



LEVERAGING DIGITAL MARKETING IN DEVELOPING COUNTRIES FOR JOB CREATION AND ECONOMIC DEVELOPMENT.

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Abstract

The main objective of the paper is to examine how Digital Marketing can be used to transform developing countries in terms of job creation and economic Development. The supporting objectives of the paper are: to determine the differences between digital marketing and traditional marketing, to examine the components and channels of digital marketing, to find out the jobs created by digital marketing, and to show the various benefits of digital marketing to businesses and consumers. With regards to methodology, the paper is written from a descriptive perspective. The differences between traditional and digital marketing were examined along the lines of target audience, marketing approach, documentation, Consumer interaction, marketing cost, marketing analysis, real time results, interruptions, strategy refinement and communication. The differences between them are quite profound. The major objectives of digital marketing were highlighted and about nine major components and channels of digital marketing that marketers can use to achieve their various objectives in the target market were examined. The link between employment and economic development, including the consequences of being unemployed and the benefits of being employed were briefly treated. There is also a brief on Nigeria's digital market as at January 2022. The paper also outlined the benefits of digital marketing to consumers and a summary of digital marketing jobs worldwide was done. Since digital skills are needed in all spheres of life it is recommended amongst others that enabling governmental policies in developing countries should recognize non-traditional certificate programmes where quality on-line learning resources could enable both the old and the young to acquire certain digital skills. Developing countries educators should be able to design future-ready –curricula that will accelerate the acquisition of digital and STEM skills to match the way people will work

and live. This is because the digital divide perpetuates the disconnect between technology, entrepreneurs and the skilled workers required to run a technology business.

Keywords: *Internet, Job Creation, Digitalization, Digital Marketing, Traditional Marketing Target audience, Communication*

Introduction

Digitalization is already having a substantial impact on social and economic prospects worldwide, and it will continue to have a major impact on the future economic and social development of countries and regions. Thanks to the internet revolution. The basic idea of digitization is to make full use of ICT facilities for accessing worldwide resources and beneficial for society at the same time (Khan, Khan & Aftab, 2015). Digitization has a proven impact on economy and society by reducing unemployment, improving quality of life, and boosting access to knowledge and other public services. Digital marketing has come up because of digitalization

Digital marketing is an integral part of the process of digital business transformation. It incorporates new marketing techniques that are based on information and communication technologies. For this reason, its application in practice is a prerequisite for the successful development of a business in the contemporary market conditions.

The large increases in online traffic provide opportunities for companies to keep their target audience engaged through digital marketing initiatives. While overall digital marketing spending declined due the pandemic-induced cuts in marketing and advertising budgets during the lockdown, available budgets are being directed at digital marketing initiatives. In addition, advertisers are realizing higher returns on their investments owing to lower competition for advertising space. As a result, the pandemic is driving changes to digital marketing strategies, especially at companies where digital marketing initiatives had relatively low priority.

Internet usage is not shared equally around the globe. For example, according to Internet World Statistics, 94% of North Americans access the internet regularly compared to only 43% of Africans (Clodagh, 2022). The industry is being driven by the rising online advertising segment. The expenditure on

mobile advertisements, which once accounted for nearly 13 to 18% of total digital spending in 2016, currently accounts for about 39–42% of the digital spending in the major Western European markets, such as the United Kingdom, Germany and Spain, and is expected to cross 60% by 2021. The Asia Pacific is expected to emerge as a significant growing market for the industry in the forecast period. The digital advertising investment in the Asia Pacific has surpassed Europe, and this increase is driven mainly by regions like China and other emerging Asian markets, due to a growing investment in technology and digital platforms in these regions. The Asia Pacific region is expected to witness a significant growth over the coming years due the region's high population density, the growing penetration of the internet, and the rising popularity of smartphones among the population. The Asia Pacific has the largest population of smartphone users in comparison to other regions. Also, a large proportion of mobile phone users in the region have access to social media through their devices. The region, thus, providing significant growth prospects for the online advertising segment.

Amid the COVID-19 crisis, the global market for Digital Advertising and Marketing estimated at US\$350 Billion in the year 2020, is projected to reach a revised size of US\$786.2 Billion by 2026, growing at a CAGR of 13.9% over the analysis period. Display, one of the segments analyzed in the report, is projected to grow at a 15.5% CAGR to reach US\$521.5 Billion by the end of the analysis period. After a thorough analysis of the business implications of the pandemic and its induced economic crisis, growth in the Search segment is readjusted to a revised 12.2% CAGR for the next 7-year period. This segment currently accounts for a 40.9% share of the global Digital Advertising and Marketing market.

