

Time stamp	Email address	Please give a Short Bio about yourself.	What initially intrigued you to pursue a career in digital marketing?	What do you think is the future of digital marketing?	How do you think the COVID-19 pandemic has transformed digital marketing strategies?	What are the biggest challenges you face in your daily work as a digital marketer?	How do you typically overcome the challenges you encounter in digital marketing?	How important is creativity in developing unique and effective marketing strategies?	In what ways has artificial intelligence impacted your business operations?	What are your favourite digital tools and why do you prefer them?	What advice would you give to young people considering a career in digital marketing?
27/08/2024:56:19	SWATI JALAN	I own a PR company since the past 18 years and have a cumulative experience of 25 years in this field . My company is based out of kolkata . We cater to various sectors in PR ranging from corporate to hospitality to F&B brands and fashion & lifestyle .	This is the need of the hour so one can't be oblivious to it , the world of communication fascinated me right from the start .	It is very bright indeed . Now that we also have tools like chat GPT and AI , content creation has become easier .	It made people realise that this is the way forward and that one can do so much while sitting in the four walls too and be independent	A lot of clients still give heavy weightage to traditional PR which is the print media	We educate them and show them the benefits of a seamless and real time world	It is very important since a lot of content is floating in the market so the key is innovation and to stay abreast with times	It has definitely made life easier , I helps us vegetate effective content	Chat gpt and AI overall ,because of the ease and comfort of the software	That one must learn how to use these tools effectively for the brands one services , strategy is the key to successful planning and execution
28/08/2024	KAVITA JHUNJU NWALA	I am a digital strategist for government, D2C brands and pre-IPO companies.	The fact that you have to learn on the go.	Digital Marketing will and is fast becoming	It transformed due to changed user behavior and	Getting good team members who can think	By training the personnel reporting to me	Extremely important. I believe that creativity helps in	Its impacted it positively, as a number of manual tasks are	Google Analytics, SEMRush, MidJour	I suggest you study business and art as digital marketing is truly a combination of the two.

20 :1 1: 28				an integral part of all businesses and it will be very soon that every division of the organisation will have to think of their digital marketing presence.	some of them continued after the pandemic ended. It also changed due to the increase in global digitisation and by innovations that reduced overheads such as offline marketing.	strategically and not just tactically.		creating strategies which are innovative and no amount of money can replace a cool and creative idea.	now being automated along with smart analytics. It has also impacted negatively, as one cannot make out very easily what is AI derived and what is human derived.	ney, Dalle, Chat GPT: for analytics and content.	
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02 /0 9/ 20 24 13 :2 9: 34	GAURAV SOI	Hi. I am Gaurav Soi. With over 23 years' experience in formulating marketing communications and business growth strategies across brands/categories, Gaurav brings with him a wealth of experience and knowledge in brand building across traditional and digital platforms. He has a thorough understanding of the Marketing Communications ecosystem, having led teams and operations across functions – Digital, Strategy, SEO & Content Marketing, Influencer Marketing, ATL, Events & Activation	The vast opportunity to change story telling coupled with the fact that one could stalk the consumer at every step :)	It will evolve like all else - 3rd party data to 1st party data, search by voice, AI etc.	Digital Marketing leapt a huge mile due to covid. Across the country. Across platforms. Across Brands. The positive of this was that a number of brands had to adapt and jump onto the digital band wagon overnight. the negative however, was that the art of 'building a brand' got lost to constantly trying to deliver higher ROI/reduce CAC etc.	The need to be agile while running a big team	depending on the challenge - reassess, redo, get assistance	Creativity is at the core	It has not impacted. It had added value. It is how one sees and utilises AI.	Semrush , GMI, Midjourney to name a few	Keep your mind open to evolution, change etc. And solely focus on how your work is engaging the respective consumer. Push boundaries. Try new things. Do not feel afraid. The beauty of Digital is that it not only allows you to experiment but also allows you to roll back in case there is an adverse reaction!
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		has ensured that clients have a long-standing association and equity with him as he adds immense value. Over the last 6-7 years, Soi has via new client acquisition, incubation of new verticals/revenue streams etc added significantly to Client's business growth as well as Agency revenue stream.									
05 /0 9/ 20 24 23 :3 9: 12	SHUBHA SHARMA	Hi I'm Shubha Sharma, founder of Yellow Digital Media Solutions a Digital marketing agency and Your Epic Story, a media platform to feature authentic stories of the human side of business.	My passion for creative marketing and branding always pushed me to pursue a career in digital marketing. It's also the fastest	IT IS THE FUTURE! The dependency is only going to soar. The fact that by the the end of 2025, the number of mobile users	Ofcourse it has... covid has got the world more dependent on technology. Online Meets, online shopping, online education, online work (from home)	Work from home employees tend to take longer to get edits done, this is the major challenge we face.. The one working in the office tends to get	Digital tools that make Work life easy	Extremely important. Without creativity, marketing will never create impact	Made life easy in some areas. Definitely not a threat. It's can be useful tool.	Canva Photoshop AI Editing apps	Go for it! It's in demand and will always be.

			growing medium and there a lot of potential and scope to grow.	worldwide is projected to reach 7.49 billion. That's an indication that the future is Digital	has given rise to the usage	done work faster					
20 /0 9/ 20 24 13 :1 8: 24	gauranga garwal20 15@gmail.com	CreazionMedia is a Digital Branding & Strategy Company started with the intention to deliver Premium Quality Services to everyone alike. We are based out of India, but are capable of providing our services globally. I am the Founder, Gaurang Agarwal, have been working in this industry for more than 6 years, handling over 185 Digital Brand Strategies till date.	I have always been attracted to Ad Campaigns, The Masterstroke of Jingles which I grew up hearing be it Raymond's complete man, the Vodafone Zozo Campaign, Dairy Milk Campaigns. I initially found an	If I talk about India in General then, we are just at the brink of the Digital Marketing Boom. A lot of Agencies have popped up due to a rush of demand, which will start being filtered out either by quality or	The most I think that happened is that it changed the digital landscape to admire short form & long form content alike.	Running a Digital Marketing Agency is a tough job, it's not as fun and carefree as people assume it to be due to Emily in Paris.	I just need to take a step back and take a look at the broader picture. That's what marketing it, we cannot enter the horse mentality and reduce our options. Whenever you take a step back you can	Creativity + Industry Understanding both are needed in an equal ratio	A Very good Positive Impact. It has lead us to streamline tasks better & more efficiently, definitely a boon & we actively are creating our own in-house SOPs for the same.	I actively use Notion, Google Calender , DALL-E, ChatGPT , Ubersuggest	Don't take inspiration from Emily in Paris, Read what advertisement & marketing is all about. Embrace Internships & Learn multiple things before deciding it as your full time career.

			interest in UI/ UX Design which was just known has website design and development, but later moved and practiced Digital Strategies	due to Bigger Agencies entering smaller markets.			see multiple possibilities unfold.				
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