

Tatvic Analytics

<https://www.tatvic.com/job/manager-lead-generation/>

Manager – Outbound Lead Generation

Description

(A) Responsibility 1: Build a strong prospect database based on Tatvic's targeted user persona profile

- Activity 1.a.: Architect and execute drip campaigns based on user action (inaction).
- Activity 2.b.: Trigger email campaigns based on behavior (clicks, opens, etc.), date, and web visits.
- Activity 2.c.: Reach and nurture the leads to convert them into Marketing Qualified Leads (MQLS)

(B) Responsibility 2: Social Selling through LI Leadership

- Activity 2.a.: Connect and engage with the prospects and keep updated with their recent activities, groups, and company news.

(C) Responsibility 3: Identify possibilities to UpSell Tatvic's services

- Activity 3.a.: Incorporate insights and research into your marketing pipeline and proactively continue to identify upselling opportunities on an ongoing basis.

Functional Competencies Required:

- Market Research & Digital Marketing for Social selling
- Lead Nurturing through Social Media
- Inclination to Business Development
- Tactics for LeadGen through LI, referrals & Website
- Content Writing

Hiring organization

Tatvic Analytics

Employment Type

Full Time

Job Location

Ahmedabad, India

Date posted

July 23, 2020

Valid through

30.09.2020