

Digital Marketing Hiring Trends

2025 RECAP

What roles are **growing**, what skills are **winning**, and how hiring is **changing**.



Key Takeaways from

Digital Marketing Hiring Trends 2025



- **Entry-level digital marketing hiring remains strong**, with agencies emerging as the dominant hiring engine, accounting for nearly 3/4th of all fresher roles
- **Hiring remains metro-driven**, but emerging cities are beginning to show early momentum as brands and agencies expand beyond traditional hubs.
- **Role demand is shifting toward specialization**, with programmatic, e-commerce, LLM driven SEO, analytics, and growth roles offering higher starting salaries and faster career acceleration.
- **Recruitment processes are becoming more human-led**, with live, verbal, and case-based assessments replacing take-home assignments due to AI.
- **The hiring market is increasingly uneven**, with a widening skill gap where candidates demonstrating problem-solving ability, analytical depth, and ownership mindset capture a disproportionate share of opportunities.
- **Recruiters are looking for hard accomplishments** as AI makes it easy to have a great CV and bypass the ATS

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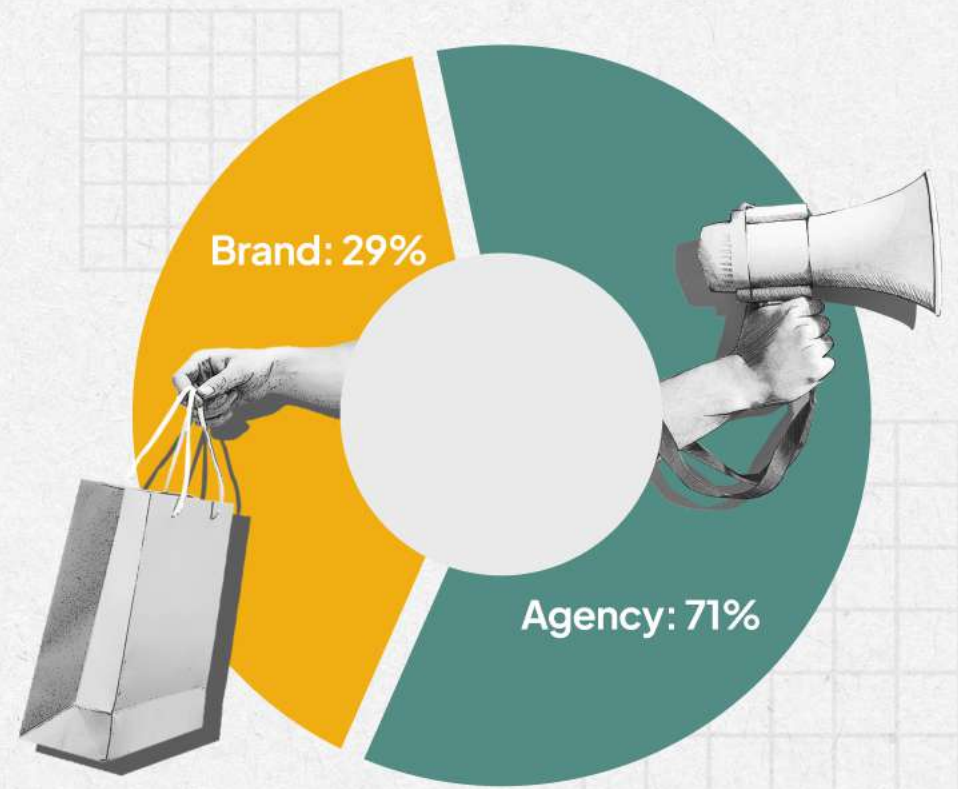
01 Digital Marketing Job Growth

Entry-Level Hiring in Digital Marketing

Hiring remains strong as digital-first businesses continue to scale customer acquisition and retention.

Agencies continue to be the dominant hiring engine, functioning as **centers of excellence** that combine platform expertise, execution scale, and proven frameworks.

Agencies **hire 2.5x more freshers** than brands, making them the most common entry point into the industry.



