

Digital Marketing Manager

Description

- Assisting in the formulation of strategies to build a lasting digital connection with consumers
- Planning and monitoring the ongoing company presence on social media
- Launching optimized online advertisements to increase company and brand awareness
- Assist in the formulation of strategies to build a lasting digital connection with consumers
- Plan and monitor the ongoing company presence on social media (Twitter, Facebook etc.)
- Launch optimized online adverts through Google Ad words, Facebook etc. to increase company and brand awareness
- Be actively involved in SEO efforts (keyword, image optimization etc.)
- Prepare online newsletters and promotional emails and organize their distribution through various channels
- Provide creative ideas for content marketing and update website
- Collaborate with designers to improve user experience
- Measure performance of digital marketing efforts using a variety of Web analytics tools (Google Analytics, Web-trends etc.)
- Acquire insight in online marketing trends and keep strategies up-to-date
- Maintain partnerships with media agencies and vendors
- Develop and manage digital marketing campaigns
- Oversee a social media strategy
- Manage and maintain the organisation's website(s)
- Write and optimise content for the website and social networking accounts such as Facebook and Twitter
- Track and analyse website traffic flow and provide regular internal reports
- Attain key performance indicators such as reducing the website bounce rate, increasing dwell time or improving conversion
- Continually work on the Search Engine Optimization of the website(s)
- Fix any errors or bugs in online content
- Edit and post videos, podcasts and audio content to online sites.
- Arrange webinars and webcasts.
- Create online banner adverts and oversee pay per click (PPC) ad management
- Write copy for email marketing campaigns.
- Identify new trends in digital marketing, evaluate new technologies and ensure the brand is at the forefront of industry developments, particularly developments in mobile marketing.
- Work on printed material to supplement online products.
- Attend product launches and networking events.

Experience

3 yrs to 5 yrs

Hiring organization

CannyCloud Technologies Private Limited

Employment Type

Full-time

Job Location

Bhubaneswar, Odisha & Noida, UP

Working Hours

Walk-In , full Time

Base Salary

₹ 15,000.00 - ₹ 25,000.00

Date posted

September 2, 2020