



# SEM Careers - Opportunity meets Preparation!

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# Introduction

**2000:** Started Whizlabs Software, an IT certification preparation company

**2000-2007:** Grew Whizlabs (using Online Marketing only) and won “Most Innovative Indian IT Company” award from NASSCOM

**2007:**

- Sold Whizlabs and started  , an Online Marketing Consulting and Outsourcing Company

- Started  , an Online Marketing Careers Community

# Internet has changed the way business is done today!

Created a level playing field, independent of:

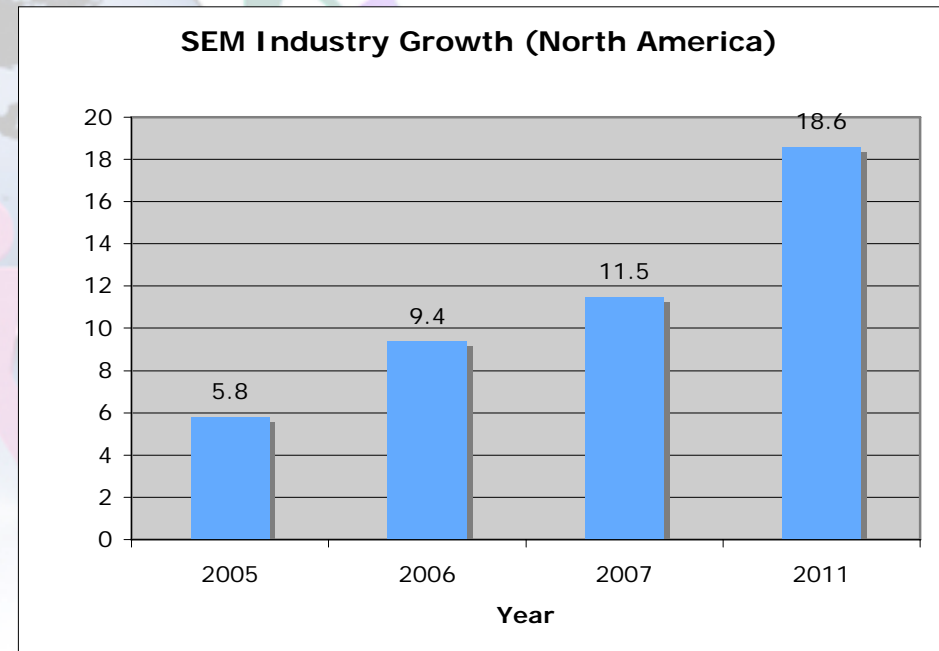
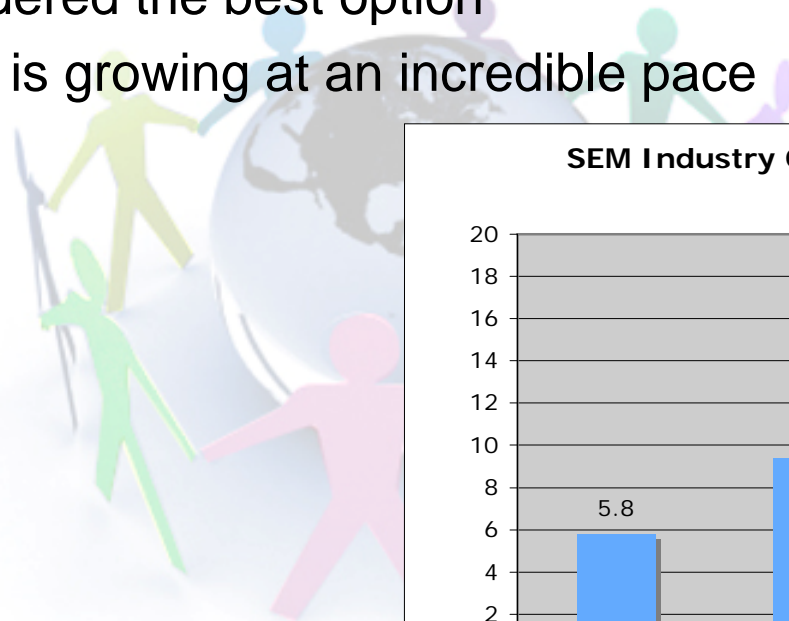
- Time
- Distance
- Capital



»What is the impact?

