



SAARTHI - सारथी

करियर मार्गदर्शन पोर्टल · Career Guidance Portal

"सही मार्गदर्शन, उज्ज्वल भविष्य।"

करियर शीट · CAREER SHEET

डिजिटल मार्केटिंग विशेषज्ञ

A digital marketing expert reaches customers for a product, service or brand through the internet. They grow sales and visibility using strategies like websites, social media, search engines (SEO) and online ads. It is a...



Scan for everything on this career

Salary, exams, colleges, the routes in and the steps after — all on the portal.

career.gsssjethantri.in/#/career/digital-marketing-expert

राजकीय उच्च माध्यमिक विद्यालय, जेठन्तरी

Govt. Sr. Sec. School, Jethantri · ब्लॉक समदड़ी · बालोतरा (Block Samdari · Balotra)

www.gsssjethantri.in · career.gsssjethantri.in



सुशील कुमार शर्मा

प्रधानाचार्य, रा.उ.मा.वि. जेठन्तरी · मास्टर ट्रेनर
Principal, GSSS Jethantri · Master Trainer



श्री चेनाराम चौधरी

प्रधानाचार्य, डाइट बाड़मेर
Principal, DIET Barmer



श्रीमती संघमित्रा

वरिष्ठ व्याख्याता, डाइट बाड़मेर (सहयोग)
Sr. Lecturer, DIET Barmer (Support)



भरत चौधरी

अभिकल्पना व विकास · व्याख्याता (इतिहास)
Designed & developed · Lecturer (History)

विशेष धन्यवाद · SPECIAL THANKS



सुरेन्द्र सिंह राठौड़

व्याख्याता (इतिहास) · रा.उ.मा.वि. कानाना



सुरेश कुमार सैन

व्याख्याता (भूगोल) · रा.उ.मा.वि. रामसीन मूंगड़ा



वनिता कुमारी

व्याख्याता (इतिहास) · रा.उ.मा.वि. रामसीन मूंगड़ा



कमलेश चौधरी

व्याख्याता (राजनीति विज्ञान) · रा.उ.मा.वि. टापरा

करियर मार्गदर्शन कार्यशाला, डाइट बाड़मेर (14-17 जुलाई 2026) में विकसित व लोकार्पित
Developed & unveiled at the Career Guidance Workshop, DIET Barmer (14-17 July 2026)

यह एक स्वतंत्र परियोजना है, जो सरकार की आधिकारिक करियर-मार्गदर्शन सामग्री पर आधारित है। · An independent project based on the Government's official career-guidance content.

1 About this career

A digital marketing expert reaches customers for a product, service or brand through the internet. They grow sales and visibility using strategies like websites, social media, search engines (SEO) and online ads. It is a fast-growing and easy-to-start career.

2 At a glance

Field	Marketing & Media
Minimum qualification	Degree/diploma or online course after 10+2
Starting salary	₹15,000–30,000 / month
Work mode	Office & work-from-home

3 What you need

INTERESTS

- Internet, social media and new technology
- Selling things and persuading people
- Creating creative content and ads

ABILITIES

- Good communication and writing skills
- Ability to analyse data
- Creative and fresh thinking

KEY SKILLS

- Search Engine Optimization (SEO)
- Social media marketing
- Content writing and copywriting
- Running Google & Meta ads
- Email marketing
- Analytics and data understanding

4 How to get there

- 1 Pass 10+2 in any stream.
- 2 Do a bachelor's degree in digital marketing or a related field.
- 3 Or do a diploma/online course and certification in digital marketing.
- 4 Learn from free certified courses like Google and Meta.
- 5 Gain hands-on experience via internships or your own blog/page.

MAIN EXAMS

- Direct admission to most courses; some universities may have an entrance test.