This is the 21st century, the digital age, where the emergence of digital marketing as opposed to the traditional forms of marketing is clearly visible. As a result, most of the jobs today in the marketing and advertising industry demand expertise in media planning, content management, and social media. Also, that is just not it, digital marketing has countless alternatives and techniques related to it, a business can get innovative and explore different avenues for its advertising strategies on a careful spending plan. With it, a business can likewise utilize devices like analytics dashboards to screen the achievement and Return on investment (ROI) of a company's campaigns

beyond what one could with a traditional marketing plan like print or billboard promotion.

Today, all generations - from Gen Z, millennials, and elders are online 24X7 and to attract them, businesses use digital media as a source of communication. From Fortune 100 companies to startups, today, all organizations need a strong digital presence. Due to the fact that the digital world is ever-evolving, digital marketing experts have an unprecedented opportunity to develop their skills as storytellers and impact many sectors.

Unlike traditional marketing methods, digital marketing tools work on different parameters. Since the digital environment is not fixed, neither are its applications- E-commerce marketing platforms such as Instagram and Facebook introduce new features continuously to help brands communicate with users, resulting in increased brand loyalty. Ultimately, content plays a crucial role in engaging and retaining consumers. The introduction of 5G technology and new social media platforms prompt the development of advanced video and audio content to engage new users. Digital marketing methods have similar objectives to that of traditional marketing tools. Promoting through advanced channels offers many benefits to publicists, including quantifiable return on investment (ROI).

.As per the World Economic Forum's Human Capital Index from 2017, employers across the African region already identify inadequately skilled workforces as a major constraint to their businesses, including 41% of all firms in Tanzania, 30% in Kenya, 9% in South Africa and 6% in Nigeria. The generation of new adult consumers who are preparing to use their own money for the first time will be one that had been raised almost entirely within the Internet, meaning that it will take nothing less than the savviest marketing expertise to appeal to them successfully. This means that high-grade digital marketing skills will definitely be in high demand.

Rathod (2021) opines that the rising trend of business digitizing has created a need for professionals, which are well-versed with the business and the functioning of digital marketing. Businesses across the world are searching for talented workers in the digital marketing industry that can fill the gaps on how organizations connect new products with the right consumers in an increasingly digital world.

As far as job outlook is concerned, the Bureau of Labor Statistics reports that there should be a job growth rate of approximately 9 percent for all advertisers, promoters and marketing managers by 2024. The job growth rate is slightly faster than average, which when put next to the observed trends in digital commerce, is a relatively predictable turn of events. Should the job growth change reported by the Bureau of Labor Statistics prove to be accurate, there could be as many as 20,000 new jobs in advertising, promoting and marketing management by the year 2024 (U.S. Bureau of Labor Statistics, 2021). According to LinkedIn, the “Digital Marketing Specialist” role is among the top 10 most in-demand jobs, with 860,000 job openings. The most requested experience in digital marketing includes social media, content strategy, SEO, analytics, and more.

Because there are so many facets to digital marketing strategy, the number of related jobs is quite high. In fact, the industry is facing a crisis - the digital skills gap. A LinkedIn survey found a shortage of about 230,000 digital marketing professionals in major metro areas in the U.S. (Duggal, 2021).

Objectives of the Study

The main objective of the paper is to examine the role of Digital Marketing in job creation and economic development in developing countries. The supporting objectives are as follows:

- To determine the differences between Digital Marketing and traditional marketing
- To examine the components and channels of digital marketing
- To find out the jobs created by digital marketing
- To show the various benefits of digital marketing to businesses and customers/consumers

Review of Related Literature

i). Concept of Digital Marketing

Digital marketing is an integral part of the process of digital business transformation. It incorporates new marketing techniques that are based on information and communication technologies. For this reason, its application in practice is a prerequisite for the successful development of a business in the contemporary market conditions.

Digital marketing also called internet or online marketing is the digital promotion of products and services, primarily through the internet, but also including mobile phones, advertisement displays, and any other new digital medium. The large increases in online traffic provide opportunities for companies to keep their target audience engaged through digital marketing initiatives.

Digital marketing also called internet or online marketing is the digital promotion of products or services, primarily through the internet, but also including mobile phones, advertisement displays, and any other new digital medium (Chaffey, 2019). Digital marketing approaches such as search engine optimization (SEO), search engine marketing (SEM), content marketing, content management, campaign marketing, display advertising, data-driven marketing, e-commerce marketing, social media marketing, social media optimization, e-mail direct marketing, e-books, and optical disks and games are becoming increasingly popular. In addition, digital marketing now also applies to non-internet platforms that provide digital media, such as mobile phones (SMS and MMS), call-backs, and on-site mobile ring tones. The future growth prospects of the digital marketing market are projected to be high due to the rising population of people consuming and creating content through digital channels.

