

CERTAIN CONCERNS IN ENGINEERING EDUCATION

QUALITY, ISSUES & BEST PRACTICES



Editors
Sameer Babu M
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Digital Marketing Skills Optimize Career Sustainability

*Rawoofu Nisha J.**

ABSTRACT

In this millennium due to the emergence of the internet, the web and the versatile media which have changed rapidly in the career opportunity since the first website (<http://info.cern.ch>) came live in 1991 which transformed the marketing product and the marketing media. Throughout the world more than three billion people consistently accessing the web in order to seek such as physical and intellectual products, friends, job opportunities, entertainment, routes of the places, medical counselling, institutions which have educational advancements, updated happening throughout the world and the way the marketing specialists transformed the means of marketing dramatically. Then they introduced the communication techniques for the company promotion via digital technology platforms like desktop, tablet, phablet, smartphone devices, Internet of things, wearable smart devices. The evolution of versatile up-gradation in the digital media

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tends to emerge the terminology such as cloud computing, big data analytics, search engine optimization, search engine marketing, machine learning, deep learning, data scientists. The latest technology and digital media provide the new look towards start-up new markets, offer new services, avail new communication techniques and cope up with the corporate business of equal footing. In the same way, organizations as well as the individual face many threats by digital technology and media. For instance, online corporates like ASOS.com (clothing), Amazon.com (books and retail), iTunes(music), swiggy (food), and Realtrip (Travel) have captured a significant part of their market and made fear into the prevailing marketers. Most of the consumers accessing the social network like Facebook, Google+, LinkedIn and Twitter, Whatsapp as part and parcel of their routine activities. In order to succeed in future organizations, need to have up-to-date knowledge of application of digital media such as web, email, mobile, and interactive TV. Marketing practitioners need digital marketing skills to market their products effectively. Knowledge of the new jargon-terms such as 'marketing automation', click-through, 'cookie', 'unique' and 'page impression' and of effective methods of site design and promotion such as search engine marketing will be necessary, either for direct hands-on development of a site or to enable communication with other staff or agencies that are implementing and maintaining the site. Since digital marketing will provide career opportunity sustainability with the well-furnished income.

Keywords: Big Data analytics, machine learning, deep learning, cloud computing, clarivate analytics, SEO, SEM. Digital marketing, Digital marketing skill

INTRODUCTION

Digital media/technology platform encompasses the Internet, the web, the mobile phone, the smart TV, were accessed through content and interactive services by digital media communications. The combination of the Internet and the related technologies which are applied in to the traditional communication in order to achieve marketing objectives is called the digital marketing (Ellis-Chadwick, 2016). The development of digital marketing since the 1900s and 2000s has modified the way brands and businesses with the help of technology for marketing (<https://en.wikipedia.org>). Academicians and professionals created the terminology 'modern marketing' which is supported by the Internet and other digital media and technology which is otherwise called e-marketing, internet marketing, web marketing, and digital marketing. Now it is familiar as digital marketing because it shows the collective range of digital platforms accessed by the consumers. The ways and means of the usage of digital technologies and media to achieving the marketing objectives are called digital marketing. Managing the different forms of the online company such as company websites, social media company pages in the combination of online communications techniques which are included in the digital marketing (Ellis-Chadwick, 2016).

Digital marketing methods including Search Engine Optimisation (SEO), Search Engine Marketing (SEM), Content Marketing, Influencer Marketing, Content Automation, Campaign Marketing, Data-Driven Marketing, e-Commerce Marketing, Social Media Marketing, Social Media Optimization, Display Advertising, Email Direct Marketing, e-Books, and Optical Disk and Games have partnership arrangements with other websites (<https://en.wikipedia.org>). These techniques are helped to support

the objectives of getting new customers and catering services to existing customers that support create the customer relationship through E-CRM. With the help of digital communication technologies to optimize sales to existing customers and motivate continued usage of online services by means of techniques including database, personalized web messages, customer services, email, and social media marketing is called Electronic Customer relationship management(E-CRM) (Ellis-Chadwick, 2016). Due to the rapid transition and evolution in the world of digital marketing, the new roles are emerging as career opportunities in order to compete those changes the necessity of the specialized digital marketing skills are also emerging for the future career sustainability (<https://skartecedu.in>).

TYPES OF DIGITAL MEDIA

There are three different types of digital media, they are

1. Paid media

As like the traditional media like print and television advertisements, payment to give for visitors, reach or conversions through search, display ad networks or affiliate marketing.

2. Owned media

The owned media is owned by the brand which incorporates a company's own websites, blogs, email list, mobile apps or their social view on Facebook, LinkedIn or Twitter.