2.5X

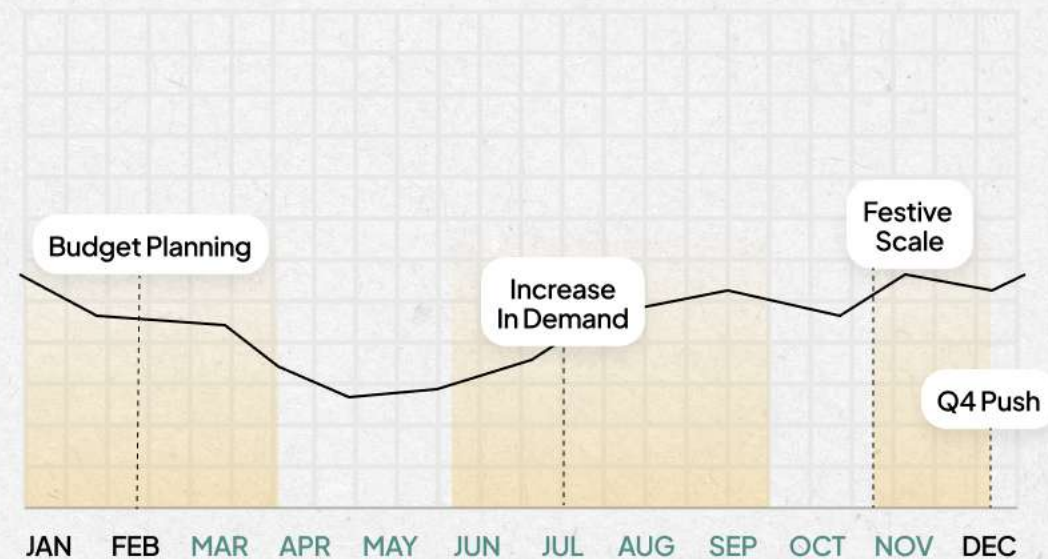
More Fresher Are Being Hired by Agencies

Seasonality In Digital Marketing Hiring

Digital marketing hiring follows a strong seasonal pattern.

The sharpest uptick occurs between **November and March**, driven by festive scale-ups, Q4 performance pushes, and new budget allocations ahead of the financial year.

The period between **June–Sept** also sees an uptick because of increase in demand for a lot of food / lifestyle brands



02 City Level Hiring Trends

City-Level Trends For Digital Marketing Jobs In 2025

Hiring remains heavily concentrated in major metropolitan hubs.

Delhi NCR and Bangalore lead the market, with Mumbai maintaining a strong presence as a traditional media and brand hub.

This concentration is now shaping where **different kinds of digital marketing careers** begin.



30%
Delhi-NCR



27%
Bengaluru



18%
Mumbai



8.5%
Remote



6%
Hyderabad



5%
Pune

City-Level Role Specialization

As hiring concentrates in specific hubs, roles are no longer evenly distributed.

Each **city is developing a specialization**, influenced by its dominant industries, agency mix, and ecosystem maturity.

Candidates are also starting to make decisions on cities basis roles that they want to grow in.