Clicks and display advertisements are among the most prominent forms of digital marketing initiatives. Clicks are expensive compared to display advertisements, as clicks ensure the customer is directed to the advertiser's website. However, clicks provide a better return on investment. The declines in digital marketing budgets across the spectrum resulted in lower costs per click. As a result, marketers are gaining more clicks for the same cost. Proactive advertisers with long-term outlook are utilizing the lower costs of clicks to improve their marketing plans and stand to gain the most when conditions improve. The continued spending on digital marketing initiatives would ensure that such advertisers have a high recall for their products or services when the conditions improve. In addition, the lower costs of digital marketing, as well as the unfavorable circumstances for other marketing and advertising formats is resulting in advertisers exploring and/or increasing their marketing expenditure on digital marketing.

With regards to developing countries and especially Nigeria, the most rapid

growth rates in entertainment and media revenues over the coming five years will be in less-developed markets and economies, where entertainment and media spending on a per capita basis is generally quite low. This is according to PwC's Global entertainment and media outlook 2017 -2021. The report provides PwC's most recent and up-to-date forecast of consumer and advertising spend data as well as related commentary for 17 entertainment and media segments, across 54 countries including Nigeria. It is a powerful online tool that provides deep knowledge and actionable insights about the trends that are shaping the E&M industry.

Table 1: Internet Activities undertaken by individuals by level of development and region

Internet activity	Developed economies	Transition economies	Developing economies - Africa	Developing economies - Asia	Developing economies - Latin America and the Caribbean
Internet banking	62.3	14.9	9.8	34.8	11.6
Sending or receiving email	84.9	44.8	46.6	59.7	52.4
Making calls (telephoning over the Internet/Voice over Internet Protocol, using Skype, iTalk, etc.)	56.9	71.0	47.6	63.2	73.4
Reading or downloading online newspapers or magazines, electronic books	76.4	41.5	38.6	46.0	30.3
Getting information about goods or services	83.9	50.9	30.6	68.0	51.8
Getting information from general government organizations	55.1	11.1	17.8	20.9	23.2
Interacting with general government organizations	54.5	5.7	12.1	25.6	10.7
Purchasing or ordering goods or services	53.9	18.2	14.6	29.1	13.1
Seeking health information (on injury, disease, nutrition, etc.)	62.4	37.5	24.3	47.1	41.1
Making an appointment with a health practitioner via a website	16.4	3.9	4.0	7.6	3.1
Participating in social networks	70.4	70.7	86.3	87.2	79.0
Accessing or posting opinions on chat sites, blogs, newsgroups or online discussions	13.9	11.6	45.1	26.5	26.0
Selling goods or services	16.6	7.0	3.5	6.4	9.3
Using services related to travel or travel-related accommodation	55.0	6.7	7.5	25.2	28.4
Doing a formal online course	8.1	4.5	17.5	15.9	28.5
Consulting wikis, online encyclopedias or other websites for formal learning purposes	23.8	14.8	17.2	13.2	31.4
Listening to web radio	61.2	17.0	13.3	20.9	11.2
Watching web television	41.1	8.8	30.2	33.1	18.1
Streaming or downloading images, movies, videos or music, playing or downloading games	57.4	52.9	64.2	66.4	50.8
Downloading software or applications	19.0	5.5	62.8	41.0	20.7
Looking for a job or sending/submitting a job application	17.4	9.8	14.3	19.9	16.6
Participating in professional networks	21.0	3.6	5.9	6.4	0.7
Uploading self/user-created content to a website to be shared	38.8	33.4	12.7	21.3	35.6
Taking part in online consultations or voting to define civic or political issues	9.8	3.5	5.5	8.1	N/A
Using storage space on the Internet to save documents, pictures, music, video or other files	38.7	15.0	17.5	20.8	21.7
Using software run over the Internet for editing text documents, spreadsheets or presentations	26.0	4.3	6.1	11.7	4.8

Source: UNCTAD calculations, based on ITU World Telecommunication/ICT

Indicators database. Notes: Country groups are those of the source. Averages for country groups are medians of countries for which data are available and for the latest year, which varies between 2015 and 2019.

Differences between Traditional Marketing and Digital Marketing

While marketing has existed for centuries, the way that marketers interact with customers has changed significantly in the last few decades. The advent of the internet and the rise of social media have led to major shifts in marketing strategy. One of the major reasons digital marketing has taken over traditional marketing is that digital marketing produces higher returns and converts potential customers into a business lead easily and efficiently. Below are the top differences between Traditional Marketing and Digital Marketing as adapted from Bharti & Kumar (2021).

