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(Friendly Notice: Please do not share this ebook for free. The value of this book is Rs.499).

Preface

Congratulations on grabbing a copy of this ebook. I believe that this is the only guide you would need to read if you are looking to get a dream job in the digital marketing field.

But if you are wondering who am I and why I am writing this guide, here's a short introduction about myself.

I graduated in 2008 in Civil Engineering. From 2008 to 2012 I did blogging, affiliate marketing and whatever one can do online to make money. I started a blog about Indian motorcycles - BikeAdvice.in

Since 2012, I have worked in 4 different companies as a full time digital marketing manager in Bangalore and I have worked with more than 5 companies around India as a digital marketing consultant.

Most of the work that I did was with Exotel, Practo.com and Instamojo.com. All are great startup companies and now Practo has become a Rs.3,000+ Crore company with hundreds of employees. I am sure you have heard of Practo!

To learn more about my work experience check out my LinkedIn profile. You can find the link at www.Deepak.info. You can also connect with me on Facebook & LinkedIn, Follow me on Twitter.

I am proud to say that I worked on a lot of digital marketing campaigns in these companies and they keep running even today - long after I have quit!

For example, if you search for "Dentists in Koramangala" in Google, you will see an ad like this:

Dentist in Koramangala 5 Block Bangalore

Ad www.practo.com/ ▼

Clinics < 2 Kms From Your Location. Book an Appointment Instantly!

Practo has 211 followers on Google+

[In Indiranagar](#) - [In Rajajinagar](#) - [In HSR Layout](#) - [In Vijayanagar](#)

This ad was setup by me and it has been one year since I quit Practo. There are many more examples like this.

It gives us immense satisfaction when we see that our work lives long after we have gone.

What am I doing now?

In my past several years of work experience I have been through many interviews, got many job offers related to digital marketing and have learned a lot.

Now I have quit my job and I am a full time blogger, trainer and consultant.

I am also a lead trainer at DigitalVidya.com - a digital marketing training company.

I do training on the weekends. Rest of the time during the weekdays I am blogging at DigitalDeepak.com and doing consulting for some high-end clients.

I have a nice 1BHK house converted into a home office and here's where I work most of the time nowadays.



(My home office at Bangalore)

If you are in Bangalore, you are invited to my home office!

You may be wondering: why am I writing a guide to help people get a digital marketing job when I have quit my job myself to become an entrepreneur?

Everyone prefers being an entrepreneur because it gives you a lot of freedom and the ability to *not work* if you wanted to.

But that doesn't mean digital marketing jobs are bad. They give you priceless experience and a good income.

You can learn by working for some time and then quit to start your own company, or keep working until you want to.

My home office was completely funded from the income from previous jobs. So I am not complaining!

I quit my job when I was confident that I could get started on my own.

In the last bonus chapter of this book I will also tell you how you can quit your job and start something of your own.

Why Digital Marketing Jobs?

Digital marketing jobs are very lucrative because of the extreme shortage of skilled professionals in the market today. The demand is sky high.

Every company out there is building their digital marketing team at a rapid pace because traditional marketing is failing big time.

Who watches ads on TV, Newspaper and Magazines anymore?

When I was working as a digital marketing manager, I was paid more than Rs.1 Lakh a month and I worked at amazing workplaces with super intelligent people around me.

And Rs.1 Lakh is the fixed income after taxes without including the bonuses. And I am not even an IIT, IIM graduate. I don't even have an MBA.

Of course I had several years of experience when I was at that level of income but I have seen that the average salary for a digital marketing professional is much more than other types of jobs.

The entry level jobs in good companies for graduated students with a little bit of project experience will pay at least 4 Lakhs per annum.

I will not put the stats here because they keep changing with time. But if you do a little bit of research, you will be able to find out that digital marketing jobs are much more interesting, satisfying and well paying than other types of jobs.

Why I wrote this guide?

I wrote this guide to help you get a lucrative job in the exciting field of digital marketing.

I am sure by the end of this guide you will be better prepared and qualified to get a job in Digital Marketing than 90% of the people out there in the market.

I have helped a lot of people one-on-one but now I get so many requests for help, I am not able to reply to each one of them individually. That's why I wrote this book.

If you want to get in touch with me, you can shoot me an email at mail@digitaldeepak.com

Deepak Kanakaraju

Digital Deepak

Chapter 1

Trying to Get a Job? First, Avoid This Mistakes!

*“Don’t do the same things and expect different results.
Change what you do, your results will automatically change.”*

If you are trying to get a job in the digital marketing field, first you should stop doing the mistakes that you *may be* already doing now.

