

Web Marketing Academy Search/Social Media Industry Job Research in India for 2011

In Association with Online Marketing Enthusiast Community India (OME Community)

About Web Marketing Academy

Web Marketing Academy is a premier web marketing training institute in Bangalore, providing search engine optimization(SEO Training) search engine marketing (SEM Training) social media marketing training, Web analytics and web marketing management training for corporations and individuals.

Web marketing academy with OME community has educated more than 1000 Digital marketing professionals, students and corporates through regular conferences, workshops, seminars and meetups.

Web marketing academy head quarters in Bangalore and hosts more than 25 web/social media marketing events every years. Many of the famous brands in India, use Web Marketing Academy to train their staff in digital media marketing.

Some of web marketing academy training clients includes DSM, Red Bus, Invensis, Yahoo India, Gati, Adroitent, Anit promoters, Ooty Real Estate.

Visit www.webmarketingacademy.in to learn more

Call us to find out more on + 91 9731388721. Email us at suresh@webmarketingacademy.in

About OME Community

Web marketing academy founders are also the co-founder of OME community, India's largest and most active community of digital marketing professionals.

OME is a group of passionate online marketers and social media specialists with a tremendous zeal to discover & broaden their knowledge not just on Web, Social media, Search Engine, but any popular Online marketing trends.

Visit: www.omecommunity.org



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Executive Summary and Highlights

The search/social media industry job market research 2011 published by web marketing academy in association with OME community, researched more than 100 employers for search, social media job advertisements in India through websites such as Naukri and LinkedIn.

This report is based on the information provided by employers publicly through online job portals such as Naukri & LinkedIn.

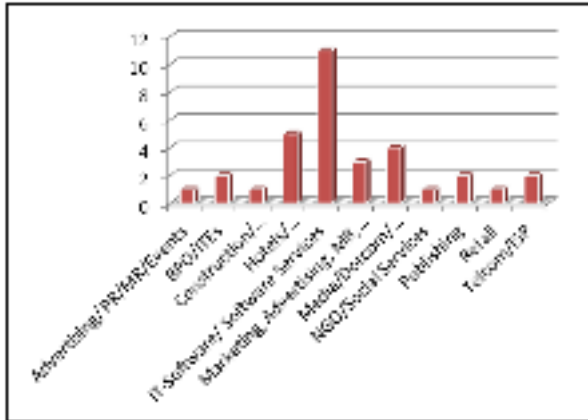
As well as search engine optimization, search marketing jobs, this report also looks at the growing market for search, social media marketing career which is becoming increasingly significant in India.

With over 13 million broadband subscribers in India, the opportunity for digital, social media continues to grow and looks promising for the upcoming years

Analysis

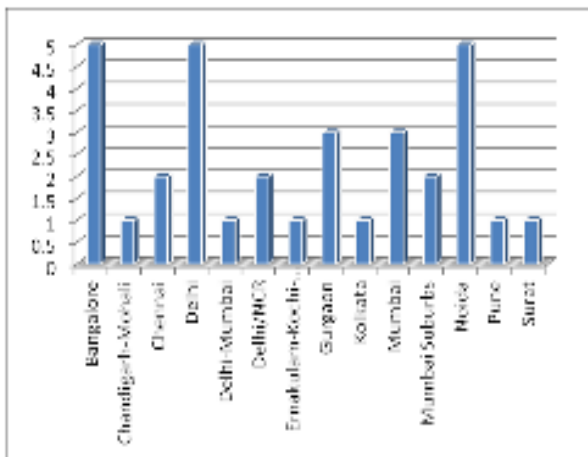
- The service industries like IT followed by marketing & advertising are steadily looking to hire Online Marketing professionals. These people either have custom in-house SEO projects (for self-promotion & marketing) which would need these professionals or there are other client out sourcing requirements for which they need to hire the SEO professionals. Among the emerging industries are the BPO/ITEs & the Travel & tourism sector which are gradually switching to the convenient mode of online marketing & hence fast hiring professionals for the same.
- From a total of 75 job advertisements studied, the highest demand is that for professionals with an experience between 2-3 years in the online marketing Industry. This is followed by the demand for marketing professionals who have experience above 4 years to a range of 7 years. Freshers with 1 to 2 years of industrial exposure are yet to be in demand in the current online marketing scenario.
- The demand for online marketing managers is up during the month of July-Aug, followed by that of the online marketing executive & assistant manager in different industries.
- The highest demand (50%) for online marketing professionals is from Delhi & surrounding areas. A total of 16 out of 33 jobs advertised were from the capital state, followed by Mumbai & Bangalore.
- It is interesting to note that even NGOs, retail & construction business are gearing up to market their services online.

