

## Detailed Info - Web Marketing Executive

Education	Bachelor/Masters Degree in any discipline
Experiences	2- 6 years of working experience in web marketing
Basic Role	<ol style="list-style-type: none"><li>1. Will study your site, discuss with you and create a marketing plan</li><li>2. Will work as plan and make changes in the plan with the market feedback</li><li>3. Will communicate with development team and do the onsite SEO, submit to google and manage it over time</li><li>4. Will take care of the link development by submitting link by his own or and buy suitable 3rd party services</li><li>5. Will manage your PPC/paid ads using ROI tracking tools</li><li>6. Will manage your affiliate software as an affiliate manager</li><li>7. Will represent your company in few major forum where your product is talked about</li><li>8. Will communicate with the designer and get the banners creative done</li></ol>