The market has changed. The old methods of trying to get a job no longer works anymore. So you need to learn and *do different things*.

Most of the people do not take any serious action when they find out that they are not able to get a job that they want. They will keep repeating the mistakes they did in the past - and if they do the same mistakes, they will get the same end result: *no good job offers*.

But you made a difference. You found out this guide somehow, have downloaded it and you are reading it right now. This puts you ahead of so many people who only wish to get the dream job but they do not take any action about it! So far so good!

But you also have to promise me that you will follow all the steps outlined in this book. If you can promise me that, I can bet that you will end up getting your dream digital marketing job within the next 6 months to 1 year.

The biggest mindset change that you would need is: You have to *start thinking like a businessman* and stop thinking like a person who needs a job.

Anyone can learn digital marketing from the various training programs available in the market but only a few people end up getting their dream jobs. The goal of the book is to change your mindset.

So what are the mistakes other people usually make when they want a job?

Here's what people do:

- Create a resume
- Upload resumes to job portals
- Speak with career consultants and contractors who will forward your resumes to potential employers
- Enhance your resume by doing certifications or training programs
- Send resumes to all the personal contacts who may refer them to a potential employer

You can see that here, everything is revolving around resumes.

In most of the cases, none of the above methods will actually help you get a job.

In rare cases, it may help, but the chances are very less and even if you end up getting a job it wouldn't be your *dream job*.

You may have seen other people do this and you know that they don't end up getting their dream job. You may have done this yourself, and you may have realised: this does not help you.

But why do people keep doing what doesn't work? Why do they do the things above in spite of knowing that there is a very less chance for it to work?

Because *they don't know a better way to do this*. They just end up doing more of what they already did.

So let us make sure that you do not do these mistakes. Go ahead and *delete your resumes from the job sites*.

They only waste your time. They send you junk emails and irrelevant job offers (and sometimes insulting ones too!).

Drastic times call for drastic measures!

Creating resumes and job portals has not worked for me, it will not work for you and it will not work for anyone.

Because resumes are poor marketing tools.

Imagine if you are launching a new brand of smartphone that is the best in the market, but to market it you go and put it on Olx and Quicker. Imagine how bad that would be! Your resumes in job sites are like that: *a poor ad for your personal brand!*

Now that we have unlearned what we already know - we can cleaned the board.

Next, let us learn how we can go about getting our dream digital marketing jobs.

Chapter 2

Changing the Perspective of “Jobs” & “Hiring”

Understanding why traditional methods of hiring doesn't work for dream jobs

If you want to get your dream digital marketing job and not just any job you need to completely change your perspective of jobs and employment. So let me take you on a ride to the past. We need some perspective! 1,000 years ago there were no jobs and no big companies hiring hundreds of employees.

Everyone who did some work was an entrepreneur or a self employed professional. Think about hunters, fishermen and woodcutters. There were no companies and there was no HR department.



(A village in India. Image Source: DollsofIndia.com)

Even 100 years back, my great-grandfather did not call himself an employee or a business man.

He had a bunch of cows and extended family who tended the cows. He sold the milk to a lot of nearby households and he made money.

If no one wanted to buy milk from him he wouldn't be in the business of selling milk. He may have sold something else, say iPhone apps (No! Not really, but you get what I am saying right?)

So it really doesn't matter if it is a job or a business activity - in the end *customers pay you money for a product or service* and it is as simple as that. Thinking in this perspective is very important if you are going to try my method of getting dream jobs.

Back to the present moment - when you think about a "job" you think about fixed monthly salary, a boss, a team, an office and work.



(An Image from the movie office space. Must watch!)

But jobs are created only because businesses exist, right?

Businesses exist because they have customers who buy their products and services. Many people forget about that. They think only about their cubicle.

If the customers stop buying - your company will go under and everyone will be fired including your boss, and his boss, and the CEO, and the investors.

An Employee - “Exclusive Services for a Monthly Fee”

Only in the past 100 years due to technology and globalisation we are seeing companies grow very big and hire thousands of employees. Such mass hiring and jobs have never happened for millions of years in human existence.

Because in our lifetime we have not seen the older lifestyle of people being entrepreneurs and professionals, we have lost touch with what it means to *sell your products and services*.

So even if you want to get hired as an employee in an organization, you are still *providing your services to that company*.

“You are the product and your employer is the customer.”

He pays a *monthly subscription fee* for your services. You call it as salary but it doesn't matter what we call it. It is a business transaction and that's it! He pays office rent, he pays a monthly fee for a software and he pays a monthly fee to you for what you give in return.