Dimensions	Traditional Marketing	Digital Marketing
Target Audience	It is easy to reach out to local audience/consumers with the traditional marketing methods	Digital marketing allows the business to reach the targeted audience/consumers/customers globally from all over the world.
Marketing Approach	Traditional marketing is more of a personal approach as it is very easy for marketers to have a person-to-person relationship in informing the public or promoting their brand's name.	The physical presence of the marketers is not at all required in digital marketing, physical presence will be a bonus but is not required and digital marketing allows the marketer to reach an infinite number of consumers easily.
Documentation	Traditional methods of marketing provide the hard copy of product(s)/service(s) description which can	Digital platforms provide the description in softcopy over the website, or through videos, YouTube, etc. which can be accessed anytime anywhere as per the consumer's requirement

	be read again and again.	and it provides paper-free documentation.
Consumer Interaction	Very little interaction is involved in traditional marketing as the promotion mediums are not flexible enough to incorporate the customer's interaction.	Digital marketing, on the other hand, offers a number of digital platforms to the consumers/customers/buyers like social networking sites, e-commerce websites, and others. There are different apps for collecting their feedbacks where they can put their views about the product(s)/service(s).
Marketing Cost	Traditional marketing is expensive as it involves printing, radio/TV advertisements which cost more to the company.	Digital marketing is less expensive than the traditional method of marketing as everything is online and the use of social websites does not cost even a penny. Based on the marketing requirement the business can opt for paid adverts if they want to.
Marketing Analysis	The result analysis is complex with traditional marketing as the companies need to rely on the surveys and the findings of the market.	On the other hand, in digital marketing, data and facts are recorded and stored online which makes it easy for the marketers to analyze the marketing result.
Real-Time Result	With traditional marketing methods, the company must wait for weeks or months to get the result.	Online marketing or digital marketing gives quick results and thus it is easy to get real time marketing results.

Interruptions	Consumers cannot choose to skip advertisements or other things that are causing interruptions.	Digital marketing/online marketing methods let the consumers/customers/buyers skip the interruptive part and continue to engage with the product(s)/service(s).
Strategy Refinement	Traditional marketing methods do not provide real-time results, drafting the marketing strategy takes time as it is dependent on the marketing results.	Digital marketing provides real time results; thus, strategy refinement becomes very easy and the marketing team can opt to change or update their market strategy as per the market results.
Communication	Traditional marketing involves one-way communication as marketing communication media are quite rigid.	Online marketing, on the other hand, promotes two-way communication and thus helps to satisfy the customer and make the customer feel that they are being listened to and served.

Table 2: Top differences between Traditional and Digital Marketing

Source: Kumar, R. (2021)

<https://digitalhubfm/differences-between-traditional-marketing-and-digital-marketing>

Summing up all the points, it is evident that digital marketing is taking over traditional marketing because of a greater number of advantages and facilities being offered to the consumers/buyers. Consumers are independent and not bound to patronize any brand and online marketing offers hassle-free marketing, returns, and cashless transactions.

Objectives of Digital Marketing

Bala & Verma (2018) reveal the following objectives of digital marketing:

- Continuous generation of new leads for both offline and on-line marketing

- To bring about increase in sales for the business to improve its bottom line.
- Brand building to establish the company's logo and name in the minds of customers and what the company stands for.
- Less cost of customer acquisition
- To have improved qualified traffic
- For online reputation building
- For providing better local search engine optimization

There are many more objectives of digital marketing

Components and Channels of Digital Marketing

On their own, digital marketing strategies are powerful. Combined in the perfect proportions?

A recipe for success. Typically, digital marketing components include:

- Content Marketing(Websites)
- E-mail Marketing
- Social Media Marketing
- Search Engine Optimization(SEO)/ Organic Search
- Marketing Automation
- Online Public Relations
- Search Engine Marketing (SEM)
- Instant Messaging Marketing
- Sponsored Content

i).Content Marketing

According to Nieves-Casasnovas & Lozada-Contreras (2020) content marketing is a marketing strategy used to attract, engage, and retain an audience by creating and sharing relevant articles, videos, podcasts, and other media. This approach establishes expertise, promotes brand awareness, and keeps your business top of mind when it's time to buy what you sell. Content marketing is the development and distribution of relevant, useful content—blogs, newsletters, white papers, social media posts, emails, videos, and the like—to current and potential customers. When it's done right, this content conveys expertise and makes it clear that a company values the people to whom it sells.

The consistent use of content marketing establishes and nurtures relationships with your prospective and existing customers. When your audience thinks of your company as a partner interested in their success and a valuable source of advice and guidance, they are more likely to choose the company when it is time to buy what the company sells. Rowly (2010) confirms that content marketing is a go-to tactic that's proven to work. Also, it provides a competitive advantage. This is what the data says about content marketing:

- Businesses with blogs get **67%** more leads than other companies.
- **Forty-seven percent** of buyers view 3 to 5 pieces of content before engaging with a sales representative.
- Companies that use content marketing see approximately **30%** higher growth rates than businesses not using it.
- **Seventy-two percent** of business to business (B2B) marketers say content marketing increases engagement and the number of leads they generate.

ii).Email Marketing

Companies use email marketing as a way of communicating with their audiences. Email is often used to promote content, discounts and events, as well as to direct people toward the business's website (Alexander, 2020). The type of emails the company might send in an email marketing campaign include:

