

OGX-MARKETING SYNERGY

Because we are the best.



**MKT DOESN'T UNDERSTAND
WHAT I WANT!!!!**

**OGX DOESN'T UNDERSTAND
WHAT I DO!!!!**

ATTR

stranger

Visitor

open

CONS

LEAD

ACCEPTED

IN PROGRESS

VD

customer

approved

Realized

B ADV

Promoter

Complete

CUSTOMER

- he gets to know about AIESEC through different channels: social media, website, on ground marketing (class visits, flyers, booths)
- he is going through lots of opportunities, He signs up (which converts customer profile to lead)

Click apply

- HE is looking for the answer from the opportunity managers, applying, preparing for interviews.
- He goes through rejections or no answer, makes decision which EP AN to sign
- He gets contacted by sending entity
- He is making a payment and signing contract with sending entity
- FINAL APPROVAL

Get accepted by EP/OPP manager

- He GOES through all formalities like visa
- He is getting to know the information about pick up, hosting, entity etc.
- He is attending OPS
- FLIGHT, PICK UP

1st day of work

- He is Involved with AIESEC Community (LC & EPs) and goes through IPS
- HERE IS where the MAGIC HAPPENS!

1 day after end date

- He is flying back home
- He wants to give and receive feedback
- He shares the experience through NPS, other showcasing strategies and to friends/family
- He attend reintegration seminar

S
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AIESEC

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- ONLINE MKT
- SOCIAL MEDIA ATRRACTION
- ON-GROUND MARKETING
- PRMOTION MATERIALS (VIDEOS, FLYERS, BOOTHS, ETC.)
- PROVIDE EMAIL SUPPORT

- MANDATORY CONTACT.
- INTERVIEW BY SENDING ENTITY.
- CALLING EP TO MAKE SURE THEY SIGN THE ACCEPTANCE NOTES.
- approve shortlisted eps. .
- payment and contract signing.

- Documents
- delivery of ops
- Constant follow up

NEXT
SLIDE

- delivery of re-integration seminar (s&s 16).
- gather experiences for showcasing.
- guide returnees to take more opportunities or go to llc.

- Evaluate standards accomplishments for product development
- improvement. Based on feedback
- Experience evaluation + nps survey analysis
- Showcasing and re-integrating the ep

ENABLER

- First interaction with aiesec Getting in touch with aiesec due to referrals
- Strategic alliances
- Expectation setting – correct value proposition understanding
- browse available profiles
- 1st meeting

- Agreeing on timeline
- Reinforce value proposition and role of company in developing leadership potential
- Shortlisting of candidates
- Company selection
- Company rejects
- Company interviews

- Expectation setting (between company and EP)
- Company preparation booklet
- Company involvement to ips
- Specification of jd
- Documentation related to placement
- Introduction to company, regular feedback,

- Experience evaluation
- Intern providing insights to company
- Re-raising opportunity

MKT RESPONSIBILITIES

OGX RESPONSIBILITIES

COMMON RESPONSIBILITIES

HOW TO WORK WITH SYNERGY?

**DUDE. LET'S PUT THINGS
STRAIGHT.**

GROWTH HACKERS

ANY QUESTIONS?

Ask ask ask !!!!



CHEERS!

Always an OGX & Marketing :)

