

Assignment for interview 1:

Presenting your quotation

You are required to present your quotation for the following quarterly activities for your initial quarter. Your presentation should last 10 minutes, followed by a 20-minute question-and-answer session. During the presentation, focus on clearly articulating your quotation and demonstrating your strategic thinking and expertise in inbound marketing.

Quarterly Activities:

- Create Facebook page
- 6 Facebook page posts/month
- 4 Facebook groups posts/month
- 1 Facebook campaign with a budget of 500€/month
- 1 DEM using Mailchimp
- 3 Massemail using Zoho CRM
- 1 Newsletter/week using Mailchimp
- 1 Open day using Zoho Webinar/meeting

Quarterly Targets:

- 1200 leads
- 120 grant-holders pre-registered to our courses (averaging 3 participants per grant-holder)

In your presentation, please ensure you cover the following points:

- Overview: Provide an overview of the activities and targets you will address in your quotation.
- Facebook Strategy: Explain your approach to creating and maintaining the Facebook page, including the frequency and content strategy for the posts. Discuss how you will utilize the Facebook group feature to engage the target audience effectively.
- Facebook Campaign: Outline your strategy for the Facebook campaign, including budget allocation, targeting parameters, and key performance indicators (KPIs) to track the campaign's success.
- Email Marketing: Describe your approach to designing and executing the DEM using Mailchimp, as well as the content and objectives of the Massemails sent via Zoho CRM. Discuss how you will segment the audience and measure the effectiveness of your email marketing efforts.
- Newsletter: Present your plan for the weekly Newsletter, including the content topics, layout, and CTAs. Explain how you will leverage Mailchimp to optimize open rates, click-through rates, and conversions.
- Open Day Event: Detail your strategy for hosting a successful Open Day event using Zoho Webinar/meeting. Outline the promotional activities, registration process, and how you will measure the event's impact in terms of lead generation and engagement.
- Visual Assets: Briefly explain how you will incorporate visual elements into your Facebook posts, DEM, and newsletter. Provide examples of the types of visuals (images, videos, infographics, etc.) you would utilize to enhance engagement and communicate the message effectively.
- Quotation: Provide a breakdown of your pricing structure, including any additional costs or considerations, ensuring it aligns with the proposed activities and targets.

During the Q&A session, be prepared to answer questions related to your quotation, including how you will achieve the targets, track campaign performance, and optimize strategies based on results.

Please, send your presentation via email at least 2 days before your interview!

Please, bring your own laptop and connect to our projector. If you don't have a laptop, please contact us in advance.

Good luck!