Web Marketing Executive

If your future customers can't reach your website, it becomes worthless, however good it is. It is the SEO Executive who will bring visitors to your website. Through SEO, Affiliate Marketing, PPC, email marketing, social Medias and other techniques that will suit your website profile and budget.

Marketing is an ongoing process, so you need to hire a marketing person over a period of months to get the result.

Education, skills and experiences

Education	Bachelor/Masters Degree in any discipline
Experiences	2- 6 years of working experience in web marketing
Basic Role	1. Will study your site, discuss with you and create a marketing plan 2. Will work as plan and make changes in the plan with the market feedback 3. Will communicate with development team and do the onsite SEO, submit to google and manage it over time 4. Will take care of the link development by submitting link by his own or and buy suitable 3rd party services 5. Will manage your PPC/paid ads using ROI tracking tools 6. Will manage your affiliate software as an affiliate manager 7. Will represent your company in few major forum where your product is talked about 8. Will communicate with the designer and get the banners creative done

When and how to hire?

You should hire SEO / Web Marketing Executive after your site is developed is not live. It must be SEO-ed first then move to live. Here are the hiring options

Full dedicated: You can simply hire as fulltime dedicated and pay monthly. He will work on only for your projects.

Part Dedicated: If you do not need a fulltime marketer you can have a monthly contract of XX hours

every month. We will allocate his XX hours in a month for your project(s) and he will do it as per schedule.

Cost Comparison Charts

Dedicated Hiring

Resource Type	Exp	Monthly Cost in $
Team Developer	2 -3 yrs	900 to 1000
Sr Team Developer	3-4 Yrs	1100 to 1200
Upto 15 PM hrs Support add on	8 to 12 yrs	150
Senior Web Developer	4-7 yrs	1150 to 1500
Senior Application Developer	4-7 yrs	1250 to 1500
Team Lead / Project Manager / Analyst	6 - 12 yrs	1500 to 2500
Web Designer	>3 yrs	1000 to 1350
SEO / Marketing Executive	>2 yrs	900 to 1000
Data entry operator	>2 yrs	350 to 500

Note. Costs are provided for atleast 160 (Average of two consecutive months) during office hours. Two developers of same level of experience can have different rates depending on the skill sets they have.

Part Dedicated Hiring

Resource Type	Experience	Rate in $	
Monthly Hours->		First 60 Hrs	60 to More (per hr)
Team Developer	2-3 yrs	480	7
Sr Team Developer	3-4 Yrs	540	8
Senior Web Developer	4-6 yrs	660	9

Sr Application developer	>4-7 yrs	720	10
Project Manager / Analyst	8-10 yrs	900	15
Web Designer	>3 yrs	540	9
SEO Expert	>3 yrs	720	12
Data entry operator	>2 yrs	250	4

Please Note:

1. Hours must be purchased/booked for a month in advance. Minimum commitment hrs is 10 only.
2. Unused hours will not carry forward to next month.