Web Marketing Job- Industries Demand



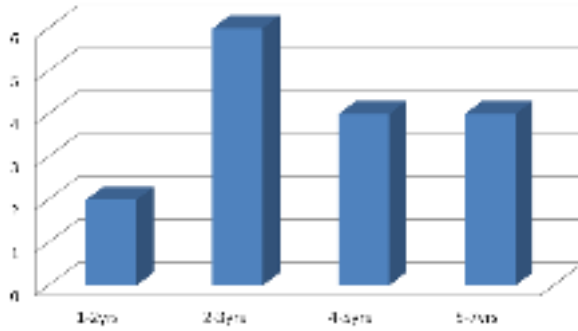
Advertising/ PR/MR/Events	1
BPO/ITEs	2
Construction/ Engineering/Cement/Metals	1
Hotels/ Restaurants/Airlines/Travel	5
IT-Software/ Software Services	11
Marketing, Advertising, MR, PR	3
Media/Dotcom/ Entertainment	4
NGO/Social Services	1
Publishing	2
Retail	1
Telcom/ISP	2

Web Marketing Job-Location Demand

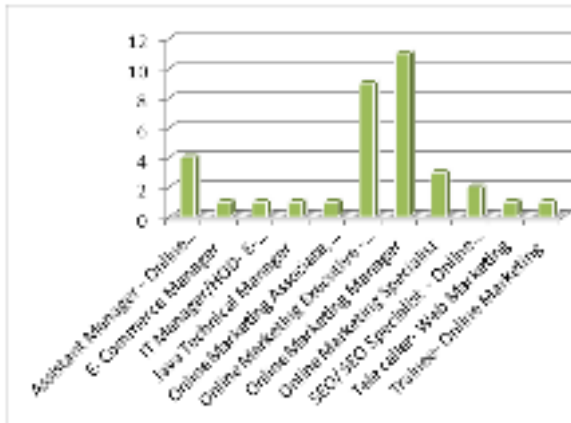


Bangalore	5
Chandigarh-Mohali	1
Chennai	2
Delhi	5
Delhi-Mumbai	1
Delhi/NCR	2
Ernakulam-Kochi-Cochin	1
Gurgaon	3
Kolkata	1
Mumbai	3
Mumbai Suburbs	2
Noida	5
Pune	1
Surat	1

Experience



Web Marketing Job-Designations



Assistant Manager - Online Marketing	4
E- Commerce Manager	1
IT Manager/HOD- E-commerce/Online marketing	1
Java Technical Manager	1
Online Marketing Associate, Lead Nurturing	1
Online Marketing Executive - SEO & PPC & SMO	9
Online Marketing Manager	11
Online Marketing Specialist	3
SEO/SEO Specialist - Online Marketing	2
Tele caller- Web Marketing	1
Trainee- Online Marketing	1

