

Global Digital Marketing Courses Market 2018 by Manufacturers, Countries, Type and Application, Forecast to 2023

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Abstracts

Marketing your product or service via digital mediums (cell phone, smart phones, laptops, PCs etc) is Digital Marketing. It includes Social Media Marketing, Search Engine Optimization, Pay Per Clicks, Content Marketing, Blogs and a lot more. Digital Marketing is totally a new world of marketing your product. It increases brand visibility among people's and increases the reach of people's, worldwide for your product or services.

Scope of the Report:

This report studies the Digital Marketing Courses market status and outlook of Global and major regions, from angles of players, countries, product types and end industries; this report analyzes the top players in global market, and splits the Digital Marketing Courses market by product type and applications/end industries.

The continuously increasing demand for digital marketing courses from emerging economies is boosting the growth of this market. The cost-effectiveness of digital marketing solutions is primarily attracting the corporates and academic segment of the emerging economies with limited budgets. As a result, to capitalize on the market, the manufacturers are increasingly providing customized digital marketing courses. Various manufacturing and service-based MNCs are increasing their presence in APAC and MEA by expanding their reach to emerging economies including India, China, and the UAE. This expansion of the corporate sector in developing economies will further boost the growth of the market throughout the forecast period.

The global Digital Marketing Courses market is valued at xx million USD in 2017 and is expected to reach xx million USD by the end of 2023, growing at a CAGR of xx%

between 2017 and 2023.

The Asia-Pacific will occupy for more market share in following years, especially in China, also fast growing India and Southeast Asia regions.

North America, especially The United States, will still play an important role which cannot be ignored. Any changes from United States might affect the development trend of Digital Marketing Courses.

Europe also play important roles in global market, with market size of xx million USD in 2017 and will be xx million USD in 2023, with a CAGR of xx%.

Market Segment by Companies, this report covers

Coursera

Digital Vidya

Digital Marketing Institute

Manipal Prolearn (Manipal Global Education Services)

NIIT

Simplilearn

Market Segment by Regions, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, UK, Russia and Italy)

Asia-Pacific (China, Japan, Korea, India and Southeast Asia)

South America (Brazil, Argentina, Colombia)

Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria and South Africa)

Market Segment by Type, covers

Search Engine Optimization (SEO)

Search Engine Marketing (SEM)

Social Media Marketing (SMM)

Email Marketing

Inbound Marketing

Growth Hacking

Web Analytics

Mobile Marketing

Market Segment by Applications, can be divided into

Smart phones

Laptops

PCs

Others

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