- Blog subscription newsletters.
- Follow-up emails to website visitors who downloaded something.
- Customer welcome emails.
- Holiday promotions to loyalty program members.
- Tips or similar series emails for customer nurturing.

iii). Social Media Marketing

A whopping 4.9 billion people use social media, making it a valuable digital marketing component (Web Fx, 2020). This practice promotes a brand and the company's content on social media channels to increase brand awareness, drive traffic, and generate leads for the business. If a business is new to social platforms, it can use tools like HubSpot to connect channels like LinkedIn and Facebook (Meta) in one place. This way, the business can easily schedule content for multiple channels at once, and monitor analytics from the platform as well. On top of connecting social accounts for posting purposes, the business

can also integrate its social media inboxes into HubSpot, so it can get its direct messages in one place.

The channels that can be used in social media marketing include:

- Facebook (now Meta)
- Twitter
- LinkedIn
- Instagram
- Snapchat
- Pinterest

Many marketers use these social media platforms to create a viral campaign. Partnering with a popular content creator or taking part in a trend that is currently resonating with a wide audience is a strategy of viral marketing. The purpose is to create something worthy of sharing in the hopes that it will organically spread across a social media channel.

iv).Search Engine Optimization (SEO) or Organic Search

This is the process of optimizing a company's website to "rank" higher in search engine results pages, thereby increasing the amount of organic (or free) traffic the website receives. The channels that benefit from SEO include websites, blogs, and infographics. There are a number of ways to approach SEO in order to generate qualified traffic to a company's website (Carter, 2020). These include:

- **On page SEO:** This type of SEO focuses on all of the content that exists "on the page" when looking at a website. By researching keywords for their search volume and intent (or meaning), you can answer questions for readers and rank higher on the search engine results pages (SERPs) those questions produce.
- **Off page SEO:** This type of SEO focuses on all of the activity that takes place "off the page" when looking to optimize your website. "What activity not on my own website could affect my ranking?" You might ask. The answer is inbound links, also known as backlinks. The number of publishers that link to you, and the relative "authority" of those publishers, affect how highly you rank for the keywords you care about. By networking with other publishers, writing guest posts on these websites (and linking back to your website), and generating external

attention, you can earn the backlinks you need to move your website up on all the right SERPs.

- **Technical SEO:** This type of SEO focuses on the backend of your website, and how your pages are coded. Image compression, structured data, and CSS file optimization are all forms of technical SEO that can increase your website's loading speed - an important ranking factor in the eyes of search engines like Google.

Pay- Per –Click (PPC)

PPC is a method of driving traffic to your website by paying a publisher every time your ad is clicked. One of the most common types of PPC is Google Ads, which allows you to pay for top slots on Google's search engine results pages at a price "per click" of the links you place. Other channels where you can use PPC include:

- **Paid ads on Facebook:** Here, users can pay to customize a video, image post, or slideshow, which Facebook will publish to the news feeds of people who match your business's audience.
- **Twitter Ads campaigns:** Here, users can pay to place a series of posts or profile badges to the news feeds of a specific audience, all dedicated to accomplish a specific goal for your business. This goal can be website traffic, more Twitter followers, tweet engagement, or even app downloads.
- **Sponsored Messages on LinkedIn:** Here, users can pay to send messages directly to specific LinkedIn users based on their industry and background.

v). Marketing Automation

Marketing automation refers to the software that serves to automate your basic marketing operations. Many marketing departments can automate repetitive tasks they would otherwise do manually, such as:

- **Email newsletters:** Email automation doesn't just allow you to automatically send emails to your subscribers. It can also help you shrink and expand your contact list as needed so your newsletters are only going to the people who want to see them in their inboxes.
- **Social media post scheduling:** If you want to grow your organization's presence on a social network, you need to post frequently. This makes manual posting a bit of an unruly process. Social media scheduling tools

push your content to your social media channels for you, so you can spend more time focusing on content strategy.

- **Lead-nurturing workflows:** Generating leads, and converting those leads into customers, can be a long process. You can automate that process by sending leads specific emails and content once they fit certain criteria, such as when they download and open an e-book.
- **Campaign tracking and reporting:** Marketing campaigns can include a ton of different people, emails, content, webpages, phone calls, and more. Marketing automation can help you sort everything you work on by the campaign it is serving, and then track the performance of that campaign based on the progress all of these components make over time.

vi).Online Public Relations

Online PR is the practice of securing earned online coverage with digital publications, blogs, and other content-based websites. It's much like traditional PR, but in the online space. The channels you can use to maximize your PR efforts according to Ye & Jung- Ki (2012) include:

- **Reporter outreach via social media:** Talking to journalists on Twitter, for example, is a great way to develop a relationship with the press that produces earned media opportunities for your company.
- **Engaging online reviews of your company:** When someone reviews your company online, whether that review is good or bad, your instinct might be not to touch it. On the contrary, engaging company reviews helps you humanize your brand and deliver powerful messaging that protects your reputation.
- **Engaging comments on your personal website or blog:** Similar to the way you'd respond to reviews of your company, responding to the people who are reading your content is the best way to generate productive conversation around your industry.

vii). Search Engine Marketing (SEM)

When a potential lead is searching for a product or business that is related to yours, it's a great opportunity for a promotion. Paid advertising and SEO are two great strategies for promoting your business to capitalize on those future leads. Search engine marketing is another way to increase website traffic by placing paid ads on search engines. The two most popular SEM services are Bing Ads and Google Ads. These paid ads fit seamlessly on the top of search

engine results pages, giving instant visibility ((Luh, Yang, & Huang, 2016). This is also an example of effective native advertising.

viii). Instant Messaging Marketing

Marketing your products through messaging platforms is a fast way to reach potential leads, even for those who haven't offered up their cell phone number. It's a simple way to let your audience know about flash sales, new products, or updates about their orders. If your customers have questions or need more information, it's also a convenient way for them to connect to customer service. You can choose to send messages directly to a mobile phone by text or through messages on platforms like Facebook Messenger or WhatsApp (Quan-Haase, Cothrel, &Wellman, 2017).

ix).Sponsored Content

With sponsored content, you as a brand pay another company or entity to create and promote content that discusses your brand or service in some way. One popular type of sponsored content is influencer marketing. With this type of sponsored content, a brand sponsors an influencer in its industry to publish posts or videos related to the company on social media. Another type of sponsored content could be a blog post or article that is written to highlight a topic, service, or brand.

The Link between Employment and Economic Development

Economic development consists of programmes, policies and activities that seek to improve the economic wellbeing and quality of life for a community. In order for any community to survive, its citizens must have employment opportunities, and its governments must be able to generate revenue to provide services (Clickner, 2012).

According to Lohmann (2020) developing countries need more and better jobs and a qualified workforce. These are essential factors for ensuring that people can make a living from their work. While economic growth is good for job creation, it is important that growth occurs in sectors that have the potential to absorb labour at a large scale, especially in the digital marketing sector. Some sectors and activities are more employment-intensive than others. Basnett & Sen (2013) identified an extensive body of evidence which suggests that growth in manufacturing and services have a particularly positive impact on employment.

Melamed, Hartwig & Grant (2011) suggest that growth in services is becoming relatively more important in driving employment than manufacturing. The authors looked at research on 24 growth episodes from the 1980s, 1990s and 2000s, in which there was evidence of the impact of employment in different sectors. In 18 of these, poverty had fallen. In 15 of these cases there had been a rise in employment in services, in ten a rise in industrial employment, and in six cases a rise in employment in agriculture. Similarly, Kapsos (2005) finds that historical global employment elasticities by economic sector are highest in the services sector. In particular, growth in industry and services plays an important role for aggregate economic growth. Digital marketing is in the service sector. It is probably in relation to this that again, the World Economic Forum's paper on the Future of Jobs and Skills in Africa highlighted the importance for African educators to design future-ready curricula that accelerate the acquisition of digital and STEM skills to match the way people will work.

iii).Consequences of Unemployment and Benefits of Being Employed

- Unemployment affects the overall growth of an economy as
- It is a wastage of manpower resource.
- It increases the economic overload.
- It tends to increase the number of dependent population.
- Increase in unemployment is an indicator of a depressed economy.

Benefits of being employed

The United States Institute of Peace (USIIP) (2020) asserts that creating jobs is a keystone of any economic recovery program. Many activities can fall under the rubric of job creation, including immediate short-term opportunities that yield quick impact, or the development of more enduring livelihoods in the civil service or private sector. It is important to distinguish between these different activities, recognizing that sustainability and long-term impact should be duly considered in implementing any employment generation program

Providing jobs is vital on many levels.

- Politically, employment opportunities give the population a stake in the peace process by providing young men and women with alternatives to violence.
- Economically, employment provides income to poor families, revives domestic demand for goods and services, and stimulates overall growth.

▪ Socially, employment can also promote social healing, encourage the return of displaced persons, and improve social welfare in the long run. Developing enduring livelihoods is vital for long-term peace and economic growth, but getting concrete results can take many years. In the emergency phases of economic recovery, the most immediate imperative is getting people back to work and getting money flowing, even if it the work is only temporary. The point of emergency phase economic recovery is to get labor and capital back to work quickly to show visible benefits of peace.

Creating jobs helps the economy by increasing gross domestic product (GDP). When an individual is employed, they are paid by their employer. This results in them having money to spend in society; on food, clothing, entertainment, and a variety of other areas.