Date	Position (number)	Industry	Location	Experience	Salary
5-Aug-11	Java Technical Manager (4)	IT-Software/ Software Services	Chennai	10 - 18 Years	
1-Aug-11	Marketing (Online) Research Executive for a UK firm	Publishing	Mumbai	0 - 1 Years	
3-Aug-11	Trainee- Online Marketing	IT-Software/ Software Services	Chandigarh, Mohali	0 - 1 Years	60,000 - 2,50,000
2-Aug-11	Online Marketing Executive	BPO/ITEs	Noida	0 - 2 Years	Negotiable
20-Jul-11	Marketing Executive (Journals & Online Resources)	Publishing	Kolkata	0 - 2 Years	As per the company Norms
11-Jul-11	Tele caller- Web Marketing	IT-Software/ Software Services	Delhi	0 - 2 Years	
23-Jul-11	Online Marketing Executive (5)	IT-Software/ Software Services	Noida	1 - 2 Years	As per the experience
27-Jul-11	Assistant Manager - Online Marketing (3)	IT-Software/ Software Services	Delhi	1 - 3 Years	
19-Jul-11	Online Marketing Executive (4)	Marketing, Advertising, MR, PR	Noida	1 - 3 Years	Negotiable
15-Jul-11	Sr.Online marketing Executive - SEO /PPC	IT-Software/ Software Services	Surat	1 - 3 Years	Best In The Industry
5-Jul-11	Online Marketing Associate, Lead Nurturing	IT-Software/ Software Services	Delhi	1 - 3 Years	
14-Jul-11	Online Marketing Executive (3)	Marketing, Advertising, MR, PR	Gurgaon	1 - 4 Years	Best in the industry
25-Jul-11	Online Marketing	Marketing, Advertising,	Mumbai	1 - 5 Years	90,000 -

Jul-11	Executive	MR, PR			1,75,000
4-Aug-11	Online Marketing Specialist; Dgreetings.com	Media/Dotcom/ Entertainment	Delhi	1 Year	
25-Jul-11	Manager, Online Marketing	Media/Dotcom/ Entertainment	Pune	2 - 5 Years	50,000 - 70,000
24-Jul-11	Sr. Exec. / AM / DM - Online Marketing / E-Marketing (5)	Retail	Delhi/NCR	2 - 5 Years	Best in the industry
4-Jul-11	Marketing Specialist, Online Social Gaming	Media/Dotcom/ Entertainment	Gurgaon	2 - 6 Years	3,00,000 - 5,00,000
28-Jul-11	Search Engine Marketing-Online Marketing Manager (5)	Advertising/ PR/MR/Events	Delhi, Mumbai	2 - 7 Years	
11-Jul-11	Online Marketing Exec - SEO & PPC & SMM	Hotels/ Restaurants/Airlines/Travel	Chennai	2 - 7 Years	3,50,000 - 5,00,000
13-Jul-11	Manager - Web Marketing	Hotels/ Restaurants/Airlines/Travel	Gurgaon	3 - 5 Years	3,00,000 - 6,00,000
3-Aug-11	Online Marketing Manager	NGO/Social Services	Bangalore	3 - 6 Years	
14-Jul-11	A.M/ Mrg Online marketing	Media/Dotcom/ Entertainment	Delhi	3 - 6 Years	4,00,000 - 8,00,000
9-Jul-11	E - Commerce Manager (Online Sales & Marketing Manager)	Hotels/ Restaurants/Airlines/Travel	Mumbai Suburbs	3 - 7 Years	
12-Jul-11	Senior SEO Specialist (2)	Hotels/ Restaurants/Airlines/Travel	Ernakulam / Kochi/ Cochin	4 - 6 Years	
6-Jul-11	SEO - Online Marketing	Telcom/ISP	Noida	4 - 6 Years	
19-Jul-11	Assnt Manager / Exec.- Online Marketing	IT-Software/ Software Services	Bangalore	4 - 9 Years	
29-Jul-11	Marketing	BPO/ITEs	Mumbai, Mumbai	5 - 10	

