

Marketing and Sales Manager – Games2win’s WIN Network

About Us:

Games2win is a global top 20 online games business ranked by comScore*. Games2win operates its portal – www.games2win.com, games on Facebook and Orkut and on Inviziads (www.inviziads.com) - an in-game ad network running across 5000+ websites. Over 15 million unique visitors from over 200 countries play our games each month across our network. The company is top tier venture funded and co-founded by Alok Kejriwal - serial digital entrepreneur and Mahesh Khambadkone -an online gaming technocrat.

Why this industry is so exciting:

Flash gaming is now one of the most popular entertainment formats in the world with 1 out of every 2.5 web users (250 million) visiting an online games website*. Older gaming formats such as consoles are slowly fading away in popularity in favor of quick and easy online games. These games amongst all other online entertainment products are the most engaging and sticky and hence grab lots of consumer attention. This results in advertising within and around games becoming a very serious and large business opportunity.

What we have achieved so far:

Games2win is one of the fastest growing online games companies in the world. Our unique strategy of developing international quality content in India and then exposing it to global audiences is a big success. Of the 15 million unique visitors a month, over 40% comprise of visitors from the US and EU. We serve over 175 million ads a month across our network and attract young teen and tween audiences that monetize well.

What we are building:

We are presenting all the consumer touch points comprising our portal, our social media games and our ad network as one unified WIN ‘Wide Intelligent Network’ business that can be effectively leveraged for advertising and marketing solutions. Using data analytical tools, we are constantly understanding our audiences better and gaining deep insights about their behavior, tastes and preferences.

What's the opportunity?

Position: We are seeking a **HIGHLY** motivated and results-driven marketing specialist who will thrive in a fast-paced environment in the emerging business of gaming-related advertising. This is an excellent opportunity for a “roll up the sleeves” marketer to take their career to the next level.

The Candidate would understand the online gaming market and its’ various advertising incumbents, to create, execute, measure, analyze and optimize marketing and sales programs.

The Candidate will collaborate with Product Teams, Data Analysis Teams, Campaign Management and other functions to create and deploy highly effective marketing and sales programs, including email campaigns, outreach programs, blogs, co-marketing opportunities, online advertising and more. This position is both creative and analytical in nature. To be successful, you will have very strong written and verbal communication skills and a passion for innovative software and customer success. In this position, you will play a key role in identifying, developing and implementing awareness and acquisition and sales strategies to directly impact the critical business metrics.

Based in – Mumbai, India

Experience – Someone who has been in the Internet content and or online advertising (ad agency, ad networks etc) business for the past 2 years at least. Past experience soliciting new business, preparing proposal and analyzing trends will be required. An understanding of the online internet space is a must.

Role & Responsibility:

- Quickly landscaping the online gaming business and understanding key players and movers and shakers – gaming portals, youth portals, as well as rates and selling guidelines for this kind of inventory
- Pitch the business to leading players in the eco system, demonstrate the Wide Intelligent Network’s value proposition, and create sound and concise contracts to capture business deals.
- Design, implement and manage marketing programs focusing on building awareness and customer acquisition.

- Understand, optimize and expand our ad delivery and targeting system.
- Manage weekly and monthly reporting and tracking, flagging issues for internal stakeholders and report metrics appropriately.
- Develop and manage metrics and budgets; understand and implement coding schemes for tracking purposes.
- Analyze and report program performance; provide results and recommendations for improvement and new programs.
- Effectively manage outside partnerships to maximize ROI on program investment.
- Leverage a "test, measure and refine" approach to constantly improve program results and increase the impact of marketing on revenue and profitability.
- Propose new marketing program ideas and then secure support from internal and external stakeholders to fund and execute these programs.
- Develop ad copy, landing pages, banner creative and other marketing collateral.
- Create feature specification documents for changes to the website and other online projects.
- Provide support for other areas of marketing as needed.

Compensation – We would reward top talent with very competitive salaries as well as stock options in the business.

Growth Prospects - This is an ideal opportunity for someone who wants to be a part of the fast growing online casual gaming industry and play a hands-on role in scaling up a successful start up venture to a large business. The freedom to experiment, innovate and pioneer business ideas in the new exploding in-game advertising will be enormous. The candidate can look forward to setting self defined goals and milestones and actually operating the business like his/her start-up. Success can lead to growing into a Director and Key Management in the company.

Contact – maresh@games2win.com (Co-Founder & COO)

* comScore Data references are for May 09 data