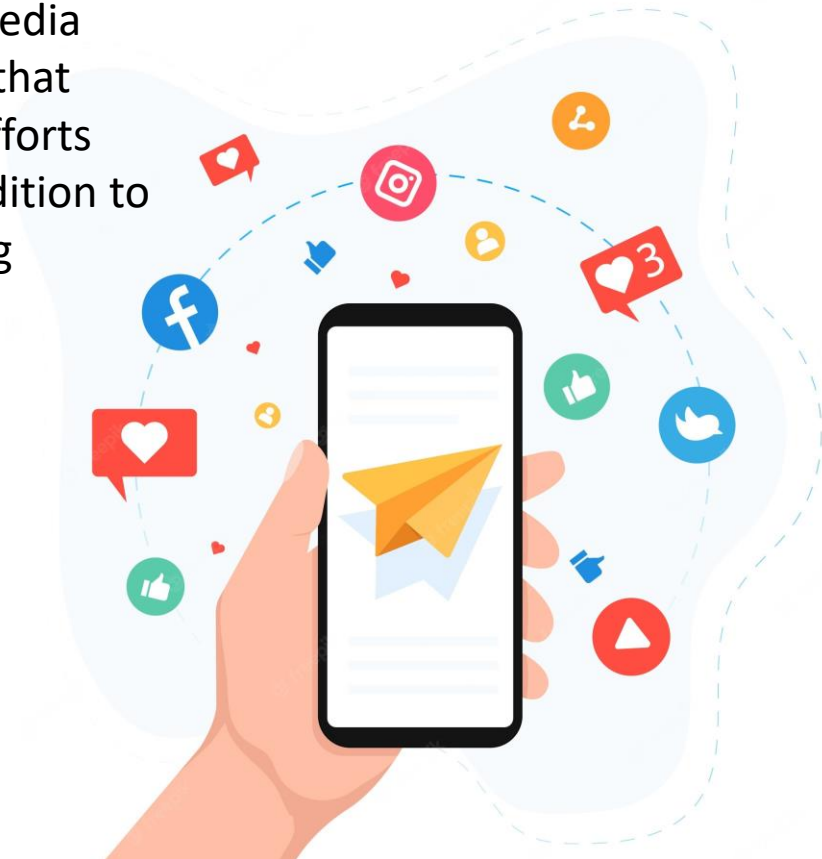
On-Page Optimization: On-Page Optimization is the process of ensuring the content on your site is relevant and provides a great user experience. It includes targeting the right keywords within your content and can be done through a content management system. Common examples of content management systems include WordPress, Wix, Drupal, Joomla, Magento, Shopify, and Expression Engine.

Off-Page Optimization: Off-Page Optimization is the process of enhancing your site's search engine rankings through activities outside of the site. This is largely driven by backlinks, which help to build the site's reputation.



WHAT IS SOCIAL MEDIA MARKETING

Social Media Marketing (SMM) is the use of social media—the platforms on which people create social networks and exchange information—to grow a company's brand, improve sales, and drive website traffic. Social media marketing (SMM) features purpose-built data analytics that allow marketers to measure the performance of their efforts and uncover even more opportunities to interact, in addition to providing firms with a tool to communicate with existing consumers and reach new ones.



SOCIAL MEDIA STATISTICS

Below you can see the number of monthly users of the most popular social platforms.

Social networks	Active users, monthly
Facebook	2.37 billion
Instagram	over 1 billion
TikTok	800 million
Twitter	326 million
LinkedIn	303 million
Pinterest	300 million

BENEFITS OF SOCIAL MEDIA MARKETING

- ❖ Boost Brand Awareness
- ❖ Increase Website Traffic
- ❖ Quicker and Simpler Content Dissemination
- ❖ Interaction with the Target Audience on a Regular Basis
- ❖ Insights on the Industry, Market, and Competitors



PAID MARKETING

Paid Advertising refers to any type of online advertising that a marketer or business pays for. Advertisers use sponsored advertisements to rent a place on a platform with their target demographic and display their offer.