Delhi-NCR

Generalist and Performance hub



Bangalore

E-commerce & Analytical Performance roles



Mumbai

Analyst and Trainee roles in large agencies



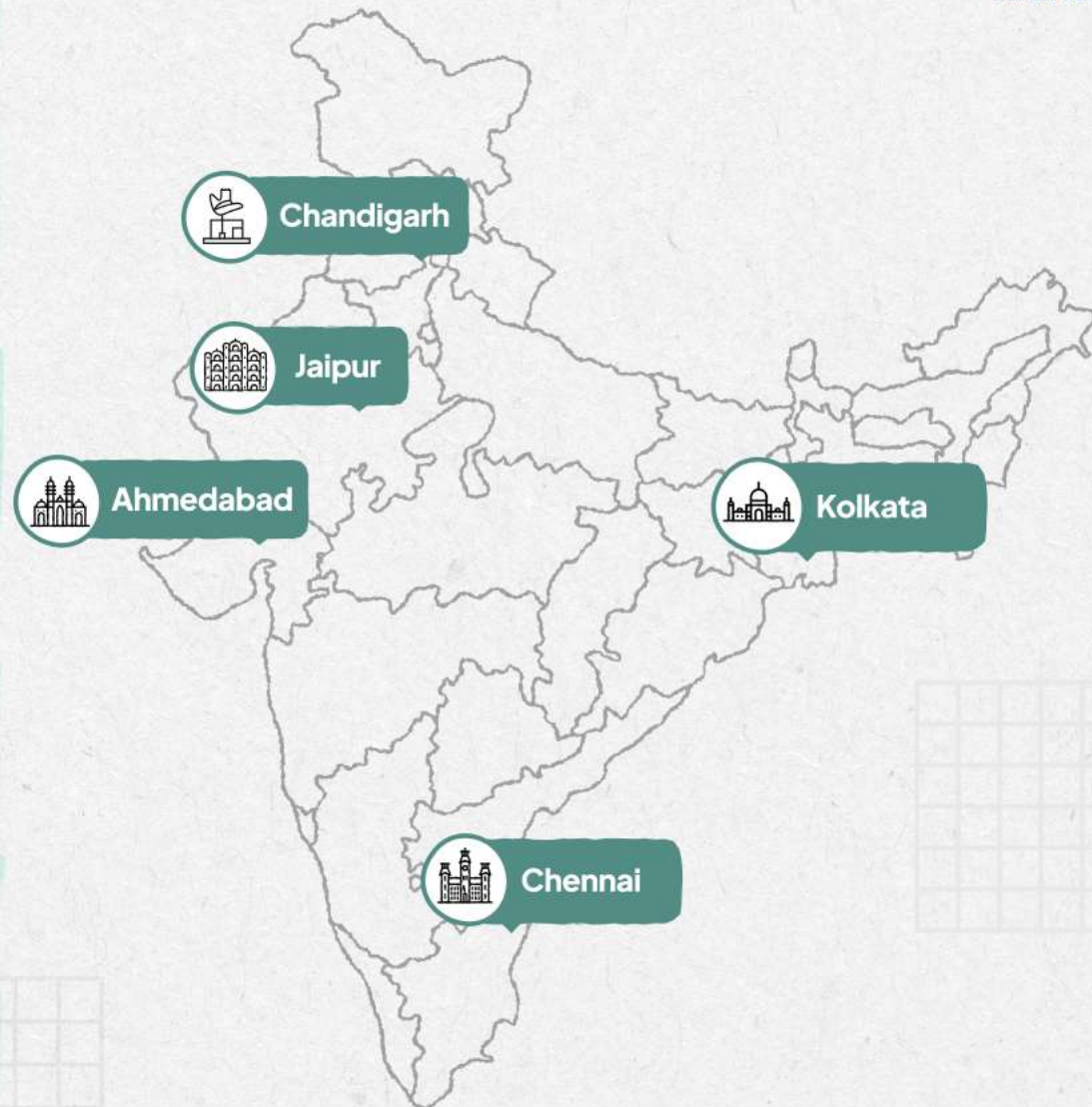
Remote roles

SEO, Content, and Strategy

Emerging Hubs For Digital Marketing

Cities such as **Chennai, Ahmedabad, Jaipur, Kolkata, and Chandigarh** are showing early signs of growth.

As brands and agencies expand beyond metros, these cities are emerging as secondary hiring hubs.



Remote Vs In-Office Roles

Despite incremental growth in remote roles, digital marketing hiring remains largely **in-office or hybrid**.

Remote roles rose slightly to **8.5% in 2025**, but **91.5% of roles** still prefer collaborative, in-person environments- reflecting the need for fast iteration and cross-team coordination.



