

CERTAIN CONCERNS IN ENGINEERING EDUCATION

QUALITY, ISSUES & BEST PRACTICES



Editors
Sameer Babu M
Arunima Anil

Certain Concerns in Engineering Education

Quality, Issues & Best Practices

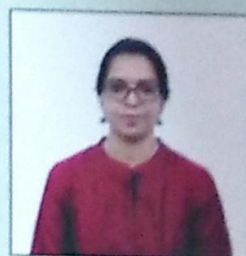
Sameer Babu M
Arunima Anil



Dr. Sameer Babu M is currently working as Assistant Professor in the Department of Education, University of Kerala, Thiruvananthapuram, India. He is an academician who excels in teaching various courses of discipline Education. He has special research interest on innovative pedagogy, inclusive education, MOOCs, interactivity in

virtual-online platforms, education of the marginalized, and education of the students with visual challenges.

He coordinates and undertakes several research projects broadly multidisciplinary in nature. Many books were authored and edited by Dr Sameer to his credit. He is an active reviewer of many academic and professional bodies and journal platforms.



Arunima Anil is Research Associate in the Department of Education, University of Kerala, Thiruvananthapuram, Kerala, India. Her research areas include: Education, ICT, Rural Development, Communication and Gender studies.

She published several articles in books/journals and received ICSSR Doctoral fellowship for extensive work in School education.

₹ 795/-

ISBN 978-93-89875-60-7



9 789389 875607



APH PUBLISHING CORPORATION

4435-36/7, Ansari Road, Darya Ganj,

New Delhi 110002 Email: aphbooks@gmail.com

8

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

*Assistant Professor, Department of Education, St. Ignatius College of Education, Palayamkottai, Tirunelveli, Tamil Nadu.

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 carrier 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

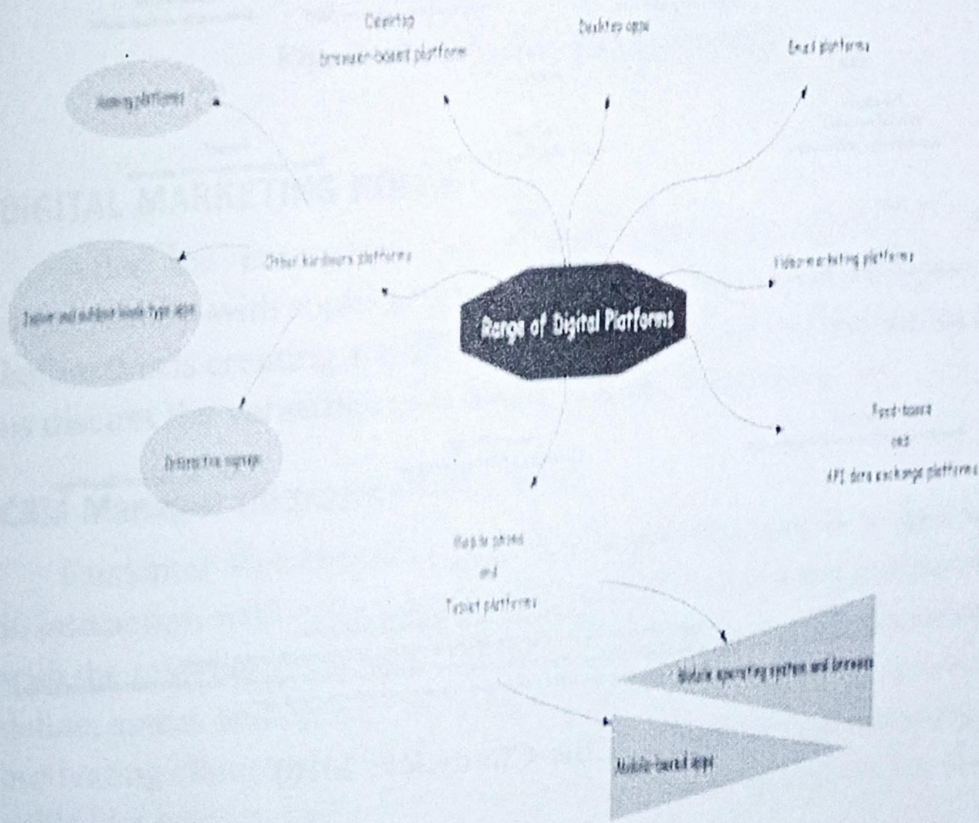


Fig.1 (Ellis-Chadwick, 2016)

