DIGITAL MARKETING CRAFT

Top digital marketers in India: judge the craft

The lists measure visibility and self-promotion. These ten hands-on skills separate the people worth hiring again.

Swipe →

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WHY LISTS FAIL

A real ranking needs three things nobody has

- Outcome data across companies
- What would have happened without the marketer
- Context: the budget, brand, product and market they inherited
- A top-10 page ending in an enrolment form is an advertisement

Craft is observable. You can ask about it and set a work sample.

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MEASUREMENT

Own the truth, feed the right signal

1. Write a tracking plan: every event, where it fires, source of truth
2. Join the click to the enquiry, booking and invoice
3. Send real outcomes back via offline conversion imports
4. Accept the uncomfortable month while cost per lead rises

   The alternative is a year paying for volume that never became revenue

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AFTER THE CLICK

Most digital losses happen on your side

- A slow page on a basic phone
- A form that asks for too much
- An enquiry that sits in an inbox
- A number that rings out

Measure time to first contact. Route enquiries to someone who can act within minutes.

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MEDIA AS CRAFT

Where wasted money hides

- Separate brand and non-brand search
- Keep negative keyword lists that reflect what you do not offer
- Structure accounts around how the business makes money
- Treat creative as the main targeting lever on social
- Read search term reports yourself, monthly

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COMPOUNDING WORK

SEO, GEO and CRM keep working after the invoice

SEO	One clear page per intent, speed, internal links, structured data
GEO	Consistent facts everywhere, named authors, check what assistants say
CRM	One queue for every channel, tagged by source, reconciled to outcomes
DPDP	No bought lists, WhatsApp only to opt-ins, stopping as easy as starting

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PARTNERS AND PROOF

Scorecards, holdouts and kill dates

- Write the agency scorecard yourself; read the contract as closely as the dashboard
- Test incrementality: switch off a channel in comparable geographies
- Write hypothesis, success criterion and kill date before any test
- Keep a list of things you stopped doing and why

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BEFORE YOU HIRE

A paid work sample and five questions

1. Give read access to a real account; ask for a one-page audit
2. How would you set up tracking and offline conversions for us?
3. Walk me through a campaign you switched off
4. How have you tested whether a channel was incremental?
5. Show me a test that failed

Someone with no failures has either not tested or not told you.

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READ THE FULL GUIDE

Top digital marketers in India, in full

- All ten skills with how to test each
- Why platform dashboards always add up to more than the business
- Interview questions only practitioners can answer
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