

FERGUSON ADVERTISING DIGITAL MEDIA ANALYST



Date: February 10, 2022

DIGITAL MEDIA ANALYST

Digital advertising is a fast-paced industry that continues to grow and evolve everyday. At Ferguson Advertising, we are continuing to grow with it and we are searching for an experienced, intellectual, and thoughtful Digital Media Analyst to join us.

Our digital advertising team works with all areas of digital advertising, including search, display, video, native and social ads.

This person will develop, execute and monitor digital advertising campaigns for our clients and requires proven, successful experience with planning, development, execution and ongoing management of digital advertising campaigns.

Experience using Google Analytics to analyze data from site traffic and using that data to create reports that are easy to read and give meaningful analysis to our clients is also required.

In addition, this person will assist in search engine optimization (SEO) through keyword research and auditing client websites, providing strategies and analysis to those in our staff developing websites and site content.

Overall, this is a position for someone who:

- Has worked in digital advertising in the past and knows that they are analytical, likes to dig into numbers and doesn't mind working at a computer for several hours.
- Is inquisitive and likes to learn about new things.
- Is self-motivated and takes personal pride in their work.
- Can analyze data and strategize improvements based on that data.
- Is inquisitive and likes to learn about new things.

Job Responsibilities:

- Plan, initiate and manage targeted online media buys for Search, Display, Video, CTV and Social Media advertising campaigns for our clients.

- Work with a variety of administrative software platforms, including Google Ads, Google Analytics, Bing Ads, DSPs, and social media platforms.
- Utilizing additional research tools such as Woorank, Authority Labs, SpyFu and SEMRush to assess client websites and providing tactical recommendations to improve site rankings (i.e. quality scores) and make digital media campaigns more effective and efficient.
- Work with internal account service and creative production teams to plan client campaigns, collaborative development of ad content, and provide ongoing campaign reporting and recommendations.
- Perform keyword research, competitor analysis and website audits for the purpose of search engine optimization; and create strategies and reports to be utilized by other staff in the creation and development of websites.
- Compiles and interprets media data and analytics.
- Gathers and assembles background information and analyses as needed for development of digital media plans, documents, and presentations.

Desired Experience:

- Minimum of 1 year work experience in Google Analytics
- Minimum of 1 year work experience in actively managing accounts in Google Ads
- Experience in managing Facebook advertising campaigns preferred
- Knowledge of programmatic digital media buying and demand side platforms (DSPs)
- Proven experience in and understanding of tracking digital marketing campaigns within Google Analytics
- Knowledge and experience in analyzing landing pages for conversion rate optimization
- Experience in Google Data Studio is preferred
- Experience with reporting data and analysis of digital marketing efforts and website traffic

About Ferguson Advertising:

Founded in 1975, we are Ferguson Advertising, a full-service marketing and advertising agency that has steadily grown ever since opening our doors. We are business professionals who have established a strong, stable, and vibrant company by adopting new technologies, forward-thinking business strategies, and doing what is right for our clients and our employees.

Our employees are the life-blood of our company-- We offer competitive compensation and benefits packages with a casual and flexible work

environment because we take business seriously, but we don't take ourselves too seriously.

If this job and our company sound like the right fit for you, send us your resume, cover letter and any salary requirements today.