

Edition-22

15th – 30th September 2019

Welcome to the Marketing Bonanza, character of the MBA Marketing Club. We would like to have insights about this. **You can share your perspectives, realities, suggestions, information, any interesting stuff in regards to advertising which could be published in our further releases on the mail id's made reference to beneath.**

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Congratulations

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Marketing Bonanza

(Marketing E-News)

Marketing Job Titles

A rundown of the general duties and responsibilities associated with the most common marketing job titles

If you search employment websites for the term “marketing,” the screen fills with every imaginable variation of the career. The following sample job descriptions were provided by ZipRecruiter, an online employment marketplace. These five are based on some of the top Google search terms related to marketing jobs.

Marketing Assistant

Duties and responsibilities:

- Track existing marketing campaigns to completion and report on results.
- Develop strategies to improve existing and past marketing efforts.
- Coordinate market research studies via multiple methods, including phone surveys and online applications.
- Analyze data compiled from questionnaires and other market research.
- Assemble and present reports that collect and analyze market research data by consolidating, summarizing and formatting information into formats that optimize readability.
- Analyze data to uncover industry trends.
- Compile and distribute relevant financial and statistical information.

Requirements and qualifications:

- Bachelor’s degree in marketing, business or statistics.
- Previous experience in sales and marketing preferred.
- Commercial awareness of the industry and current developments.
- Receptive to opportunities for continuing education and professional development.

Trending in Marketing

1) Google Ads Changes the Design of Call-Only Ads

Google is rolling out a new look for call-only ads which is said to help drive higher quality leads.

2) Pinterest Enhances Group Boards With New Collaboration Tools

Pinterest is enhancing users' ability to collaborate on group boards with the roll out of three new features.

Marketing Coordinator

Duties and responsibilities:

- Conduct research and analyze customer behavior.
- Creatively envision macro and micro needs to design and implement successful marketing campaigns.
- Manage effective tracking systems for online marketing activities.
- Identify and analyze competitors.
- Prepare reports via the collection and analysis of sales data.
- Collaborate with the design department.

Requirements and qualifications:

- Bachelor's degree in marketing or relevant field.
- Proven success and significant work experience as a marketing coordinator or similar role.
- Solid working knowledge of traditional and digital marketing tools.
- Experience with multiple research methods and use of data analytics software.
- Expertise with SEO/SEM campaigns.
- Familiarity with necessary CRM and content management system software.

Marketing Associate

Duties and responsibilities:

- Develop and implement strategies with marketing team.
- Gather and analyze consumer behavior data in web traffic and rankings.
- Generate reports on marketing and sales metrics; compile forecasting reports.
- Improve reach to customers through SEO campaigns.

Requirements and qualifications:

- Bachelor's degree in marketing, business, statistics or relevant field preferred.
- Two years' experience as a marketing associate, marketing assistant or related position.
- Significant experience with SEO/SEM campaigns and digital tools.
- Superior computer skills, including marketing technology applications.

Trending in Marketing

1) Facebook Rolls Out New Types of Interactive Mobile Ads

Facebook is giving advertisers access to new types of interactive ads, including AR ads and video poll ads.

2) Pinterest Upgrades Visual Search With Shoppable Pins

Pinterest is [integrating](#) shoppable pins with visual search, making it easier for users to buy products they've taken photos of.

Digital Marketing Manager

Duties and responsibilities:

- Manage company website.
- Oversee management of all digital channels.
- Manage day-to-day messaging; update and manage company blog, e-newsletter and social media.
- Conduct and report analysis of site and social traffic.
- Establish and monitor ROI and KPIs.
- Create, maintain and implement digital marketing and editorial calendars.

Requirements and qualifications:

- Bachelor's degree in marketing, communications or related field.
- Five to seven years' experience in marketing; three-plus years of digital marketing experience.
- Understanding of e-commerce, pay-per-click, SEO and SEM.
- Knowledge of media-editing software; working knowledge of web design principles, best practices and content management platforms.
- Familiarity with analytical tools such as Google Analytics and Webmaster Tools.

Brand Ambassador

Duties and responsibilities:

- Skilled in social media and able to communicate information about products and services online effectively.
- Generate, share and reply to online reviews in a positive and open manner.
- Work trade shows as a spokesperson for the company.
- Network and gain the trust of potential customers and partners.
- Understand our products and services; fully inform potential customers.
- Use word-of-mouth marketing techniques, such as referral incentive programs.
- Provide feedback to the marketing and product departments regarding customer insights and questions.
- Track and generate reports on competitors' marketing activities.

Requirements and qualifications:

Trending in Marketing

1) Google Updates Reviews Rich Results – Check Your Structured Data

Google announced an update to [Reviews Rich Results](#). The goal is to improve the Reviews Rich Results for users and to “address” abusive implementation and impose limits to where rich results trigger. Additionally, the “name” property becomes required.

- Bachelor’s degree in marketing, communications or relevant field.
- Previous work experience as a brand ambassador, promoter, influencer or another similar role.
- Solid social media presence on multiple platforms, with above-average followers.
- Documented success in creating targeted SEO-friendly online content.
- Strong working knowledge of scheduling tools for social media such as Hootsuite.