3. Earned Media

The Earned media is that the audience reached through editorial, comments and sharing online. Development of the content sharing and engaging by different types of contributors like publishers, bloggers, and other stakeholders (Ellis-Chadwick, 2016)

RANGE OF DIGITAL PLATFORMS

Digital media channels like search, social media or display ads on media sites accessed by means of desktop or laptop-based

hardware platforms. The domination desktop platform shifter into the number of mobile smartphone and tablet visitor sessions now exceed desktop Internet sessions for many consumer businesses. Combining with these hardware platforms, there are also different software platforms that marketers can use to reach and interact with their audience through content marketing or advertising. The range of digital platforms that are available which are shown in the fig. 1

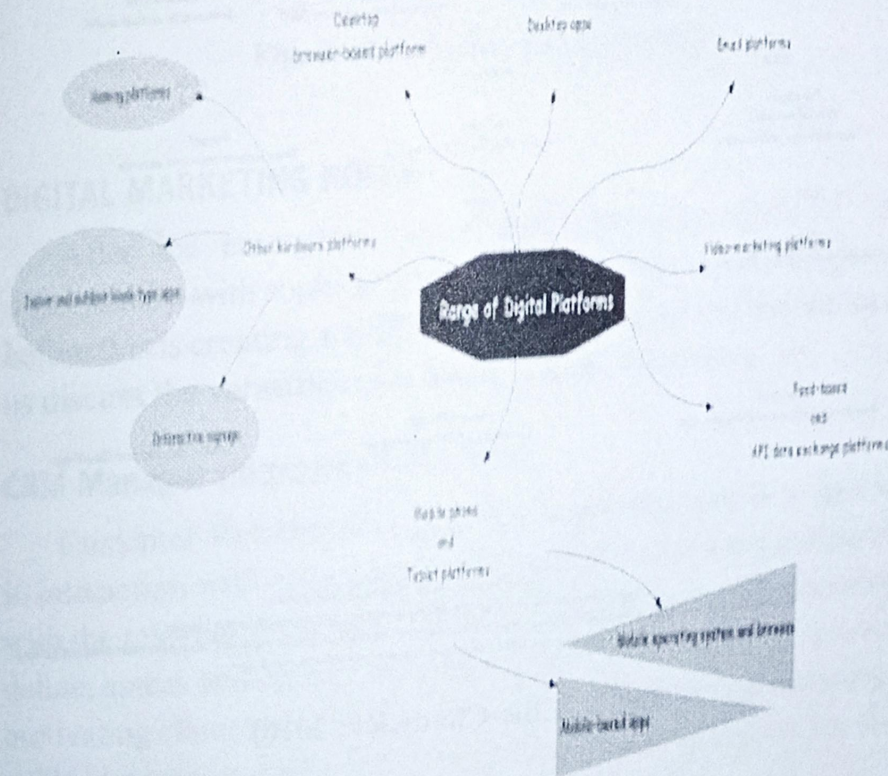


Fig.1 (Ellis-Chadwick, 2016)

TIMELINE OF DIGITAL SERVICES

The Timeline of digital services are shown in the Fig. 2.

