

Role Clarity

Role: Digital Marketing & Sales Executive	
Role Definition	Digital Marketing & Sales Executive is one who is responsible for keeping up the social Profiles updated and in Trends with the latest products and grow the fan following and business by generating new leads and converting them as customers.
Responsibility Deliverable	<ol style="list-style-type: none">1. Social Media & Whatsapp Updates2. SEO & Content Marketing - Email & Push3. Creative Designing & Trends Update4. Product Demo & Sales
Tasks & Activities	<p>Social Media & Whatsapp Updates:</p> <ul style="list-style-type: none">➤ Daily Welcome Message & Product Informational Posts➤ Facebook, Instagram, LinkedIn-Post/Reels/ Stories.➤ Consistent Update with minimum 2 Posts / Day. <p>SEO & Content Marketing:</p> <ul style="list-style-type: none">➤ Solve SEO Issues in the Given Website➤ Update Description & product details with necessary information that boosts the traffic of the page organically through proper SEO Techniques.➤ Write a Trending / Evergreen Article related to the Business that catches the interest of the respective audiences and source/create relevant images / videos and publish in our Blogging Platform➤ Periodically Publish and promote the article and contents in Social & Public Forums such as Quora,

	<p>Reddit etc.</p> <p>Creative Designing & Trends Update:-</p> <ul style="list-style-type: none"> ➤ Use Design & Editing Tools such as Canva / Photoshop / Invideo and create Posts for Social Media / Push Notifications which are visually engaging contents. ➤ Follow the trends in the Client's Industry and implement the same within the trending period. ➤ Periodically reuse and update the trends and designs to match the brand and current market needs. <p>Product Demo & Sales</p> <ul style="list-style-type: none"> ● Regularly check for response for the posts and articles, customer comments and respond professionally and engage customers and educate them on the product /services. ● Convert the engaging customer as buying customer and become eligible for Incentives.
<p>Measurement Metrics</p>	<ul style="list-style-type: none"> ➤ <u>2 WA Status & Posts /Stories</u> / Day / Brand ➤ <u>1 New Reel</u> Every 2 days / Brand. ➤ <u>2 Push Notifications</u> / Day / Brand ➤ <u>1 Article / Day = 1 Article/ Week / Brand</u> ➤ <u>1 Major & 10 Minor Issue Fix / Day</u> ➤ <u>Rs.10,000/- Sales / Week</u>