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More than 1.5 lakh jobs are to be created in India's digital marketing space in the coming years. Organisations, waking up to the relevance of digital marketing, are on the prowl to recruit the best talent to cash in on the early bird offer, says [Sujit Bhattacharyya](#)

In the realm of modern marketing, Digital Marketing stands out. Companies that bank on traditional marketing methods run the risk of becoming irrelevant from the consumer's standpoint. 'Out of sight, out of mind' is a good way to describe the vulnerability of a brand due to a disconnect with its target group (TG).

In an era where more than a billion people access Facebook in a single day, and over 100 billion Google searches happen in a month, Digital Marketing is the most powerful and high-impact marketing mechanism. Amazingly, the number of people using the Internet continues to grow in developing economies like India, adding millions of new users annually, thanks to the telecom and smartphone revolution. So, a career in digital marketing is the call of the future.

Digital Marketing allows an organisation to reach an online user everywhere and put its information across to him in an attractive manner. Take the case of the education sector. An edu-corporate, looking to market its judiciously designed learning programmes needs to reach its TG early enough, probably some time when the student is in Class VIII or IX.

Digital Marketing gets you directly to these young students on social media platforms. The idea is to capture the student's imagination at every point by understanding and following his interests from his online browsing behaviour. This is seen as a major brand-building activity wherein the organisation serves content to the user as per his persona which is accessed through various online touch points such as lead

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