

Inbound Marketing & Social Media Assistant



The Inbound Marketing and Social Media Assistant plays a pivotal role in driving site traffic, converting visitors into valuable leads, and nurturing those leads towards conversion into loyal customers, with support from our sales leadership team. As the ideal candidate, you will demonstrate your knowledge of cutting-edge strategies and emerging trends in digital and social media marketing. Creativity will be your forte, enabling you to engage audiences effectively, while your expertise will guide the transition from audience building to lead conversion.

Responsibilities:

- Build and manage a rich content/editorial calendar that attracts a qualified audience (including blog posts, newsletters, whitepapers, ebooks, reports, webinars, infographics, etc.)
- Grow new leads, including marketing-qualified leads, by converting site traffic through calls-to-action, landing pages, and lead generation content (including offers and promotions).
- Optimize our marketing automation and lead nurturing processes through email, content, and social channels.
- Establish closed-loop analytics with sales to understand how our inbound marketing activity turns into customers, and continually refine our process to convert customers.
- Build and manage the company's social media profiles and presence, including Facebook, Instagram, Twitter, Pinterest, and additional channels that may be deemed relevant.
- Monitor and engage in relevant social discussions about our company, competitors, and/or industry, both from existing leads and customers as well as from brand new audiences.
- Run regular social promotions, create campaigns and track their success.
- Drive consistent, relevant traffic and leads from our social network presence.
- Explore new ways to engage and identify new social networks to reach our target buyers and create customer success programs.

Requirements:

- Excellent communicator and creative thinker, with an ability to use both data and intuition to inform decisions.
- Proficiency in using social media software (e.g. HubSpot's Social Inbox) to monitor social media conversations. You will be our ear to the ground to route the appropriate marketer, sales rep, and/or support rep to social conversations.
- Proficiency in marketing automation and blogging software in order to generate traffic, convert visitors into leads, and then nurture them (using dynamic workflows) into converted customers.

Send resumes to hello@detailsflowers.com