

Why Digital Marketing is the best career option today?

By Debajyoti Banerjee

<https://www.7boats.com/academy>

What's the Digital Trend in India?

Active Internet users - 462 Million as on Jan 2018

Active Mobile Social Media Users - 230 Million as on Jan 2018

Most Prominent Digital Platforms - Facebook, Google, Youtube, LinkedIn, Instagram

% Used marketing medium - Digital Marketing 68%. Print - 9%, Radio - 6%, TV - 5%

Mobile ad spends % - Social Media (29%), Search (27%), Video (20%)

Data Sources: *sokrati.com, socialsamosa.com, statista.com, socialbeat.in, comscore*

What's the Career Prospect?

800% increase in job opportunities in last 5 years. Entrepreneurship is also on big rise. faster career path & more than 60% better than other career courses.

1.8X average salary hike in a year for right candidates. Huge scope for Part-time passive income too. Globally accepted skill.

Huge Demand – Top MNCs, SMEs & startups have a huge & increasing demand

Highest Growth – 1/3rd of businesses are planning to introduce a Digital Transformation program & 1/3 already have. Highest industry growth.

Why career in digital media is on demand?*

Courses	Duration	Avg Fees	Probability of job(Freshers)	Last 3 years stats	Avg Salary per month for a fresher
MBA/PGDM	2 Years	5-8 Lakh	55%	35/100	Rs.24,000-Rs 45,000
B.Tech	4 Years	Upto 8 Lakh	19%	17/100	Rs.13,000-Rs 20,000
Digital Marketing	3/6/12 Months	30K-1 Lakh	97%	97/100	Rs.21,000 - Rs 30,000

**This is an overall average in India. Premier B schools of India or discrete cases have not been considered into salary figure..Source: Payscale.com*

Connect with me

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Thank you :)