91.5%
Office/Hybrid

% Of In Office / Hybrid Vs Remote Roles



8.5%
Remote

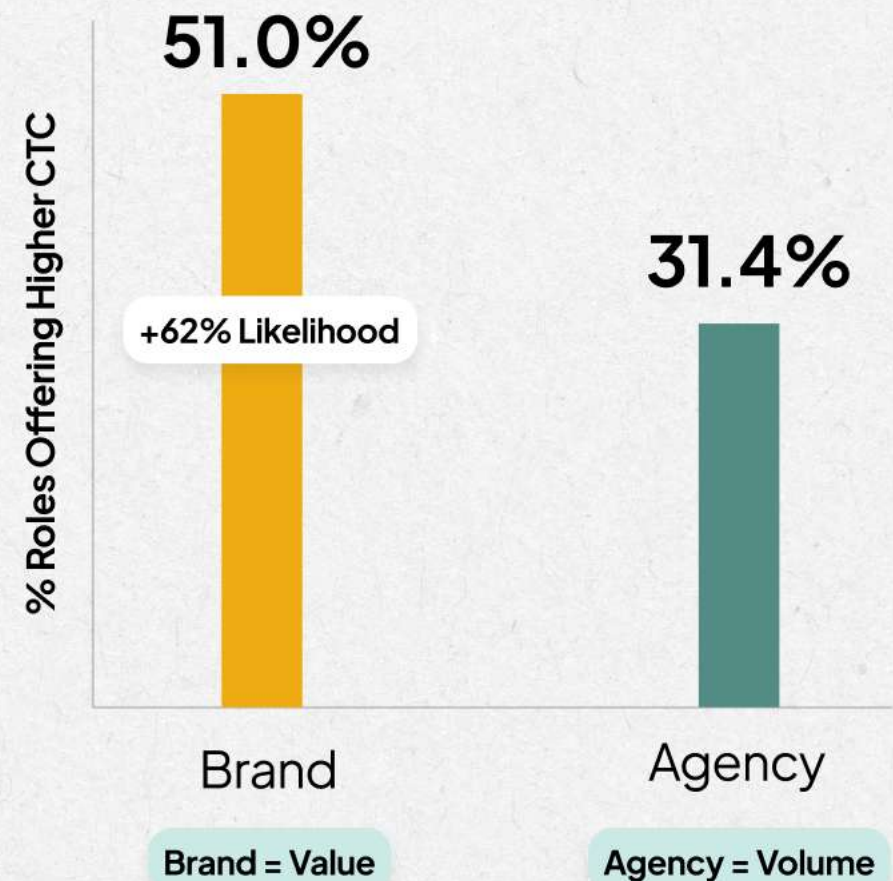
03 Compensation & Salary Trends

The "Brand Premium"

While agencies dominate hiring volume, **brands offer better compensation.**

Brand-side roles are **62% more likely** to offer higher CTCs compared to agency roles. This reflects higher expectations around ownership, cross-functional collaboration, and business impact.

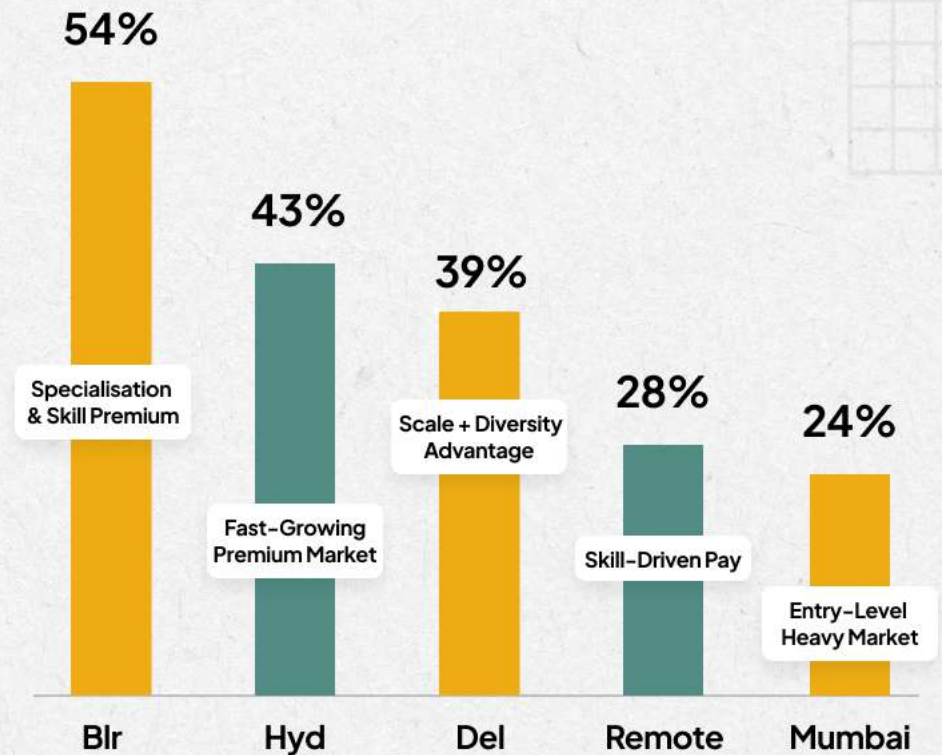
Agency volume vs brand value is a defining trade-off in early marketing careers.



High-CTC Role Concentration By City

Bangalore continues to lead in premium compensation density, with **more than 1 in 2** roles offering higher CTCs.