Jul-11	Manager; Online Marketing		Suburbs	Years	
4-Aug-11	Manager - Online Marketing	IT-Software/ Software Services	Delhi/NCR	5 - 7 Years	4,50,000 - 7,00,000
6-Jul-11	Web Marketing Manager	Construction/ Engineering/Cement/Metals	Bangalore	6 - 11 Years	
26-Jul-11	IT Manager/HOD-E-commerce/Online marketin	IT-Software/ Software Services	Bangalore	6-10 Years	
19-Jul-11	Online marketing Manager	IT-Software/ Software Services	Bangalore	7 - 12 Years	10,00,000 - 20,00,000
16-Jul-11	Manager Web Marketing	Hotels/ Restaurants/Airlines/Travel	Mumbai	7 - 12 Years	Negotiable
27-Jul-11	Online Marketing Manager	Telcom/ISP	Noida	8 - 10 Years	
	Assistant Manager - Online Marketing	IT-Software/ Software Services		1 - 3 Years	80,000 - 2,25,000
	Assistant Manager / Executive - Online Marketing	IT-Software/ Software Services	Noida	4 - 9 Years	
	Business Analyst (SEO & Web Development)	IT-Software/ Software Services	Mumbai	1 - 3 Years	90,000 - 1,75,000
	Executive - SEO	BPO/ITES	Bengaluru/Bangalore, Chandigarh, Dehradun	2 - 4 Years	
	Jr.SEO/SMO	IT-Software/ Software Services	Chennai	1 - 2 Years	5,00,000 - 7,00,000
	Junior Seo	IT-Software/ Software Services	Haryana	1 - 2 Years	50,000 - 2,75,000
	Manager, Online Marketing	Media/Dotcom/ Entertainment	CHANDIGARH	2 - 5 Years	
	Manager/ Assistant	IT-Software/ Software Services	Delhi	4 - 7 Years	

	Manager –SEO				
	Marketing Executive (Journals & Online Resources)	Publishing	HYDERABAD	0 - 2 Years	1,00,000 - 2,00,000
	Online Bidder / Online Sales / Online Marketing / BDM / BD	IT-Software/ Software Services	Bhopal	0 - 3 Years	1,00,000 - 3,00,000
	Online Marketing	BPO/ITES	Chennai	5 - 10 Years	
	Online Marketing Executive	BPO/ITES	Noida	1 - 3 Years	
	Online Marketing Executive	Banking/Financial Services/Broking	Chandigarh, Dehradun, Delhi/NCR	1 - 5 Years	
	Online Marketing Lead	Media/Dotcom/ Entertainment		5 - 7 Years	
	Online Marketing Manager	NGO/Social Services	Delhi/NCR	3 - 6 Years	
	Online Marketing Manager	Telcom/ISP	Noida	8 - 10 Years	
	PHP programmer, Web designer	website design company		1-4yrs	
	PR222 - SEO executive	IT Product and Service Company	Delhi	0 - 1 Years	1,00,000
	Senior Search Engine Optimization Analyst	BPO/ITES	Ernakulum / Kochi/ Cochin	4 - 8 Years	
	Senior SEO	IT-Software/ Software Services	Hyderabad / Secunderabad	3 - 6 Years	
	Senior SEO Specialist	Hotels/ Restaurants/Airlines/Travel	Bangalore	4 - 6 Years	
	SEO	website design company		0 - 1 Years	1,00,000 - 1,75,000
	SEO	Medical products	Bhopal, Bhubaneswar, Chandigarh	1 - 3 Years	
	SEO - Deputy	BPO/ITES	Bangalore	4 - 9 Years	