Once you are in this mindset, you wouldn't create a resume and upload it to job portals and wait for calls from the HR department. You will understand that it doesn't make any sense.

Why HR Departments Exist

Many startup companies do not have a HR department. A HR department is formed only when the company becomes large and many things cannot be managed by the founding team itself.

Usually the HR department handles things like employee satisfaction, health, office space, payroll and other formalities.

When the HR department is trying to hire people, it is usually a disaster.

The usual hiring process is broken to such a staggering extent but no one actually realizes it. It usually sucks to talk with someone in the HR because they are very narrow minded when they are talking to you. They are working with a "job description" to match your skill sets.

If it matches they pass it on to their bosses and if they don't match they will reject you by saying that they will get back to you :)

When do HR department hire?

The management team decides to get the HR's help in hiring only when they are hiring for roles which are low-end and replaceable.

Imagine a hiring a delivery boy for Dominos pizza. The management team or the founder of Dominos will not hire a delivery boy personally.

But if Dominos wants to get a digital marketing manager who will create their digital marketing campaigns from scratch, do you think they will let the HR decide whom to hire?

They are going to invest hundreds of millions of dollars in digital marketing campaigns and they don't want the HR department to make a hiring decision.

So most of the jobs that you get when the HR department is hiring is low end jobs. In IT companies it could be support level people or low end programming. In BPOs it's just calling agents. In banks it is clerical workers.

These are jobs and they pay some salary. But they are not dream jobs for sure.

And most of the time you are like:

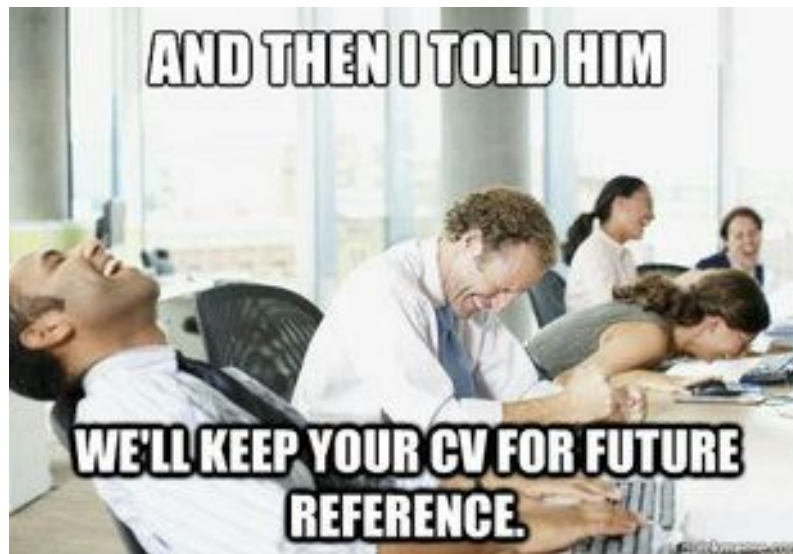


That's because the market is crowded with people who are ready to do low-end work that anyone else can do.

HR hires 1-2% of applicants for such job positions.

Here you are competing with 100 or 1,000 different profiles that are competing with the same job position and they have similar numbers and words as you have in your resume!

So the HR department is like:



Now you can see where the real problem in getting your dream job exists!

There is too much competition at the bottom.

You have to move to the top, there is lower competition there. Time to raise the bar.

So Kill The Resume and Break up with the HR

Now that we have killed the resume, it is also time that we break up with HR. If a HR person calls me, I treat it like a sales agent calling me to sell ICICI credit card! I do not entertain them and hang up as soon as possible.

I have received 100s of calls from employee consultants and HR people but none of them converted into jobs, let alone dream jobs. It is just a waste of time and energy.

All the jobs I have got so far is by connecting with key people.

Mostly my profile reaches the CEO or VP of marketing of the company and the HR calls me only to schedule the appointment. In the future chapters that's what you are going to learn.

Here the HR has no involvement in making the hiring decision.

If the CEO or VP wants to hire me, then it's pretty much done. The HR is there only to do the paperwork. They are usually the best in doing paper work.

HR department also brings some gender diversity into the company so they are good in some way, but don't rely on them for hiring :-)

Chapter 3

Market Yourself to Sell Yourself

You are an employee (a product) that your employer (the customers) buys.

In this chapter let us learn how you can market yourself so that you can sell yourself to the target buyer.

I am going to make an assumption that you already know some digital marketing, at least better than your competition.