5 Where to study

GOVERNMENT INSTITUTES

- आई.आई.एम. उदयपुर — Udaipur, Rajasthan (<https://www.iimu.ac.in/>)
- आई.आई.एम. अहमदाबाद — Ahmedabad
- तमिलनाडु ओपन यूनिवर्सिटी — Chennai
- इंडियन इंस्टीट्यूट ऑफ सोशल वेलफेयर एंड बिजनेस मैनेजमेंट — Kolkata

PRIVATE INSTITUTES

- प्रौद्योगिकी विश्वविद्यालय (JU) — Jaipur, Rajasthan
- भारतीय डिजिटल शिक्षा संस्थान (IIIDE) — Mumbai (<https://iide.co/>)
- जैन विश्वविद्यालय — Bengaluru
- नगिनदास खंडवाला कॉलेज — Mumbai

ONLINE

- NPTEL SWAYAM (डिजिटल मार्केटिंग) — Online (<https://swayam.gov.in/>)
- गूगल डिजिटल गैराज (मुफ्त) — Online (<https://grow.google/>)
- कोर्सेरा — Online (<https://in.coursera.org/courses?query=digital%20marketing>)

FEES

Course fees range from about ₹15,000 to ₹3,00,000. Many online courses are also free or very cheap.

SCHOLARSHIPS

- राष्ट्रीय छात्रवृत्ति पोर्टल (NSP) (<https://scholarships.gov.in>)
- Buddy4Study छात्रवृत्ति पोर्टल (<https://www.buddy4study.com>)
- विद्यालक्ष्मी शिक्षा ऋण पोर्टल (<https://www.vidyalakshmi.co.in>)

6 What the work is like

WHERE YOU WORK

All kinds of businesses that want an online presence — companies, startups, agencies, e-commerce, and you can also become a freelancer.

WORK CULTURE

You mostly work in an office with fixed hours. Hours may increase near a project deadline. Work-from-home or freelance options are often available too.

WHO HIRES

- | | |
|------------------------------|---|
| • Digital marketing agencies | • E-commerce companies (Amazon, Flipkart) |
| • Startups and IT companies | • Media and advertising companies |
| • Banks & FMCG brands | • Freelance & self-employment |

DEMAND (2026)

With the rapidly rising number of internet and smartphone users in India, digital marketing is one of the fastest-growing careers. It can be started with little capital and skilled people are in huge demand.

7 Career growth

- 1 Digital Marketing / Social Media Executive
- 2 Digital Marketing Manager
- 3 Digital Marketing Head
- 4 General Manager / Marketing Director

EARNINGS

Starting	₹15,000–30,000
Mid level	₹40,000–70,000
Senior level	₹83,000+

Income rises quickly with experience, skills and results. Freelancers and business owners can earn much more. Figures are indicative.

8 The good parts · The challenges

The good parts

- Start with low study-cost; you can self-learn online.
- Fast-growing field with both job and freelance opportunities.
- Flexibility to work from home and build your own business.

The challenges

- Technology and rules change constantly; you must keep learning.
- There is pressure of results and targets.
- Growing competition means you must stand out.

9 Real-life journeys

Priya Florence Shah

Founder & CEO, Blog Brandz

Priya switched from science and journalism to become an early blogger in 2004 and built Blog Brandz into a respected digital marketing platform — she is counted among India's top digital marketing experts to follow.

Blog Brandz · <https://www.blogbrandz.com/tips/author/priya-florence-shah/>

Deepak Kanakaraju

Digital Marketing Consultant, Author & Trainer

A civil engineering graduate who couldn't get a job during the 2008 recession, Deepak taught himself blogging, built India's No. 1 motorcycle blog, and led digital marketing at startups like Practo and Razorpay before becoming a popular educator.

Digital Deepak · <https://digitaldeepak.com/about-2/>

10 Sources & further reading

1. Rajasthan Career Guidance Portal — <https://cg.rajasthan.gov.in/careerguidance/hi/career/%e0%a4%a1%e0%a4%bf%e0%a4%9c%e0%a4%bf%e0%a4%9f%e0%a4%b2-%e0%a4%ae%e0%a4%be%e0%a4%b0%e0%a5%8d%e0%a4%95%e0%a5%87%e0%a4%9f%e0%a4%bf%e0%a4%82%e0%a4%97-%e0%a4%b5%e0%a4%bf%e0%a4%b6%e0%a5%87%e0%a4%b7%e0%a4%9c/>
2. Google Digital Garage (free courses) — <https://grow.google/>
3. National Scholarship Portal — <https://scholarships.gov.in>



And 770+ more careers — the whole portal

Interest and aptitude tests, government jobs, skill courses and a CV builder — free, no login, and it works offline.

career.gssjethantri.in