## **🎯 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** | | |
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| **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** | | |
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| **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 |

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## **🧠 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