# Being Online is Not an Option!

- SEM is considered the best option
- SEM Industry is growing at an incredible pace

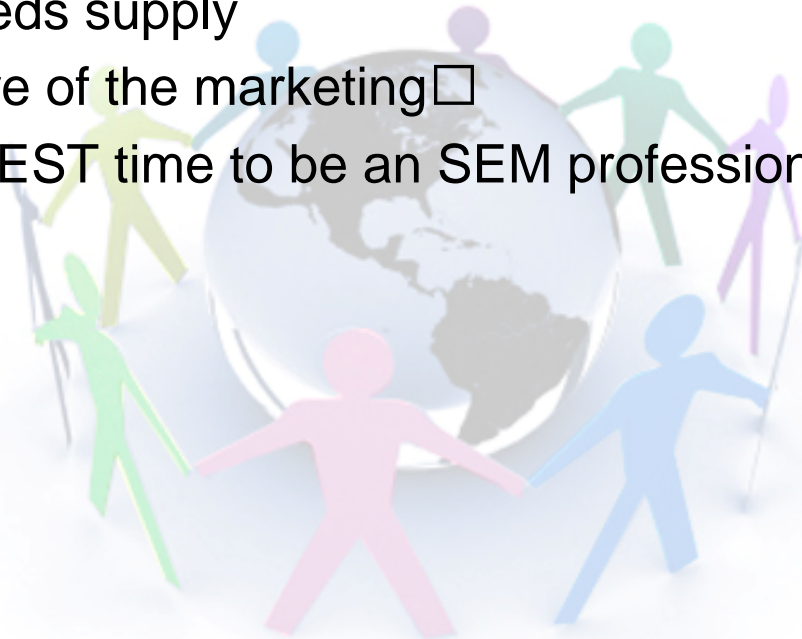


Source: SEMPO 2006 Survey

»What will fuel this growth?

# Search Engine Marketing Talent

- Demand exceeds supply
- SEM is the core of the marketing
- Today is the BEST time to be an SEM professional



## Why a career in SEM?

- Flexibility: Anytime, Anywhere!
- Skills are portable and global
- SEO: One of the four cutting-edge jobs (Source: RHI)
- Innovation and Adventure
- You don't need a professional degree
- Salaries are attractive

# Salaries Overview

Position	Salary ('000 US\$/annum)
Executive (entry-level)	30-45
Specialist (3-5 years)	50-75
Expert (5-7 years)	75-90
Director (7-10 years)	95-150
VP (10+ years)	Upto 300

Source: ClickZ

# What skills do I need?

- **Common (SEO and PPC)**

- Communication
- Passionate about Internet
- Networking
- Quick Learner



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SEO	PPC
Technical: HTML/Webmaster/Optimization	- Creative: copy writing - Analytical & Quantitative

- **Sales & Marketing:** Ability to be in customer's world


# What lies in the future?

## Emerging Areas

- Web 2.0/Community Building
- Rich Media Advertising
- Behavioral Advertising
- Conversions/Analytics
- Beyond US

## Hot Verticals

- Retail
- Travel
- Finance
- Education
- Social Networking
- SEM

A background illustration featuring a globe with several stylized human figures in various colors (green, pink, blue, purple) holding hands around it, symbolizing global connectivity and community.

**Earlier**  
reading  
passive  
companies  
client server  
HTML  
push  
desktop

**Now**  
writing  
active  
communities  
p2p  
xml, rss  
pull  
internet

# Key to Success

- **Use Search Engine Marketing**
  - E.g. Finding a new Job
- **Continuous Learning**
  - Including certification
- **Leadership Role**
  - Teams are expanding
  - Ability to apply SEM



# Thank you!

**Wish you all a fulfilling SEM Career!**

Questions Please

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Join us at



[www.omcareers.org](http://www.omcareers.org)