

Job Title: Performance Marketing Manager

Location: Remote, India

Employment Type: Full-time

Experience Level: Mid-Senior Level

About the Role:

We are seeking a dynamic and experienced Performance Marketing Manager to join our team. This role will involve both client-facing responsibilities as well as internal strategic work. The ideal candidate will have a background in marketing agencies or B2B product-based companies and possess a minimum of 5 years of relevant experience. If you are passionate about driving results through innovative marketing strategies and enjoy collaborating with both clients and internal teams, this could be the perfect opportunity for you.

Responsibilities:

- Develop and execute performance marketing strategies to drive client acquisition, retention, and revenue growth.
- Collaborate with clients to understand their business objectives, target audience, and marketing goals.
- Plan, implement, and optimize digital marketing campaigns across various channels, including but not limited to PPC, SEM, display advertising, email marketing, and social media.
- Conduct thorough analysis of campaign performance, provide actionable insights, and make data-driven recommendations to optimize ROI.
- Stay up-to-date with industry trends, best practices, and emerging technologies in performance marketing.
- Work closely with cross-functional teams including creative, content, and analytics to ensure cohesive and integrated marketing initiatives.
- Manage client relationships, communicate campaign progress, and deliver regular performance reports.
- Lead internal initiatives to drive continuous improvement in performance marketing processes and capabilities.

Qualifications:

- Bachelor's degree in Marketing, Business Administration, or related field.

- Minimum 5 years of experience in performance marketing, preferably in a marketing agency or B2B product-based company.
- Proven track record of successfully managing and optimizing digital marketing campaigns to achieve business objectives.
- Strong analytical skills with the ability to interpret complex data and draw actionable insights.
- Proficiency in marketing analytics tools such as Google Analytics, Google Ads, Facebook Ads Manager, etc.
- Excellent communication and presentation skills, with the ability to effectively interact with clients and internal stakeholders.
- Self-motivated, results-oriented, and able to thrive in a fast-paced environment.
- Experience with marketing automation platforms (e.g., HubSpot, Marketo) is a plus.
- Relevant certifications (e.g., Google Ads, Google Analytics) are desirable.

Assignment -

You have to answer the following questions:

Question 1:

Please describe your process to optimize the following page for Organic Search:

<https://vervoe.com/assessment-library/contact-centre-representative-skills-assessment/>

Question 2:

How would you track the results of the SEO methods you just put in place for

<https://vervoe.com/assessment-library/contact-centre-representative-skills-assessment/>?

Question 3:

Imagine you join an organization and their largest channel is Organic Search. A lot of efforts has been made on content, design, and backlink building strategies. The loading performance of the website has not been the focus and it is getting increasingly slower.

How would you measure the page speed and other relevant technical performance metrics of the homepage (feel free to use ours as an example)? What are the exact figures? Additionally, please provide a diagnosis of the issue and explain the impact this could have on our traffic.

Question 4:

You've been asked to design a PPC campaign for the same site (<https://vervoe.com/assessment-library/contact-centre-representative-skills-assessment/>). Which channel would you use and why? Give as much information about the audiences or keywords you'd use and how you'd set up the first experiment.

Question 5:

What is the best metric for determining a winning PPC ad?

Option 1: Clicks

Option 2: Lowest Cost Per Click

Option 3: CTR

Option 4: Ad Position

Question 6:

Describe when you would end an advertisement test and what metrics you would use to decide. Feel free to draw on previous experience as an example.

(📺 Optional - you can use loom or screen recording to share your experience)

Question 7:

Identify the most effective marketing channel you would advise to reach our target audience & briefly explain your choice, and how you plan to leverage this channel.

(📺 Optional - you can use loom or screen recording to share rationale for your answer)

Question 8

You were running two campaigns across two separate channels using comparable audiences. The goal of the campaign is to get more paying customers from new free trial sign ups. The campaign has been running for one week. Here are the results so far:

Google Search Ads:

- CPC = \$4.87

- Number of Clicks = 248

- Conversion from landing page view to sign ups = 11.69%

Facebook Image Ads:

- CPC = \$1.95
- Number of Clicks = 649
- Conversion from landing page view to sign ups = 7.85%

You share these results with your colleague in Product Marketing who is thrilled to see traffic is up but is concerned that sign ups from Facebook Ads seem to be about half as likely to upgrade as the sign ups from Google Search Ads. The median time to upgrade is 5 days, and the average for conversion from sign up to paying customer is 19.83%.

Given this information, what actions will you take with your campaigns, and possibly how might you change how you measure the campaigns?

Deliverables:

- Provide your answers in a neatly formatted Google Doc or a Notion page
- Please make sure the link is available for “public view”