



WebOccult

TECHNOLOGIES

Profile : **Non Tech**

Astha Makavana
WebOccult Technologies Pvt. Ltd.

Profiles

1. Business Development Executive
 - a. Bidding Portals
 - b. Outbound Sales
2. Digital Marketing
 - a. SEO
 - i. On-page SEO
 - ii. Off-page SEO
 - b. Social Media Marketing (SMM)
 - c. Content Marketing
 - i. Email Marketing
 - ii. Blogs
 - d. PPC (Paid Marketing)
 - i. Google Adwords
 - ii. Facebook Pixel
 - iii. SEM
3. Content Writing
 - a. Technical Content Writing
 - b. Non-technical Content Writing
4. Project Coordination
5. Hubspot Consultant
6. Business Analyst
7. Relationship Manager

Roles of each profiles

Business Development Executive

Attracting new clients by innovating and overseeing the sales process for the business. Working with senior team members to identify and manage company risks that might prevent growth. Preparing and delivering pitches and presentations to potential new clients.

Digital Marketing

- **SEO**

Role of an SEO expert is to perform page optimization across a website to ensure search results are relevant and to create a positive user experience, growing website traffic, lead volume and brand awareness.

- **Social Media Marketing (SMM)**

A social media marketer is responsible for maintaining a brand's presence on various social media channels by actively engaging with the targeted audience through different forms of digital content.

- **Content Marketing**

Content marketers are responsible for planning, creating, and sharing valuable content to grow their readership and relationships to potentially create new business for the company they represent.

- **PPC (Paid Marketing)**

PPC or pay-per-click is a type of internet marketing which involves advertisers paying a fee each time one of their ads is clicked. Simply, you only pay for advertising if your ad is actually clicked on. It's essentially a method of 'buying' visits to your site, in addition to driving website visits organically.

Content Writing

The role of a content writer is to create print and digital content for companies that provide information or showcase the products or services they offer. To develop content that accurately reflects company ideals, content writers often research the material they need to write each article or product description.

- i. Technical Content Writing
- ii. Non-technical Content Writing

Project Coordination

A project coordinator has to handle administrative tasks for the project manager and team members to keep the project running smoothly. This may include ordering equipment and supplies, managing deadlines and workflow, and scheduling meetings and appointments.

Hubspot Consultant

HubSpot consultants help in generating qualified leads, accelerate sales, organise and segment your contacts, build sequences that convert, and above all sets up for growth. They help with implementation and provide inbound marketing services using HubSpot's software.

Business Analyst

Business analyst belongs to the product development team and is responsible for analysing the business domain, documenting its systems and processes, outlining the needs of the business, and matching the software being built with a software business model.

Relationship Manager

Relationship Managers build and maintain relationships with clients and partners. They give clients personalised advice, build rapport and provide quick responses to their inquiries. Build and improve relationships with customers, key suppliers and partners.

Required Technical and Non Technical Skills

Business Development Executive

- Sales skills
- Communication skills
- Marketing skills
- Negotiation skills
- ROI skills (Return on investments)

Digital Marketing

- **SEO**
SEO requires a dynamic skill set including basics of HTML and CSS, URL formatting, Pagination, Structured data markup, Crawling and Indexing.
- **Social Media Marketing (SMM)**
A social media marketer must have proficiency in conversion tracking and attribution models, analysing performance data as well as have a creative mindset for developing engaging content.
- **Content Marketing**
Content marketers must possess graphic design, content production and editing skills and copywriting skills. Above all, it requires strategic planning.
- **PPC (Paid Marketing)**
They must acquire strong marketing skills.

Content Writing

- Non technical content writers must have good written communication with proper grammatical range and accuracy.
- Technical content writers must be well versed with the technical knowledge with good written communication skills.