TIMELINE OF DIGITAL SERVICES

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

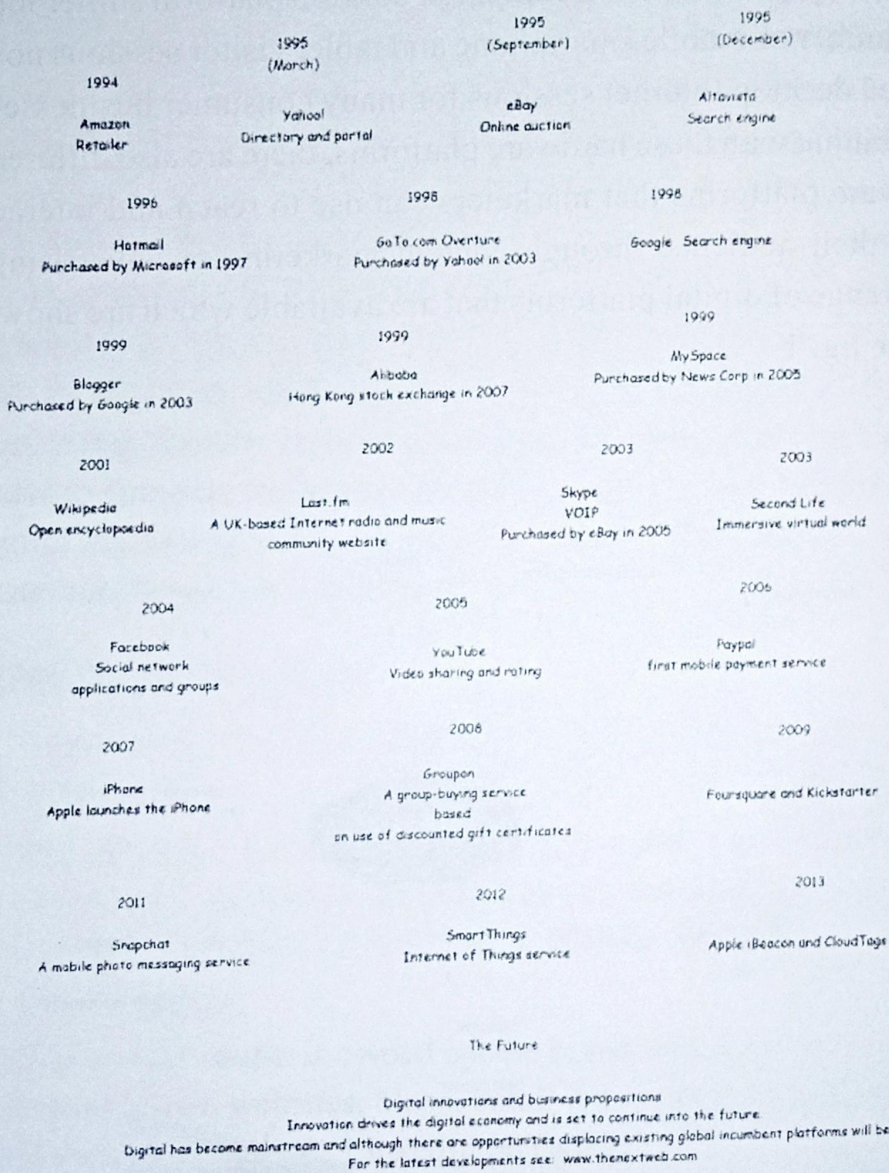


Fig. 2 (Ellis-Chadwick, 2016)

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.

Community manager

Community managers bridge the gap between company and consumer. Wherever social media marketers work to create the brand attractive and engagement-worthy on varied platforms, community managers build and nurture the human relationships hidden in social media communication.