	Manager				
	Seo analyst	website design company	Chandigarh	1 - 2 Years	50,000 - 2,75,000
	Seo analyst	Media/Dotcom/ Entertainment	Pune	1 - 2 Years	50,000 - 70,000
	SEO ANALYST	IT-Software/ Software Services	Indore	1 - 2 Years	60,000 - 2,00,000
	SEO Analyst/Content Writers	IT-Software/ Software Services	Noida	0 - 2 Years	1,00,000 - 2,50,000
	SEO Executive	IT Product and Service Company	Bangalore	1 - 2 Years	70,000 - 1,25,000
	SEO Executive	software solution	Delhi	1 - 3 Years	
	SEO Executive	IT-Software/ Software Services		1 - 3 Years	
	SEO Executive / Link Builder	IT-Software/ Software Services		1 - 2 Years	70,000 - 1,25,000
	SEO Executives	IT-Software/ Software Services	Delhi	1 - 2 Years	70,000 - 1,75,000
	SEO Expert/ SEO Trainee/ Search Engine Optimisation Analyst	Marketing Company	Delhi	0 - 3 Years	1,25,000 - 2,50,000
	SEO Manager	Education/ Teaching/Training	Delhi	0 - 2 Years	1,00,000 - 2,50,000
	SEO Manager	Media/Dotcom/ Entertainment	Faridabad	5 - 8 Years	
	SEO Manager	BPO/ITES	Mumbai	6 - 10 Years	
	SEO Manager/Senior Manager	Advertising/ PR/MR/Events	Mumbai,	5 - 10 Years	
	SEO Online Internet / Marketing / Leader	BPO/ITES	Delhi	2 - 7 Years	
	SEO -Search Engine Optimizer + Content writer	Media/Dotcom/ Entertainment	Mumbai	1 - 5 Years	
	SEO Specialist	IT-Software/ Software		1 - 3 Years	

		Services			
	SEO Specialist - Online Marketing Executive	IT-Software/ Software Services	Ahmadabad	1 - 3 Years	
	SEO Specialist / Manager	IT-Software/ Software Services	Gurgaon	7 - 10 Years	
	SEO Trainees	IT Product and Service Company	Gurgaon	0 - 1 Years	1,00,000 - 2,00,000
	SEO/ Link Builders	Travel	Bangalore	0 - 5 Years	2,75,000 - 7,00,000
	SEO/ Web Promotions Executive	Media/Dotcom/ Entertainment	Delhi	1 - 2 Years	70,000 - 1,75,000
	Social Media and Digital Marketing Strategist	Media/Dotcom/ Entertainment	Delhi	2 - 5 Years	
	Sr. Exec. / AM / DM - Online Marketing / E-Marketing	Retail	Noida	2 - 5 Years	
	Sr. SEO Analyst	IT-Software/ Software Services	Noida	1 - 2 Years	80,000 - 1,25,000
	Team Leader- Search, SEM & SEO	BPO/ITES	Noida	3 - 4 Years	
	Trainee SEO & SMO Executive (LINK BUILDER)	Travel		0 - 5 Years	3,25,000 - 4,75,000
	Digital Media Manager and Strategist	Online Media, Sports			
	Internet Marketing Manager	Entertainment			
	Online Marketing & Communication Executive	Information Technology and Services		4+ yrs	
	Online marketing specialist	online search engine		9-10yrs	
	Senior SEO Analyst	Business Process Outsourcing Company			

	Senior SEO Analyst	IT consulting , Web development		1-2yrs	
	SEO Analyst	Information technology solution		4-5yrs	
	SEO Analyst	digital media marketing		3yrs	
	SEO Analyst	technology solutions and services		2-3yrs	
	SEO Analyst	BPO, Healthcare, Legal, Finance & Accounting, and Engineering verticals		4yrs	
	SEO Analyst	Information technology solution		7yrs	
	SEO Analyst Manager	IT consulting , Web development		5yrs	
	SEO and Web Analyst	We designing Company		9yrs	
	SEO Executive	online search engine		3yrs	
	SEO Specialist	Online Media		3+ years	
	SEO Specialist	Web design company		4-5yrs	
	SEO/PPC Analyst	Marketing and Advertising		1.5-2.5 years	
	Sr Tech Writer	Information Technology and Services		6+ years	
	Sr. SEO Analyst	Information technology solution		2-3yrs	
	Sr. SEO(Analyst)	Leisure, Travel & tourism		5-6yrs	
	Sr.Process Associate(SEO Analyst)	Financial & insurance company			
	Sr.Seo Analyst	Information Technology and Services		7yrs	
	Sr.SEO Analyst	Web Hosting Company		2-3yrs	
	Technical Writer	Writing and Editing			
	Trainee/ Experienced SEO Experts	Information Technology			