

Digital Marketing Jobs to increase as an outcome of Covid19

New Delhi, Apr 15, 2020 ([IssueWire.com](http://www.IssueWire.com)) - DIGITAL MARKETING JOBS TO INCREASE AS AN OUTCOME OF COVID19 ACCORDING TO INDUSTRY STUDY

A recent study conducted by Digifynd.com, an upskilling and recruitment platform for digital marketers with close to ten thousand registered users, indicates that industry insiders are optimistic about the growth of digital marketing job opportunities, many companies cutting back on marketing budgets in the face of the pandemic.

At the time of writing, this article more than 75% of participants in the study felt that digital marketing jobs would either remain steady or see an increase in the near future.

"This will give rise to the new era of digital marketers as SMBs will realize the power of digital marketing," said Ankit Shard, Account Manager at Dentsu Aegis Network, Malaysia.

Additionally, more than 50% of study participants felt that companies would now be allocating a greater percentage of their overall marketing budgets to digital platforms.

Digifynd conducted the study by surveying a multitude of stakeholders in the industry from CTOs to gig workers and freelancers. The study also includes some potential marketing strategies for the present scenario.

"During our interaction with companies, the trend we have seen is that they are still hiring digital marketers as a digital medium would become mainstream post-Covid," said Aishwarya Goel, Co-founder at Digifynd.

"At Digifynd, our mission is to add value to employers as well as professionals in the Digital Marketing industry. We are inviting more industry stakeholders to participate in the study in order to get a clearer picture of the impacts of Covid on the sector, and best practices for maximizing marketing budgets in the current scenario" said Gaurav Jhunjhnuwala, Co-Founder at Digifynd.

The full findings of the study can be found on <http://blog.digifynd.com/covidsights/>

ABOUT DIGIFYND

Digifynd.com is an early-stage startup aimed at upskilling digital marketing professionals and supporting them with recruitment services. In just a few months the platform has garnered close to 10,000 registered users and has partnered with online education companies to help their learners with their career support module. The company was founded in mid-2019 by Gaurav Jhunjhnuwala and Aishwarya Goel and has received early-stage funding from the promoter family of S Chand, one of India's leading educational content providers.

Name of Press Contact: Aishwarya Goel

Phone: (+91) 8130409834

Email: aishwarya@digifynd.com

Media Contact

Digifynd

aishwarya@digifynd.com

A-27, Mohan Cooperative Industrial Estate, New Delhi - 110044

Source : Digifynd

[See on IssueWire](#)