- ❖ Display Ads
- ❖ Pay-Per-Click (PPC)
- ❖ Social Media Ads
- ❖ Native Advertising
- ❖ Video Ads
- ❖ Influencer Marketing
- ❖ Programmatic Ads



DISPAY ADS

One of the most common sorts of internet marketing is display advertising, which is a type of paid advertising.

Display Advertising are a visible way of marketing your business that appear on websites, apps, and social media platforms.

Display ads can take various forms, including:

- Banners
- Images
- Buttons
- Videos
- Rich media
- Other formats



PAY PER CLICK ADS

PPC is an abbreviation for **Pay-Per-Click**. PPC is a type of internet marketing in which advertisers are paid each time a user clicks on one of their advertisements.

The most prevalent type of PPC advertising is through search engines like Google advertisements, in which marketers bid on keywords and their advertisements display at the top of search engine results pages (SERPs) when those keywords are searched for.



YAHOO!
ADVERTISING



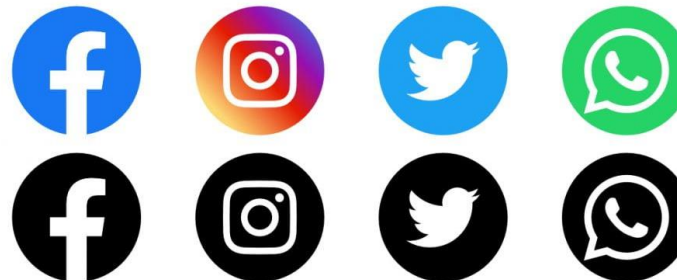
Google Ads

SOCIAL MEDIA ADS

The use of social media platforms to engage with your audience in order to promote your brand, improve sales, and drive website traffic is known as

Social Media Marketing. This includes posting high-quality material to your social media pages, listening to and connecting with your followers, analyzing your results, and executing social media marketing.

At the present, the most popular social media networks are **Facebook, Instagram, Twitter, LinkedIn, Pinterest, YouTube, and Snapchat.**





BEST DIGITAL
MARKETING
TRAINER

NATIVE ADVERTISEMENTS

Native Advertising is a sort of sponsored content in which the ad experience blends in with the user experience of the environment in which it is placed. In other words, it appears to be the typical sort of information seen on any particular platform. It is a method for monetizing a content stream.

Taboola

Outbrain

Nativo

VIDEO ADVERTISEMENTS

Video Advertising is a type of digital advertising that promotes a product, service, or brand via the use of video content.

Pre-roll advertising that play before online videos, in-stream ads that play during online videos, and native video ads that show on social media or other websites are all examples.

Video advertisements are frequently more entertaining and memorable than other types of advertising, and they may assist businesses in connecting with people in a more emotional and impactful manner.

You  **TikTok**



INFLUENCER MARKETING

Influencer Marketing is when a company works with influencers to promote their brand on social media platforms such as Instagram, TikTok, and YouTube. It is a type of social media marketing and may be part of a company's overall digital marketing strategy.

Types of influencers

- ❖ Nano-influencers: 10,000 followers or less
- ❖ Micro-influencers: 10,000-50,000 followers
- ❖ Mid-tier influencers: 50,000-500,000 followers
- ❖ Macro-influencers: 500,000-1 million followers
- ❖ Mega-influencers: over 1 million followers

The logo for mediakix, featuring the word "mediakix" in a lowercase, sans-serif font. The "i" and "x" are red, while the other letters are black.The logo for HELLO SOCIETY, featuring a teal circle with a white leaf-like shape inside, above the words "HELLO SOCIETY" in a teal, sans-serif font.The logo for VIRAL NATION, featuring the words "VIRAL NATION" in a bold, black, sans-serif font.The logo for AUGUST UNITED, featuring a gold crown icon above the words "AUGUST UNITED" in a gold, serif font.The logo for CROWD., featuring the word "CROWD." in a bold, black, sans-serif font.The logo for ZEER, featuring the word "ZEER" in a stylized, black, serif font with a white outline.

PROGRAMMATIC ADS

Marketers and advertisers can use a **Programmatic Advertising** platform to automate the buying and administration of digital ad campaigns. This involves media planning, ad placement, tracking performance, and campaign optimization. Many platforms also include an editing tool for creating campaign graphics.

