

OGX-MARKETING SYNERGY

Because we are the best.



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

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

	ATTR	CONS	VD	B ADV
CUSTOMER	stranger Visitor open	LEAD ACCEPTED IN PROGRESS	customer approved Realized	Promoter Complete
AIESEC	<ul style="list-style-type: none"> 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) 	<ul style="list-style-type: none"> 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 	<ul style="list-style-type: none"> 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 <p>1st day of work</p> <ul style="list-style-type: none"> He is Involved with AIESEC Community (LC & EPs) and goes through IPS HERE IS where the MAGIC HAPPENS! <p>1 day after end date</p>	<ul style="list-style-type: none"> 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
ENABLER	<ul style="list-style-type: none"> ONLINE MKT SOCIAL MEDIA ATTRACTION ON-GROUND MARKETING PRMOTION MATERIALS (VIDEOS, FLYERS, BOOTHs, ETC.) PROVIDE EMAIL SUPPORT <p>POSTING OPPORTUNITIES (S&S: 2,4,5,6,10,11)</p> <p>CHECK APPLICATIONS.</p> <p>PRODUCT IMPROVEMENT.</p> <p>JD clarification</p> <p>Value proposition presentation – story telling, testimonials</p> <p>Partnership building</p>	<ul style="list-style-type: none"> MANDATORY CONTACT. INTERVIEW BY SENDING ENTITY. CALLING EP TO MAKE SURE THEY SIGN THE ACCEPTANCE NOTES. approve shortlisted eps. . payment and contract signing. 	<ul style="list-style-type: none"> Documents delivery of ops Constant follow up <p>NEXT SLIDE</p> 	<ul style="list-style-type: none"> delivery of re-integration seminar (s&s 16). gather experiences for showcasing. guide returnees to take more opportunities or go to llc. <p>Evaluate standards accomplishments for product development</p> <ul style="list-style-type: none"> improvement. Based on feedback Experience evaluation + nps survey analysis Showcasing and re-integrating the ep
	<ul style="list-style-type: none"> 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 	<ul style="list-style-type: none"> Agreeing on timeline Reinforce value proposition and role of company in developing leadership potential Shortlisting of candidates Company selection Company rejects Company interviews 	<ul style="list-style-type: none"> 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, 	<ul style="list-style-type: none"> 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 :)

