



Life as a Paid Social Associate by Josh

Current job title: Senior Paid Social Associate

Fun Fact about me: I'm great at doing accents!

Three words people would use to describe me: A golden retriever.

What made you interested in digital in the first place and why then this role?

My interest in digital started at university, where I was the social secretary of my uni society Music Theatre Warwick. I was often using Facebook organising events, and there were lots of musicals to promote. We needed to promote these shows to raise revenue for the society and so I looked out for ways to help.

I found that posting about shows on Facebook really helped with ticket sales and so I kept it up. However, I really wanted to understand the direct impact of my posts on sale. Sure, we could put a video on Facebook and get lots of likes, but how many ticket sales did this impact?

Come third year of university I started looking for jobs and, low and behold, there was a job for paid social! I really enjoyed marketing on Facebook and wanted to understand the direct influence of marketing, so thought that a role at Merkle Periscopix would help keep me engaged but also give me excellent training. A big influence on my applied also came down to the fact that the industry is constantly evolving - you're always kept on your toes with new product updates. Certainly, my cup of tea.

Was there anything that made you hesitant about applying that you now realise you shouldn't have feared? (e.g never having done digital before)

Excel skills! I could do a couple of formulas (averages, sums etc.) but was really daunted by the prospecting of having to crunch data all day and not knowing how to deal with it. Luckily, training here is excellent. You are quickly thrust into it, but you're taught incredibly well. I wouldn't go as far to say I'm an excel master, but I'm definitely confident now.

What do you do on a day to day basis from 9am to 5:30pm?

No day is the same here, but there are a few things that are constant throughout the week: Client communication and reporting is one of them. Every week and month we send our clients a report to let them know how performance has changed. We'll also make to tell them what we're going to be doing to improve it the next week (or month) and have a call to help answer any questions they may have.

A proportion of the day will be spent building out my campaigns for clients and creating new ads. I'll also plan a few tests for the week. Testing is extremely important as we don't ever want to seem that we're just content with performance - we always want to improve it.

Finally, I spend a good bit of time each day self-learning. I always want to keep up to speed with the news and updates in the industry and so delve into articles and case studies (which Facebook often supply). We're all boffins here and are constantly on the hunt for new and exciting trends.

What's your favourite thing about your role?

Like I mentioned a bit above, the constant learning is a big perk. I only joined in September 2017, but there have been some pretty big changes to how the industry has changed. Facebook (and the other

platforms) is always updating its products, and so we're always finding new things to test out.

What's your favourite thing about the culture at Merkle?

I think it would have to be how the relationship between co-workers. A lot of my friends from outside of work have work friends, but their friendships are nothing like the ones I've made here. From day one I was welcomed to lunches, invited out to socials and work drinks. I'm confident in saying that the friendships I have here will be long-lasting!

What's been your proudest moment so far at Merkle?

Winning an award. It was for the Campaign Tech Awards and we had entered for 'Best Use of Paid Social'. My heart was racing when they came to our category, but I was beaming as soon as they announced that we had won. The feeling you get from winning an award is unforgettable.

What's your next step in terms of your career path at Merkle?

Who knows! I started as a paid social account manager and have been promoted to senior, so have spent a lot of time doing account management (duh), but I've also started branching out into external client training, one of our new offerings as an agency. Our managers are great at guiding us to decide what we want to do, but in the end what you want to do can always change.