

Digital Marketing Tails

Digital Marketing Sounds Cool, a young person with a laptop handling social media accounts of the company, running a campaign, analysing on google analytics, right? Slightly your point of view is also not wrong, but here I will tell all the story of Digital marketing and the steps to reach it.

What Is Digital Marketing?

In some simple words, we can say using digital platforms to promote our products and services. And yes, this is the short story of digital marketing. But how to use the social media platform and its elements for promotion will be an interesting point to discuss.

What does a Digital Marketer Do?

A Digital Marketer uses different channels to increase leads and create brand value, and increase the brand's visibility online. Using different channels like email marketing, blog, social media, website SEO, and sometimes with surveys. A digital marketer has to be creative and come up with the most insane strategies for achieving his company's goals and targets.

The biggest enemy of a digital marketer is 'changing trends', but an expert always knows how to use the enemy to his own favor, it is the art of experts.

Is learning Digital Marketing Hard?

Learning is not hard in any sector, although it also depends what is your motivation to learn, if you want to learn Digital Marketing you really can refer to the courses from any platform, my only suggestion is if you want to really learn swimming jump into the water, tutorials will not tell you how to tackle the market situations.

Learning from a course is just like you know how to fight, but on the battlefield, you have to do self-analysis in very less time and make a strategy that should lead you to achieve your goals.

So Just a Personal piece of Advice try to learn from experiments, or I can say learn from the mistakes and don't repeat them.

STEPS TO LEARN DIGITAL MARKETING FROM SCRATCH

1. Pick A Speciality

Digital Marketing is a vast field with very different specialties. Just for learning, you at least need to choose any one or two, according to your capability.

Some popular specialties are:-

- I) Social Media Marketing
- II) Email Marketing
- III) Content Marketing
- IV) Copywriting
- V) Affiliate Marketing
- VI) Influencer Marketing
- VII) SEO

Need help to choose, is not a big issue we all need.

- I) Choose which one you will Enjoy while learning

II) Check for the scope or I can say demand in the market.

III) Talk to those who are already in that industry.

2. Build Your foundation with free resources

I) Attend Webinars related to your field

II) Read Relevant Digital Marketing articles

III) Avail Free Courses available on reputed platforms

3. Do an internship

Do Your internship in a digital marketing agency which should be a start-up, because in a start-up there is always a workload on a small team so, you also have to compromise your comfort zone, which will lead to your major learnings always.

4. Complete Your Course

Learning is always important, so keep updating something in your skill set.

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6. Get Your Certificate

A certificate, a paper definitely can't describe your skill and can't decide your future. But it will definitely help you to shine over the bundle resumes.

Biological Indicators of Soil Fertility under Intensive Cropping System in an *Inceptisol*
Knight Nthebere, S. H. K. Sharma, Ch. Pragathi Kumari and A. Aziz Qureshi