

Digital Marketing

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Company: Verinno Furniture

Location: Cairo

Category: business-and-financial-operations

A digital marketing professional, or Internet marketing specialist, is often responsible for developing the strategy used in marketing a company's product online, utilizing such techniques in the field as social media, Web analytics, e-mail marketing and search engine optimization, among others. They may put together various online promotions and e-mailing campaigns to get their company's message out, as well as perform consumer research to discover other ways of reaching customers via the Internet. Other possible job titles for professionals in the field of digital marketing include digital sales executive, SEO marketer and online marketing manager, to name a few. SEO marketers are required to translate business goals into successful SEO campaigns, analyze the performance of SEO efforts and help clients' increase search engine rankings for their websites. Digital marketing professionals in positions of leadership, such as manager or director, will oversee Internet marketing campaigns from program management to execution. They are usually required to provide clear direction to the other members of the marketing team, such as the copywriter, web designer and sales executives.

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