Remote roles also show strong value concentration, indicating willingness to pay for top-tier distributed talent.



% Of Roles Offering High CTC

04 Role and Domain Insights

Growth across roles

- Roles closest to **growth and revenue ownership** command the highest salaries.
- **Roles in D2C, Ecom, Quick Commerce (Q-Com) have** emerged as a high-growth sub-sector which is showing tremendous potential.
- **Programmatic roles** command a higher starting salary. Also, with 1 year of programmatic experience, your value increases much faster than in other roles.
- **Brand Marketing** continue to be a strong role in terms of CTC. The expectations from the role have increased due to AI helping solve for basics

Average CTC Role Wise (Entry-Level)



Other roles that show steady growth

Paid / Performance Marketing

SEO

Digital Marketing

Media Planning / Buying

Content, Copy and Social Media

05 Job Skills Trends

Skill Demand for “Specialization”

Specialized roles are increasing driven by some specific roles -

- **Programmatic** – As substantial media spends move towards programmatic advertising across the board, the demand for the talent is seeing an exponential increase
- **LLM-driven SEO roles**– SEO has seen a revival driven by LLM optimized search and changing discovery behavior.
- **E-com, D2C, Q-com, and marketplace ads**– These are now the go-to hires because they carry direct revenue ownership, driving both higher demand and higher expectations for talent quality.



Satish Kadu,
Founder & CEO,
YOptima



Swapnil Pate,
Founder & CEO,
GrowthSRC
(acquired by
Botpresso)



Digital advertising has evolved from isolated channel execution to **system-level optimization**.

As brands demand accountability across reach, frequency, cost, and business outcomes, **programmatic talent that understands data, automation, and cross-channel decision making** has become mission-critical rather than optional. This shift is driving a sharp rise in demand for programmatic buying expertise.



In early 2025, the rapid adoption of AI platforms led to real skepticism around the future of SEO.

That sentiment shifted in the second half of the year as companies began tracking referral traffic, leads, and even sales coming directly from AI-driven platforms. B2B and SaaS brands moved first, focusing on AI visibility and discovery, with some seeing **20–50% growth in high-quality leads** compared to traditional organic channels. This momentum has since spread to D2C brands and large enterprises, and focus moved from traffic to outcomes. As a result, budgets have moved toward visibility-led initiatives like link building and digital PR, now one of our fastest-growing offerings.

Overall, we saw a **250% y-o-y increase in inbound leads in 2025** despite predictions that SEO was “dead” and our requirement for talent which understands LLM SEO has growth accordingly.

Hiring Expectations for core roles

- **Core digital marketing skills** continue to see steady demand across roles and industries.
- **AI-led** creative creation and AI-driven productivity are increasingly becoming defining factors in hiring decisions.
- As AI automates executional basics, recruiters now expect **stronger problem-solving ability** and business understanding as baseline skills.
- **Articulation of thinking** have become critical as interviews move away from automated assessments.

Roles growing at a steady pace

Performance Marketing

Search Engine Marketing (SEM)

Social Media Advertising

Content Marketing

Brand Marketing



Mukesh Agrawal,
Co-founder, The Media Ant



Freshers today must pair performance marketing skills with AI-led creative creation to be more effective.

06 Recruitment Process Trends

What Recruiters are Prioritising Now



Skills-first hiring, even at entry level

Recruiters are no longer hiring for potential only. Entry-level candidates are expected to demonstrate job-ready skills from day 1.



Human Led Assessments

With AI making solving most tests easy, evaluation has shifted towards human led assessments:

- Verbal problem-solving interviews
- Live case discussions
- Live Excel and data exercises



Emphasis on Hard Accomplishments

Everybody has a great CV in the age of AI.

Recruiting companies are now looking for **hard accomplishments**, which requires intensive effort.

About Kraftshala

Kraftshala is India's leading outcome based educational institute for marketing and sales, bridging the gap between industry demand and talent readiness.

About the report

Data in the report is based on a very selective set of 750+ roles floated in 2025 as a part of Kraftshala's placement processes for The Marketing Launchpad.

Data is based on *unique roles* floated at different points of time. For every role, number of openings may vary depending on the company.

Min CTC for roles floated for our Marketing Launchpad is 4.5L. Highest CTCs go upto 10.05L in 2025



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