Marketing internship: Brand &product marketingstrategy

Duration: 4-6 months

Subject

Marketing internshipproject: Brand &product marketingstrategyin the software industry :

Elaborateand implementa **brand and product marketingstrategy**in the B2B software industry

Mission

The candidate willcontribute to developour brand and productstrategyusingcontent and inboundmarketing techniques.

RequiredSkills

- 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

- Directories/referral websites
    - Be listed on software website/directories
    - Update our listings with new and relevant content
    - Optimize our presence on strategic directories to improve our rank/ visibility
- Social
    - Produce content for social channels
    - Animate and moderate our groups and social pages

- Brand advocacy
    - Set up strategy/program
        - Display campaigns program
        - Reviewers nurturing

- Forums
    - Set up a strategy to improve eXo' visibility on tech forums (quora, reddit..)

- Organic
    - Set up a guest blog strategy in order to support our netlinking efforts
    - Website audit and optimization in order to improve our rank on search engines