

Turkey Jobs Expertini®

Senior User Acquisition Manager (B2B)

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Company: RateHawk

Location: Turkey

Category: other-general

We're on the hunt for a skilled Senior User Acquisition Manager to join our team and work on our brand. We need someone who's experienced in B2B marketing and has a solid track record of generating leads through different channels. It's important that the candidate has a good grasp of B2B unit economics, knows how to conduct A/B tests, and has a knack for targeted social media advertising.

Job Responsibilities

Develop and implement lead generation strategies for B2B brands.

Test hypotheses to increase landing page effectiveness.

Test new lead generation mechanics.

Analyze the customer acquisition funnel.

Build an effective omni-channel registration funnel.

Launch targeted advertising campaigns using 1st and 3rd party data.

Requirements

Successful lead generation experience for B2B companies.

Understanding of unit economics and LTV.

Experience in building acquisition using omni-channel acquisition funnels.

Successful implementation of tools to increase conversion (lead magnets, lead forms).

Use of audience search services for advertising campaigns (demandbase, clearbit, apollo).

Experience with lead generation through Facebook and/or LinkedIn.

Working with data on current clients: segmentation, enrichment, expansion (LAL), predictive audiences.

Use of tools for lead segmentation.

Working with analytics systems (Google Analytics).

Fluent English language skills.

Benefits

Remote work format.

Flexible working hours — we don't require you to be online or in the office at 09:00 sharp.

Interesting and ambitious tasks that will take you to the next professional level.

Learning: seminars, trainings and conferences.

Corporate English.

Corporate discounts on hotels and other services.

Ambitious team of professionals.

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