

Performance Marketing Manager Jobs in Lahore, Pakistan

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We are seeking an experienced and data-driven Performance Marketing Manager to lead and execute our digital marketing campaigns with a focus on driving measurable results and maximizing ROI. The ideal candidate is a strategic thinker with a proven track record in planning, implementing, and optimizing performance marketing campaigns across various digital channels.

Responsibilities:

- Strategy and Planning:** Develop and execute comprehensive performance marketing strategies to achieve business objectives, including customer acquisition, lead generation, and revenue growth. Identify key target audiences, market segments, and digital channels to optimize campaign reach and effectiveness.
- Campaign Management:** Manage end-to-end execution of performance marketing campaigns, including campaign setup, ad copy creation, creative development, budget allocation, and performance tracking. Monitor campaign performance metrics, such as CTR, CPC, CPA, conversion rates, and ROI, and make data-driven adjustments to optimize results.
- Paid Advertising:** Oversee paid search (SEM), paid social (Facebook, Instagram, LinkedIn, etc.), display advertising, and other relevant channels. Collaborate with the design team to develop compelling ad creatives and landing pages that drive conversions.
- Analytics and Reporting:** Utilize analytics tools to gather, analyze, and interpret

data from various marketing channels. Generate regular performance reports, providing insights and recommendations for optimization. Identify trends and opportunities for improvement and present findings to the marketing team and senior management. Budget Management: Manage marketing budgets effectively to ensure maximum ROI and cost efficiency. Allocate budgets across different channels and campaigns based on performance and strategic priorities. A/B Testing and Experimentation: Plan and execute A/B tests to optimize ad creatives, landing pages, and targeting strategies. Implement continuous experimentation to improve campaign performance and uncover new opportunities. Cross-Functional Collaboration: Collaborate with the content, design, and development teams to align marketing efforts with overall brand messaging and customer experience. Work closely with other departments to ensure a cohesive and integrated approach to marketing initiatives. Original jobs : <https://www.mustakbil.com/jobs/job/1413848#J-18808-Ljbffr>

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