

Digital Marketing Manager

Connect System India Pvt. Ltd · New Delhi, Delhi, India

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Job Description:

We are looking for a highly skilled and experienced Digital Marketing Manager with 5-7 years of expertise in SEO, SMM, paid campaigns, influencer marketing, and both B2B and B2C strategies. The ideal candidate will be a digital marketing expert with a proven track record of driving measurable results across various channels and platforms.

Key Responsibilities:

- **SEO**

Strategy and Execution: Develop and implement advanced SEO strategies to improve search engine rankings, traffic, and lead generation for B2B and B2C audiences. Conduct thorough keyword research, on-page and off-page SEO, technical SEO, and backlinking strategies.

- **Social**

Media Marketing (SMM): Manage and optimize social media campaigns across platforms (Facebook, Instagram, LinkedIn, Twitter, etc.). Grow engagement, followers, and drive leads by leveraging organic and paid strategies. Analyze performance and suggest improvements.

- **Paid**

Campaigns (PPC, Google Ads, Display Ads, Retargeting): Design, implement, and optimize paid campaigns across Google Ads, Facebook Ads, LinkedIn, and other platforms. Manage budgets, track performance, and

refine campaigns for maximum ROI.

- **Influencer**

Marketing: Develop and manage influencer marketing strategies for both B2B and B2C. Identify and collaborate with influencers, track campaign success, and create strategic partnerships to drive brand awareness and engagement.

- **B2B**

& B2C Strategy: Tailor digital marketing strategies for both business-to-business and business-to-consumer markets, focusing on lead generation, customer acquisition, and retention.

- **Analytics**

and Reporting: Monitor, track, and report on the performance of all digital campaigns, analyzing key metrics and providing insights and recommendations to optimize future efforts. Proficiency in tools such as Google Analytics, HubSpot, etc.

- **Team**

Collaboration: Work closely with the creative team, product managers, and other internal stakeholders to ensure consistent branding and messaging across digital marketing channels.

- **Content**

Strategy & Development: Oversee content creation and execution for various digital marketing channels, including blogs, email marketing, landing pages, and more, ensuring that content aligns with SEO and marketing goals.

Qualifications:

- Bachelor's

degree in Marketing, Business, or a related field.

- 5-7

years of experience in digital marketing with expertise in SEO, SMM, paid campaigns, and influencer marketing.

- Proven

success in both B2B and B2C digital marketing campaigns.

- Strong

knowledge of Google Ads, Facebook Ads, LinkedIn, Instagram, Ecommerce Platform, Google Analytics, and other marketing tools.

- Excellent

communication and project management skills.

- Ability

to work in a fast-paced environment and manage multiple campaigns simultaneously.

- Strong

analytical skills with the ability to interpret data and make data-driven decisions.