

Performance 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

As a Performance Marketing Manager, primarily you will be responsible for the management of digital accounts and diversifying the channel mix using paid and unpaid social channels. Your focus will be on campaign-specific results, and you will drive the marketing department's commercial performance.

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
- Cost-per-lead.
- Return on investment (ROI)

Responsibilities of the role

- Estimation and allocation of budgets, targeting and segmentation, evaluation of the performance of each channel, and forecasting the performance of campaigns.
- Sourcing and implementing the most effective keywords, measuring keyword performance and optimizing campaigns based on them.
- Managing ad placements, targeting the relevant interests and topics and using Google's in-market audiences for search ads.
- Using multi-touch attribution to track touchpoints across the funnel, that will help maximize Pay-Per-Click (PPC) campaign effectiveness.
- Leveraging customer insights to better segment, target and reach potential customers
- Exploring new marketing opportunities such as social media channels, apps, ad formats, etc.
- Setting up, managing, and optimizing campaigns to display ads and retarget them across verticals, such as SEM, display advertising, social media, affiliate marketing, content discovery platforms.

- Hands-on expertise in paid/organic traffic sources including SEO/SEM/LinkedIn/Email/Other paid media. Executing campaigns (lead nurture campaigns, drip campaigns)
- Must have expertise in using various digital platforms like Google Adwords, Facebook, Ad networks, Google Analytics, LinkedIn Ads, Zoho campaigns, etc.
- 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