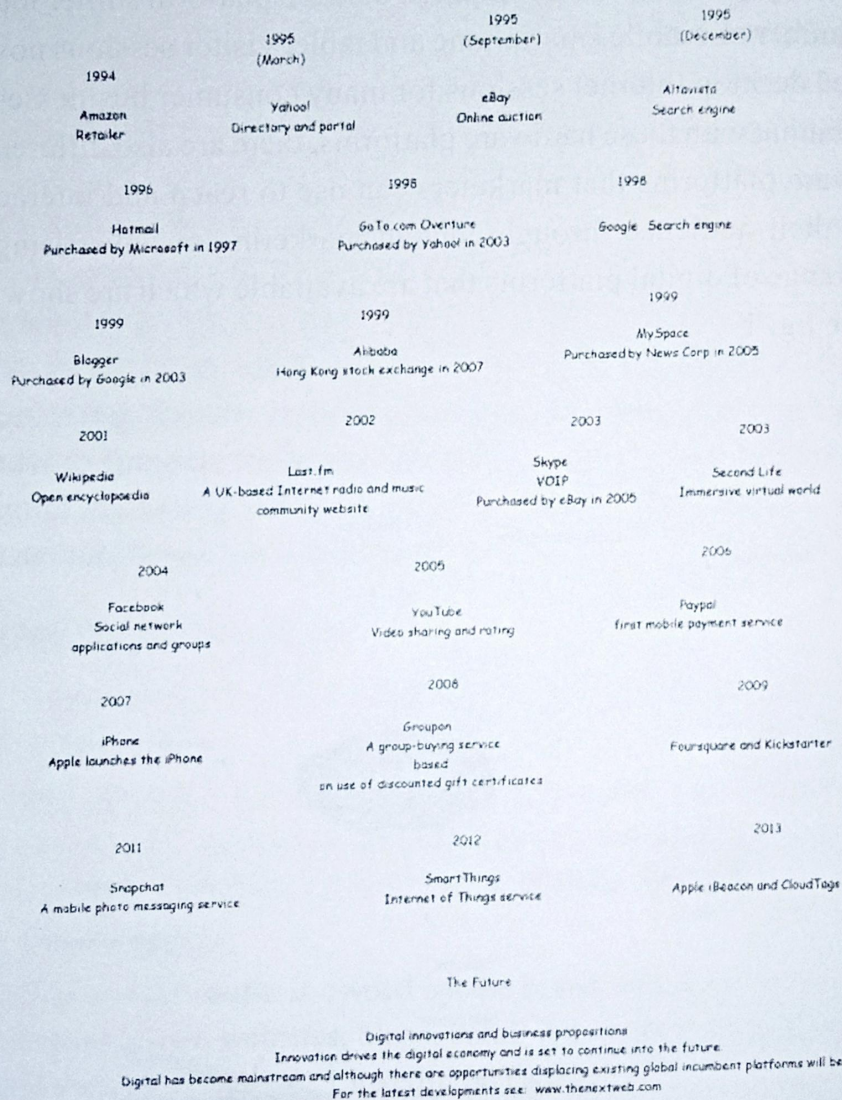


Fig. 2 (Ellis-Chadwick, 2016)

DIGITAL MARKETING CHANNELS

There are multiple channels facilitates the digital marketing as shown in the Fig. 3



Fig. 3 (<https://en.wikipedia.org>)

DIGITAL MARKETING ROLES

After the emergence of digital marketing pool of career opportunities with sophisticated income unveiled now than a decade before this is creating a brand new skill set in all the industries. Let us discuss the versatile roles in the digital marketing

CRM Manager (<https://nethunt.com>)

Customer Relationship Management manager is a specialist in interaction with customers in an industry also have cooperation with the relevant department. CRM expert possess the function to define, assess and supply the worldwide CRM strategy focussed at motivating client retention and loyalty. CRM expert possessing the skills like management skills, analytical skills, and creative skills.

PPC Manager

The Paid per click manager holds responsibility for applying Pay Per Click media strategies for clients. PPC Manager to activate PPC campaigns and monitor paid search budgets. They should have thorough knowledge in Search Engine Marketing and Search Engine Optimization with the essentiality of analytical thinking skills

UX Designer

User experience optimization makes user-centric web designs that styles that contour the consumer journey.

Web Analyst

These are the data analyst tasked with measuring anything from acquisition ROI (return on investment) all through to conversions.

CRO Manager

Jobs specializing in conversion rate optimization are a reasonably recent thing; concentrated on optimizing the flow of traffic and conversions through a website.

Ecommerce Trading Manager

Usually the P&L (profit and loss) owner of a brand, these commercially minded people are in charge of juggling stock, seasonality, price, promotions, etc. to trade a website to its maximum potential.

Head of Digital Acquisition

An encompassing Digital Acquisition Specialist is not the easiest thing to search out. The most recent generations of digital marketers have returned through most specific digital channel streams, which means that a mixture of paid, attained and possessed skills in one candidate are hard to find.

Head of Multichannel Marketing

It is hard to find senior marketers possess high-end digital skills and traditional offline marketing experience due to the generational gap between upcoming digital marketers who have often been focused on specific digital channels, and marketers who climbed the career ladder pre-digital, who conversely may not have hands-on experience with digital.

Technical SEO Manager

Technical SEO is continually evolving with every Google algorithm change or new best practice guidelines, thus agencies

tend to grow their own talent, passing on the key sauce of their SEO audit onto new generations.

PR Manager

With the proliferation of offline and online PR, the traditional PR skill set is in vast demand. Responsibility for link building in SEO and obtaining noticed online without a paid budget is recently laid at the door of Digital PR Managers. (<https://skartecedu.in>)

Content Marketing Manager

The content marketing manager is the leader of a company's content team and check that all of the content assets are in line with the marketing strategy. They are answerable for content management, design approval, developing resources, and audience development.

Brand Journalist

Brand journalist (corporate reporter) produces a range of multimedia that communicates brand value to a company's customers. Consider it as associate in-house news operation-but that news is employed as otherwise to come up with leads and sales.

Managing Editor

Managing editors handle the day-after-day storytelling of an enterprise. They handle the content, scheduling, publication, and overall consistency of a company's content marketing assets

Social Media Marketers

Social media marketers are data-driven content curators who serve as the voice of the enterprise in places like Facebook, Twitter, LinkedIn, or where else the business has an online presence. They keep channels running smoothly by making and programming content like photos, videos, and graphics. They measure ROI by likes/followers, reach, engagement leads gathered and sales created.

Certain Concerns in Engineering Education

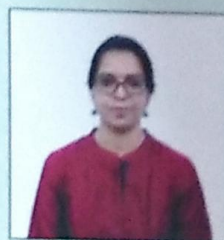
Quality, Issues & Best Practices

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