Video Production Specialists

Positioned on the technical aspect of video marketing, production specialists direct, organize and facilitate a company's video initiative. This includes coming up with the content, filming, editing, mixing, and compression.

Video Marketing Manager

Video marketing managers typically handle the technical aspect of content creation, with the additional responsibility of positioning and transacting the content's unique value to a target audience. They concern themselves with things like publishing frequency, analytics, and precisely wherever video content falls in the content marketing funnel

Traffic Acquisition Specialist

This position will pass several names, together with Media consumer and Digital Media Planner, to develop a paid advertising strategy and with success implement it across a range of digital channels. Media consumers plan campaigns from beginning to end and handle fun things like budgets and consumers. They perpetually search for new and better ways to get the most out of their campaign efforts

Direct Response Copywriter

Direct-response copywriters perceive the methodology in obtaining an associate audience to require immediate action when they read through a marketing email-and produce the irresistible headline that gets the email opened in the first place.

Email Marketing Specialist

Responsible for email marketing campaigns from beginning to end, analysts do a lot of the day-after-day coordinating together with promotion schedules, campaign planning, and implementation, and troubleshooting any roadblocks on the approach.

Website Optimization Specialists

Website optimization specialists (Conversion specialists) are answerable for ensuring load times are speedy, implement campaign optimization, and guarantee ease of usability across all of a company's web-based collateral. (<https://www.digitalmarketer.com>)

FUTURE OF DIGITAL MARKETING ROLES

Some of the career opportunities are available in digital marketing and the average salaries was predicted by the digital marketing scientists are shown in the below fig 4.

SEO Specialist
\$43,821

Inbound SEO Specialist
\$50,223

Search Engine Optimization

SEO Manager
\$66,544

Inbound SEO Manager
\$69,155

Social Media Marketing Manager
\$49,552

Social Media Manager
\$49,146

Social Media Strategist
\$51,248

SOCIAL MEDIA

Social Media Coordinator
\$39,024

Social Media Specialist
\$41,702

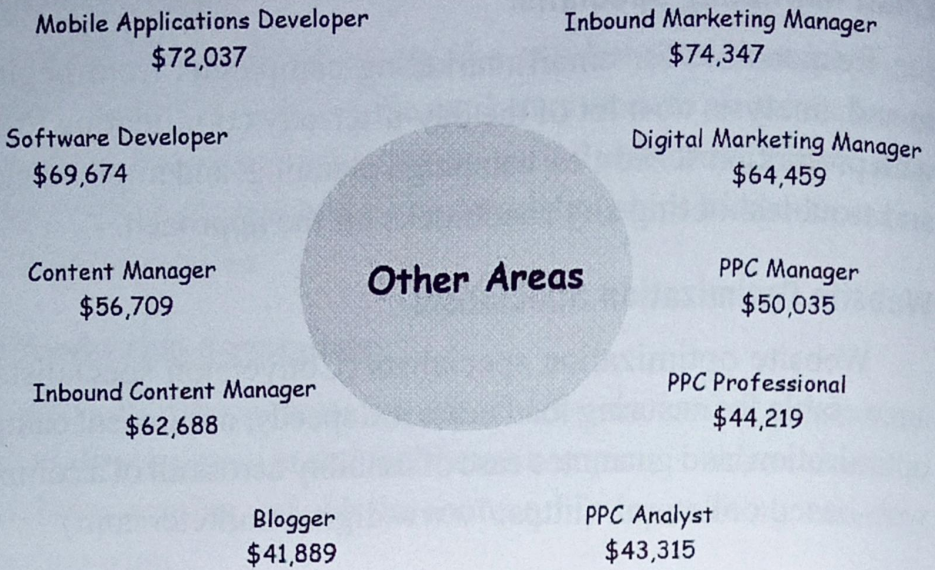


Fig 4 (<https://digitalmarketinginstitute.com>)

Digital Marketing Skills

Digital marketing skills are learned with patiently, hard work, and determination. In order to launch effective digital marketing campaigns, need to possess distinctive skills.

