

CRM Marketing

Noida, Uttar Pradesh, India · 22 hours ago · 35 applicants

 On-site · Full-time

 See how you compare to 35 applicants. [Try Premium for ₹0](#)



 Am I a good fit for this job?

 How can I best position myself for t 

 Easy Apply

Save

About the job

Job role :- Retention Marketing Executive

Job Title: Retention Marketing Executive

Experience - 6 months - 1 year

Summary: - The Retention Marketing Executive will be responsible for creating and implementing effective strategies to improve customer retention and increase customer lifetime value for our ecommerce agency. This role will require a deep understanding of customer behavior, data analysis, and the ability to develop and execute targeted campaigns across various channels.

Key Responsibilities:

- Develop and execute customer retention strategies and campaigns that increase customer loyalty and drive repeat purchases
- Analyze customer data to identify patterns and trends, and use insights to optimize retention efforts
- Develop customer personas to understand customer needs, preferences, and pain points

- Collaborate with cross-functional teams, including sales, customer service, and product development to ensure a cohesive customer experience
- Develop and manage customer loyalty programs, including rewards and referral programs
- Create and manage email marketing campaigns, including segmentation, testing, and optimization
- Implement and manage retargeting campaigns, including dynamic product ads and personalized recommendations
- Continuously monitor and analyze campaign performance, and make data-driven recommendations to improve results.
- Stay up-to-date with industry trends, and identify new opportunities to improve customer retention and increase customer lifetime value.

Qualifications:

- Bachelor's degree in marketing, business, or a related field
- 6 months to 1 year of experience in retention marketing, with a focus on ecommerce
- Experience with customer segmentation, data analysis, and campaign optimization
- Strong written and verbal communication skills, with the ability to create compelling marketing messaging and content
- Excellent project management skills, with the ability to manage multiple projects simultaneously
- Creative and strategic thinker, with a passion for developing innovative marketing solutions
- Strong analytical skills, with the ability to analyze data and make data-driven decisions
- Experience with Google Analytics and other data analytics tools