

Digital Marketing Executive

Description

Delight ERP offers an all-encompassing Enterprise Resource Planning solution designed to streamline business operations across various functions including finance, supply chain, HR, and CRM. Our innovative platform helps organizations enhance efficiency and achieve their strategic goals through a user-friendly and powerful ERP system.

Job Summary:

We are looking for a creative and analytical Digital Marketing Executive to join our marketing team. The ideal candidate will have a strong grasp of current marketing tools and strategies and be able to execute digital marketing campaigns from concept to completion. You will play a key role in increasing Delight ERP's online presence, driving traffic to our website, and generating leads.

Responsibilities

- **Campaign Management:** Plan, execute, and optimize digital marketing campaigns across various channels including search engines, social media, email, and display advertising.
- **Content Creation:** Develop engaging and SEO-friendly content for the website, blog, social media, and other digital platforms to attract and retain a targeted audience.
- **SEO/SEM:** Perform keyword research, manage SEO/SEM campaigns, and use analytics tools to improve website ranking and traffic.
- **Social Media:** Manage Delight ERP's social media profiles, create content calendars, and engage with followers to build brand awareness and generate leads.
- **Email Marketing:** Design and implement email marketing campaigns, including newsletters and promotional emails, to nurture leads and retain customers.
- **Analytics:** Monitor and analyze website performance, campaign metrics, and user behavior using tools like Google Analytics to measure ROI and optimize marketing strategies.
- **Branding:** Ensure consistency of brand messaging and visuals across all digital channels and marketing materials.
- **Collaboration:** Work closely with the sales team to align marketing efforts with sales goals, and provide insights on lead quality and campaign effectiveness.
- **Reporting:** Prepare and present regular reports on digital marketing performance, including KPIs, trends, and actionable insights.
- **Continuous Improvement:** Stay updated on industry trends, emerging technologies, and best practices in digital marketing to drive innovation and efficiency.
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Skills

Hiring organization

Delight ERP

Position

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Employment Type

Full-time, Intern

Job Location

RK House, 1 Ram Vihar Society, Near Backbone Medicity, B/H Twin Star, Nana Mava Chowk, 150 Feet Ring Road, 360005, Rajkot, Gujarat, India

Experience

0 - 2 years (Freshers can also apply)

Proficiency

On Page SEO, Off Page SEO & SMO, Meta tag creation, Alt tags, Header tags, content optimization, sitemap creation, Blog creation and updation

Working Hours

8.5

Date posted

15th July 2024

Valid through

15.06.2024

Base Salary

₹ 180000 - ₹ 500000

- **Experience:** Proven experience as a Digital Marketing Executive or similar role, preferably in the software or technology sector.
- **Marketing Tools:** Proficiency in digital marketing tools and platforms such as Google Ads, Facebook Ads, LinkedIn Ads, and email marketing software.
- **Content Management:** Experience with content management systems (e.g., WordPress), and marketing automation tools (e.g., HubSpot, Marketo).
- **Analytics:** Strong analytical skills with experience using Google Analytics, Google Search Console, and other analytics tools.
- **SEO/SEM:** In-depth knowledge of SEO/SEM best practices, keyword research tools (e.g., SEMrush, Ahrefs), and website optimization.
- **Design:** Basic design skills and familiarity with design tools (e.g., Adobe Creative Suite, Canva) for creating marketing collateral.
- **Communication:** Excellent written and verbal communication skills, with the ability to create compelling content and convey complex ideas clearly.
- **Creativity:** Strong creative thinking and problem-solving skills to develop innovative marketing campaigns and strategies.
- **Project Management:** Ability to manage multiple projects and deadlines in a fast-paced environment.
- **Collaboration:** Strong team player with the ability to work effectively with cross-functional teams, including sales and product development.
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