

Job Description: PPC (Pay-Per-Click) Specialist

Company: Geetanjali Homestate Pvt Ltd

Location: Gurgaon, Sec-84

Preferred Industry: Real Estate

Experience: Minimum 1 year

CTC: Up to 4 LPA

Immediate Joiner Required

About Geetanjali Homestate Pvt Ltd:

Geetanjali Homestate Pvt Ltd is a trailblazer in the real estate domain, committed to redefining the landscape of property marketing and sales. We are seeking a skilled PPC Specialist to spearhead our digital marketing initiatives and drive impactful results through strategic pay-per-click campaigns.

Role Overview:

As a PPC Specialist, you will play a crucial role in orchestrating and optimizing our digital marketing efforts, with a focus on pay-per-click advertising across various platforms. Your expertise will be instrumental in enhancing our online presence, attracting leads, and maximizing ROI for our real estate projects.

Key Responsibilities:

- Devise and execute comprehensive digital marketing strategies encompassing SEM, social media marketing, SEO, email marketing, and display/video advertising campaigns.
- Manage day-to-day activities of enterprise-level Paid Search (PPC) and lead generation campaigns, including bid management, budget allocation, performance monitoring, and strategic testing.
- Contribute to the formulation and execution of market strategies for Paid Search and Social Media Marketing campaigns, conducting risk/benefit analysis and deriving actionable insights from campaign results.
- Maintain a strong social media presence across platforms such as Facebook, Twitter, LinkedIn, Instagram, and Pinterest, crafting strategies to enhance brand recognition and engagement.
- Develop and implement social media strategies to increase brand awareness, followers, and engagement, aligning with organizational goals.
- Formulate strategies to drive online traffic to the company website, leveraging digital channels effectively.

- Conduct thorough competitor analysis to identify digital marketing trends and opportunities, devising plans to gain a competitive edge.
- Generate regular reports on the performance of digital marketing activities, analyzing key performance indicators and ROI metrics.
- Evaluate end-to-end consumer experience across different digital channels, identifying areas for optimization and improvement.
- Stay updated on the latest digital technologies and industry trends, integrating innovative approaches into marketing strategies.
- Promote company products and services in the digital sphere, leveraging PPC and other digital marketing channels to acquire leads effectively.
- Collaborate with internal teams to address SEO needs and optimize strategies for short- and long-term campaigns, enhancing keyword relevancy and page content for improved search engine optimization goals.

Requirements:

- Minimum 1 year of experience in digital marketing, with a focus on PPC advertising.
- Well-groomed and pleasant personality with excellent communication skills.
- Proficiency in managing PPC campaigns across platforms like Google Ads, Bing Ads, etc.
- Strong analytical skills with the ability to interpret data and derive actionable insights.
- Proven track record of driving successful digital marketing campaigns and achieving measurable results.
- Laptop is mandatory for seamless workflow and communication.

Why Join Us:

- Opportunity to work with a dynamic team in a fast-paced real estate environment.
- Competitive salary package with growth opportunities.
- Chance to make a significant impact on the digital marketing strategy of a leading real estate firm.

If you possess the drive, skills, and passion to excel in this role, we invite you to join our team and contribute to the success of Geetanjali Homestate Pvt Ltd.