

Digital Marketing – PPC Role

Company Profile

Radiant Hues India operates under the brand www.luxehues.com and is an exclusive online portal for affordable luxury brands from across the globe. Its business is focused on partnering with organizations offering lifestyle products and services to affluent customers, showcasing the affordable Luxury Brands of International Origin and Indian Designer brands.

Role Responsibility

- Devise strategies to drive online traffic to the company website and maximize conversion from paid traffic
- Track conversion rates and optimize campaigns to lower CPA on a continuous basis
- Develop and manage digital marketing campaigns after analysis of product catalogues and pricing competitiveness
- Utilize a range of techniques including paid search, display, remarketing, DSAs, PLAs and video ads on Google to maximize conversion
- Manage Google Merchant Center for running PLAs and troubleshooting issues if required
- Follow intensive keyword research and analysis before setting up campaigns
- Bring down the bounce rate of paid campaigns through right keyword analysis and audience targeting.
- Take responsibility for planning and budgetary control of all digital marketing campaigns.
- Evaluate customer research, market conditions and competitor data.
- Review new technologies and keep the company at the forefront of developments in digital marketing.

Qualification

To perform this job successfully, the individual should have a comprehensive understanding of:

- Internet best practices and the impact that these have on SEO.
- Internet marketing best practices that result in customer acquisition, retention and growth.
- Proficient in understanding and management of Google Adwords and Google Merchant Center.
- Knowledge of site architecture, site navigation, site content and their impact on Google search rankings and Google ad performance
- Degree in Marketing with Online Marketing experience.
- An in depth understanding of search engines, search engine optimization and factors that influence high rankings in Google.
- Experience with PPC - Management of Pay per click programs.
- 4-6 years of experience in Digital Marketing role in an ecommerce company