

Digital Marketing Manager India

About Aviso

Aviso is the leading AI revenue operating system. We act as a compass to guide sales teams to maximize growth and minimize risk. Aviso's predictive AI delivers revenue intelligence, drives team-wide actions and course corrections, and gives precise guidance so sellers and teams don't get lost in the fog of CRM and other point tools.

With demonstrated results across Fortune 500 companies and industry leaders such as Dell, Nuance, Honeywell, Elastic, GitHub and RingCentral, Aviso works at the frontier of AI to help teams close more deals and drive more revenue. Aviso AI has generated 350 billion insights, analyzed \$400B in pipeline, and helped customers win \$1640B in deals. By using Aviso AI, sales teams close on average 20% more deals with 98%+ accuracy, reduce sales cycles by north of 25%, and reduce spending on non-core CRM licenses by 30%.

Aviso is backed by Storm Ventures, Scale Venture Partners, Shasta Ventures, and other leading Silicon Valley investors.

Who You Are

You're an expert in utilizing digital marketing tools and technologies for creating brand awareness and building marketing pipeline. You understand the digital marketing landscape and leveraging search, social media, video, email, mobile and other channels for marketing success. You have a growth mindset and are constantly trying new tactics for success. A proven digital marketing leader with a consistent record in increasing conversion, leads and revenue for the business

You will report to our VP of Marketing and work closely with the rest of Aviso's marketing team. This role is remote and can be based anywhere in India.

Your Future Responsibilities

- Define, execute, and optimize digital marketing techniques and processes across all regions and using industry best practices that are effective for B2B SaaS revenue growth
- Develop Organic and SEO strategies for increasing traffic and leads for Aviso website
- Identify competitor strategies and channels and be a step ahead in leveraging them for our business
- Understands Conversion rate optimization (CRO) and help increase it for Aviso web and landing pages
- Social Media optimization, monitoring and understands how to optimize digital channels like YouTube, Facebook, LinkedIn for increased views and traffic
- Able to set-up and track Goals, funnels and conversion tracking using Google Analytics or other Analytics tools

- Create and optimize paid advertising campaigns including display and remarketing campaigns
- Ability to run experiments and is constantly testing elements for increased marketing conversions
- Work with Marketing team in developing email campaigns that deliver results
- Report and Analyze campaign success and provide weekly reports for metrics identified
- Leverage newer channels for lead generation

Requirements

- Bachelor's degree preferred. MBA in Marketing is a big plus.
- 6-10 years of experience as a senior digital marketing manager for a SaaS or Tech company
- Proven track record of success in driving leads and revenue for a B2B Software company. B2C is fine but B2B experience is strongly preferred
- Is strongly data driven and obsessed with hitting goals set with a strong focus on ROI
- Knows SEO tools and techniques and can drive organic optimization single handedly
- Deep working knowledge of Google Analytics, Omniture or any other web analytics tool preferred. Google Data Studio is highly desired
- Experience using Optimizely, Google website optimizer, or other optimization tool for running tests
- Familiar with usage of key SEO tools Ahrefs, Semrush, Buzzsumo, Crayon, Google Search Console etc.
- Familiar with Google Ads, LinkedIn and Facebook Ads platforms and process
- Working knowledge of Hubspot or any marketing automation tool is strongly desired
- Knowledge of Intercom, Drift or other conversational messaging tools is good to have
- Knowledge of API's and use of automation tools like Zapier is an advantage
- Understanding of web technologies is a plus
- Analytical, with passion for intelligently measuring and assessing results
- Ability to effectively collaborate with a team of coworkers both in-person and remote
- Strong Excel skills and proficiency with G Suite, particularly Google Sheets and Docs
- Strong organizational skills and attention to detail
- Flexibility, adaptability, comfort with multitasking
- Efficient, professional, with a passion for quality and meeting deadlines

Aviso offers:

- Dynamic, diverse startup environment driven by transparency and velocity
- Convenient office locations in Hyderabad and Bangalore tech hubs
- Competitive salaries and company equity, and a focus on developing world class talent operations

- Comprehensive medical insurance available for you and your family
- Upskilling and learning support including via paid conferences, online courses, and certifications