



Google Ads and Performance Marketing Expert

New Delhi, Delhi, India · 1 week ago · 56 applicants



On-site · Full-time



Skills: Advertising, Marketing Campaigns, +8 more



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About the job

Location: Pitampura, Delhi

Department: Marketing

Salary: ₹45,000.00 - ₹50,000.00 (In-Hand/Month)

Working: Mon-Sat (10AM to 7PM)

Experience: Minimum 3 Years in Google Ads, META Ads and Performance Marketing

Job Type: Full-Time

Job Summary:

We are looking for a highly skilled Google, META and Performance Marketing Expert with a minimum of 3 years of experience in Google Ads to join our marketing team. The ideal candidate will be responsible for managing our Google Ads campaigns, setting up conversion events, tracking website performance, and conducting keyword research and planning for SEO.

Key Responsibilities:

- **Google Ads Management:**
 - Develop, implement, and manage PPC campaigns across Google Ads (Search, Display, Shopping, Video, and App campaigns).
 - Conduct keyword research, ad copy creation, and bid management to maximize ROI.
 - Perform A/B testing to optimize ad performance.
- **META Ads Management:**
 - **Campaign Strategy Development:** Create effective advertising strategies tailored to client goals, target audience, and budget.
 - **Audience Targeting:** Identify and segment target audiences using demographic, interest-based, and behavioral data.
 - **Ad Creation:** Design compelling ad creatives, including images, videos, and copy, that resonate with the target audience.
 - **Budget Management:** Allocate and manage budgets for ad campaigns to optimize spend and maximize ROI.
 - **Performance Analysis:** Monitor campaign performance using analytics tools, adjusting strategies based on metrics such as engagement, conversion rates, and cost per acquisition.
 - **A/B Testing:** Conduct A/B tests on different ad elements (e.g., headlines, visuals, placements) to determine the most effective approaches.
 - **Reporting:** Prepare and present regular performance reports to stakeholders, highlighting key insights and recommendations for improvement.
 - **Staying Updated:** Keep up with the latest trends, platform updates, and advertising best practices to ensure campaigns are current and effective.
 - **Collaboration:** Work closely with other teams (e.g., marketing, sales, design) to align advertising efforts with overall business objectives.
 - **Client Communication:** Maintain clear and regular communication with clients to discuss campaign progress, strategy adjustments, and results.
- **Conversion Events Setup:**
 - Set up and manage conversion events in Google Analytics and Google Ads.
 - Track and analyze conversion data to measure campaign effectiveness.
- **Website Performance Tracking:**
 - Monitor website performance using Google Analytics and other relevant tools.

- Ensure website tracking is in accordance with Google parameters and best practices.
- Identify areas for improvement and implement changes to enhance website performance.
- **Keyword Research and SEO Planning:**
- Conduct comprehensive keyword research to identify high-performing keywords for SEO and PPC campaigns.
- Collaborate with the SEO team to develop and execute keyword strategies that align with business goals.
- Continuously monitor and adjust keyword strategies based on performance data.
- **Performance Marketing:**
- Plan, execute, and optimize performance marketing campaigns across multiple platforms (Facebook, Instagram, LinkedIn, Twitter, etc.).
- Utilize data analytics to track, measure, and optimize campaign performance.
- **Collaboration:**
- Work closely with the content, design, and product teams to develop compelling ad creatives and landing pages.
- Stay updated with industry trends and best practices to maintain a competitive edge.

Qualifications:

- Bachelor's degree in marketing, Business, or a related field.
- Minimum of 3 years of experience in Google Ads and performance marketing.
- Proven track record of managing successful PPC and performance marketing campaigns.
- Strong understanding of SEO, SEM, and digital marketing best practices.
- Proficiency in Google Analytics, Google Ads, and other relevant tools.
- Excellent analytical skills with the ability to interpret data and make data-driven decisions.
- Strong project management skills and attention to detail.
- Excellent communication and collaboration skills.

Preferred Skills:

- Google Ads Certification.
- Experience with other digital marketing platforms (e.g., Bing Ads, Amazon Advertising).
- Familiarity with marketing automation tools (e.g., HubSpot, Marketo).
- Experience in e-commerce or B2B marketing.

Benefits:

- Competitive salary and performance-based bonuses.
- Health, dental, and vision insurance.
- Flexible working hours and remote work options.
- Professional development opportunities.
- A vibrant and inclusive company culture.

Job Types: Full-time, Permanent

Pay: ₹45,000.00 - ₹50,000.00 per month

Experience: Minimum 3 years

Work Location: In person

Job Types: Full-time, Permanent

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Schedule:

- Day shift
- Morning shift

Ability to commute/relocate:

- Pitampura, Delhi, Delhi: Reliably commute or planning to relocate before starting work (Required)

Experience:

- total work: 3 years (Required)
- Google Ads: 3 years (Required)
- Performance marketing: 3 years (Required)
- Facebook Advertising: 3 years (Required)

Work Location: In person

Job Types: Full-time, Permanent