

PPC (Pay Per Click) Expert (Karachi)

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Company: TachZilla

Location: Karachi

Category: other-general

TachZilla is looking to hire PPC (Pay per Click) to run PPC campaigns and monitor paid search budgets.

Job Responsibilities:

Perform daily account management and of pay per click accounts on Google AdWords, Yahoo, Bing and other search platforms.

Assist in the maintenance and monitoring of keyword bids, account daily and monthly budget caps, impression share, quality score and other important account metrics.

Manage and maintain updates for large keyword lists.

Provide creative copy suggestions and graphical ad templates.

Assist in the management of Display network placement lists on AdWords and through other contextual advertising platforms.

Provide recommendations and execute strategies for keyword opportunities, campaign structuring, targeting, display network, and other facets of paid search in accordance with company goals.

Support the generation new paid search campaigns, ad groups, and accounts and aid in the creation of new paid search marketing initiatives.

Generate weekly and monthly reporting for all major metrics, goals tracking, revenue tracking, and other paid search initiatives.

Keep pace with search engine and PPC industry trends and developments.

Monitor and administer web analytics dashboards, reports and key reporting tools, and point out key areas of importance in accordance with company goals.#J-18808-Ljbfrr

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