



<https://govhelp.in/job/asian-paints-recruitment-2023-freshers-jobs-digital-marketing-strategist-post/>

Asian Paints Jobs 2023 – Freshers Jobs – Digital Marketing Strategist Post

Hiring organization

Asian Paints

Job Location

India

Remote work from: Brazil

Date posted

May 26, 2023

Valid through

31.12.2023

(adsbygoogle = window.adsbygoogle || []).push({});

Base Salary

USD. 11,000 - USD. 16,000

APPLY NOW

Qualifications

12th Pass, Graduate.

Employment Type

Full-time

(adsbygoogle = window.adsbygoogle || []).push({});

(adsbygoogle = window.adsbygoogle || []).push({});

Description

Asian Paints Recruitment 2023

As a Digital Marketing Strategist, your primary responsibility will be to develop and execute effective digital marketing strategies to promote the organization's products or services, increase brand awareness, and drive customer engagement and conversion. You will play a crucial role in leveraging digital channels and technologies to achieve marketing objectives. Your expertise in digital marketing techniques, data analysis, and strategic planning will be essential for success in this role.

(adsbygoogle = window.adsbygoogle || []).push({});

Asian Paints Jobs Near Me

Responsibilities:

1. Strategy Development:

- Develop comprehensive digital marketing strategies aligned with overall marketing objectives.
- Conduct market research and competitor analysis to identify opportunities and target audiences.
- Define target personas and customer journeys to guide digital marketing campaigns.
- Set specific goals and KPIs to measure campaign effectiveness.
- Stay updated on industry trends and emerging digital marketing technologies.

2. Digital Campaign Management:

- Plan, execute, and optimize digital marketing campaigns across various channels, including search engines, social media, email, and display advertising.
- Develop compelling content and creative assets to support campaign objectives.
- Monitor campaign performance, analyze data, and make data-driven decisions to optimize results.
- Utilize marketing automation and CRM tools to streamline campaign execution and lead nurturing.

3. SEO and Content Strategy:

- Conduct keyword research and implement on-page and off-page SEO strategies to improve organic search visibility.
- Develop and execute content strategies to enhance brand positioning, engagement, and lead generation.
- Optimize website content and landing pages for search engines and user experience.
- Collaborate with content creators and copywriters to produce high-quality and SEO-friendly content.

4. Social Media and Community Management:

- Manage social media platforms and create engaging content to build brand presence and grow the online community.
- Monitor social media trends, respond to comments and inquiries, and manage social media advertising campaigns.
- Implement social media listening strategies to gather insights and identify opportunities for engagement and reputation management.

5. Analytics and Reporting:

- Track and analyze digital marketing performance using web analytics tools, social media analytics, and other relevant platforms.
- Generate regular reports on key metrics, campaign performance, and ROI.
- Provide insights and recommendations for continuous improvement and optimization.
- Monitor industry benchmarks and best practices to stay ahead of digital marketing trends.

(adsbygoogle = window.adsbygoogle || []).push({});

Asian Paints Careers

Qualifications:

- Bachelor's degree in marketing, communications, or a related field (or equivalent experience).
- Proven experience in digital marketing, including strategy development and campaign management.
- In-depth knowledge of various digital marketing channels, such as SEO, social media, email marketing, and paid advertising.
- Proficiency in digital marketing tools and platforms, including Google Analytics, SEO tools, and marketing automation systems.
- Strong analytical skills and ability to interpret data to drive insights and decisions.

Important Links Excellent written and verbal communication skills.

Find the Link in [Apply Now](#) Button

(adsbygoogle = window.adsbygoogle || []).push({});

(adsbygoogle = window.adsbygoogle || []).push({});