

Digerati Labs Assets

<http://digeratilabs.com/job/digital-marketing/>

Digital Marketing Specialist

Description

We are looking for an experienced and result-driven Digital Marketing Executive to join our Digerati Labs' awesome marketing team! As a Digital Marketing Executive at Digerati Labs, you will be responsible for setting up, implementing and managing the overall company's digital marketing strategy.

Responsibilities

- Planning, execution & optimisation of our Digital marketing efforts.
- Be actively involved in SEO efforts (keyword, image optimisation etc).
- Article submission, blog posting, press release submission, directory submission, social media marketing, classified submission, image optimization, video submission, business directory submission etc.
- Keyword research, website structure & interlinking architecture optimisation.
- Recommend changes to website architecture, linking and other factors to improve SEO positions for target keywords.
- Grows and expands company social media presence into new social media platforms, plus increase presence on existing platforms including Facebook, LinkedIn, Twitter, and Instagram.
- Launch optimized online adverts through Google Adwords, Facebook Ads etc. to increase company and brand awareness.
- Manage campaign expenses, estimate monthly costs and achieve maximum ROI from spending.
- Provide creative ideas for content marketing.
- Measure the performance of digital marketing efforts using a variety of Web analytics tools (Google Analytics, WebTrends, XML sitemaps, Google analytics, webmaster tools, Google search console, keyword tools, MixPanel, Heap Analytics, Omniture etc.)
- Experience with Social Media, Sponsored content, Retargeting, Display campaigns
- Copywriting skills to ensure a quick turnaround with web changes, social media requests, and campaigns when required.
- Acquire insight into online marketing trends and keep strategies up-to-date

Qualifications

- 3+ years of digital marketing experience, preferably in a technology organization or agency.
- Expertise in SEO, including keyword research, ranking factors, backlinks, etc.
- Significant experience in digital marketing campaign planning and management

Hiring organization

Digerati Labs

Job Location

Ahmedabad, Gujarat, India

Date posted

February 18, 2020