Types of Programmatic Ads

- ❖ Display Ads
- ❖ Connected TV Ads
- ❖ Streaming Audio Ads
- ❖ Digital Out Of Home
- ❖ Rich Media Ads
- ❖ Smart Ads
- ❖ Social Display Ads



EMAIL MARKETING



Email Marketing is a method of promoting items or services via email. Email marketing is a popular digital media tool for consumer acquisition and retention.

Importance of Email Marketing

- ❖ It demonstrates a good ROI (return on investment).
- ❖ It is a proactive avenue for acquiring new consumers.
- ❖ It integrates seamlessly with other communication channels.
- ❖ It benefits your SEO.



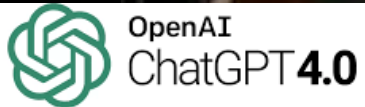
mailchimp



sendinblue

CONTENT MARKETING

Content Marketing is a sort of marketing that entails generating, releasing, and promoting material (such as blog posts, emails, videos, and podcasts) strategically. Content marketing is commonly used to raise brand recognition and engagement, entice visitors or users, generate sales leads, or drive purchases and income.



AFFILIATE MARKETING

Affiliate Marketing is a method in which an affiliate promotes a company's products and services in exchange for a commission if a transaction is made.

An affiliate is a person who promotes products and services via their networks and internet marketing capabilities.

amazon

Flipkart 

 **sendinblue**



VIRTUAL REALITY ADS

Virtual Reality

Advertising is experienced through visuals and sounds in a computer-generated world. The travel and tourism sector has begun to use this technology to improve customer experience and increase engagement. If you want to utilize this cutting-edge technique to advertise your travel company, read this introduction of virtual reality marketing (also known as VR marketing), its significance in the tourist industry, and 5 benefits of utilizing virtual reality to enhance sales.





ADVANTAGES OF DIGITAL MARKETING

- ❖ The most cost-effective way of marketing
- ❖ Easy to Learn & Execute
- ❖ Better Audience Targeting
- ❖ Engage with customer at every stage
- ❖ Easy & accurate to measure results
- ❖ Target Global Audience
- ❖ Effective Niche Targeting
- ❖ Analytics & Optimization

JOB OPPORTUNITIES IN DIGITAL MARKETING

- AFFILIATE MARKETING MANAGER
- COPYWRITER
- INFLUENCER MARKETING SPECIALIST
- DIGITAL MARKETING CONSULTANT
- MEDIA PLANNER
- DISPLAY AND PROGRAMMATIC MANAGER
- MARKETING STRATEGIST
- ACCOUNT MANAGER
- DIGITAL MARKETING MANAGER
- SOCIAL MEDIA MANAGER
- CONTENT MARKETING MANAGER
- SEARCH ENGINE OPTIMIZATION (SEO) MANAGER
- PAY-PER-CLICK (PPC) SPECIALIST
- EMAIL MARKETING MANAGER
- E-COMMERCE MARKETING MANAGER
- DIGITAL ANALYTICS MANAGER
- WEB ANALYTICS SPECIALIST
- MANAGER - DOOH





EASIEST WAY TO LAND TO METRO CITIES AND ABROAD

- YOUTHFUL CAREER
- DIGITAL NOMAD
- DIVERSE CAREER OPPORTUNITIES
- HIGH DEMAND
- DIVERSE CAREER OPPORTUNITIES
- FLEXIBILITY
- HIGH EARNING POTENTIAL
- OPEN TO ALL STREAMS
- ABILITY TO WORK INDEPENDENTLY
- DYNAMIC INDUSTRY
- LONG-TERM CAREER PROSPECTS.
- FLEXIBLE WORK HOURS
- WORK-LIFE BALANCE
- MEANINGFUL IMPACT ON A BUSINESS
- THE ABILITY TO MEASURE AND ANALYZE
- OPPORTUNITIES FOR INTERNATIONAL WORK
- POTENTIAL FOR RAPID CAREER GROWTH

THANK YOU!!



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