CVGT (2020) summarizes this by outlining 10 benefits of being employed, and they as below:

- Keeps one's busy, challenges one and gives one the means to develop oneself.
- Gives one a sense of pride, identity and personal achievement.
- Enables one to socialize, build contacts and find support.
- Provides you with income to support yourself and explore your interests.
- Builds up one's skills and knowledge
- Can improve one's physical and mental health
- Increased happiness due to sense of belonging
- Security from a steady and reliable income
- Adding to one's history of employment strengthens one's resume for future job opportunities
- Increased self-esteem due to a daily purpose and contribution to society

Nigeria's Digital Markets

Statista.com (2022) high -lights the following about Nigeria's digital markets:

- Advertising spending in the Digital Advertising market is projected to reach US\$134m in 2022.
- The market's largest segment is Video Advertising with a market volume of US\$77m in 2022.
- In global comparison, most advertising spending will be generated in the United States (US\$210,725m in 2022).

- The average advertising spending per user in the Video Advertising segment is projected to amount to US\$0.67 in 2022.
- In the Digital Advertising market, 71% of total ad spending will be generated through mobile in 2026.
- In the Digital Advertising market, 50% of the Digital Advertising revenue will be generated through programmatic advertising in 2026.

According to the latest report, Nigeria with a 12.1% CAGR (albeit strongly influenced by surging spending on mobile Internet access), will be the world's fastest-growing Entertainment and Media market over the coming five years while the slowest-growing will be Japan, growing at a 1.7% CAGR. While consumers in mature markets such as North America and Europe, and wealthier Asia-Pacific markets, spend a lot — more than US\$500 per capita annually - on entertainment and media, growth rates are relatively slow in these areas. In contrast, less developed economies feature much lower per capita spending and faster growth albeit from a very low base – less than US\$50 a year in many cases

At the start of 2022, Nigeria's population is said to be about 213 million and above and 53.4 percent of Nigeria's population live in urban centres, while 46.6 percent live in rural areas. Kemp (2022) reveals statistics showing Internet usage in Nigeria so far into the year 2022.

- There were 109.2 million internet users in Nigeria in January 2022.
- Nigeria's internet penetration rate stood at 51.0 percent of the total population at the start of 2022.
- Kepios analysis indicates that internet users in Nigeria increased by 4.8 million (+4.6 percent) between 2021 and 2022.
- There were 32.90 million social media users in Nigeria in January 2022
- Data published in Meta's advertising resources indicates that Facebook had 26.10 million users in Nigeria in early 2022.
- Facebook's advertising reach in Nigeria was equivalent to 12.2 percent of the total population at the start of 2022. However, Facebook restricts the use of its platform to people aged 13 and above, so it is also worth highlighting that 19.8 percent of the "eligible" audience in Nigeria uses Facebook in 2022.
- Updates to Google's advertising resources indicate that **YouTube** had

32.90 million users in Nigeria in early 2022. This figure means that YouTube's 2022 ad reach was equivalent to 15.4 percent of Nigeria's total population at the start of the year. To put those figures in perspective, YouTube advertisements reached 30.1 percent of Nigeria's total internet user base (regardless of age) in January 2022.

- Numbers published in Meta's advertising tools indicate that **Instagram** had 9.05 million users in Nigeria in early 2022. This figure suggests that Instagram's ad reach in Nigeria was equivalent to 4.2 percent of the total population at the start of the year. However, Instagram restricts the use of its platform to people aged 13 and above.
- Data published in Meta's advertising resources indicate that ads on **Facebook Messenger** reached 4.05 million users in Nigeria in early 2022. Facebook Messenger restricts the use of its platform to people aged 13 and above though, so it's also worth highlighting that ads reach 3.1 percent of Facebook Messenger's "eligible" audience in Nigeria in 2022.
- **LinkedIn users in Nigeria in 2022-** Figures published in LinkedIn's advertising resources indicate that LinkedIn had 6.30 million "members" in Nigeria in early 2022. LinkedIn restricts the use of its platform to people aged 18 and above though, so it's also helpful to know that 5.9 percent of the "eligible" audience in Nigeria used LinkedIn in early 2022.
- Snapchat had 9.50 million users in Nigeria in early 2022. **Snapchat** restricts the use of its platform to people aged 13 and above, so it's also worth noting that 7.2 percent of the "eligible" audience in Nigeria uses Snapchat in 2022.
- Numbers published in Twitter's advertising resources indicate that **Twitter** had 325.4 thousand users in Nigeria in early 2022.

Data from GSMA Intelligence shows that there were 176.3 million cellular mobile connections in Nigeria at the start of 2022. However, note that many people around the world make use of more than one mobile connection – for example, they might have one connection for personal use, and another one for work – so it's not unusual for mobile connection figures to significantly exceed figures for total population. GSMA Intelligence's numbers indicate that mobile connections in Nigeria were equivalent to 82.4 percent of the total population

in January 2022. Data from GSMA Intelligence shows that there were 176.3 million cellular mobile connections in Nigeria at the start of 2022. The number of mobile connections in Nigeria decreased by 14 million (-7.3 percent) between 2021 and 2022. Which business would not want to make use of such a large pool of prospective customers and consumers.

