

Dynamics of Digital Media

By Debajyoti Banerjee

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



Why Digital Marketing?

Why Digital Marketing?

- Maximum Reach
- Less Time
- Less Cost
- Better Mobility & Flexibility
- Better Targeting
- Better Tracking

WHY DIGITAL MARKETING?

Mobile -Current Outlook of Mobile Marketing in Driving Customer-Engagement- 40% (approx). Future Outlook of Mobile Marketing in Driving Customer-Engagement- 75% (approx)

Video marketing - Current Outlook of Video Marketing in driving Customer Engagement- 37%. Future Outlook of Video Marketing in driving Customer Engagement- 69%

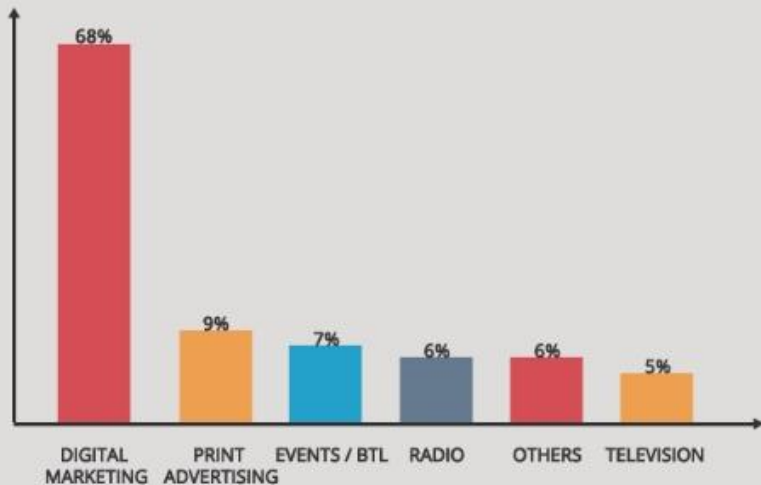
Email marketing - Current Outlook of Email Marketing in Driving Customer Engagement- 45%. Future Outlook of Email Marketing in Driving Customer Engagement- 57%

Social media marketing - Current Outlook of Social Media Marketing in Driving Customer Engagement- 36%. Future Outlook of Social Media Marketing in Driving Customer Engagement- 55%

SEO- Current Outlook of SEO Marketing in driving Customer Engagement- 21%. Future Outlook of SEO Marketing in driving Customer Engagement- 40%



CHANNELS/MEDIUMS LEVERAGED FOR MARKETING YOUR BRAND



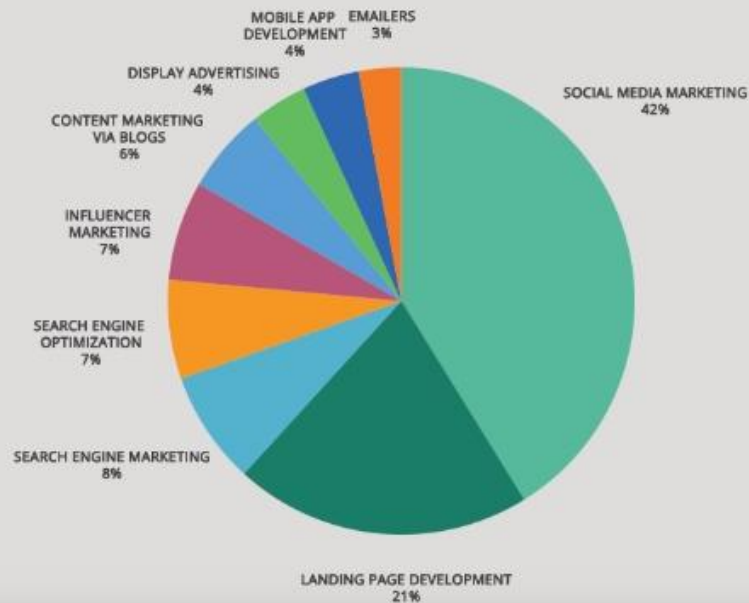
CHANNELS THAT YOU LEVERAGE



PLATFORM THAT HAS GIVEN THE BEST RESULTS



DIGITAL MARKETING SERVICES YOU LEVERAGE





What's the digital trend
in India?

