

Viking Analytics AB



Digital Marketing specialist

We, at Viking Analytics, are in an exciting phase of growth and are driving smart manufacturing in an unprecedented manner. Our technology is enabling domain experts in the heavy industries to build reliable smart manufacturing applications with high quality labeled and organized sensor data. These applications include predictive maintenance, root cause analysis and process optimization. To strengthen our team and reach out to our users, which include the domain experts, we would like to kick-start our digital marketing and campaigning activities. We need help with the following:

- a) Drive activities for brand building, driving online content and traffic: Develop online presence: LinkedIn, Twitter and other channels - Improve presence and ranking on Google, Bing and other search engines
- b) Content creation (blogs, articles): create and maintain a high-quality newsletter with news and blogs about industry 4.0, predictive maintenance, smart manufacturing and process optimization.
- c) Drive online ads in targeted forums: Identify online footprint of users, online user groups, identify online magazines for users and drive online content and ads.
- d) Test different marketing hypotheses and measure results.

To be considered for this exciting opportunity, please submit your details to apply@vikinganalytics.se.

Connect on LinkedIn: <https://www.linkedin.com/company/viking-analytics-ab/>