If you don't know digital marketing then before getting your dream job, you should first become a digital marketing expert. You should learn digital marketing from various sources available and apply some of it to your own projects before you can go ahead and try to get your dream job.

You need not be the most brilliant digital marketer on planet earth - you just need to be better than your competition.

Employers hire people for their *ability to bring results*. Not just for their knowledge. Anyone can get knowledge from Google and Wikipedia within 5 minutes.

If you say that you are a digital marketing expert, you will get hired because you can bring good results to the company that you work for.

If you say that you are an SEO expert, you will get hired because you can improve the search engine rankings of the company that you work for. Not because you have read 10 books on SEO.

Companies will hire you if you can show them a proof that you can bring results. And the only way to show them is through your previous projects.

My first job in Bangalore was to be a digital marketing solutions consultant to many clients. I was a consultant inside a digital marketing services company called Theorem.

Here's where I got a chance to work with HomeShop18, Zivame and a few more smaller companies. I got this job because I was able to show them the projects that I did.

When I was going through the interview, I told the AVP of client services that I know SEO, Social Media, Email Marketing and Content Marketing.

His next question was - how can you prove it to me?

I showed him my blog - BikeAdvice.in and I showed the analytics inside it. I showed him how I used social media and email marketing to increase the traffic from 100 visitors a month to 5,00,000 visitors a month.

So now there is proof that I really know something and then I got hired. And as I told you before, the HR was there just to do the paper work, not to hire me!

So here, the details in my resume didn't matter. He did not even care where I studied or how much marks I have got.

His only thought was "this guy knows how to get traffic to websites and he can help our business grow". So here, our project becomes our resume.

I know some people who are 5 years younger than me, earn double my salary and know a lot more than me.

But such people have dropped out from college and have done interesting projects. Such people are incredibly valuable to companies. Because they know how to bring results.

How to Get in Touch with Key Decision Makers?

As we have already discussed, HR should never be your first point of contact when you are trying to get hired.

You should try to get in touch with key decision makers first and then let the HR do what they do best - paper work. Let the HR collect your documents, open you a bank account and get declarations.

So now comes the next question: how do you get in touch with key decision makers.

As with everything in life we do not have 100% conversion ratios. If a guy wants to get a date with a girl, he will not get a Yes every time he approaches a girl, no matter how smart he is.

He will probably approach 10 girls and one girl may say OK. Here's his conversion ratio is 10%.

If he is not that good looking and if he is poor in pickup lines, he will approach 20 girls and one will say ok. Here his conversion ratio is 5%.

Now think about getting jobs. It's similar.

Your conversion ratios may be less when you are starting out but eventually your conversion ratio will get better with experience.

Let us consider the worst case scenario. Your conversion ratio is just 1%. Which means if you get in touch with 100 potential employers, you are likely to get 1 job offer.

So now your next step is to identify 100 companies in which you see yourself working. It could be in the same city or multiple cities. Now start trying to get the name and contact details of the key decision makers in these companies.

Key decision makers for digital marketing jobs usually include:

- Founder
- Co-Founder
- CEO
- Chairman
- Head of Digital Marketing
- VP of Digital marketing
- VP of Marketing
- Head of Sales & Marketing
- Digital Marketing Managers

You can easily find this out by browsing on LinkedIn. First prepare the list of names. Then try to get their contact details.

This is your target market. These are your customers.

Now that you have identified the target market, the next step is to reach them.

You can ask someone you know to refer you to them or you can try one of the following methods.

You can reach them via various methods:

- Email
- LinkedIn Message
- Tweet
- In events related to digital marketing
- In person at their office
- Postal Mail
- Fax

What has worked for me?

I met a senior manager in a digital marketing event called ad:tech and I got his business card.

I sent a mail to his email ID directly and that's how I got to my first interview. The interview directly happened with the AVP of that company.

Now that you know who is your target market and now you have also found a way to reach them - next let's talk about what exactly your pitch is going to be.

Of course you cannot send them a message like "I am X and I want a job in your company." That's similar to approaching a girl for the first time and asking "Will you marry me." If you approach people like that your conversion ratio will be 1/10,000. Or 1/infinity!

You first have to build a relationship and show them how they can benefit from you. It is always about what they can get from you than what you can get from them. You need a job and an income - but what do they want?

They want someone to do digital marketing for them.

Provide Value Even Before You Get Hired

Now that you know who you are targeting and how to contact them, the next step is to make them pay attention to you.

Before they can pay you money, they have to *pay you 'attention'*.

