



# Business Development - Influencer Marketing

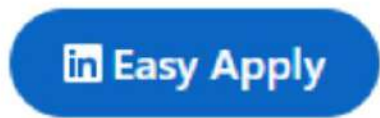
Navi Mumbai, Maharashtra, India · 20 hours ago · 3 applicants

 On-site · Full-time

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## About the job

### Job Overview:

As an Influencer Marketing Sales Representative, your primary responsibility is to bring brands on board by pitching how our agency's influencer marketing solutions will help boost their sales. You will identify potential clients, tailor sales pitches, and close deals that align with client sales goals.

### Key Responsibilities:

#### Pitching and Sales Acquisition:

- Identify and target brands that would benefit from influencer marketing to drive their sales.
- Deliver customized sales pitches, demonstrating the potential ROI and sales growth from our influencer campaigns.

#### Client Relationship Management:

- Act as the main contact for clients, ensuring satisfaction throughout the influencer marketing campaign.
- Build long-term relationships, leading to repeat business and opportunities for upselling additional services.

### **Campaign Strategy Development:**

- Collaborate with clients to understand their business goals and develop influencer marketing strategies focused on boosting sales.
- Help select influencers that align with the brand's audience and objectives, ensuring campaign success.

### **Market Research and Insights:**

- Stay informed about industry trends, competitors, and emerging influencers to ensure you provide clients with the latest insights.
- Analyze past campaign data to provide actionable recommendations and drive continual improvement for future campaigns.

### **Requirements:**

- 4+ years of experience in sales or influencer marketing.
- Strong communication, negotiation, and relationship-building skills.
- Proven ability to meet sales targets and close deals.
- Knowledge of influencer marketing and digital trends.