Data Analysis

Data analytics refers to the utilization of purposeful techniques and advanced software to gather and process-intensive collections of information from various online interactions of the target market. These interactions are available in totally different forms like online transactions; content consumed, search queries, and some other online footprints relevant to the business.

Writing and Editing Skills

At the core of digital marketing is content. Writing and editing are over just creating articles for blog posts and landing pages. It is regarding connecting with the target market exploitation of relevant messages and convincing them to take the expected action.

◆ **SEO and SEM Skills**

A literary blog post or write up is useless if the opt people do not get it. Remember, Search Engine Optimization (SEO) and Search Engine Marketing (SEM) are the strategies chargeable for driving traffic to the website. A deeper understanding of it interprets to higher execution of the marketing strategies.

Listening Skills

Effective content creation is based on the info that gathered and analyzed to verify the info to the target market is searching for and the way they require it delivered to them. Listen to the way of target audience talks regarding the entity, the products, and therefore the services. Social listening will permit us to obtain insight regarding however the target market perceives the competitors.

Email Marketing Skills

Create a dynamic email marketing campaign, ought to perceive and understand the proper tools, metrics, and strategies. This includes analyzing click rates, recognizing platform navigation, and running email campaigns.

CRM Skills

Customer Relationship Management involves strategies use to observe and maximize the consumer experience. By understanding consumer interactions and experience, connect with them on an individual and emotional level toward rising up the business.

Social Media Skills

The world of social media has become one huge arena for public conversations. As a digital marketer, the advantage to interact with people with the business and inform them regarding the entity or service. There is a social media advertising, boosted the post, hashtags, business pages, groups, and a lot of ought to learn

Paid Social Media Advertising Skills

Social media is not any longer as easy because of it accustomed to be. Reaching the target market takes more than creating a business page, applying the proper hash tags, or often posting for entertainment and relevant content.

Basic Design Skills

In the world of marketing, not all regarding the text. It additionally involves a well-designed visual appearance.

Mobile Marketing

The growth of mobile marketing, versatile businesses, and social media platforms are currently coming up with innovative ways to achieve people on their mobile phones. It is now essential to work out a way to produce mobile-friendly content. (<https://www.digitaldoughnut.com>)

FINAL THOUGHTS

Education plays a pivotal role in positioning an individual for achievement and establishments ought to explore versatile ways in which transferring information and skills over and above a traditional degree program. The emergence of Digital Marketing is the transition in advertising. In the earlier days, silence commercials were on the Television. Nowadays People are embracing advertising since advertising is more personal and relevant strategies involve which are engaging with a customer, finding out what they need, and then providing it for them. Digital marketing is very crucial in all perspectives. There is a lack of qualified personnel in order to meet the demands of the people with respect to digital marketing, skill training is essentially needed. In order to meet future challenges to learn the tools and technologies is inevitable. Organizations and educational institutions that have proactive thinking to develop strong programs and train people in this area are a critical need. The emergence of new career that will optimize a sustainable career with well salaried by the transition of Digital marketing.

REFERENCES

- Ellis-Chadwick, D. C. (2016). Digital Marketing: Strategy, Implementation and practice. UK: Pearson Education limited.
- <https://www.digitalmarketer.com/wp-content/uploads/2017/08/digital-marketing-skills- infographic.pdf>
- <https://mashable.com/2016/03/08/15-skills-digital-marketers/>
- <https://www.digitaldoughnut.com/articles/2018/september/10-skills-to-be-a-rockstar-in-digital- marketing>
- <https://digitalmarketinginstitute.com/en-eu/blog/digital-darwinism-10-ways-your-organization- can- survive>
- <https://digitalmarketinginstitute.com/en-eu/blog/6-digital- skills-that-will-future-proof-a- workforce>
- <https://digitalmarketinginstitute.com/en-eu/blog/what-is-the- market-demand-for-digital- marketing- education-license>
- <https://digitalmarketinginstitute.com/en-eu/blog/whats-the- future-of-digital-marketing-salaries>
- <https://skartecedu.in/job-roles-in-digital-marketing/>
- https://en.wikipedia.org/wiki/Digital_marketing
- <https://nethunt.com/blog/what-does-a-crm-manager-do/>