Consider this: You get a lot of marketing calls and you see a lot of ads on TV. Before you buy a product by paying money, you first pay attention. Only when you pay attention you will know what the product is about and then you may consider paying money for it.

So you are the product and your employer is the customer. You first have to make them *pay attention* to you.

So let's say you send them 2 emails with the subject lines:

1. "Looking for a job in digital marketing in your company"
2. "How your website - abcxyz.com can get more traffic via SEO"

The first email that you send will be deleted even without opening it.

But the second email will interest someone who is going to hire you in the future.

Let's say you are good at SEO and you did some research for that company's website.

Now do not send all the details that you know. However give a "trailer" to them. Talk about what you did in your micro research and how you can help them.

Now that you have got their attention!

Give your phone number and contact details in the email. If they really want to hire a person like you and improve their website traffic, they will contact you back.

If your pitch worked, they would want to meet you. Get an appointment with the key decision maker directly and you are done. If you are good enough then they will hire you.

There could be some other person in the world who wants to get hired in the same company and he could have better skills than you.

But since he did not market himself as good as you did, he would be still looking for jobs. He would probably keep uploading resumes and updating his profile on the job portals!

Inbound Marketing for Your Personal Brand

The above method that I explained is useful when you do not have any marketing assets built up yet.

But if you can build a blog about digital marketing like I have done at DigitalDeepak.com, then it is easy to get job offers.

A lot of people send me emails and LinkedIn emails asking me if I would be interested in working with them.

Here's 2 screenshots of LinkedIn messages I received recently. I have a lot more in my inbox, but this is just to show you the power of personal branding through Inbound Marketing.



Alok

Brand Management | Digital Marketing | Google Certified 'Mobile...'



Sep 8

Would a very senior level role in Digital make your relocate to Mumbai , if all else fits the bill ?

Let me know , look forward to hearing from you

Regards

Alok

3:49 PM

And another one on August 24 2015



Shruthi

Talent Acquisition at [Redacted]



Aug 24

Hi Deepak,

Greetings. Thanks for accepting my invite on LinkedIn.

I would like to talk to you regarding a exciting role with [Redacted] Sister concern called [Redacted]

Please let me know if we can sync up for a detailed discussion on this at your convenient time. I would be grateful to you if you can share your contact number.

Kindly let me know your views.

Regards,
Shruthi

3:58 PM

There was a time when I used to send resumes and HR people marked it as spam. Now I delete / spam these emails that come from HR people!

Every candidate is looking for good jobs and every company is looking for good candidates.

You have to put yourself in a position where companies are looking to hire you than you looking for jobs.

Writing a book on digital marketing could be another way to brand yourself. Imagine if you wrote a book and sent it to 100 people who are likely to hire you! You can just send it to their office address and there is no way they can ignore that. They will pay attention to it.

It's not everyday someone gets a free physical book with the author's signature on it.

It could take 3-6 months for you to get your book ready. But once you are done with it, companies will send you so many job offers and you will have a tough time deciding which one to choose!

You can, may be invest Rs.50,000 in creating a book instead of joining a digital marketing course and getting a certification.

And writing a book is not that hard. Read this article on my blog: [A Complete Guide to Self Publish Your Book on a Budget](#)

Chapter 4

Going Beyond Digital Marketing Jobs

The huge opportunity for digital marketing experts beyond jobs

After you get your dream digital marketing job you will start earning and learning a lot. But the world doesn't end there.

During weekends and during your free time you can do your own projects and make money. Now that you are earning money from your job, you will also be able to invest some money into your projects and grow it faster.

If your side projects start making enough money for you to quit, you can!

There is also a huge opportunity for digital marketing consultants. You can apply the same principles that we talked about above and get clients for consulting. A blog and a book will help you a lot in getting clients.

If you brand yourself as an expert in digital marketing you will also be able to speak at conferences and conduct workshops.

Someone with good recommendations and experience can earn around Rs.60,000 (\$1000) a day for speaking.

The opportunities are unlimited. But the world will recognize you as an expert only when you market yourself.

Conclusion

I hope this guide helped you change your mindset about the process of getting a job.

The ideas discussed here doesn't apply only to digital marketing jobs. You can get a job in any field by making potential employers pay attention to you and marketing yourself.

I wish you all the best for getting your dream job!

Here are some articles on my blog that will give you more information:

- [How to Become a Self Made Digital Marketing Expert](#)
- [A Guide to Self Publish Your Book](#)
- [How to Brand Yourself as an Expert and Get more Job Offers](#)
- [Top Articles on Digital Marketing](#)

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(Please send your feedback/review for this book here. Looking forward to it!)

Digital **Deepak**