



# Reasons to choose Digital Marketing.

In India, digital marketing is becoming a booming career option. According to one survey, India will require 20 lakh digital marketers by 2020.

How is Digital Marketing gaining traction in India? In today's world, everyone, regardless of age, gender, or location, is going digital.

## REASONS TO CHOOSE DIGITAL MARKETING:

1. **Online Income:** Digital Marketing is the only field in which you can earn money online by creating websites, participating in Google AdSense, Affiliate Marketing, and even blogging.
2. **Freelancing:** You can begin working on this specific career right now, from the comfort of your own home, and do it your way. Take online courses, create a blog or website, manage your own social media, and get some volunteer or freelance work, and you'll be well on your way to building a strong portfolio from the comfort of your own home.
3. **Jobs for Freshers:** There are more job opportunities for freshers in Digital Marketing categories such as SEO Executive, Google Ads Executive, Social Media Marketer, Email Marketer, and so on. As a new employee, they can expect to earn at least \$15,000 per month.
4. **Jobs – Experienced:** There are more job opportunities in Digital Marketing for experienced candidates. With 3+ years of experience, they can work as SEO specialists, Google Ads specialists, Social Media Managers, Email Marketing Managers, and so on, earning a salary of at least 6 to 10 lakh per year.
5. **Working Professionals:** Digital Marketing is a better field for working professionals who are already working in BPO and Traditional Marketing fields. They can find relief from their stressful and targeted jobs.
6. **Career Growth:** Because of the high demand for digital marketers, jobs in the digital marketing field have a 200 percent career growth. MNCs such as Accenture, Cognizant, and Wipro are actively recruiting Digital Marketers. Startups, on the other hand, necessitate the services of digital marketers in order to achieve success in their endeavours. As a result, the growth should be positive.