The report noted that dramatic shifts are underway in how entertainment and media companies compete and generate value, as the quality of the experience they deliver to consumers becomes their primary basis for strategic differentiation and revenue growth. To thrive in a marketplace that is increasingly competitive, crowded, and slower-growth, therefore, companies are developing strategies and building capabilities to engage and monetize their most loyal and passionate users - their fans. This means they must combine compelling content with breadth and depth of distribution, and then connect it all to a great user experience, where content is discoverable easily on an array of screens and at an attractive price. **What business would want to miss a huge market as Nigeria?**

Benefits of Digital Marketing to Consumers

There are about 4.95 billion people that used the internet as at January 2022, which is 62% of the world's population (Datareportal, 2022). This means that there are a plethora of people on the internet looking for a company's products and services. This makes the benefits of digital marketing to businesses and consumers enormous. Sharma (2019) highlights these benefits as follows:

- It keeps consumers current – information wise.
- It offers convenience and quick service- consumers can access a website anytime
- It helps build a better relationship with the business as they get more familiar with it.
- It provides 24/7 access to consumers and to one's business.
- It creates a personalized marketing experience between the consumer and the business.
- It provides the company's audience with options when they showcase meaningful differences between them.
- It allows for easy comparison shopping enabling consumers to more informed choices.

- Obtains quality content for consumers who keep in touch with product updates
- It helps a business reach a global audience
- Keeps open communication channels between consumers and a business

Research shows that in the last three years, internet usage by adults has increased by at least 5%. Now, more than ever, businesses are tapping into the opportunities the digital world offers. In other words, online marketing plays a very big role in shopping decisions people make. Regardless of the type of digital marketing a business employs, the overall objective of marketing is to connect with the target audience at the right place and right time, and what better place to connect with the audience than the internet.

Today, hundreds of thousands of businesses all over the world engage in digital marketing, as they find it easier—and more cost-effective—to reach a large number of people this way. As people spend more time online, it is important that businesses optimize their digital channels to reach potential buyers.

Digital Marketing Jobs Worldwide

For those looking to transit to or build a career in digital marketing, there is a huge demand across industries right now. Plus, there are a lot of different careers in this area, each quite varied in terms of skills required, aptitude and natural abilities. Whether an applicant veers towards

- ❖ Content Manager and content Strategies
- ❖ VR Developers & Editors
- ❖ SEO & SEM Specialists
- ❖ UX Designer
- ❖ Email Marketing Specialist
- ❖ Digital Marketing Managers & Directors
- ❖ Analysts and AI Specialists.

These jobs come with large pay packets and new jobs are always evolving as human needs and technologies change.

Conclusion and Recommendations

The paper looked at leveraging digital marketing for transformation in developing countries in job creation and economic development. Digital

marketing is an industry which has shown great potential and has posed itself as a sector with significant employment opportunities as is shown in the section on Digital marketing jobs worldwide. Amid the COVID-19 crisis, the global market for Digital Advertising and Marketing estimated at US\$350 Billion in the year 2020 is projected to reach a revised size of US\$786.2 Billion by 2026, growing at a CAGR of 13.9%. As more and more communication channels are available, the need for qualified individuals to keep up with the pace of demand is very important. The consequences of being unemployed are numerous and they affect the overall growth of an economy: it is a wastage of manpower resource, it increases the economic overload, it tends to increase the number of dependent population, and an indicator of a depressed economy. The digital marketing jobs pay good salaries and this result in the employees having money to spend in society; on food, clothing, entertainment, and a variety of other areas. This in turn enables the employees to have a sense of identity, intellectual challenge, learn new skills, meet new people, understand the world better, have a good work-life balance, sense of meaning and purpose and access health benefits for self and dependants.

With the full implementation of E- Government a paper-less society and to enable everyone in developing countries to adopt digital skills that will automatically include digital marketing skills, the researcher recommends the following:

- **Enabling governmental policies:** Governments in developing countries should recognize non-traditional certificate programmes where quality on-line learning resources could enable both the old and the young to acquire certain digital skills.
- Developing countries educators should be able to design future-ready – curricula that will accelerate the acquisition of digital and STEM skills to match the way people will work and live. This is because the digital divide perpetuates the disconnect between technology, entrepreneurs and the skilled workers required to run a technology business. Most people as university graduates could not get a job, but as soon they acquired skills even outside their areas of study, they became gainfully employed.
- There should be a reform of digital skills programmes in public and private academic institutions, including vocational institutions.

- Capacity building and business process re-engineering in Ministries will also help.

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