Project Coordination

- Knowledge on software development life cycle
- Communication skills
- Leadership skills
- Organised and proactive
- Detail-oriented individual
- Time management

Hubspot Consultant

- Marketing Hub
- Sales Hub
- Service Hub

Business Analyst

- Research and Analytical skills
- Verbal and Written communication
- Problem solving
- Documentation and Presentation skills
- Wireframe and mockup creation

Relationship Manager

- Sound knowledge of the company's products and offerings
- Good communication and presentation skills
- Share valuable and understandable information on products and services
- Supervise other employees who communicate with clients
- Convey large and complex information in a simple and easy way
- Manage people and technology for efficient realisation of working duties
- Manage and maintain a relationship with high net worth customers
- Improve customer service satisfaction
- Coordinates with technical and sales teams to meet customer needs
- Develop a long-standing relationship with all customers

Key Responsibilities

Business Development Executive

- Research and identify new market opportunities
- Prepare and deliver pitches to potential clients
- Oversee the sales process to attract new clients
- Work with senior team members to identify and manage risks
- Maintain fruitful relationships with clients and address their needs effectively
- Foster a collaborative environment within the organisation

Digital Marketing

- **SEO**
 - On-page SEO looks at what your site is about
 - Off-page SEO looks at how authoritative and popular your site is
- **Social Media Marketing (SMM)**
 - Developing social media strategy
 - Identifying the target market and Relevant social networks
 - Creating content for multiple social media channels
 - Obtaining followers and engagement
 - Boosting website traffic
- **Content Marketing**
 - Create digital content strategies across all online platforms.
 - Driving traffic and engagement that translates to sales and brand promotion.
 - Managing a content marketing budget.
 - Measuring the results of marketing activity to inform future marketing campaigns.
 - Managing a team of writers, illustrators, and data analysts.
 - Implementing SEO best practises.
 - Knowing which platform different kinds of content are best suited to.
 - Designing and implementing creative marketing strategies to disseminate content.
- **PPC (Paid Marketing)**

Content Writing

- Collaborate with other departments to create innovative content ideas.
- Regularly produce various content types, including email, social media posts.
- Edit content produced by other members of the team.
- Create content marketing campaigns to drive leads
- Use SEO best practises to generate traffic to our site.

Project Coordination

- Makes sure the team has the tools and resources to meet the project milestone
- Create project schedules that include materials estimates and manpower needs to be submitted to management
- Assist in documenting project phases and creating summary reports for company management
- Work with field personnel to handle project issues that may arise
- Build a strong team by cultivating relationships between each members and illustrates how they affect the success of the entire project

Hubspot Consultant

- Analyse integration opportunities, prescribe and engineer solutions
- Plan and implement on CRM and database migrations and assessments with your team
- HubSpot On-boarding and client adoption
- HubSpot Training
- Consultation and driving better adoption in Marketing/Sales/Service/Ops/CMS Hubs
- Creating upsell opportunities within the department
- Meet with clients and uncover priorities, set goals and build action plans for sales and marketing initiatives
- Contact list organisation and segmentation in HubSpot
- CRM and sales process consultation and management

Business Analyst

- Analysing and evaluating the current business processes a company has and identifying areas of improvement
- Researching and reviewing up-to-date business processes and new IT advancements to make systems more modern
- Presenting ideas and findings in meetings
- Training and coaching staff members
- Creating initiatives depending on the business's requirements and needs
- Developing projects and monitoring project performance
- Collaborating with users and stakeholders
- Working closely with senior management, partners, clients and technicians

Relationship Manager

- Understand customer needs and develop plans to address them
- Identify key staff in client companies to cultivate profitable relationships
- Resolve customer complaints quickly and effectively
- Forward upselling and cross-selling opportunities to the sales team
- Promote high-quality sales, supply and customer service processes
- Aim to preserve customers and renew contracts
- Approach potential customers to establish relationships
- Gain solid knowledge of competitors

With whom do you have to work as per your profile on a day to day basis?

Business Development Executive

- Clients
- Business Analyst

Digital Marketing

- Marketing Team
- Content Writers

Content Writing

- Marketing Team
- Graphic Designers

Project Coordination

- Project Manager
- Business Analyst
- Designers
- Developers
- Quality Analyst

Hubspot Consultant

- Digital Marketing team
- Content Writers
- Clients

Business Analyst

- Clients
- Designers
- Developers
- Quality Analyst
- Project Coordinator
- Project Manager

Relationship Manager

- Clients
- Employees