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

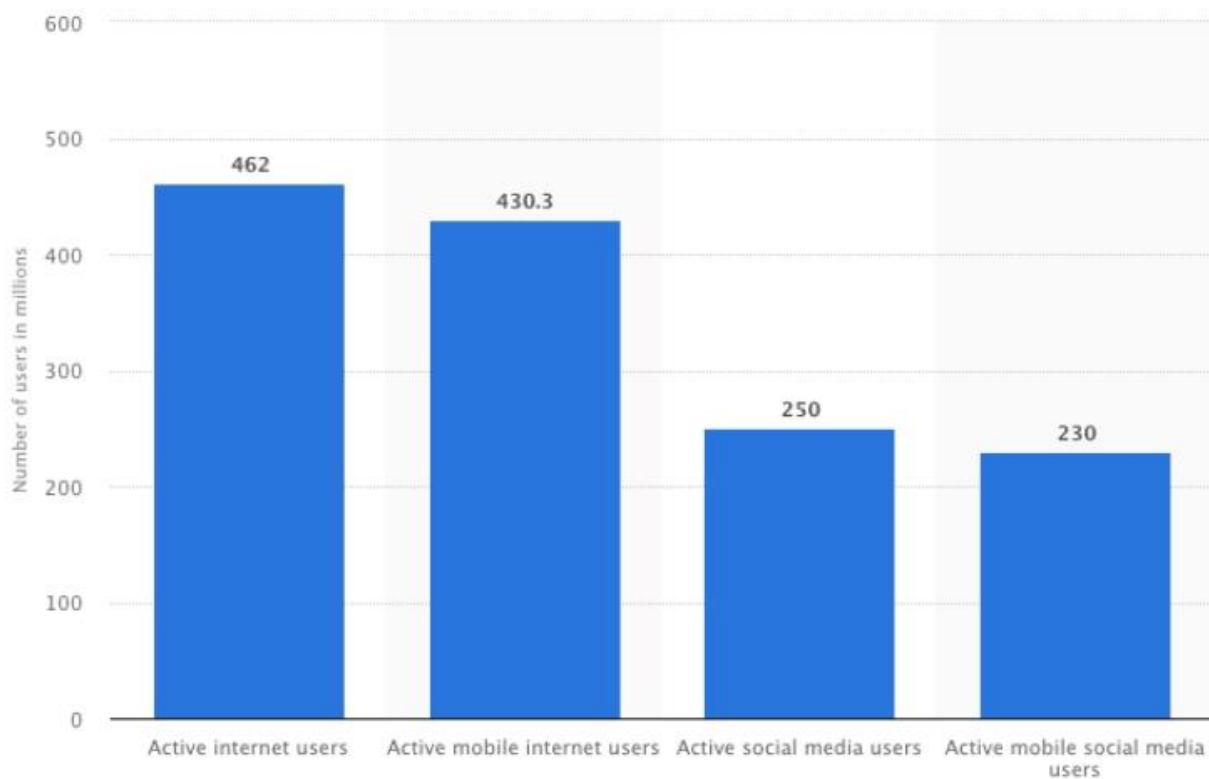
Most Prominent Digital Platforms - Facebook, Google, Youtube, LinkedIn, Instagram

% 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*

Digital population in India as of January 2018 (in millions)



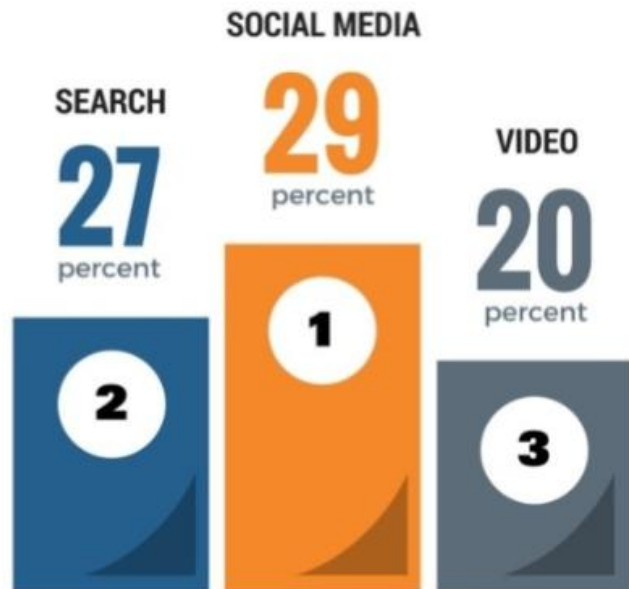
MOBILE AD SPENDS

INDIAN DIGITAL AD INDUSTRY 2017



DESKTOP AD SPENDS

INDIAN DIGITAL AD INDUSTRY 2017





What's the career
prospect?

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	4-6 Lakh	55%	35/100	Rs.24,000-Rs 35,000
B.Tech	4 Years	Upto 8 Lakh	19%	17/100	Rs.13,000-Rs 20,000
Digital Marketing	3/6/12 Months	50K-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*



Thank you :)