



## Marketing internship project: Brand & communications

**Duration:** 6 months (Feb.-July 2019)

**Subject :** Marketing internship project: Brand & communications strategy in the software industry

Elaborate and implement a **brand and communications strategy** in the B2B software industry

### Mission

The candidate will analyse, elaborate and implement a strategy to develop our brand, reputation and visibility using inbound and community management techniques.

### Required Skills

- Good written and oral communication skills in english and french
- Good organizational abilities
- A good knowledge on software, technology trends will be appreciated

### Mission Details

- Brand advocacy
  - Set up strategy/program
    - Display campaigns program
    - Reviewers nurturing
- Directories/specilized websites
  - Be listed on the maximum of software website/directories to maximize our visibility
  - Explore and optimize our listings to improve our rank/ visibility on strategic directories and get listed in their reports: alternativeto, g2crowd, capterra
- Social
  - Manage and dynamize groups/ pages in order to grow our communities, boost our visibility and improve the engagement through
    - Valuable Content creation and diffusion
- Forums
  - Set up a strategy to improve eXo' visibility on tech forums (quora, reddit..)