

SOCIAL MEDIA MARKETING EXECUTIVE

Job Summary:

The Social Media Marketing Executive will be responsible for developing and implementing social media strategies to enhance the online presence of our homeopathy clinic. This role involves creating engaging content, managing social media platforms, and analyzing performance metrics to drive patient engagement and clinic growth.

Key Responsibilities:

1) Social Media Strategy Development:

Develop and execute social media marketing strategies aligned with the clinic's goals and objectives.
Identify target audiences and appropriate social media platforms to reach them effectively.

2) Content Creation and Management:

Create, curate, and manage engaging content, including text, images, and videos, to promote homeopathy services and educate the audience.
Ensure all content aligns with the clinic's brand voice and complies with relevant regulations.

3) Platform Management:

Manage the clinic's social media accounts (e.g., Facebook, Instagram, Twitter, LinkedIn) by scheduling and publishing posts regularly.
Monitor and respond to comments, messages, and reviews promptly to foster community engagement.

4) Advertising and Promotions:

Plan and execute paid social media advertising campaigns to increase brand awareness and attract new patients.
Monitor ad performance and optimize campaigns for better ROI.

5) Analytics and Reporting:

Track and analyze key performance indicators (KPIs) such as reach, engagement, and conversion rates.

Prepare regular reports to assess the effectiveness of social media strategies and suggest improvements.

6) Collaboration:

Work closely with the marketing team to align social media efforts with overall marketing campaigns.

Collaborate with healthcare professionals to create informative content that educates the audience about homeopathy.

7) Stay Updated:

Keep abreast of the latest social media trends, tools, and best practices to ensure the clinic remains competitive online.

Understand and adhere to legal and ethical guidelines related to healthcare marketing.