

E-Insure Services, Inc.

Marketing/Business Development Associate

JOB DESCRIPTION: (i) Developing online paid search campaigns in Google, Yahoo/Bing AdWords, and monitor all campaigns daily (35%): utilize Google AdWords Planner, via its keyword search, as well as other tools such as Moz to find words that drive heavy customer traffic, pertaining to our product suite, and that are at reasonable prices; group those words that are found to be valuable into campaigns that are product specific (e.g. home insurance, life insurance, auto insurance); import those campaigns into Google/Bing/Yahoo to craft a bidding strategy so that Einsure is listed on different search queries; monitor the performance of these campaigns daily. (ii) Conducting marketing research using Google products (Google Analytics, Google AdWords, etc.) and web analysis tools (like SEMrush, Moz, etc.) and develop online marketing strategies for each insurance product (25%) – building monthly spreadsheet that tracks competitors' products, changes and overall strategy through perusing their sites, and using web tools to measure their traffic; conducting Einsure's performance metrics using Google Analytic products as well as web analysis tools, such as SEMrush, against competitors; and analyzing performance of Einsure against competitors on a daily basis, and creating initiatives that could help Einsure perform better, ultimately reaching more customers. (iii) Applying SEO (Search Engine Optimization) to improve organic search results of all our website pages including all products and information pages (20%) – analyzing performance of Einsure against competitors on a daily basis, and creating initiatives that could help Einsure perform better, ultimately reaching more customers; analyzing changes in Google search results for several search queries related to insurance; following publications to stay up to date regarding Google's best practices, and what would get a website ranked higher than its competition; and applying findings to each web page of Einsure. (iv) Creating weekly performance reports and measure the effectiveness of marketing strategies (10%) – tracking the amount clicks, converted clicks, conversion rate, dollar spent per conversion and several other metrics for each campaign and word for Google, Bing/Yahoo; report results to team on a weekly basis; tracking Einsure's performance for search queries (ranking of Einsure) daily and report back to team; and report which pages on the website garnered the most traffic and report back to team. (v) Creating competitors' analysis and analyze findings to understand customers and market opportunities for new businesses and new partners (5%) – tracking competitors' websites to stay current with their product offerings, marketing schemes and solvency; and reporting to Einsure team on a monthly basis on those opportunities where our company could, among other things, utilize a certain marketing ploy that may have been successful for a competitor, an opportunity to develop a new product, or a new way to reach a certain demographic. (vi) Generating a customer base and create email marketing campaigns using a CRM to sell our products and attract new customers (5%) – constructing emails that include content from our site and informs customers of upcoming insurance related news.

REQUIREMENTS: Must have a Master's degree in Communications, Marketing, Business Administration, or closely related. Must have gained the following through education, experience or internship: (i) Utilizing paid search campaigns and marketing funds that directly

impacts the profitability of the Company; (ii) Building and subsequently reviewing business performance to assess marketing plans; (iii) Understanding the Company's income statement and its impact on marketing queries; (iv) Understanding the marketing trends to report or identify competitors business models; and (v) Deploying and analyzing complex operation sites and marketing data, using Google AdWords Planner, Google Analytics, Google AdWords, Active Campaign, Search engine Optimization (SEO), Moz, and/or SEMrush.

To apply, send resume to jobs@einsure.com referencing job ID LSSMBDevAss112021