

## Digital Marketing Manager – Role Overview

The **Marketing Manager** (or **Digital Marketing Manager**, depending on title and scope) is responsible for **creating and executing marketing strategies** to generate leads, build brand awareness, and drive customer engagement across digital platforms. They manage online campaigns, content, SEO, paid ads, and marketing analytics.

Responsibilities		
S. N.	Responsibility	Details
1.	Digital Marketing Strategy	Plan, implement, and optimize marketing campaigns to meet business goals.
2.	SEO & SEM Management	Improve search rankings and manage paid ad campaigns on Google and social platforms.
3.	Social Media Management	Handle content calendars, engagement, and growth across platforms.
4.	Content Marketing	Oversee creation and distribution of content including blogs, case studies, newsletters, and videos.
5.	Email Marketing	Design and execute email drip campaigns for lead nurturing and retention.
6.	Analytics & Reporting	Track marketing KPIs and adjust strategies based on performance insights.
7.	Brand Management	Ensure brand consistency in all communications and campaigns.
8.	Campaign Planning & Execution	Run product launches, seasonal promotions, and awareness campaigns.
9.	Market Research & Competitor Analysis	Identify trends, customer behavior, and opportunities for improvement.

Collaboration Map Details		
S.N.	Collaborates With	Why
1.	Graphic Designers	To produce visual content like ads, banners, social media graphics, and videos.
2.	Content Writers / Copywriters	For crafting blog posts, ad copy, email content, and campaign messaging.
3.	Sales / Business Development	To align marketing campaigns with sales goals, target segments, and funnels.
4.	Product Manager	To understand features, benefits, and positioning for go-to-market strategies.
5.	Web Developers	For landing page creation, technical SEO fixes, and analytics integration.
6.	SEO/PPC Specialists	To run and optimize search engine and ad campaigns.
7.	Social Media Manager (if separate)	To coordinate strategy, posting schedules, and platform-specific campaigns.
8.	Customer Support / CRM Team	To leverage client feedback for messaging, case studies, and testimonials.
9.	Executives / CEO	To present results, align on brand goals, and budget for campaigns.

Work Areas / Tools Used		
S. N.	Area	Examples
1.	SEO & SEM	Google Ads, Google Search Console, Ahrefs, SEMrush
2.	Content Creation	WordPress, Notion, Grammarly, Surfer SEO
3.	Email Marketing	Mailchimp, HubSpot, ConvertKit, Sendinblue
4.	Social Media Management	Hootsuite, Buffer, Meta Business Suite, LinkedIn Campaign Manager
5.	Analytics & Tracking	Google Analytics, Looker Studio (Data Studio),

		Hotjar, UTM.io
6.	Design Collaboration	Canva, Adobe Photoshop, Illustrator, Figma
7.	Project & Campaign Management	Trello, Asana, Monday.com
8.	Market Research & Trends	SimilarWeb, Google Trends, AnswerThePublic
9.	Communication	Slack, Microsoft Teams, Zoom, Loom

## Key Skills Required

- Digital marketing strategy
  - Analytics and data interpretation
  - Strong communication and writing
  - SEO, SEM, PPC, and social media management
  - Branding and creative direction
  - Campaign planning and budgeting
  - Familiarity with B2B & B2C dynamics
- 

## Typical Deliverables

- Marketing strategy & calendar
- Campaign briefs and performance reports
- SEO audits and keyword plans
- Landing pages & email campaign sequences
- Brand guidelines and creative assets

