

Digital Marketing Manager

About us

GRG India is a SAAS company providing products in incentive and reward management. Our SAAS product - "My Incentives" helps companies engage and incentivize their Sales teams, customers, and channel partners. Our clients include some of India's top brands across BFSI, FMCG, Construction, IT, Agro Chemicals, and Automotive industries.

'My Incentives' is a b2b, no-code enterprise SaaS product. We automate the end-to-end sales and channel incentive process, typically for large companies with 2,000+ member strong frontline and channel sales teams.

Specifically, we keep our clients' brands and sales top of mind for the sales and channel sales reps via:

1. Automating the admin hassle of executing and calculating sales incentives Our sophisticated, real-time engine ingests and transforms the data and calculates incentives in real time
2. Gamifying and motivating front line and channel sales teams
3. Providing visibility to the regional sales leadership
4. Driving zero leakages and zero fraud in incentive payouts

We expect you to play a critical role in developing the go-to market strategy for our products. You will be responsible for all marketing activity, more specifically, identifying, developing and acquiring new leads and creating brand awareness. In addition to having a successful presence on relevant digital media, you will also demonstrate a proactive approach to creating the right opportunities to grow our business. It is essential that you are a focused performer who is in the habit of achieving the assigned objectives.

Reports to

Tajonline India Pvt. Ltd. CIN. No.: U72900MH2000PTC125091 • GST No.: 27AABCT5643A1ZN
Satya House Hi-Tech IT Park, 402 - 4th floor, Ram Tekdi Marg, Sewri West, Mumbai 400015.

Head – Growth and Strategy

3 best things about the job

- Work in a rapidly evolving industry where scalable tech products have a huge impact
- Have complete ownership of marketing activities and grow your team over time.
- Potential for the role to evolve into a senior role.

Measures of success

- Website traffic growth
- Visitor-to-lead conversion rate
- Sales-qualified leads generated
- Opportunities (or pipeline revenue) generated
- New customers generated
- Revenue generated

Responsibilities of the role

- Brainstorm new and creative growth strategies. Develop, implement and execute a growth strategy to drive B2B customer acquisition across multiple channels and initiatives
- Growth hacking through LinkedIn and other online platforms.
- Identify technical hacks/integrations that can drive strong growth in a short period of time
- Hands-on expertise in paid/organic traffic sources including SEO/SEM/LinkedIn/Email/Other paid media
- Must have expertise in using various digital platforms like Adwords, Facebook, Ad networks, Google Analytics, LinkedIn Ads, Zoho campaigns, etc.
- Brand building through campaigns, effective communication and community-building activities etc.
- Executing campaigns (lead nurture campaigns, drip campaigns)
- Gather, analyze and derive actionable insights from various data sources.

What you will need

- Minimum 2 years of experience in B2B marketing - preferably in SaaS

- You are self-motivated and have high levels of energy about what you do and the products you are presenting
- Creative mind set and great communication skills
- A great balance of business and marketing acumen along with understanding of technology and SaaS products
- A strong bias for using relevant analytical tools and taking data-driven decisions
- Ability to work with multiple internal and external stakeholders